

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Required Report - public distribution

**Date:** 12/16/2013

**GAIN Report Number:**

## Singapore

### Exporter Guide

### Singapore Exporter Guide 2013

**Approved By:**

Chris Rittgers

**Prepared By:**

Bernard Kong

**Report Highlights:**

The year 2012 witnessed a deep cut in Singapore's economic growth rate from 4.9% in 2011 to 2.5 % in 2012. Nonetheless, imports of consumer oriented foods increased marginally in 2012 with the United States maintaining its position as the second largest supplier to the Singapore market.

**Post:**  
Singapore

**Executive Summary:**  
**Section I. MARKET OVERVIEW**

**Economic Situation**

Singapore is an independent republic with a land area of 270 square miles and with a population of 5.31 million in a highly urbanized island. The resident population is 74 percent ethnic Chinese, 13.3 percent Malay, 9 percent Indian and 3.5 percent of other ethnic groups. Major languages spoken are English, Mandarin and Malay. Singapore has a low annual birth rate of less than one percent and relies heavily on ever increasing numbers of immigrants to fill the many new jobs created annually.

Singapore is one of the world's most open economies and is highly dependent on international trade. The volume of its external trade is about three and a half times its annual Gross Domestic Product. Any decline in the economies of its major trading partners like the United States, the European Union, Japan and China is immediately felt.

The main pillars of the economy are electronics manufacturing, pharmaceutical manufacturing, oil refining and petrochemicals, banking, insurance and financial services, tourism and trade. Singapore's manufacturing sector slowed down considerably in 2012 recording only a 0.1 per cent growth. The subdued manufacturing growth was attributed to the economic slowdown in major markets like the U.S. and the EU. The services producing industries experienced a 1.2 percent growth while on the other hand, the construction sector buoyed by public and private construction activities expanded 8.2 percent in 2012. For calendar year 2012, Singapore's GDP growth recorded a 2.5 percent increase to US \$276.5 billion (per capita GDP of US\$51,460, still one of the world's highest) a deceleration from the faster paced growth rate of 4.5 percent experienced the previous year. Singapore's economic growth in 2013 is forecast by the Singapore government to be an improved 3 to 4 percent growth in view of the expected marginal recovery in the U.S., the EU and Japanese economies.

In 2012, Singapore's total external trade for all commodities increased by 1 percent to US\$788 billion. Total exports in 2012, fell marginally by 1 percent to \$408 billion while imports for the same year increased by 3 percent to US\$380 billion, giving it a trade surplus of \$28 billion. Singapore's role in regional and interregional trade is demonstrated by the fact that re-exports comprise between 48-50 percent of total exports. Singapore's top five trading partners in 2012 were EU, Malaysia, China, United States and Indonesia. Boosted by the United States' first Free Trade Agreement in Asia, Singapore was our 13<sup>th</sup> largest export market with a total two way trade of \$60.5 billion in 2012.

With one of the highest per capita incomes in Asia, Singapore is the most developed economy within the ASEAN region. The fact that Singapore strategically lies on the cross-roads of major air and sea routes within the Asia Pacific region enhances its traditional role as a major transshipment center for much of the Southeast Asian region and the Indian subcontinent. The above factors also contribute to Singapore's position as a regional food showcase and headquarters for international food and agricultural related companies.

**The Market for Consumer Oriented Foods**

With virtually no local agricultural production, Singapore relies on imports for almost all of its food requirements. There are no import tariffs or excise taxes for all food and beverages, except for alcoholic beverages and tobacco products. However a GST (good and services tax) is levied for all goods and services at the point of distribution.

As mentioned above, since Singapore is almost entirely dependent on imported foods, it is not surprising that the total value of imported consumer oriented foods exceeded US\$6.1 billion in CY2012. An additional US\$1 billion of fish and seafood products were imported in CY 2012.

In 2012, Singapore imported US\$12.03 billion of agriculture, fish and forestry products. The United States was the 5<sup>th</sup> largest supplier, accounting for US\$848 million in imports. Malaysia, Indonesia, China, Australia are the other members of the top four in descending order. Major Consumer-Oriented food imports include fish and seafood, dairy products, alcoholic and non-alcoholic beverages, meat, fresh fruit and vegetables, snack foods and processed fruit and vegetables. The U.S. is a major supplier of fresh and processed fruits and vegetables, poultry meat, dairy products, breakfast cereals, snack foods, and prepared microwavable meals.

Competition with U.S. agricultural products comes from countries which export similar high value consumer oriented products. Australia, New Zealand, EU, Brazil, China and South Africa export similar consumer oriented products including temperate climatic fresh fruit and vegetables, fruit juices, nuts, wines, processed packaged and canned food products, confectionery and candies, frozen poultry and frozen meats. As the market for consumer oriented products is very open and easily accessible, there is fairly quick entry for new comers. Competition in some of the consumer product categories may sometimes be very intense.

The major impediments to U.S. agricultural exports are overly strict sanitary requirements on meat, poultry and egg imports. A good example is AVA's zero tolerance for *salmonella enteritidis* and extremely low tolerance for *staph aureus* in poultry meat to protect consumers from poor food handling and cooking practices. AVA also objects to the use of anti-microbial sprays on animal and poultry carcasses, which is a widespread practice in the United States.

Singapore exported US\$225 million of agricultural, fishery, and forestry products to the United States in 2012. Most of these were fruit juices, cookies, cocoa butter, frozen seafood, food preparations, coffee, cocoa products, essential oils, prepared pineapples, and spices, some of which were transshipped through, or further processed in Singapore.

Not all the imported foods are consumed locally. It is estimated that routinely, and, depending on the product category, up to 75% of food imports are re-exported mostly to neighboring countries. Major product categories include dairy products, frozen poultry and poultry parts, fresh fruit and vegetables, red meats, alcoholic and non-alcoholic beverages, snack foods and other consumer-oriented products. Growth rate for the consumer oriented foods category averaged about 5 percent per annum over the calendar period 2010-2012. The U.S. market share of the consumer oriented foods category in the 2010-2012 period averaged 9-11 percent per annum.

### **Demography and Socio-economic impact**

Like most developed and highly urbanized economies, Singapore's indigenous population growth rates have been falling rapidly in the last decade as a result of the decreasing number of births by Singapore citizens. However, due to the growing influx in the number of foreigners, the number of Singapore residents increased at the annual rate of 2.5 percent in 2012. This factor alone augmented the slow natural growth (estimated at less than one percent per annum) in the number of Singapore citizens. The total population of 5.31 million comprised of 3.82 million citizens and permanent residents and just over 1.49 million foreign workers (and their dependents) on employment passes, work permits or long term social visit passes.

The proportion of elderly residents has increased rapidly over the last ten years. Residents aged 65 years and above comprised about 10 percent of Singapore's resident population. This proportion is expected to increase to over 20 percent by 2050. On the flipside, the youth population (aged 14 years and below) as a percentage of the population declined from 23 percent in 1990 to 16 percent in 2012. On the positive side, the mean years of schooling among resident non students aged 25-39 is 10.2 years. The literacy rate is 91 percent. Sixty six percent of the resident non student population aged 25 years and older possesses Secondary or Higher Qualification. The number of singles has also risen in the country with the fall in the number of persons getting married over the last ten years. The age at which both grooms and brides get married has also risen.

### **Summary of socio-economic impact of the changing demographic structure.**

- 1) Slower growth rates in domestic demand.
- 2) Growing personal disposal income due to better-educated workforce.

- 3) Smaller household sizes due to falling marriage and birth rates.
- 4) Demand for food products for the mature age groups growing.
- 5) Growth and diversity in consumer tastes with the greater increase in the number of highly educated and more traveled Singaporeans. The rising numbers of visitor arrivals and foreign workers in the country have also contributed to the wider variety of consumer tastes.
- 6) With the rise in the number of working women and newly arrived single executives, there is a corresponding growth in demand for convenience foods and ready to cook prepared meals.

**Advantages and Challenges for U.S. Suppliers**

<b>Advantages</b>	<b>Challenges</b>
Fast growing incomes and highly educated population	High costs of entry into major supermarket chains
Increasing preference for higher quality products	Lower prices of competing products from other countries
Proliferation of western family-style restaurants and fast food chains	Inadequate knowledge on use of U.S. products
Large numbers of resident expatriate population familiar with western type foods	High promotional and advertising costs for introducing new products

**SECTION II. EXPORTER BUSINESS TIPS**

**Local Business Practices and Custom**

In the arena of international trade, Singapore business practices tend to follow those in the more developed and highly urbanized economies. The country’s laws are patterned after the British legal system. There is considerable reliance on international trading practices and contracts. Letters of credit are normally used for first time transactions and only after a long history of business relationship is established, the terms of payment may be mutually adjusted to an open trading account with payment terms of up to two months. It is not uncommon for buyers to request for samples from first time suppliers. In some cases, U.S. exporters may request that buyers pay for airfreight charges and handling costs of samples if they become prohibitive.

U.S. exporters who are exporting for the first time to the Singapore market would be advised to consider making use of local distributors or at least a local representative to help them guide through the requirements of the Singapore Food regulations and local trading practices.

However, financial and credit arrangements in the domestic economy are very different. With few exceptions, supermarket chains, restaurants and other retail customers expect suppliers to provide credit terms of up to ninety days. There is also an implicit understanding to accept the return of damaged and unsold goods. On the other hand, some small retailers like Mom and Pop stores pay cash on delivery, as their order sizes are very small. Hence, if U.S. exporters decide to carry out their own local distribution, they would have to expect to meet the usual credit terms demanded by local supermarket chains.

### **General Consumer Tastes and Preferences**

With rising consumer incomes, Singaporeans are prepared to pay for higher quality food products or products that will provide savings in labor and time. Hence, on the supermarket shelves we tend to see an increasing number of prepared and convenience foods. Diced vegetables and seasoned portion-control meats and poultry are in increasing demand as both spouses work.

As almost all Singapore households are of Asian origin, imported foods that are to be used in local cooking have to be able to lend themselves to Asian cuisines. Asian dishes tend to be stir fried, prepared in curries or marinated in chili sauces.

### **Food Standards and Regulations**

Singapore food laws are delineated in the Food Act and all packaged foods sold in retail outlets have to comply with the allowable ingredients and preservatives listed in the abovementioned Act (see the latest FAIRS Report in the USDA website, [www.fas.usda.gov](http://www.fas.usda.gov)).

Singapore has a very open import regime and all foods, with the exception of alcoholic beverages and tobacco products are imported duty free. There are practically no non-tariff restrictions since there is very little local production and the current government policy is to source food products from all over the world. Customs clearance of imported food products is carried out electronically and the process is completed in less than 48 hours.

### **Import and Inspection Procedures**

Export health certification is required for the import of meat, poultry products and shellfish products. In most import cases, random inspection and laboratory analysis of meat and poultry products are carried out.

## **SECTION III. MARKET SECTOR STRUCTURE AND TRENDS**

### **Consumer-oriented Foods and Beverages & Edible Fishery Products**

Singapore, which has the second highest per capita income in Asia, is one of the most open economies in the world with no tariffs on all food products except on alcoholic beverages. As a result, a wide range of food products from all over the world can be found on supermarket shelves in this compact island nation of 5.18 million people.

The major suppliers of fresh temperate climatic fruit to Singapore are the United States, Australia, New Zealand, European Union, China, South Africa, Argentina and Chile. Suppliers of tropical fruit are neighboring countries of Malaysia, Indonesia and Thailand. Singapore households buy mostly fresh leafy green vegetables from Malaysia, Indonesia, Thailand and China. On the other hand, most of the imported temperate vegetables originating from Australia, New Zealand, European Union and the United States are supplied to restaurants and larger supermarket stores.

Singapore imports all the meats and poultry it consumes from all over the world. Poultry and pork are the main meat items consumed in Singapore. Freshly slaughtered chicken is obtained mostly by importing live poultry from Malaysia for slaughter in local abattoirs. About half of the chicken requirements are fulfilled through the imports of frozen chicken and chicken parts from Brazil, United States, China and the European Union.

Since April 1999, when all local pig farms ceased production, the only source of imported live pigs (about 250,000 head annually) for slaughter comes from Indonesia. Most of Singapore's pork requirements are fulfilled through the import of chilled pork from Australia and frozen pork from European Union and the United States. Beef, while not as widely consumed as chicken, is sold principally in the supermarkets. Major suppliers of beef include Australia, New Zealand, Argentina and China. The United States is allowed to supply only boneless beef from cattle less than 30 months of age because of BSE concerns.

In the seafood category, Singaporeans consume mostly fresh and frozen finfish caught and sold by neighboring countries, i.e. Malaysia, Indonesia and Burma. Other major suppliers include Taiwan and Japan, India, Australia, Vietnam and China. In 2011, a total value of US\$1.1 billion of seafood was imported from worldwide sources.

Singaporeans are very fond of fresh seafood; especially fin fish, crabs, lobsters and clams. While most of the finfish are

purchased in the wet markets for home consumption, Singapore consumers generally go to restaurants for the consumption of crabs and lobsters.

### **Food Retail Sector**

It is estimated that about 60 percent of the food retail sales of US\$4.84 billion take place in supermarkets, hyper marts and modern mini marts, while the rest are sold in convenience shops, traditional provision stores (Mom & Pop stores), petrol stations and wet market stalls. Traditionally Singaporeans shop for their fresh produce, meats and fish in wet market stalls. Over the last decade however, more and more household are turning to supermarkets for their fresh produce, meats and fish requirements. Generally, importers who represent foreign brands will be responsible for the market development of the brands, advertising and promotion and increasing distribution reach to all retailers.

However, in recent years, some of the large supermarket chains and several up market retailers import western-type products directly for their own outlets. Products directly imported would include frozen prepared meals, juices, jams, confectionery, biscuits, salad dressings, pre-packed deli meats and fresh temperate fruit. Products procured from local importers would include products from the Asian region, dry groceries, tropical fruit, frozen chicken and chicken parts, frozen beef, local sauces and ethnic foods.

Two major supermarket chains dominate the Singapore retail industry, Dairy Farm and NTUC Fairprice supermarket chains. The former targets principally the middle and higher income groups while the latter caters to the mass-market group.

The largest supermarket chain in terms of number of supermarket retail stores is the Dairy Farm Group with 123 supermarket stores, comprising of 47 Cold Storage supermarket retail stores, 8 premier Market Place stores and 68 Giant Stores (previously called Shop & Save). A large percentage of products on their shelves comprised mostly western-type products procured from E.U., Australia, New Zealand and the United States. Eight of their outlets are located in upper middle-income residential areas and customers to these outlets are principally expatriates and upper middle-income residents. In addition, the Dairy Farm Group operates the 7-Eleven Convenience Chain of 530 stores and 128 Guardian Pharmacy outlets

Next is the NTUC Fairprice supermarket chain which, has 97 Fairprice supermarkets, 16 Fairprice Finest stores and 6 Fairprice Xtra (Hypermarkets). In addition, the group has 120 Cheers Convenience Stores and 20 Fairprice Convenience Stores some of which are located in Esso-Mobil Stations. NTUC Fairprice's target audience is principally the middle and lower income groups. Competitive pricing is one of the main factors determining whether a new product should be procured for the Fairprice stores. The Fairprice chain is the most extensive in terms of consumer reach, geographically and across all income segments. Fair price stores are located in almost every large residential population concentration. Importers who require their products to be distributed island-wide and with the focus on the mass market prefer to work with NTUC Fairprice.

NTUC Fairprice supermarket chain procures most of their food products from local importers. However, in recent years, NTUC Fairprice has embarked on extensive house branding of basic essentials like rice, bread, cooking oil, toilet paper, box tissue, and sugar, dish washing liquid and canned fruit.

Besides Cold Storage and NTUC Fairprice supermarkets, there are several independently managed supermarkets like Isetan, Meidi-Ya, Mustafa's, Prime Supermarket, and Sheng Siong. The most recently established supermarket chain, Sheng Siong, which has 25 small and medium sized stores and Prime Supermarket which has 21 outlets are family owned business entities which originated from small single grocery outlets to their current sizes today. Both Sheng Siong and Prime are very price competitive as they procure most of their products from China and other neighboring low cost Asian supplier countries. Customers of both supermarket chains come mostly from the lower middle-income groups. The rest of the above mentioned supermarkets are independently operated supermarket stores with only one outlet each. Isetan and Meidi-Ya target principally the upper middle-income groups and the Japanese community in Singapore.

Outside the supermarket category, there are more than 23,000 mini-marts, convenience stores and traditional provision shops located in all residential housing estates all over the island. As these shops tend to be very small and, in most cases, no more than 600 square feet in retailing area, products tend to be limited to the very basic household items and to a small number of confectionery items and snack foods. Few of the shops in this category sell frozen meats and prepared meals nor is fresh produce retailed in this particular group.

### **Food Service Sector**

It is estimated that Singaporeans spend about US\$5.7 billion annually eating out. Restaurants as a group account for 37 percent, while fast food outlets account for 13 percent of the total revenue in the food & beverage services industry. Food caterers take up a 12 percent share of the food and beverage industry. The Others Category consisting of cafes, coffee houses, food courts, coffee shops and eating houses take up 38 percent of the total. Since eating out in the numerous cooked food stalls located round every corner of major housing residential estates is relatively inexpensive, most Singaporeans eat out at least once a day. As most households have working wives, Singapore families find it more convenient and, in most cases, less expensive to eat out. It is not uncommon each evening to see families walk to the nearest neighborhood cooked-food stall to have their dinner.

According to government statistics, there are more than 5,500 cooked food stalls in the whole island. Besides these cooked-food stalls, fast food chains like McDonalds, Kentucky Fried Chicken, Burger King, Pizza Hut are located in large shopping complexes all over the island.

The food service industry continued to show improvement in 2012. Restaurant sales reported an increase of 5 percent for 2012 due to the greater influx of tourists and business arrivals to the republic nation. It is reported that the food service industry is reverting back to better quality but higher priced foods as customers resume their original preference for quality food ingredients.

Food service companies in Singapore are widening their distribution network to other countries in the Asian region to achieve economies of scale in operation. As individual restaurant requirements are small, Singapore food service companies provide an alternative supply chain to customers who have small but frequent procurement needs for U.S. or western-type products.

It is thus not uncommon to see a number of well-known U.S. brands being transshipped or distributed from Singapore. Traders here are able to provide credit terms to their counterparts in the region or to carry out specific handling, packaging or documentation requirements. Generally products which have a longer shelf life and which do not need refrigeration are more easily transshipped.

Meat and poultry products, which require halal certification for Muslim consumers in the region, are generally shipped direct to the country of destination. Again, some Singapore traders may be involved in the ordering process as well as in the provision of short-term credit to the local importer in the destination country.

### **Food Processing Sector**

Singapore's food processing sector is very limited and the major food manufacturers are those in beer, non-alcoholic beverages, snack foods, fish processing and ethnic food activities. As Singapore has no crop or livestock production, practically all food ingredients are imported from a wide range of countries worldwide.

According to the Singapore government statistics, there are more than 300 companies making up Singapore's food processing sector most of which are small-scale operations with output barely sufficient for the local market. These firms manufacture food products ranging from beverages and snack foods to dairy and confectionery goods. With the exception of the beer and soft drinks plants, the scale of production tends to be small and the number of employees for each food-manufacturing establishment tends to be less than 100 each.

The total output of the locally manufactured food, beverage and tobacco sector was valued at around US\$6.6 billion in 2012, out of which it was estimated that over half was re-exported. Products, which are exported, include beer, soft drinks, edible oils, chocolates, processed seafood, milk powder, condensed milk, sauces and spices.

The source of competition varies depending on the nature of the product manufactured. For example, Australia supplies most of the milk products and dairy ingredients while China supplies most of the corn and soybean products. Malaysia supplied nearly 20 percent of the food ingredient market and is the major supplier of live animals for slaughter, edible oils, tropical fruit and vegetables. The U.S. has significant market share in juices, juice concentrates, frozen poultry parts, fresh temperate fruit, nuts, flavorings, spices and leaf tobacco.

#### SECTION IV. BEST HIGH –VALUE PRODUCT PROSPECTS

Product Category	2012 Total Imports US\$ Million	2010-2012 Ave Annual Growth (%)	Key Constraints over Market Development	Market Attractiveness for USA
Snack Foods	366	14	Intense Competition from lower cost suppliers from neighboring ASEAN region, China, EU and Australia	Availability of wide variety of flavors. Quality of U.S. products and packaging.
Fruits & Vegetable Juices	74	19	Lower priced fruit & vegetables juices from Australia, New Zealand & E.U.	Quality and instant brand recognition of leading U.S. brands
Fresh Fruit	439	11	Intense competition from China, South Africa, Australia and New Zealand	U.S. has reputation of being a supplier of quality fresh fruits
Tree Nuts	131	21	Competition from low priced peanuts from China and pistachios from Iran	Quality of products from U.S. are consistently maintained
Fresh Vegetables	393	10	Strong competition from China, Indonesia , Thailand, Australia, New Zealand and EU	U.S. has a reputation for quality products and instant brand recognition
Pet Foods	30	10	The market for pet foods is keenly contested. Australian brands are well established and have a closely geographical advantage	U.S. brands have a high brand recognition and there is a natural reluctance to carry out brand switching for marginal price differences

#### SECTION V. KEY CONTACTS AND FURTHER INFORMATION

U.S. Department of Agriculture  
U.S. Embassy  
27 Napier Road  
Singapore 258508  
Fax:(65) 6476-9517  
Tel: (65) 6476-9120  
[Email: agsingapore@usda.gov](mailto:agsingapore@usda.gov)

Agri-Food & Veterinary Authority of Singapore  
Ministry of National Development  
5 Maxwell Road  
#03-00 Tower Block  
MND Complex  
Singapore 069110



Tel: (65) 6222-1211  
Fax: (65) 6220-6068  
Website: www.ava.gov.sg

International Enterprise Singapore  
230 Victoria Street, Level 10  
Bugis Junction Office Tower  
Singapore 188024  
Tel: (65) 6337-6628  
Fax: (65) 6337-6898  
Website: www.iesingapore.com

Singapore Business Federation  
10 Hoe Chiang Road  
#22-01 Keppel Tower  
Singapore 089315  
Tel: (65) 6827-6828  
Fax: (65) 6827-6807  
Website: [www.sbf.org.sg](http://www.sbf.org.sg)  
Email: info@sbf.org.sg

American Chamber of Commerce in Singapore  
1, Scotts Road  
#23-04, Shaw Centre  
Singapore 228208  
Tel: (65) 6235-0077  
Fax: (65) 6732-5917  
Website: www.amcham.org.sg

Singapore Retailers Association  
371 Beach Road  
#02-04/05 Keypoint  
Singapore 199597  
Tel: (65) 6295-2622  
Fax: (65) 6295-2722  
Email: info@sra.org.sg  
Website: www.retail.org.sg

## APPENDIX I. STATISTICS

### A. Key Trade & Demographic Information

	2012	
Agricultural Imports From All Countries (\$Mil) /U.S. Market Share (%)	12,035	7%
Consumer Food Imports From All Countries (\$Mil) /U.S. Market Share (%)	6162	10%
Edible Fishery Imports From All Countries (\$Mil) /U.S. Market Share (%)	1005	2%

Total Population (Millions) /Annual Growth Rate (%)	5.31	2.5
Urban Population (Millions) / Annual Growth Rate (%)	NA.	N.A.
Number of Major Metropolitan Areas	1	
Size of the Middle Class (Millions) /Growth Rate (%)	N.A.	N.A.
Per Capita Gross Domestic Product (U.S. Dollars) / Increase over previous year	51,460	2.5
Unemployment Rate (%)	2.2	
Per Household Food Expenditure (U.S. Dollars) Per Annum	8352	
Exchange Rate in 2012 (US\$1 = S\$1.2579)		

**TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCTS IMPORTS**

Singapore Imports (In Millions of Dollars)	Imports from the World			Imports from U.S.			U.S. Market Share (%)		
	2010	2011	2012	2010	2011	2012	2010	2011	2012
<b>CONSUMER-ORIENTED AG TOTAL</b>	<b>4964</b>	<b>6086</b>	<b>6162</b>	<b>452</b>	<b>587</b>	<b>675</b>	<b>9</b>	<b>9</b>	<b>11</b>
Snack Foods (Excluding Nuts)	287	341	366	34	32	57	12	8	16
Breakfast Cereals, Pancake Mix	28	32	33	7	8	10	25	25	30
Red Meats, Fresh/Chilled/Frozen	435	503	520	34	41	37	8	8	7
Red Meats, Prepared & Preserved	137	166	178	14	18	4	10	10	2
Poultry Meat	215	270	274	42	64	54	20	23	20
Dairy Products (Excluding Cheese)	796	976	978	30	60	60	4	6	6
Cheese	64	78	71	4	7	6	6	8	8
Eggs & Products	106	127	116	1	2	2	1	2	2
Fresh Fruit	360	413	439	71	83	46	20	20	10
Fresh Vegetables	327	366	393	16	16	10	5	4	3
Processed Fruit & Vegetable	270	311	330	51	60	87	19	19	26
Fruit & Vegetable Juice	53	61	74	11	12	13	21	20	18
Tree Nuts	93	159	131	10	12	11	11	8	8
Wine & Beer	478	615	621	9	12	13	2	2	2
Nursery Products & Cut Flowers	77	93	82	1	2	1	1	2	1
Pet Foods (dogs & Cat Food)	24	26	30	9	8	9	38	31	30
Other Consumer-Oriented Products	1214	1548	1606	132	152	120	11	10	7
<b>FISH &amp; SEAFOOD PRODUCTS</b>	<b>909</b>	<b>1094</b>	<b>1094</b>	<b>21</b>	<b>27</b>	<b>22</b>	<b>2</b>	<b>2</b>	<b>2</b>
Salmon	45	50	49	0	0	0	0	0	0
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	269	330	323	7	11	10	3	3	3
Ground fish & Flatfish	32	34	42	1	0	2	3	0	5
Molluscs	95	120	107	5	5	5	5	4	5
Other Fishery Products	468	560	484	8	11	5	2	2	1
<b>AGRICULTURAL PRODUCTS TOTAL</b>	<b>8244</b>	<b>10368</b>	<b>10273</b>	<b>594</b>	<b>704</b>	<b>802</b>	<b>7</b>	<b>7</b>	<b>8</b>
<b>AGRICULTURAL, FISH &amp; FORESTRY TOTAL</b>	<b>9717</b>	<b>12121</b>	<b>1204</b>	<b>639</b>	<b>745</b>	<b>849</b>	<b>7</b>	<b>6</b>	<b>7</b>

**TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**

**Consumer Oriented Agricultural Imports (In US\$ Million)**

Rank	Partner Country	United States Dollars		
		2010	2011	2012
1	Malaysia	880	997	1024
2	Australia	557	644	628
3	United States	478	587	675
4	China	427	470	466
5	France	350	464	450
6	New Zealand	382	441	398
7	Brazil	295	319	340
8	Indonesia	221	322	296
9	Thailand	245	286	286
10	Netherlands	119	169	196
11	Japan	94	101	120
12	Vietnam	46	70	101
13	Germany	81	101	109
14	India	73	105	97
15	Italy	65	85	93
	Others	647	886	883
	<b>TOTAL</b>	<b>4,964</b>	<b>6086</b>	<b>6162</b>

**Imports of Fish & Seafood Products (in US\$ Million)**

Rank	Partner Country	United States Dollars		
		2010	2011	2012
1	Indonesia	113	134	131
2	Malaysia	130	133	129
3	Vietnam	76	92	88
4	China	55	82	94
5	Thailand	61	69	73
6	Norway	46	52	56
7	Japan	52	51	53
8	Australia	53	65	46
9	India	32	42	39
10	Taiwan	52	44	31
11	Chile	19	31	27
12	United States	21	27	22
13	New Zealand	25	23	22
14	Hong Kong	22	23	21
15	Philippines	13	15	18
	Others	98	188	155
	<b>TOTAL</b>	<b>909</b>	<b>1093</b>	<b>1005</b>

Source: GTIS

END OF REPORT

