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Philippines

Post: Manila

FAS Programs Grow Dried Fruit and Nut Business

Report Categories:

SP1 - Expand International Marketing Opportunities

Export Accomplishments - Marketing, Trade Events and Shows

Dried Fruit

Tree Nuts

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Report Highlights:

A Philippine importer grew their business from two U.S. products (almonds and raisins) and two customers in 1995 to almost 30 products of dried fruits and nuts, and dehydrated potatoes across 500 institutional customers and retail outlets nationwide. Since 2001, the company has actively participated in FAS Manila's initiatives, such as pavilions at local food and beverage shows, and regular tabletop and menu promotions, Cochran Fellowship Programs, a Quality Samples Program, and buying missions co-organized by State Regional Trade Groups.

General Information

The company has successfully established themselves in the Philippines as a top supplier of dried fruits, nuts, and dehydrated potatoes to ice cream and confectionery manufacturers, hotels, restaurants, bakeries, bars, cafés, and food caterers, and in 2018, imported \$5.9M worth of products from the United States. They have private label contracts with major supermarkets nationwide.

Looking back, the company participated in a U.S. dried fruits and nuts Cochran Fellowship Program in 2006, which opened doors to suppliers in California and Georgia. In 2007, the company was instrumental in implementing a Quality Samples Program (QSP) spearheaded by FAS Manila in collaboration with California Agricultural Export Council (CAEC) to showcase the availability, variety, and applications of U.S. dried fruits and nuts.

Under the program, two 20-foot containers of dried cranberries, blueberries, cherries, figs, and shelled pecans were shipped, and the products were warehoused and distributed by the company to trade customers for new product development, including the country's top 10 bakery chains. The rest of the samples were delivered as needed to USDA Manila's demo kitchen and training facility where more than 20 culinary classes funded by the Emerging Markets Program were held from February to October 2007. Over 30 recipes were developed and presented to hotels, restaurants, caterers, large to medium sized bakeshops and other food manufacturing companies, home-based entrepreneurs, and culinary school instructors.

As a direct result of the QSP, the company imported dried cranberries, blueberries, cherries, figs, and shelled pecans. The products became regular items in their inventory for commercial sales to food service and retail customers. They also reported a jump in sales of the other U.S. dried fruits and nuts in their portfolio, as follows:

	Percentage Increase vs. the Previous Year
Raisins	50%
Walnuts	30%
Pecans	50%
Pistachios	10%
Almonds	20%

The company attributed the increase in sales to the combined aggressive promotional efforts at USDA Manila's demo kitchen, the support of FAS Manila and CAEC, and the interest and opportunities generated by the QSP exercise.

Market Background

The United States is the Philippines' largest supplier of high-value, consumer-oriented food and beverage products with record sales of \$1 billion in 2018, up 13 percent from the previous year, and the Philippines is its largest market in Southeast Asia. Traders are optimistic that export sales of U.S. consumer-oriented food and beverage products will increase to \$1.2 billion in 2019. The country's

resilient economy, a young, fast-growing, highly-urbanized population, and the expansion of modern supermarket chains and fast-food franchises nationwide create strong opportunities for U.S. food and beverage products.

Further Information and Assistance

USDA-FAS at the U.S. Embassy in Manila is ready to help exporters of U.S. agricultural products achieve their objectives in the Philippines. For further information or assistance, please contact:

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