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## Philippines

**Post:** Manila

### **U.S. Food and Beverage Exports to the Philippines Set to Achieve NEI Goal Two Years Early**

**Report Categories:**

Market Development Reports

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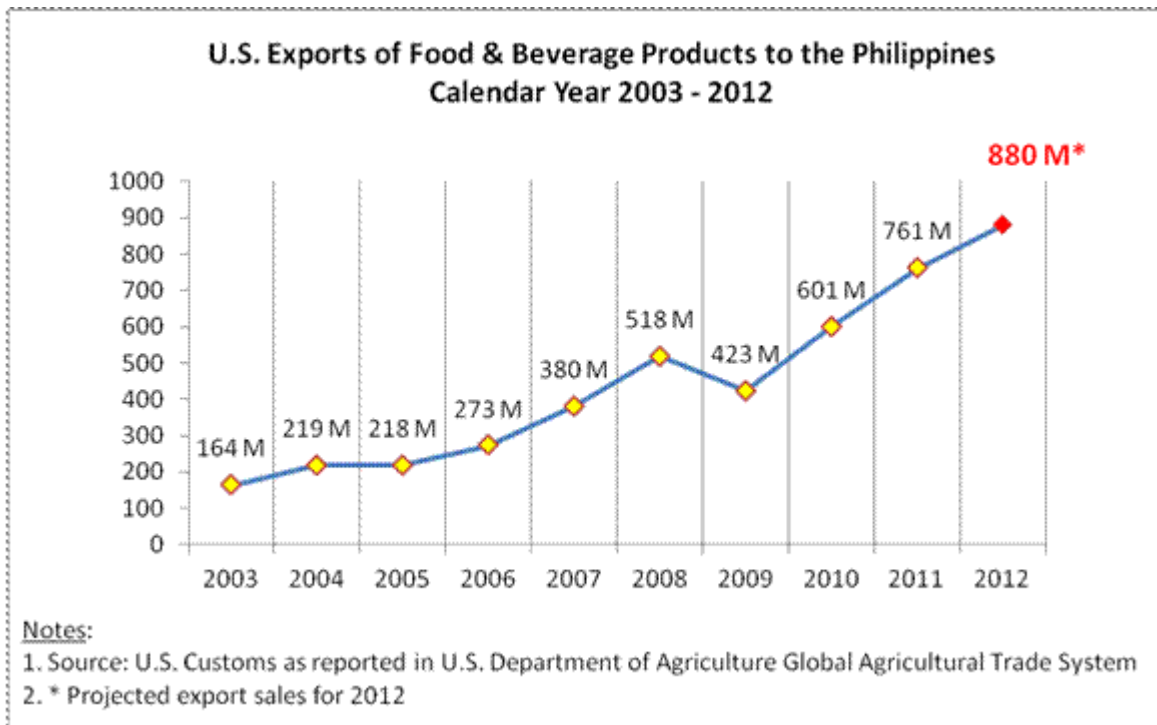
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**Report Highlights:**

FAS Manila predicts 2012 U.S. food and beverage (f&b) sales to the Philippines will more than double 2009 levels, two years ahead of the White House National Export Initiative (NEI) target. With 2009-2011 shipments already up 80 percent (from \$423 to \$761 million), f&b exports are forecast to reach \$880 million by the end of the year. Driven by a rapidly growing middle class, a strong reputation for quality, and an historical preference for U.S. products, the impressive growth spans a broad range of products. Nearly all subcategories are at record levels, and most are expected to break the NEI target before 2013. Comprised primarily of grocery and restaurant goods, f&b products are relatively high value and labor intensive. The trade estimates \$880 million worth of these goods would fill 22,000 container trucks. These sales lend valuable support to the 1.8 million U.S. food processing jobs and to many more throughout the supply chain.

**General Information:**

In the ten years from 2003 to 2012, U.S. f&b exports to the Philippines have exploded by more than 500 percent. With expectations for healthy economic growth and rapid increase in supermarkets across the country, FAS Manila predicts record exports in this job generating, value added sector will be the trend through at least 2020.



## NEI Progress

The chart below shows that most products will achieve NEI goals by 2012. Dairy and Fresh Vegetables (in bold) had already doubled by 2011.

### Most Products to Hit NEI Target in 2012

U.S. Exports of Food & Beverage Products to the Philippines by Value							
CY 2009 - 2011 and Year-To-Date Comparisons							
Value in Thousands of Dollars							
	Calendar Years (Jan-Dec)			% Growth 2009-2011	January - August Comparisons		
	2009	2010	2011		2011	2012	% Chg
Food & Beverage Products Total	423,168	601,057	760,582	80	478,412	564,030	18
<b>Dairy Products</b>	<b>76,575</b>	<b>181,533</b>	<b>280,260</b>	<b>266</b>	<b>180,053</b>	<b>225,908</b>	<b>25</b>
Red Meats, FR/CH/FR	83,442	110,687	103,523	24	69,305	65,705	-5
Poultry Meat	39,860	50,326	69,875	75	48,005	55,910	16
Snack Foods	47,863	50,494	64,692	35	40,224	45,890	14
Processed Fruit & Vegetables	36,867	57,223	61,692	67	40,908	47,482	16
Miscellaneous Packaged Products	53,319	51,305	57,339	8	34,816	48,026	38
Fresh Fruit	32,787	31,274	41,839	28	14,403	17,034	18
Red Meats, Prep/Pres	16,610	23,019	28,987	75	18,076	24,185	34
Pet Foods	13,743	16,152	19,987	45	12,618	13,930	10
Wine and Beer	7,423	8,068	8,110	9	4,880	4,553	-7
Fruit & Vegetable Juices	6,719	7,679	7,926	18	4,384	5,617	28
<b>Fresh Vegetables</b>	<b>1,565</b>	<b>4,364</b>	<b>5,903</b>	<b>277</b>	<b>4,221</b>	<b>2,497</b>	<b>-41</b>
Tree Nuts	2,553	4,447	4,538	78	2,998	3,058	2
Breakfast Cereals	2,223	3,658	3,849	73	2,141	2,558	19
Eggs & Products	1,619	825	2,064	27	1,381	1,677	21

**Legend:**  
 - Products that have achieved (in bold) or are expected to achieve NEI Goal by 2012

**Notes:**  
1. Source: U.S. Customs as reported in U.S. Department of Agriculture Global Agricultural Trade System  
2. Product Group: BICO-HS10

## **Further Information and Assistance**

For further information on US food & beverage products, please contact:

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