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POLICY

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Date: 4/16/2014

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GAIN Report Number:

Philippines

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Post: Manila

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Pacific Northwest Event Sparks Interest Amongst Philippine Buyers

Report Categories:

Export Promotion Programs

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Report Highlights:

The FAS-organized “Grand Pacific Northwest Connection” achieved significant press coverage, allowed U.S. exporters to introduce new products to the market and garnered keen interest from multiple food and beverage (f&b) importers, distributors and trade customers. The menu showcase event highlighted a variety of high quality foods, wines and other beverages from the Pacific Northwest, and was co-hosted by FAS Manila and the U.S. Embassy on April 3, 2014, in partnership with the Alaska Seafood Marketing Institute, the U.S. Potato Board, and six U.S. and local companies. Held at the residence of the U.S. Embassy’s Deputy Chief of Mission, the event was attended by 100 guests including importers, hoteliers, restaurateurs, culinary professionals, and food, travel and lifestyle media representatives.

U.S. f&b exports to the Philippines grew by 15 percent in 2013 and reached a record \$1 billion. Due to the popularity of U.S. f&b products and their reputation for high quality, traders foresee continued strong growth in export sales to the Philippines, forecast to reach \$1.15 billion in 2014.

The Grand Pacific Northwest Connection

Menu

Whole Roast Black Angus Ribeye
on Potato Pancakes

Baked Salmon Fillet
with Caper Butter Sauce

Creamed Pacific Cod in Potato Pockets

Beer Battered Pollock Fingers
with Russet Potato Chips

Potato Martini Bar
Roasted Garlic Cheesy Mashed
Pesto Mashed
Overloaded Mashed
Toppings: Bacon, Cheddar,
White Sauce, Chives

Cheesy Tartlettes
CherryBerry Cheese Cake
Blueberry Muffins

Mini Crepes Station
Cherry, Blueberry,
Washington Cinnamon Apples,
Spiced Caramel Pears
Toppings: Chocolate Syrup,
Home-made salted Caramel Sauce,
Whipped Cream and Candied Walnuts

Wines

Hogue Cellars and Charles Smith

Beverages

Homemade Cherry Soda,
Blueberry Soda
Club Soda and Cream Soda
Beer and Softdrinks

Brewed Coffee

List of Sponsors

- Alaska Seafood Marketing Institute (Alaska seafood products)
- U.S. Potato Board (Idaho fresh potatoes)
- Dane International Commodities (Idaho dehydrated potatoes and Washington dried blueberries)
- Alternatives Food Corporation (Washington beef)
- Link Import Export (Oregon maraschino cherries)
- Constellation Brands representing Hogue Cellars (Washington wines)
- The Wine Club representing Charles Smith Wines (Washington wines)
- Tully's Coffee (Washington coffee)



Ambassador Philip S. Goldberg, Tita Trillo of Titania Cellar and USDA-FAS Agricultural Counselor Philip A. Shull discuss the quality of Pacific Northwest food & beverage products

Deputy Chief of Mission Brian L. Goldbeck making new friends through great food and wines at the Grand Pacific Northwest Connection



Creamed Pacific Cod in Potato Pockets



Whole Roast Black Angus Ribeye



Blueberry Muffins

Other Relevant Food & Beverage Reports and Export Data

The following reports on the Philippine market are available on the USDA-FAS website:

- Exporter Guide
- Food and Agricultural Import Regulations and Standards (FAIRS)
- Philippines-A Billion Dollar Market for U.S. Food and Beverage Exports
- Booming Philippine Food Processing Industry Provides Opportunities for U.S. Ingredients
- Food Service Sector Report

USDA-FAS website: www.fas.usda.gov. Choose “Data & Analysis” then “Global Agricultural Information Network (GAIN).”

To access data on U.S. agricultural exports, choose “Data & Analysis” then “Global Agricultural Trade System (GATS).”

USDA-FAS Assistance

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

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 Foreign Agricultural Service
 Embassy of the United States of America
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