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Philippines

Exporter Guide

Annual

2003

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Report Highlights:

The Philippines is the 14th largest market for U.S. exports of consumer-oriented agricultural exports, with sales of \$171 million in 2002. In recent years, a weakening in the Philippine peso and growing competition from other foreign suppliers to the market have created new challenges for U.S. exporters. Despite the intensifying competition, good sales opportunities exist due to Philippine consumer familiarity with American brands and food and beverage trends, growth in large-scale modern supermarkets, and an expanding economy. In 2002, record sales levels were recorded in a number of items, including wine, condiments, cheese, and tree nuts.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Manila [RP1]
[RP]

General Market Overview. The Philippine economy grew by 4.6 percent in 2002, the best performance since 1997. However, exports of U.S. consumer-oriented agricultural products declined by 15 percent to \$171 million, due largely to a continued weakening in the Philippine peso vis-à-vis the U.S. dollar and growing import competition.

In 2001, total Philippine imports of consumer foods jumped 5 percent to a record \$1.1 billion. While the Philippine economy is largely agrarian, moderate growth in demand for imported food is expected to continue due to high population growth, low agricultural productivity, and poor infrastructure that hampers Philippine competitiveness in markets for both processed foods and raw commodities.

While the market for imported foods is becoming increasingly competitive, Filipinos generally prefer U.S. foods and beverages over other imports. U.S. products enjoy a reputation for consistent high quality and food safety and recognition/awareness of American brands is very high. Among a total population of 80 million, an estimated 7-10 million consumers have sufficient incomes to regularly afford premium imported foods and beverages. Most of these consumers are located in Metro Manila, Cebu, and Davao.

Market Characteristics

- Filipino consumers have a strong appreciation for American culture and lifestyle thanks to a long history of close bilateral relations, bolstered by a large Filipino-American community that maintains ties to the Philippines.
- American products are highly regarded for their high quality and product consistency. However, while preferring U.S. products and brands, Filipinos are highly price sensitive and like to comparison shop to get “value for money”. Popular American brands can afford a minimal price premium versus competing products from other foreign suppliers.
- Most Filipinos have families in the United States who regularly send or bring home food as gifts, which have become the initial yet very effective way of introducing American products to Filipino consumers.
- Filipinos are known to eat about five times a day and have a propensity for munching in between meals.
- Consumption of imported food products peak during the Christmas season when sales reach as much as three times the normal levels.
- Most metropolitan homes have refrigerators with a small built-in freezer; ownership of microwave ovens has also been steadily increasing.

Advantages	Challenges
Filipinos have high regard for imported products, especially American.	U.S. products are priced higher compared to local products and other imported products
Familiarity with major American brands.	Consumers are highly price sensitive.
Traditional close ties between the Philippines and the U.S.	Preferential tariff rates (35 percent discount on MFN rates) on products from ASEAN member countries.
No need for special product labeling; English labels accepted.	Market penetration for imported products is concentrated in Metro Manila and major metropolitan cities.
Philippine food standards follow US Food and Drug Administration regulations.	Insufficient cold chain system.
Proliferation of malls and accompanying rapid expansion in the retail and fast-food sectors especially American franchises that require American food products.	Establishment of Asian manufacturing facilities for American brands to supply the region.
Retail trade liberalization that finally allows sophisticated, large-scale foreign retailers to operate in the Philippines.	Packaging should be able to withstand extreme heat and humidity.
Reduced import duties and targeted uniform tariff rate of 5 percent by 2004.	Package sizes tend to be smaller for affordability.
Rapidly growing population versus limited agricultural resources.	Underdeveloped infrastructure, i.e., storage, roads and shipping facilities.

Section II. Exporter Business Tips

- Filipino businessmen highly value interpersonal relations. Such relations lend ease in developing trust between potential business partners. US exporters should maintain a conscious sensitivity to the innate Filipino sense of reciprocity.
- US exporters should maintain close contact and make regular visits to the Philippines to stay abreast of developments and to affirm support to the Philippine agent/distributor and customers. Exporters should commit to provide marketing and promotional efforts, including advertisements.
- Food importation is generally done by traders. Some maintain buying offices on the US West coast. The services of a U.S. consolidator or wholesaler are commonly used because of the need for a wide variety and range of products. The Philippine importer then either distributes directly to retailers and food service entities or through local wholesalers.

- US exporters can work with one or several importers. It is to be noted, though, that exclusive distributorship agreements are difficult to enforce in the Philippines while parallel imports are common.
- There are no non-tariff restrictions on imports of agricultural and food products, except on rice. Import permits are required for shipments of fresh fruits and vegetables, meat and poultry, including processed meat products.
- The Philippines unilaterally implemented a tariff reduction scheme. Tariff rates for most consumer-oriented products now range from 3-15 percent. Agricultural products considered "sensitive" and for which minimum access volumes (MAV) were set, however, have significantly higher tariff rates. These include poultry meat, pork, fresh potatoes and coffee. MAV allocations, which enjoy discounted tariffs, are awarded to Philippine companies on an annual basis. Please contact the Office of Agricultural Affairs (OAA) for a complete list of these "sensitive products" and the corresponding tariff rates. The OAA also maintains a list of Philippine companies who have MAV allocations.
- All food products must be registered with the Philippine Bureau of Food and Drug. Imported products may be registered only by a Filipino entity.
- US exporters are advised to require payment of goods via letter of credit especially for the initial transactions. Credit terms may be extended to the importer after a thorough background and credit investigation has been conducted and payment habits have been established.
- Philippine food regulations and standards generally follow the U.S. Food and Drug Administration. Products from the United States do not require special labeling and may be sold in the Philippines in the same commercial packaging.
- Products should be packed sufficiently to withstand extreme heat and humidity. Products for the Philippines should also preferably be in smaller consumer packs for affordability. Deficiencies in systematic and mechanical handling of products should also be taken into consideration. There are inefficiencies in the cold chain system, particularly beyond Metro Manila where in some cases these facilities range from insufficient to non-existent.
- Filipino consumers prefer "sweet" foods, even for processed meat products, sauces and juices. Exporters should be willing to reformulate their products to suit the local tastes. Filipino consumers have a preference for cheese and barbecue food flavors.

Philippine Import Requirements and Certifications for Food Products

This section of the report was prepared by the Office of Agricultural Affairs of the USDA/ Foreign Agricultural Service in Manila, Philippines for U.S. exporters of domestic food and agricultural products. While every possible care was taken in the preparation of this report, information provided may not be completely accurate either because policies have changed since its preparation, or because clear and consistent information about these policies was not available. It is highly recommended that U.S. exporters verify the full set of import requirements with their foreign customers, who are normally best equipped to research such matters with local authorities, before any goods are shipped. FINAL IMPORT APPROVAL OF ANY PRODUCT IS SUBJECT TO THE IMPORTING COUNTRY'S RULES AND REGULATIONS AS INTERPRETED BY BORDER OFFICIALS AT THE TIME OF PRODUCT ENTRY.

A few commodities are regulated, i.e., their importation will be allowed if covered by an import authority issued by the concerned government agency. Fewer still are prohibited, those that are specifically prohibited under Section 101, Tariff and Customs Code of the Philippines (TCCP), as amended, and other special laws.

The importation status of any commodity (whether prohibited, regulated or freely importable) may be checked/verified with the Bureau of Customs (BOC), Department of Trade Industry (DTI), Bangko Sentral ng Pilipinas (Central Bank of the Philippines) or any of its authorized agent banks, and the Department of Agriculture for importation which require the issuance of the Minimum Access Volume Import Certificate such as importation of swine, chicken etc.

Import documents required for all shipments to the Philippines are: (1) commercial invoice; (2) bill of lading or air waybill for air shipments; (3) certificate of origin (if requested); (4) packing list; and (5) various special certificates required due to the nature of goods being shipped and/or requested by importer/bank/letter of credit clause, e.g., (a) Bureau of Food and Drugs license, (b) Commercial Invoice of Returned Philippine Goods and (c) Supplemental Declaration on Valuation. (See Chapter VI-F: Customs Regulations and Contact Information).

Import Requirements for Food Products

The Philippines is a signatory to the World Trade Organization and has lifted quantitative restrictions on imports of food products except for rice. Rice may be imported only by the Philippine Government through the National Food Authority, formerly an attached agency of the Department of Agriculture, now seated in the President's Office for Food Security. The Philippines replaced the previous import restrictions with quota rate tariffs on some sensitive agricultural products. Quarantine Clearances that serve as import licenses are required prior to the importation of fresh fruits and vegetables as well as all kinds of meat and meat products and now for fisheries products (see section on Importation of Fresh Produce and Meat). All other food product imports do not have licensing requirements except where permits are required for commodities entering duty-free or are taking advantage of an in-quota tariff on items such as live swine, frozen pork, frozen chevron, frozen poultry, fresh/chilled potatoes, coffee beans, corn, coffee extract.

Import Regulations for Processed Food Products

Philippine food regulations generally follow the U.S. Food and Drug Administration policies and guidelines as they pertain to food additives, good manufacturing practices and suitability of packaging materials for food use. Hence, compliance with U.S. regulations for packaged foods, particularly for labelling will almost always assure compliance with Philippine regulations. All food products offered for sale in the Philippines must be registered with BFAD. Registration of imported products may only be undertaken by a Philippine entity, although some documentation and, for certain types of products, samples need to be provided by the exporter. Products have been divided into two categories with distinct sets of registration requirements and procedures.

Category I includes: bakery & bakery related products; non-alcoholic beverages & beverage mixes; candies & confectionery products; cocoa & cocoa related products; coffee, tea & non-dairy creamer; condiments, sauces & seasonings; culinary products; gelatine, dessert preparation & mixes; dairy products; dressings & spreads; flour/flour mixes & starch; fish & other marine products; fruits, vegetable & edible fungi (prepared); meat and poultry

products (prepared); noodles, pastas & pastry wrapper; nut & nut products; native delicacies; oils, fats & shortening; snack foods & breakfast cereals and; sugar & other related products.

Category II includes: alcoholic beverages; food supplements; tea (herbal); bottled drinking water; foods for infant & children; foods for special dietary use; transgenic food products (use of genetic engineering/biotechnology) and; ethnic food products with indigenous ingredient(s) not common in the Philippines.

An application for registration should be filed by the Philippine importer for the importation and distribution/offer for sale for each class per brand of product. Only products with a valid Certificate of Product Registration from BFAD will be allowed for sale in the Philippines.

Following are the list of requirements for the registration of food products:

Category I

1. Letter of application for registration from importer/distributor
2. Accomplished Affidavit of Undertaking, typewritten and notarized
3. Accomplished product list by product classification, three (3) copies
4. Valid License to Operate (from BFAD) with name of supplier/source(s) of imported food product
5. Copy of sales invoice
6. One sample of each product in commercial presentation and a copy of the label that is in conformance with Codex Labeling Regulations and BFAD requirements. In lieu of product sample, a colored picture of each product may be submitted. A sticker indicating the name and address of the importer must be attached if such information is not printed on the label.
7. Registration fee of Pesos 25.00 per product.

Category II

1. Letter of application for registration from importer/distributor
2. Valid License to Operate (LTO) as an importer/distributor (issued by BFAD)
3. Product Information
 - a. List of ingredients in decreasing order of proportion. For additives with prescribed limit, the amount added must be indicated.
 - b. Finished product specification (physico-chemical and microbiological)
4. Samples of the product in its commercial presentation for laboratory analysis.
5. Loose label and labeling materials to be used for the products.
6. Estimated shelf-life, parameters used and methods for determining shelf-life.
7. Brief description/flow diagram of the method of manufacture
8. Certificate of analysis. Include analytical methods used. Additional requirements for food supplements may apply as necessary.
9. Registration fee of Pesos 25.00 per product plus cost of laboratory analysis.

Laboratory testing by BFAD for products under category II is mandatory to determine the safety of the product and to assure that there will be no misbranding or adulteration of products. Products under Category I may be subject to random examination at any time during the validity of the registration and the cost of laboratory analysis shall be charged to the importer.

A Certificate of Product Registration (CPR) shall be issued by BFAD and shall be valid for two (2) years. Subsequent renewal of CPR shall be valid for a period of three (3) years.

Exporters should also note that a Philippine importer needs to secure a License to Operate from BFAD, which is actually a pre-requisite for the registration of any food products. The License lists names of foreign suppliers or sources of the products being registered. Thus, the importer is required to obtain from the exporter and submit to BFAD the following: (1) a copy of the Foreign Agency Agreement duly authenticated by the Philippine Consulate in the country of origin and; (2) a Certificate of Status of Manufacture by the exporter issued by the Government Health Agency from the country of origin which should also be authenticated by the Philippine Consulate.

Import Regulations for Fresh Produce and Meat

In all cases, imported meat, fish or produce require that a registered importer be the receiver of the shipment. Consequently, the importer would have to be knowledgeable of the regulations associated with the particular commodity being imported.

New regulations governing the import of meat and poultry are in effect since the end of December 2000. The Department of Agriculture issued Administrative Order No. 39, September 27, 2000 and its amendment, Administrative Order No. 56, December 27, 2000 that supersedes any other previous regulations for importing meat and poultry products. The primary change is that importers must secure a veterinary quarantine certificate (VQC) prior to importing. VQC's will have validity out of the United States for 60 to 90 days. Extensions are possible up to an additional 30 days. Essentially, the date for the shipment of goods (as reflected in the bill of lading/airway bill) should not be earlier than the date of the issuance of the VQC. There was a great deal of sensitivity in the Philippines as a result of some U.S. chicken that was packed in surplus cartons that still had labels on them indicating a shipment for Russia. Naturally, this was only excess cartons being used. If at all possible, it is recommended that such markings should be covered or removed since the Philippines does not require the cartons to be marked for export to the Philippines.

On September 20, 1999, the Department of Agriculture completed implementing rules and regulations for Republic Act 8550 of 1998 known as the Fisheries Code. The regulations are embodied in Fisheries Administrative Order 195. The new order more or less has clarified the need for importers to obtain quarantine permits. One particular feature which has been called in to question under WTO rules is the approval for any imports must also be reviewed by the Secretary of Agriculture together with a committee of officials at the Bureau of Fisheries.

No changes in regulations are reported for the Bureau of Plant Industry (BPI) of the Philippine Department of Agriculture regulates imports of fresh fruits and vegetables. All imports of fresh produce require phytosanitary clearances from BPI, which also serve as import licenses. These clearances are applied for by the Philippine importer for each shipment. Shipments of fresh fruits and vegetables should be accompanied by a USDA Phytosanitary Certificate (PC) issued at the port of origin. The freight container number and corresponding seal number should be listed on the PC under distinguishing marks. Shipments from the U.S. may transit through Hong Kong, Taiwan, etc., however, container seals should remain intact. Breakage of container seals before verification by BPI on arrival may subject shipment to re-exportation or precautionary fumigation. The BPI also conducts random checks on shipments.

Market access for fresh fruit imports for oranges, tangerines and grapefruit from Florida have been achieved in 1999 with the approval of a protocol for these products. The protocol allows imports from areas controlled for the caribfly in Florida. However, fresh fruit imports from Texas are still currently prohibited due to phytosanitary reasons, i.e., the presence of fruit flies. The efforts of the Foreign Agricultural Service in Manila will continue to try to resolve these impediments to trade.

Philippine imports of fresh vegetables have previously been restricted and occasional imports were allowed only for tourist-oriented establishments. Import restrictions were lifted in 1995 as part of the Philippines Uruguay Round Commitments. However, imports remain very limited as phytosanitary import protocols for most fresh vegetables are still being formulated by the Philippine Bureau of Plant Industry. Fresh potatoes, onions and garlic are the only vegetables that have existing import protocols. The establishment of import protocols is usually a lengthy process as it involves pest and pesticide risk analysis, including ocular inspection of potential source of products by BPI personnel. Our office hopes to continue progress on this front in the near future.

Tariff rates for sensitive agricultural products were established in Executive Order 313 of March 1996, which set varying in-quota and out-quota rates for most tariff lines. In-quota rates apply to products imported within established minimum access volumes (MAV). Any imports in excess of the MAV would be assessed the out-of-quota rate. Most of the MAV products are those for which the Government committed to WTO to provide minimum market access in exchange for the lifting of quantitative import restrictions. Both the administration and allocation of minimum access volumes is handled by a MAV Management Committee. The licensing procedures followed by the Philippines for these two commodities are specified in bilateral MOU agreement. The MOU amended previous regulations that the U.S. found to be ineffective because the previous licensing scheme allowed the bulk of the allocations to be given to local pork producers and poultry integrators. Please contact our office for further information on minimum access volumes and current MAV license holders.

Section III. Market Sector Structure and Trends

Retail Sector

In response to consumer demand for convenience, product variety, food safety, and quality, the Philippine retail sector continues to modernize and expand. The number of modern, large-scale supermarket outlets has grown by one-third in the past five years. While wet markets and sari-sari stores account for more than 80 percent of total food purchases, this share is dwindling with the expansion by the major chains, which are dominated by local players, led by Shoemart, Robinson's, Rustan's, Big R, and Shopwise. Makro and S&R Price are the only foreign-owned chains in the Philippines, with 11 and four outlets, respectively.

- Despite the growing sophistication of Philippine food retailing, distributors, wholesalers, agents and middle men continue to handle most of the retail food business in the Philippines. Warehouse space is limited, even among many of the major retailers, requiring the services of an independent distributor or trader. Long-time importers/distributors also carry popular branded products often covered by exclusive distributorship agreements with the manufacturer
- The ubiquitous "sari-sari" stores (small mom and pop neighborhood stores) and wet markets still form an integral component of Philippine food retailing, accounting for more than 80 percent of total sales. Availability of imported foods through these outlets is extremely limited.

- Modern convenience stores are on the rise, led by 7-11, Shell Select, and Caltex Star Mart. Range of imported products is only slightly better than sari-sari stores but there is good potential for growth, particularly in snacks, beverages, and microwaveables.

Food Service Sector:

- Purchases of food away from the home continue to grow steadily. Eating out accounts for about 12 percent of the food budget, up from less than 9 percent in the mid-1990s. Chained fast food has exploded in the past decade and is gradually replacing street stands and kiosks as the preferred stop for a meal. Jollibee's, a local burger chain, dominates the field with more than 500 outlets nationwide, followed by McDonalds. Pizza chains, chicken restaurants, doughnut/coffee places are also important outlets.
- Foodservice sales are currently valued at approximately \$2 billion, increasing by an estimated 15-20 percent per year in the past decade.
- American franchises, which normally require standard or US-approved food ingredients have encouraged increased imports of food service products both in terms of volume and variety. Frozen french fries are the single most important product for this sector from the United States. There is a growing demand for frozen poultry products, sauces and condiments, fresh and processed fruits/vegetables, among others.
- The Philippines has a young population, ages 1-29 comprise about 64 percent of the total population, which heavily favors dining in fastfood and casual/family restaurants.
- The number of full service restaurants is also growing, albeit less than fast food chains. Nearly all the growth in recent years is in fashionable shopping/dining areas in Metro Manila. With their focus on quality, these restaurants bring in significant amounts of a wide variety of imports—specifically meats, wine, and condiments. Full service restaurants are a good way to introduce high-quality ingredients to the Philippines. Competition in this segment is keen and restaurant operators are interested in new and exciting menu ideas to attract customers.
- Advertising and promotions play a major role in capturing market share in the food service sector. Eat-all-you-can or buffet offerings and promotions including discounted set meals and premiums like toys effectively provide customers with a sense of obtaining "value for their money" in a fiercely competitive market.
- The range of products or menu offered is also very important. The menu should include items catering to unique Filipino culinary preferences. Even foreign franchises have to adjust both by including new menu items and in reformulating standard dishes to suit Filipino tastes.
- Higher consumer standards and concern for food safety are driving Filipinos toward dining in restaurants and away from traditional food hawkers.

Section IV. Best Market Prospects

Product	U.S. Exports (2002)
	--\$mil--
Chocolate candy and other confectionery	21.3
Fresh fruits and vegetables	17.1
Chicken	11.9
Milk powder	11.9
Chips and other savory snacks	8.8
Sauces, dressings and condiments	6.2*
Dog and cat food	5.6
Cheese	4.4*
Juices	3.7
Wine	3.7*
Beef	2.6
Tree nuts	2.2*
Dried fruit	2.0
	<i>*record high</i>

SECTION V. Key Contacts and Further Information

Please contact the following for any questions and for further information:

Agricultural Trade Office-Manila
 Foreign Agricultural Service
 U.S. Department of Agriculture
 Embassy of the United States of America
 25/F Ayala Life-FGU Building
 6811 Ayala Avenue
 Makati City 1203
 Tel: (632) 894-5363 or 894-5379
 Fax: (632) 812-5430
 Email: atomanila@usda.gov
 FAS Home Page: www.manila.usda.gov

Synergy Asia Marketing Services, Inc.
 (Philippine representative of Washington Apple Commission and the California Table Grape Commission)
 Unit 602-C, Summit Office Tower
 530 Shaw Boulevard
 Mandaluyong City 1501
 Metro Manila
 Tel: (632) 534-8534; 534-8221; 534-8223
 Fax: (632) 534-8234
 Contact: Mr. Mandy Saracho, Managing Director
 Email: mandys@synergyasia.com

Lieu Marketing Associates Pte Ltd
 (ASEAN Representative of California Pistachio Commission, California Tree Fruit Agreement, Florida Department of Citrus, Pear Bureau Northwest, Raisin Administrative Committee, United States Potato Board, Wine Institute of California, Western United States Agricultural

Trade Association, Mid-America International Agri-Trade Council, Food Export USA-Northeast and the Southern United States Trade Association)
Block 3 Alexandra Distripark
Unit 08-22, Pasir Panjang road
Singapore 118483
Tel: (65) 6278-3832
Fax: (65) 6278-4372
Contact: Richard Lieu
Email: richelieu@lieumktg.com.sg

Pacrim Associates Ltd.
(ASEAN Representative for US Dairy Export Council)
The Regent Hotel
155 Rajadamri Road
Bangkok 10330, Thailand
Tel: (662) 251-6127
Fax: (662) 254-6913
Contact: Mr. Dan Fitzgerald, ASEAN Representative

USA Poultry and Egg Export Council
#15-04 Liat Towers, 541 Orchard Road
Singapore 238881
Tel: (65) 6737-1726
Fax: (65) 6737-1727
Contact: Ms. Margaret Say, ASEAN Representative
Email: usapec_sing@pacific.net.sg

US Meat Export Federation
#15-03 Liat Towers, 541 Orchard Road
Singapore 238881
Tel: (65) 6733-4255
Fax: (65) 6732-1977
Contact: Mr. Eric Choon, ASEAN Representative
Email: echoon@usmef.com.sg

Philippine Association of Supermarkets, Inc.
Rm 311, Mariwasa Building
Aurora Boulevard, Cubao
Quezon City, Philippines
Tel: (632) 363-4563
Fax: (632) 456-3855
Contact: Mr. Jose Albert, President

Meat Importers and Traders Association
91-95 Panay Ave.
Quezon City, Philippines
Tel: (632) 3723944 to 48
Fax: (632) 372-3253
Contact: Mr. Jess Cham, President

Hotel and Restaurant Association of the Philippines
Suite 200 Hotel Intramuros de Manila
Plaza San Luis Complex corner
Cabildo Urdaneta St . Intramuros

Manila, Philippines
Tel: (632) 527-5113
Fax: (632) 527-9927
Contact: Mr. Larry J. Cruz

Philippine Food Processors and Exporters Organization
Room 304, JS Contractor Building
423 Magallanes St., Intramuros
Manila, Philippines
Tel: (632) 527-5810 to 11
Contact: Mr. Jesus T. Tanchangco, Sr., President

Philippine Association of Meat Processors, Inc.
Suite 204, Sunrise Condominium
Ortigas Avenue, Greenhills
San Juan, Metro Manila
Philippines
Tel: (632) 722-4026
Fax: (632) 721-2385
Contact: Mr. Felix O. Tiukinhoy, President

APPENDIX I. STATISTICS

A. KEY TRADE & DEMOGRAPHIC INFORMATION

Agricultural Imports From All Countries (\$mil)/U.S. Market Share (%) ^{1/}	\$2,896 / 29%
Consumer Food Imports From All Countries (\$mil)/U.S. Market Share (%) ^{1/}	\$1103 / 13%
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%) ^{1/}	\$44 / 16%
Total Population (Millions)/Annual Growth Rate (%) ^{2/}	84.6 / 1.9%
Urban Population (Millions)/Annual Growth Rate (%)	37.0/ 2.5%
Number of Major Metropolitan Areas ^{3/}	16
Size of the Middle Class (Millions)/Growth Rate (%) ^{4/}	61.0/ 6.7%
Per Capita Gross Domestic Product (U.S. Dollars)	\$909
Unemployment Rate (%) ^{5/}	12.2%
Per Capita Food Expenditures (U.S. Dollars)	\$390
Percent of Female Population Employed ^{6/}	50.9%
Exchange Rate (US\$ = local currency) ^{7/}	US\$1=PhP55.00

Footnotes

1/ Use FAS' web-enabled UNTrade database (HS 6-digit option; Import Market Share BICO 3-Year format), Year 2001.

2/ July 2003 estimates

3/Population in excess of 1,000,000

4/ Middle class includes those earning above the poverty threshold of Pesos 12,000 (\$300) but does not include 5 percent of the population which are considered upper income class.

5/ April 2003 estimates

6/ Percent against total number of women (15 years old or above)

7/ Year 2002 average/ Year 2001 average: US\$51= Pesos/ Current Exchange Rate: US\$1=49 Pesos

TABLE B. Consumer Food & Edible Fishery Product Imports

Philippines Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S Market Share		
	1999	2000	2001	1999	2000	2001	1999	2000	2001
	(\$ Millions)			(\$ Millions)			(percent)		
CONSUMER-ORIENTED AGTOTAL	947	1061	1103	183	157	143	19	15	13
Snack Foods (Excl. Nuts)	36	45	46	9	15	8	25	34	18
Breakfast Cereals & Pancake Mix	5	9	3	2	1	1	32	13	35
Red Meats, Fresh/Chilled/Frozen	108	128	110	3	2	2	3	1	2
Red Meats, Prepared/Preserved	23	12	15	6	4	3	27	28	20
Poultry Meat	25	21	10	20	11	5	79	53	51
Dairy Products (Excl. Cheese)	305	376	421	15	17	30	5	5	7
Cheese	30	32	37	1	1	2	5	4	5
Eggs & Products	4	3	4	1	1	1	18	14	20
Fresh Fruit	36	38	30	11	7	4	30	17	12
Fresh Vegetables	10	6	7	1	2	1	4	28	6
Processed Fruit & Vegetables	76	71	62	40	35	25	53	49	41
Fruit & Vegetable Juices	11	7	8	7	2	2	60	33	31
Tree Nuts	2	1	1	1	1	1	41	31	25
Wine & Beer	9	12	10	2	2	3	18	20	29
Nursery Products & Cut Flow ers	1	1	1	1	1	1	7	4	5
Pet Foods (Dog & Cat Food)	5	8	8	4	5	5	81	67	61
Other Consumer-Oriented Products	261	290	332	62	51	51	24	18	15
FISH & SEAFOOD PRODUCTS	96	72	45	7	18	8	7	25	17
Salmon	1	1	1	1	1	1	17	13	4
Surimi	1	1	2	1	1	1	4	3	3
Crustaceans	1	1	1	1	1	1	24	43	13
Groundfish & Flatfish	3	3	5	1	1	1	2	4	27
Molluscs	6	15	7	1	13	6	17	89	75
Other Fishery Products	84	51	27	5	4	1	6	8	2
AGRICULTURAL PRODUCTS TOTAL	2,700	2,607	2,653	812	798	803	30	31	30
AG, FISH & FORESTRY TOTAL	3,073	2,902	2,896	873	851	845	28	29	29

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

Table C. Top 15 Suppliers of Consumer Foods & Edible Fishery Products**Philippine Imports****CONSUMER-ORIENTED AG TOTAL (\$1,000)**

	1999	2000	2001
Australia	208283	226997	240573
New Zealand	105380	124104	169443
United States	183238	156751	142753
Thailand	27756	39657	80896
China (Peoples	64867	62713	58641
India	36213	47462	51094
Singapore	45558	46671	50240
Netherlands	77216	89245	44084
Ireland	14680	46779	39694
Germany	16570	34708	33422
Canada	20604	26604	22569
Indonesia	11706	13720	21519
Malaysia	11805	17473	18867
France	18243	21137	14791
Korea, Republic	5235	3094	12688
Other	100094	103850	101852
World	947477	1060993	1103177

FISH & SEAFOOD PRODUCTS (\$1,000)

	1999	2000	2001
United States	6555	17823	7772
Spain	1912	8057	6372
Taiwan (Estimated	22806	8111	5629
Indonesia	15242	9044	4674
New Zealand	4663	461	3371
Marshal Islands	1362	924	2154
Korea, Republic of	10975	7204	2115
China (Peoples Re	4993	1669	2080
Japan	2399	1607	2018
Thailand	684	671	1606
Mexico	1346	2174	1497
Hong Kong	3356	437	1091
Singapore	1356	2087	916
Norway	537	720	561
US Msc.Pac.I	4021	495	525
Other	13607	10392	2132
World	95822	71880	44525

Source: United Nations Statistics Division