



**PHILIPPINE TRADE AND INVESTMENT CENTER
Silicon Valley, USA**



PRESS RELEASE

1 June 2005

RP Targets Mainstream Food Market in the Pacific Northwest

Following the success of its earlier food mission in California, the Philippines is now looking into penetrating the mainstream and ethnic food market in the Pacific Northwest as part of its goal to further expand and double the Philippines's current market share of food imports into the United States.

Special Trade Representative *Ma. Roseni Alvero* recently announced the holding of a workshop and special interest group meetings at the upcoming "2005 USA-Philippine International Trade & Investment Conference" to be held in Seattle, WA on 8-10 June 2005. The conference is being organized by the Filipino American Chamber of Commerce of the Pacific Northwest (FCCPNW) in coordination with the US Department of Commerce and the Philippine Department of Trade & Industry (DTI).

Five (5) Filipino food import/export companies will serve as panel speakers and participants during the workshop on June 10 to recount their experience and share their insights on the manufacturing, exporting/importing and marketing of various Philippine food products in the United States.

The workshop will be culminated with a luncheon food festival for workshop participants entitled "Flavors of the Philippines" at the popular Manila Bay Restaurant. The food festival will showcase various traditional dishes, meat products, special sauces, exotic fruit drinks and desserts that reflect the country's rich culinary heritage. Food/trade buyers will be able to sample and explore the uses of the various food products that are seen to cater not only to the taste of Filipino-Americans but also to natural-born Americans.

Alvero remarked that the Philippines' staple dishes are stamped with the unmistakable influence of its Southeast Asian neighbors and Western colonizers. The result is a tempting mix of exotic flavors and familiar favorites that give it universal appeal.

According to Tony Ogilvie, who serves as the conference's chairman, a number of major food buyers attending the workshop have already expressed their firm interest to source and market Philippine food products in the Pacific Northwest mainstream market.

Philippine-made food products used to be marketed only in Filipino stores, mostly in areas largely populated by Filipinos such as areas in Los Angeles and San Francisco, particularly, Daly City. Today however mainstream supermarkets such as Safeway, Albertson's, and Costco not only offer but also have already expanded shelf space not only for the traditional exports but newly developed, vibrantly packaged Philippine-made food products.

The Philippines exports almost US\$500 million annually to the United States consisting mostly of processed foods, followed by marine products. Washington State is the home of more than 65,000 Filipinos, ranking third among the Pacific Americans. Plans are already afoot to hold a Philippine food mission to Vancouver in September to further explore the Pacific Northwest region of North America.

For questions/clarifications, please contact: MA. ROSENI M. ALVERO
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