

2005-2007 INTERVENTIONS FOR THE FOOD CLUSTER

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
A. FRESH FOOD									
<i>Mango</i>	1.Stabilize supplies of quality fresh mango	a.) Improve production technologies b.)Extend shelf life c.)Intensify Residue Analysis (MRL)	a).Development/ Dissemination of Good Agricultural Practice (GAP) for mango: ◆ Application of bagging, pesticides, mineral nutrition, IPM, fertilizer, irrigation, etc. ◆ Accreditation of mango growers Fast track commercialization of CA and MAC Enhance capacity of BPI- NPAL (upgrading of facilities & activation of Cebu & Davao Pesticide Analytical Laboratory)	a).Increase volume of exportable quality mangoes (i.e., inc. export recovery) b.)Reduced post- harvest losses a.)Sea shipment of fresh mango to distant markets such as EU, Middle East, etc. a.)Compliance to MRL of Japan & EU	July-Dec. 2005 2005-2007 July-Dec. 2005	DOST, DA (FPA,BPI, BAFPS) DA (BPRE), DOST, PHTRC DA-BPI			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
	2.)Open new markets	Fast track negotiations for quarantine protocols	Conduct of National Survey for Mango Pulp Weevil & Mango Seed Weevil. Taiwan-resubmission of Guimaras data	b.)Reduced nil interception of mangoes exceeding MRL value (<.05 ppm) Market access negotiations facilitated a.)Resumption of export to Taiwan b.)Opening of Chile market	2005-2007 2005-2007	DA-BPI, Private sector DA-BPI, Private sector			
	3.)Expand source areas other than Guimaras (for Hawaii & Guam & Australia)	Increase export volume to USA and Australia	a.)Pursue aggressively negotiations to USA for the revision of the Federal Rule.	Other local areas planted to mango excluding Palawan as new source for export.	2005-2007	DA-BPI, Private sector			
	4.)Reduction of tariff	Fast track tariff reduction to Korea	Inclusion of mango in the priority list of Philippines in the Korea Free Trade negotiations.	Reduction of tariff from 40% to 20%	2005-2007	DTI-BITR, DA-PRS, Private sector			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
<i>Banana Cardaba)</i>	5.)Intensify / Focus marketing & promotional activities.	Organize/participate in trade fairs & selling missions.	Organize/Participate in key trade fairs & conduct of selling missions (Anuga, SIAL, Foodex, etc., China selling Mission)	Participated / Organized trade fairs/ selling missions	continuing	DTI- CITEM, DA, Private sector			
	6.) International alignment of PNS	Harmonize PNS with international standards such as CODEX.	Participate in international standards activities.	No. of available standard aligned internationally.	2005-2007	DTI-BPS, DA- BAFPS			
	1.)Meet market demand(for fresh/raw materials for processing)	a.)Increase production areas.	Mass production of clean planting materials/use of tissue cultured plantlets	a.) Increase areas by 10% annually	2005-2007	Private sector, BPI, BAR			
			Establishment/Upgrading of tissue culture laboratories.	b.) Inc. no. farmers using TC materials. c.) Increase productivity by 10% annually	July-Dec. 2005	Consortium , LGU, ATI			
			Conduct extension activities on improved cultural		2005-2007				

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
	2.Aid in preferential tariff	Availment of lower tariff for small bananas including cardava	management/practices/ Techno demo-farms Provision of irrigation facilities. Bagging/sanitation as control measures for “bugtok” diseases Increase diagnostic kits for indexing virus diseases Develop Identification Guide (IG) for small banana & cardaba varieties. Development of Identification Guide (IG) for small banana & cardava varieties	d.) reduce degree of infection Manual prepared	2005-2007 2005-2007 July-Dec. 2005	DA-BPI			
PROCESSED FOODS									
<i>MANGO- juice drinks, puree, frozen,</i>	Increase exports from 10% for 2005 & 25% to	To be the leader & benchmark on taste & quality for dried	Implement Food safety: GMP, HACCP, Halal, Kosher	50 exporters GMP certified	Dec. 2005- 2006	DOST, BFAD, BAFPS			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
<i>halves, dried, etc.</i>	2007	mango. Increase market share; mainstream oriental stores. For pure, expand institutional market; for branding, increase share in the retail market.	Testing Services: ISO accredited testing services Clean production technology Packaging: shelf-life, nutrition analysis/labeling, packaging design & development. Development of standards	5 companies assessed 5 products 20 companies assisted Mango juice (local)	2005-mid 2006 Dec. 2005 Dec. 2006 2005 on-going	BFAD, BAFPS BFAD, FDC, Academe, DTI DOST DOST			
<i>Processed Mango</i>	Develop technology for intermediary processed mango.	Improve value-adding of mango products.	Set up protocol for the development of intermediary mango processing technology. Matured technology on thermally processed mango scoops.	Protocol for intermediate mango processing developed. Technology transfer	Dec. 2005	DOST- FNRI, BPI- Laboratory Services Division			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
<i>Banana – dried</i> <i>Flour</i> <i>Sauce</i>	Increase exports from % for 2005 & % to 2006	For Banana chips, sustain leadership for export, maintain standards & develop new players.	Review of standards	Standards for banana chips reviewed.	2006	DOST			
	Improve quality by developing new process, equipment,		Food safety; GMP, HACCP, Halal, Kosher	30 exporters/ would be exporters GMP certified.	Dec. 2005	BFAD, DTI			
Testing services: ISO accredited services		Trainors training for GMP	2005-2006	DOST					
Clean production technology			on-going	DOST					
Packaging: shelf-life, nutrition analysis/labeling, packaging design		5 companies 20 companies assisted	on-going	PCA, FAO, BFAD					
<i>Coco Water</i>				Standards developed.					

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
<i>Coco Vinegar</i>	labeling				on-going	BPS			
	Develop awareness as “quality” or safe product			GMP system developed.	on-going	BPI-Laboratory Services Division			
	To disseminate to clientele			Technology transfer	On-going	DOST-ITDI, PCA, DTI			
	Increase awareness as “natural” vinegar.	Appropriate technology dissemination.	Conduct of training	2 trainings conducted	July 2006				
	Develop awareness on health & safety.	Develop awareness on health & safety.	Nationwide dissemination.		July 2006				
	Develop domestic market	Improve quality of coco vinegar	Develop product standards (PNS)	Standards developed.	2005	DOST-PCIERD			
<i>Nata de Coco</i>	Improve/ Recover market share in Japan.	Initiate product differentiation study.	Disseminate study made.		2006				
	Duplicate export	Conduct	Follow up activities of the						

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplishments	Remarks / Next Steps
<i>Bakery Products: Rice-based & ethnic cakes, buko pie, traditional delicacies, i.e., pili pie, binagol, moron, etc.</i>	success in other markets.	technology transfer using strains. Increase presence for the mainstream markets, go for private labeling/toll packing, small brother/big brother concept.	identified cooperator in Pangasinan & other areas.	Develop new players	continuing	DOST- PCIERD			
			On-going application of improved formulation on commercial production.	5 products					
			R & D i.e., shelf-life, packaging	Develop standards	Mid 2006	DOST			
			Capacity building, i.e., training, study, mission, etc.	3 standards	2005	DOST			
			R & D, i.e., shelf-life, packaging	Trainings/study mission implemented	2005	BFAD, DOST, DTI			
			Capability building i.e.,	2005	BFAD,				

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
<p><i>Confectionery</i> : fruit nut, buko tarts, sesame candies, coco- candies/sweets , pastilles (fruit- based/milk- based)</p> <p><i>Beverages</i> (fruits) ALCOHOLIC: i.e., wines/spirits, i.e., mango, cashew, sugar cane, bignay:</p> <p>NON- ALCOHOLIC: tropical drinks, i.e.,</p>	Penetrate export market	Development of standards (tocino, longaniza, dinuguan, etc.)	<p>trainings, study, missions, etc.</p> <p>Develop standards for fruit wines</p> <p>Improve packaging systems</p> <p>Food safety: GMP, Halal, Kosher</p> <p>Develop of standards</p> <p>Technology transfer</p>	<p>Standards developed.</p> <p>One product improved on packaging</p> <p>Standards developed.</p> <p>1 new processor</p>	<p>2006-2007</p> <p>2005-2006</p> <p>2006</p>	<p>DOST, DTI</p> <p>BFAD, DOST, DTI</p> <p>DOST</p> <p>DOST/Indu stry</p> <p>DOST, Industry</p> <p>DOST</p> <p>DOST</p> <p>DOST,</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplishments	Remarks / Next Steps
<i>calamansi</i> <i>Meat Products: Corned beef, tocino, sisig, longaniza, hotdogs, sausages, dinuguan, etc.</i>	Intra-regional expansion of domestic market	Packaging, shelf- life R & D (shelf-life, product development) Accredit RP as supplier.				BFAD DOST DOST			
FOR ALL FOOD PRODUCTS:	Intensify focused marketing & promotional activities	Organize/Implement trade fair /missions	Segmentize the market customized products, i.e., Taiwan: Ready to consume market/value added US-Ethnics/ visited store & mainstream markets. Participation in trade fairs & missions: ◆ Saudifood with business mission to ME, SA ◆ IFEX 2005, Manila ◆ World of Food Asia,	Focus promotion activities	2005 May-June 2005 May 2005 June 10-22,	CITEM, BETP			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
	Upgrade capability to	Organize consumer level promotions. 100% acceptability of processed foods	Manila ♦ Flavors of the Phils. & Business Mission to USA, SF, LA, NY ♦ Phil. mission with Food Festival, China ♦ Taipei Food Show, Taipei ♦ ANUGA, Cologne, Germany ♦ China Consumer Goods Fair with Business Mission to Korea, China/Korea Food festival with business conference in China. In-store promotion at Walmart (China), Chian- ASEAN Expo (China) Enhance accreditation program on GMP/HACCP		2005 June 2005 June 2005 Oct..2005 Nov. 2005 Dec. 2005				

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
	<p>comply with market standards.</p> <p>SME to participate in promotional activities.</p>	<p>in target markets.</p> <p>SME to secure initial requirements to participate in promotional activities.</p> <p>Decentralize issuance of LTO & CPR</p>	<p>Intensify training programs on TQM, GMP, HACCP.</p> <p>Facilitate the release of BFAD License to operate for food processing companies.</p> <p>No backlog on LTO</p> <p>Reduction of processing time of evaluation of food products for export from 90 days to 1 month.</p> <p>Revise checklist of requirements by applying same requirements for imported products.</p> <p>Draft AO on revision of</p>	<p>BFAD to release LTO to SMEs</p>	<p>Continuing</p> <p>July-Dec. 2005</p> <p>July-Dec. 2005</p> <p>July-Dec. 2005</p> <p>July-dec.</p>	<p>BFAD</p> <p>BFAD</p> <p>BFAD</p> <p>BFAD</p> <p>BFAD</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplishments	Remarks / Next Steps
		<p>Computerize application & processing of LTO & CPR</p> <p>Accredit more laboratories in the regions.</p> <p>To facilitate the entry of processed food in the export market,</p>	<p>requirements.</p> <p>Strengthen regional FDROs to assist exporters in the region.</p> <p>BFAD Automation.</p> <p>Develop BFAD internet website-posting of AO requirements for licensing & registration.</p> <p>Operationalization of two BFAD satellite laboratories (Cebu & Davao)</p> <p>Establish Mutual Recognition Arrangements (MRAs) & bilateral arrangements with key markets.</p>	<p>5 MRAs 15 MRAs</p>	<p>2005</p> <p>July-Dec. 2005</p> <p>Apr.2005-Jan. 2007</p> <p>July-Dec. 2005</p> <p>July-Dec. 2005</p> <p>2005 2007</p>	<p>BFAD</p> <p>BFAD</p> <p>BFAD</p> <p>BFAD</p> <p>BETP, BITR</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
		<p>To increase awareness of processed food manufacturers/ exporter or the requirement of the market.</p> <p>To increase Phil. Share in the US\$300B market for Halal food products.</p> <p>To enable SMEs to access to laboratory testing facilities.</p>	<p>Participate actively in CODEX, ACCE & other international forum.</p> <p>Conduct international symposium on food requirements of major markets.</p> <p>Disseminate market requirements, trends, product standards & other information to industry.</p> <p>Implement Halal development program.</p> <p>Push for the upgrading/installation of laboratory facilities in</p>	<p>Attendance in meetings/ fora</p> <p>1 national, 2 regional</p> <p>Timely dissemination of market info</p> <p>Concluded 3 MRAs with Halal importing countries.</p> <p>Passage of HB 569</p> <p>2 regions 5 regions</p>	<p>continuing</p> <p>2005</p> <p>Continuing</p> <p>2005</p> <p>2006 2007</p>	<p>BPS</p> <p>BETP</p> <p>BETP</p> <p>BETP</p> <p>DOST</p>			

Product/ Commodity	Goals	Objectives	Interventions/ Strategies Needed	Metrics/Verifiable Indicative Source	Time Frame	Accountable Agency	Status	Accomplish- ments	Remarks / Next Steps
	Implement country branding of key products.	To enhance promotional “name recall” for processed food products.	major producing areas. Advocate the use of country branding for the Manila Super Mango as Philippine Product for mango.	5 products 5 products	2006 2007	DTI			

