

# AGRI & FOOD OPPORTUNITIES IN THE PHILIPPINES: RECIPES FOR SUCCESS

## AGRICULTURE AT A GLANCE

**GEOGRAPHY and WEATHER**  
Important influences but conducive to agriculture and food products in the Philippines



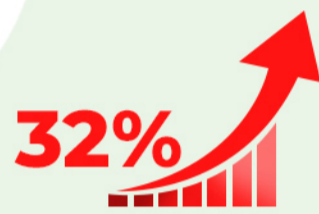
**9.3%**

The contribution of agriculture to the Philippines' GDP fell from 13% (2008) to 9.3% in 2018. Key sub-sectors include crops, poultry, livestock and fisheries



**22.9%**

The share of high value crops of agricultural output in 2019 that are produced for export



**32%**  
Percent increase in the Philippines' total factor productivity within the past two decades

## FOOD & BEVERAGES: PROCESSING & MANUFACTURING



The Philippines has a large demand for **consumer-oriented food & beverage products** due to its young and growing population with more spendable income than previous generations.



**42.5%** of Filipino household expenditure in 2018 was spent on food and beverages



Philippine consumers are **trend-sensitive** and have a global outlook where foreign products are well received (Western, Korean, Japanese).



Processed dairy, vegetables, confectionary, syrups and sweeteners are **widely imported** in the Philippines.

### Overview of Philippine F&B retail supply chain



## OPPORTUNITIES



### HIGH-PRODUCTIVITY TECHNOLOGY AND EQUIPMENT

Technical and support services to optimize production are a high priority, including greenhouse, hydroponic, climate control solutions and herd farming systems.



### HIGH-VALUE CROPS

Edible fruits and nuts make up **1/3rd of agri-exports (2020)** with **5m tonnes in tropical fruits alone**. Increased demand of temperate fruits like **apple, citrus and grape** has driven increasing fruit imports too



### INCREASED CONSUMER SPENDING ON PREMIUM FOOD PRODUCTS

Increased spendable income results in increased consumption of more premium products like meat, dairy and beverages even while rice remains a dietary staple



### FLORICULTURE AND HORTICULTURE FOR EXPORT

Domestic demand for floriculture has consistently grown with **supply lacking 30%** in demand (2013). Access to imported raw material and greenhouse technology prevents the sector from growing despite a favourable soil and climate across the country.



### RESILIENT CROPS AND SPECIES

Weather and tropical disease resiliency and high-productivity in crops and species are of interest: consultancy, training and monitoring are needs Dutch businesses can address



### GROWING CONCERNS ON FOOD SAFETY

Common concerns include environmental hazards, poor hygienic practices and conditions at farms, facilities and markets, improper use of fertilizer, pesticide and antibiotic, unsafe food-handling.

Presented by:



DUTCH CHAMBER OF COMMERCE IN THE PHILIPPINES

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