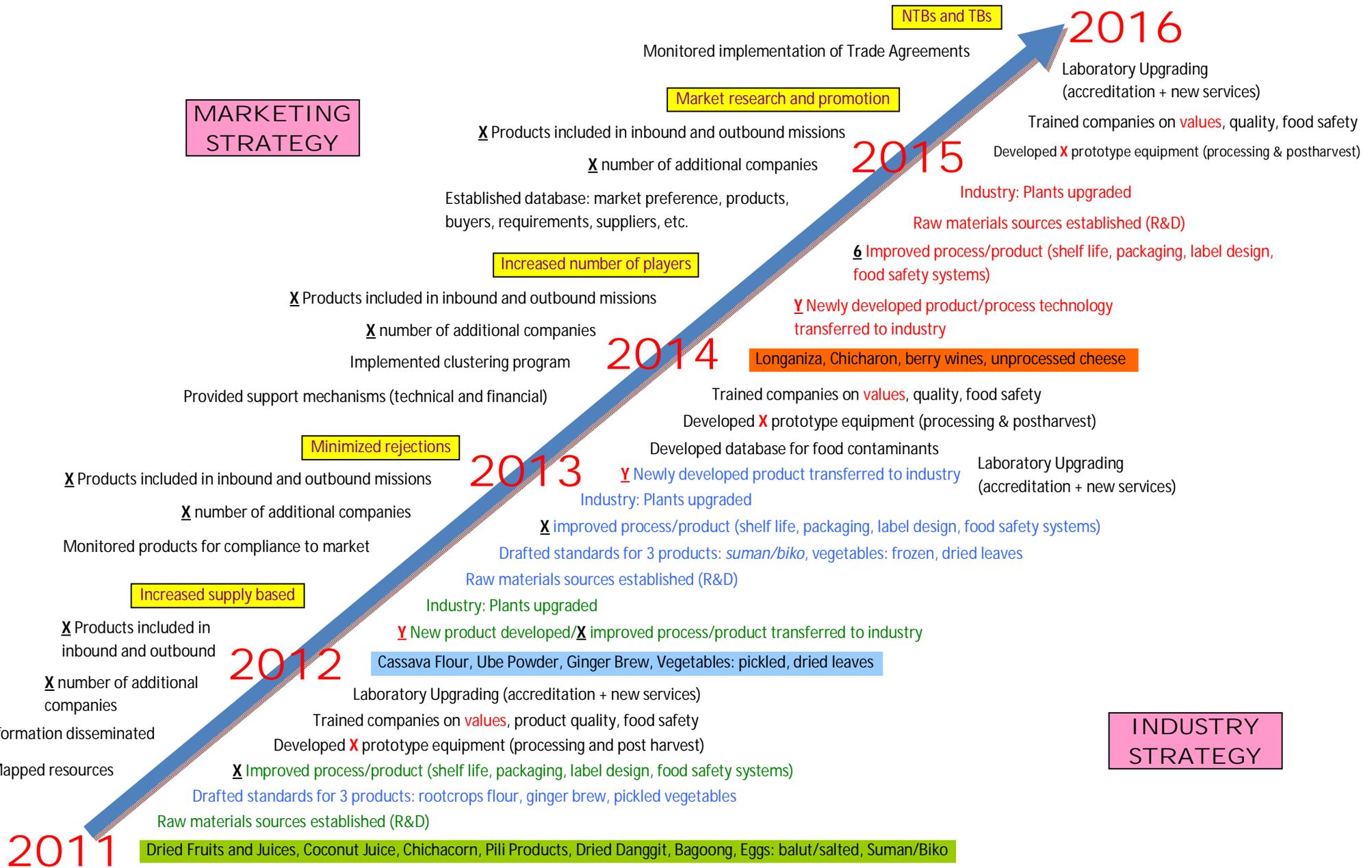


# PHILIPPINE ETHNIC FOOD ROADMAP (CY 2011-2016)

20 + Y sustainable and globally competitive food products

MARKETING STRATEGY

INDUSTRY STRATEGY



2011

Dried Fruits and Juices, Coconut Juice, Chichacorn, Pili Products, Dried Danggit, Bagoong, Eggs: balut/salted, Suman/Biko

Raw materials sources established (R&D)

Drafted standards for 3 products: rootcrops flour, ginger brew, pickled vegetables

X Improved process/product (shelf life, packaging, label design, food safety systems)

Developed X prototype equipment (processing and post harvest)

Trained companies on values, product quality, food safety

Laboratory Upgrading (accreditation + new services)

Cassava Flour, Ube Powder, Ginger Brew, Vegetables: pickled, dried leaves

Y New product developed/X improved process/product transferred to industry

Industry: Plants upgraded

Raw materials sources established (R&D)

Drafted standards for 3 products: suman/biko, vegetables: frozen, dried leaves

X improved process/product (shelf life, packaging, label design, food safety systems)

Industry: Plants upgraded

Y Newly developed product transferred to industry

Developed database for food contaminants

Developed X prototype equipment (processing & postharvest)

Trained companies on values, quality, food safety

Longaniza, Chicharon, berry wines, unprocessed cheese

Y Newly developed product/process technology transferred to industry

6 Improved process/product (shelf life, packaging, label design, food safety systems)

Raw materials sources established (R&D)

Industry: Plants upgraded

Developed X prototype equipment (processing & postharvest)

Trained companies on values, quality, food safety

Laboratory Upgrading (accreditation + new services)

2016

NTBs and TBs

Monitored implementation of Trade Agreements

Market research and promotion

X Products included in inbound and outbound missions

X number of additional companies

Established database: market preference, products, buyers, requirements, suppliers, etc.

Increased number of players

X Products included in inbound and outbound missions

X number of additional companies

Implemented clustering program

Provided support mechanisms (technical and financial)

Minimized rejections

X Products included in inbound and outbound missions

X number of additional companies

Monitored products for compliance to market

Increased supply based

X Products included in inbound and outbound

X number of additional companies

Information disseminated

Mapped resources

2012

2013

2014

2015