

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Philippines

**Post:** Manila

### Peas To Meet You - An Export Success for Dried Legumes

**Report Categories:**

Export Accomplishments - Other

Export Promotion Programs

Food Processing Ingredients

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**Report Highlights:**

Combined efforts by the Foreign Agricultural Service office in Manila, the USA Dry Pea and Lentil Council, and the North Dakota Trade Office have helped to build a new market for dry peas, beans and lentils in processed snacks in the Philippines.

## General Information:

Combined efforts by industry group the USA Dry Pea and Lentil Council (USADPLC), the North Dakota Trade Office (NDTO), and the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), have helped to create a new market for U.S. dry peas and beans in Philippine snack foods. In less than ten months from the open of discussions, this effort has generated exports of five containers, worth \$71,000, and are expected to continue growing.

The effort began in February, 2014, when USADPLC's Southeast Asia representative visited potential buyers in the Philippines. This visit coincided with a trade mission of farmers and exporters under the auspices of the NDTO, and organized by the FAS office in Manila. During the visit, FAS arranged a total of thirty seven business-to-business meetings for the delegation. Recognizing the potential of this group, and using funds provided under USDA's Market Access Program, USADPLC organized one-on-one meetings between snack makers, ingredients buyers and U.S. exporters of dry peas and lentils.

A number of leads from this mission are still pending, but one found traction almost immediately. The snack maker in this case was experiencing supply issues with the marrowfat peas that they had been using to manufacture extruded pea snacks under the name "Marty's" (see below). They had recently switched to smaller dry green peas, mostly sourced from Canada and the United Kingdom. FAS/Manila worked with the U.S. exporter and USADPLC to facilitate the shipment of product samples for commercial testing purposes. The manufacturer was pleased with the results, leading to commercial sales just two months later.



As noted, sales over the past eight months have amounted to five containers. For followup, USADPLC and FAS/Manila are now working with the manufacturer to provide and facilitate shipment of samples of U.S. chickpeas for use developing new products with an additional line of ingredients.