ENJOINING THE FOREIGN AGRICULTURAL AND FOREIGN TRADE SERVICES CORPS TO CONDUCT MARKET INTELLIGENCE AND PROMOTION ACTIVITIES TO SUPPORT THE PHILIPPINES 2000/DEPARTMENT OF AGRICUL...

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The Department of Agriculture (DA), with support from the Department Trade and Industry (DTI), among other institutions, is implementing the Gintong Ani — High Value Commercial Crops Program (GA-HVCCC). Now on its second year of implementation, the DA will need the valuable and more active support of the Foreign Agricultural Service (FAS) Corps of the DA and the Foreign Trade Service (FTS) Corps of DTI in the sustainable development of the export agriculture sector. We need to pursue this export offensive in a manner which is similar to, or competitive with, the initiatives being done by Australia, New Zealand, Thailand, and the United States of America, to mention a few.

The assistance of the FAS and FTS Corps is immediately required for the implementation of OPLAN Production and Export of High Value Agribusiness Products (OPLAN ProdEx). This project will address the adverse effects on many business firms (particularly small and medium enterprises, including small farmers and fisherfolks), as well as Overseas Filipino Workers (OFW), brought about by the region-wide currency crises and serious devaluation of the peso vis-a-vis the US Dollar and other currencies. Enclosed as Annex A for your perusal is the project document. A P10 billion liberalized financing window is being set up by the Government to fund this project among other investment and entrepreneurial initiatives.

In the interest of the service, and in order to effectively implement this Project, the Foreign Agricultural Service Corps and the Foreign Trade Service Corps are hereby instructed to conduct market intelligence and market promotion activities to support the implementation of OPLAN ProdEx. In countries where both Agricultural and Trade Attachés are posted, they are instructed to jointly undertake such activities and closely cooperate in the implementation of the market development and promotion activities.

Moreover, the various attachés are instructed to respond immediately to the reasonable queries from stakeholders particularly producers, exporters, buyers and other end-users. As part of the strategy, we have widely circulated your contact addresses to all our development partners and stakeholders. Thus, please expect queries about market intelligence information.

Your specific action plan and activities include:

- Conduct market intelligence on agribusiness products which the Philippines currently exports or has the potential to export. Specifically, please immediately provide the home office with the following data or information.

- Market situation on RP’s export products, including supply, demand, price trends, market specifications, and conditions of access (acceptance or rejection) to the respective countries of assignment including sanitary and phytosanitary regulations. (Please refer to Annex B[*] for details, Market Information Matrix 1);

- Market supply by country of origin, demand, price trends, market specifications and conditions of access for

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products which are currently imported by the respective countries of assignment and which RP has the potential to produce and export (Please refer to Annex C[*], Market Information Matrix 2);

- Alternative/potential uses of RP's exports for and strategic mechanisms for expanding market demand;

- Export supply by prime/dominant commodity and by country of destination, price trends and market specifications for products which are currently exported by your respective countries of assignment. For example, how does Thailand export its fresh produce to Japan? What lessons can we learn from them to boost our own competitiveness in the export market? (Please refer to Annex C[*], Market Information Matrix 2);

- Export market development and promotion strategies as well as specific market penetration strategies of the respective countries of assignment for products which RP currently exports and those which RP has the potential to export (Please refer to Annex C[*], Market Information Matrix 2);

- Conduct technology search on world class seeds, breeds or planting materials and best production post-harvest, processing, and marketing practices to help upgrade the quality and competitiveness of Philippine products;

- Provide the home office updates on developments in macroeconomics and trade policies as well as Sanitary and Phytosanitary (SPS) measures relevant to RP's export of agribusiness products;

- Undertake any other assignments as may be required by the Department Secretary, especially those in connection with the implementation of the OPLAN ProdEx for high value agricultural products.

The FAS Corps will closely coordinate with DA-FRLD SMART and the DA-Market Assistance Service (MAS), while the FTS will closely coordinate with the Bureau of Export Trade Promotion (BETP), which in turn will closely coordinate with the Special Working Group on Oplan ProdEx in launching and sustaining our efforts on agricultural export trade.

As an initial activity, the FAS Corps and FTS Corps are hereby directed to verify and validate the export market opportunities for crops/products listed in Attachment A of Annex A which were identified in previous DA/DTI programs. Reports in the form of Market Information Matrix 1 or Market Information Matrix 2 should be submitted within 10 days from receipt of this Special Order. Please prioritize 2-3 commodities which we can immediately produce and export to your countries of assignment with all the necessary market demand parameters, quality and quantity specifications and pricing indications.

A regular monthly report on Activity 1-3 shall be submitted to concerned units together with your recent findings, conclusions and recommendations which will ensure the success of Oplan ProdEx.

This Order supersedes all orders, inconsistent herewith and takes effect immediately.

Adopted: 11 Feb. 1998

(SGD.) SALVADOR H. ESCUDERO III
Secretary, Department of Agriculture

(SGD.) CESAR B. BAUTISTA
Secretary, Department of Trade and Industry

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[*] Not included/Filed.

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