

CLIPPINGS FOR TODAY APRIL 05, 2025

A. MANILA BULLETIN:

Filipino Food Month: A tribute to our culinary heritage and identity

Cheaper Kadiwa agri goods soon available in more PHLPost offices

B. THE PHILIPPINE STAR:

Rising costs brew bitter mix for coffee consumers, producers

Filipino Food Month 2025

Probe on non-compliance with rice, pork MSRP pushed

C. PHILIPPINE DAILY INQUIRER:

Philippine Carabao Center signs up for solar power

Philippine Food Expo 2025 officially opens, celebrating flavors, innovation, and industry growth

D. BUSINESS WORLD:

Philippines eyes more chips, food exports to US as tariff milder

E. REMATE:

Presyo ng pagkain pabababain pa, food production palalakasin – PBBM

Mango farming sa Pangasinan palalakasin

Mga magsasaka, mangingisda pinuri ni PBBM sa Filipino Food Month

Presyo ng bigas patuloy na bumababa

17% taripang ipinataw ni Trump sa PH goods nakikitang oportunidad ng DA chief para sa mas agresibong agri exports sa US

F. ABANTE:

DA magtatayo ng research center para sa sibuyas

G. MANILA STANDARD:

Marcos launches Pinoy food month

MANILA BULLETIN:

Filipino Food Month: A tribute to our culinary heritage and identity

BY MANILA BULLETIN

Apr 5, 2025 00:19 AM



The profound connection between Filipino cuisine and the nation's history, culture, and identity highlights the celebration of Filipino Food Month (FFM). Every April, FFM is a national initiative that seeks to preserve, promote, and elevate the country's rich culinary traditions. This year, the celebration centers on the theme, "Sarap ng Pagkaing Pilipino, Yaman ng Ating Kasaysayan, Kultura, at Pagkatao."

Leading FFM activities are the Department of Agriculture (DA), Department of Tourism (DOT), National Commission on Culture and the Arts (NCCA), and the Philippine Culinary Heritage Movement (PCHM).

"Food is more than just sustenance; it is a living testament to our nation's journey, our diverse traditions, and our shared values as Filipinos. But beyond history, our cuisine is also a symbol of our culture — one that celebrates unity in diversity," Agriculture Assistant Secretary Genevieve Velicaria-Guevarra, who heads the FFM 2025 steering committee, said.

Filipino food is a reflection of the country's complex history—marked by trade, colonization, migration, and cultural exchange—which has culminated in a uniquely Filipino culinary identity.

Filipino cuisine is characterized by its rich diversity of flavors, influenced by indigenous practices and foreign culinary traditions. From rice and seafood to fermented sauces and regional delicacies, the country's dishes tell stories of resilience, creativity, and adaptability. The PCHM has described Filipino food as one of the world's earliest fusion cuisines, with influences from Chinese, Spanish, American, and Southeast Asian flavors blended with indigenous techniques.

Celebrating FFM especially honors the traditions passed down through generations as well as the innovation and creativity of our chefs and home cooks who continue to elevate our food scene.

While Filipino cuisine continues to gain recognition globally, it faces significant threats from globalization, rapid urbanization, and the loss of traditional food knowledge. As more Filipinos migrate to urban areas and modernize their lifestyles, indigenous ingredients and traditional cooking methods are increasingly being abandoned in favor of convenience and commercialism.

The essence of the yearly celebration is summarized by PCHM President Chef Jose Antonio Miguel Melchor: “Indigenous ingredients disappear from our markets. Time-honored cooking methods are abandoned in favor of convenience. Recipes passed down through generations are forgotten. If we do not act now, we are losing not just our dishes but the very narratives that define us.”

Thus, the mission of FFM includes empowering local farmers and food artisans who play crucial roles as stewards of culinary knowledge.

This celebration puts emphasis on local agricultural produce as essential ingredients in Filipino cuisine. Events aim to strengthen market access for local farmers and food producers. Through partnerships with the DA and other agencies, the festival provides a platform for Farmer Cooperative Associations (FCAs), Micro, Small, and Medium Enterprises (MSMEs), and other stakeholders to showcase their products.

We have to remember also that FFM is more than just a celebration of dishes; it is a tribute to the farmers, fisherfolk, artisans, chefs, and home cooks who keep the country’s culinary heritage alive. It is a call to action to empower local communities, preserve traditional practices, and ensure that the next generation inherits not only recipes but also the wisdom and values embedded in the nation’s food culture.

When we sit around a table today, let us pay tribute to our shared heritage that is presented by the food. Filipino cuisine holds our stories and memories.

<https://mb.com.ph/2025/4/5/filipino-food-month-a-tribute-to-our-culinary-heritage-and-identity>

MANILA BULLETIN:

Cheaper Kadiwa agri goods soon available in more PHLPost offices

BY DEXTER BARRO II

Apr 4, 2025 08:53 AM



The signing of memorandum of understanding between the Department of Agriculture and PHLPost (Dexter Barro II/MANILA BULLETIN)

The Department of Agriculture (DA) is partnering with the Philippine Postal Corp. (PHLPost) to bring the Kadiwa ng Pangulo (KNP) program to post offices nationwide, providing wider access to affordable goods.

Agriculture Secretary Francisco Tiu Laurel formalized this partnership through the signing of a memorandum of understanding (MOU) with PHLPost Chief Executive Officer (CEO) Luis Carlos on Thursday, April 3.

In his speech, Laurel said this agreement is a vital milestone for cooperation between government agencies in pursuit of boosting food security and helping improve the lives of consumers.

“This reminds us that when institutions come together with a shared purpose, they can break barriers and create meaningful change,” he said.

Under the MOU, 61 stores will be opened across various post offices this year, alongside the six pop-up stores launched last year.

Carlos, for his part, credited the pop-up stores for benefitting postal workers and nearby communities. With 1,100 post offices in the country, he said there is a potential that these establishments would eventually host KNP stores as well.

KNP, established under the Marcos administration, is part of the government’s efforts to provide farmers and fishermen direct access to venues where they can sell their produce straight to consumers. By removing the so-called middlemen, farmers and fishermen can directly profit from their goods while enabling consumers to purchase goods at lower prices.

The Rice-for-All (RFA) program is a key component of KNP, which sells rice for as low as ₱33 per kilo. This is alongside rice priced at ₱29 per kilo, only available to the country's vulnerable sectors.

Based on the agreement, the DA will provide technical and administrative support for the operation, establishment, and monitoring of KNP stores in post offices.

The agency will ensure that the commodities sold at these stores meet food safety standards and that logistics, such as delivery and storage, are well managed.

It stressed that store operations do not interfere with PHLPost's core mandate of operating a nationwide postal system.

Meanwhile, PHLPost has committed to offering physical spaces in identified post offices for KNP, as well as assisting in the promotion and marketing of the program.

The postal service will also provide suppliers with essential equipment, including tables, chairs, and tents, to ensure smooth operations.

<https://mb.com.ph/2025/4/4/da-to-expand-kadiwa-reach-with-phl-post>

THE PHILIPPINE STAR:

Rising costs brew bitter mix for coffee consumers, producers

Jasper Emmanuel Arcalas - The Philippine Star

April 5, 2025 | 12:00am



Beneath the smoke clouds of the so-called Yosi Lane stands a Japanese-inspired coffee stall. A queue forms in front of it.

STAR / File

SPECIAL REPORT

First of two parts

MANILA, Philippines — Smoke billows from Antonio Street in Sampaloc, Manila, wafting with an unusual mix of vapor juice, tricycle fumes, cigarette puffs – and coffee.

Beneath the smoke clouds of the so-called Yosi Lane stands a Japanese-inspired coffee stall. A queue forms in front of it.

Ma. Alyanna Selda finds herself seventh in the line. She pulls out a square, black power bank-like device from her pocket.

“This is my second time here today,” Selda says, taking a puff from her black vape infused with melon-flavored juice.

This is a small haven for the third-year journalism student where she gets her daily caffeine fix. For Selda, coffee is as ubiquitous as water.

It does not matter if she has not taken her lunch yet before classes. What matters most is that she has a 16-ounce ice-cold caramel macchiato in hand, enough to tide her over for a day’s work of lecture and writing news stories.

“You will never go wrong with Caramel Macchiato. It’s sweet, not that creamy and still packs a punch,” she says while checking the time on her phone. It’s 10 minutes past noon. Her next class is at 1 p.m. Her lunch? That sweating iced coffee.

The likes of Selda are driving the growing demand for coffee in the country, creating new segments in a market that has been dominated by soluble coffee in sachets.

But that demand may find some resistance now as coffee bean prices, both globally and locally, are breaking records one after the other without any sign of immediate halt.

All-time highs

World coffee prices surged to record highs last year after extreme weather conditions affected supplies from key producing countries such as Vietnam, Indonesia and Brazil compounded by higher shipping costs.

The United Nations' Food and Agriculture Organization (FAO) said in a recent report that Vietnam's coffee bean output for market year 2023 to 2024 fell by 20 percent, with exports declining by 10 percent. Meanwhile, Indonesia saw a 16.5- percent drop in its production during the same period while Brazil coffee production was seen falling by 1.6 percent, according to the FAO.

World Bank data showed that arabica coffee averaged \$5.62 per kilo last year, more than a fifth over the \$4.54 per kilo average price in 2023.

Meanwhile, robusta coffee saw a 67- percent surge in average price to \$4.41 per kilo in 2024.

And global coffee prices are not showing any signs of slowdown. Arabica coffee averaged \$7.81 per kilo in January before surging past \$9 per kilo in February.

Robusta coffee, on the other hand, has breached the \$5-per-kilo level this year, averaging \$5.41 in January and \$5.81 last month.

Domino effect

Lucrezia Cogliati, a commodities analyst at BMI of the Fitch Group, said elevated coffee future prices would result in higher domestic coffee prices in the Philippines since the country relies heavily on imports to meet its consumption requirements.

"We expect companies operating in the coffee space to cope with the rise in input costs by increasing prices for consumers," Cogliati said in an email interview.

Worse, the uptick in coffee prices may "weigh on" the country's coffee consumption despite its market being considered as "relatively mature," Cogliati added.

Indeed, the Philippines relies on imports for the bulk of its coffee supplies.

The country's import dependency ratio, or the share of imported stocks to total supplies, peaked in 2022 at 61 percent. This means that six out of 10 coffee beans in the Philippines were imported.

Coffee bean imports have averaged around 48,000 metric tons in the past five years from 2020 to 2024.

Last year, coffee bean imports hit record highs, both in terms of volume and value at nearly 54,000 MT and \$229.52 million, respectively, according to the Philippine Statistics Authority (PSA).

The country's average import cost of coffee beans in 2024 rose by 42 percent to \$4.25 per kilo from \$2.98 in 2023, reflecting the surge in world prices.

But just how huge is the country's coffee consumption?

The Philippines ranks fifth in terms of coffee consumption in the world with an estimated demand of almost 400,000 MT, according to the US Department of Agriculture (USDA).

Filipinos drink so much coffee that the country imports 300 million kilograms of soluble imports or locally known as 3-in-1 or instant, every market year (July to June period), making it the top importer of the product in the world, based on USDA data.

Inflation

The FAO estimated that a one percent increase in international coffee prices caused a 0.24-percent hike in retail prices in Europe after 19 months with the shock persisting for at least four years.

In the US, a one- percent increase in international coffee prices will translate into a 0.20-percent increase in retail price after a little over a year, according to the FAO.

In the Philippines, it might be a little faster than the Western economies.

Multiple cafés with varying sizes and market segments in Metro Manila monitored by The STAR have already increased their prices by as much as P10 per drink offering this year.

One local coffee bean seller hiked its prices four times last year since December 2023 to cope with the rising prices.

The seller's wholesale price for Benguet coffee beans increased cumulatively by P200 in the past year to P630 per kilo from P430 kilo recorded at the end of 2023. Its other coffee beans such as arabica have increased by P170 per kilo in total to P650 per kilo from P480 per kilo.

The country's inflation on coffee and coffee substitutes hit 4.2 percent in February, the fastest in over a year since the 4.8 percent recorded in October 2023, according to PSA.

Coffee inflation was even faster than the country's headline inflation of 2.1 percent in February. It means that coffee prices rose at a faster rate than the average rate of increase in the prices of all goods and services nationwide.

The suggested retail price on some soluble coffee products have also increased by as much as P0.5 on an annual basis, based on the latest suggested retail price matrix released by the Department of Trade and Industry.

Some 3-in-1 coffee brands are now priced at P7 for a 20-gram sachet from P6.5; P7.75 for a 26-gram sachet, previously P7.25 and P8 for a 30-gram sachet from P7.5, based on the DTI matrix.

Keeping the demand

But FAO paints a different picture on coffee demand given the current global market developments: people will continue to consume coffee despite the price spikes. And why is that? Because coffee demand is inelastic.

"Consumption changes only marginally in response to a change in price. Similarly, coffee supply is inelastic due to the perennial nature of the crop," according to the FAO study authored by El Mamoun Amrouk, Fabio Palmeri and Emiliano Magrini.

"As a result, both demand and supply characteristics contribute to sharp and persistent price movements," the study added.

Chit Juan, president of the Philippine Coffee Board Inc., agrees that price increases will not stop Filipinos from consuming coffee. In fact, not even the high heat indices can prevent them from drinking hot coffee on a sunny day.

"If prices go too high, then some consumer segments like students will just shift to 3-in-1," Juan, who has been in the coffee industry for more than three decades, told The STAR.

Juan said the growth of the country's coffee market has been exponential throughout the years, leading to the creation of various market segments.

There's the ubiquitous soluble market or the 3-in-1 sachets. And then the home brewers. There are the low-cost coffee stalls, which sell coffee for P39 or P49 a drink. There's also the mid-sized, where you find most of the new coffee players today. And the high-end cafés.

"The consumption is still high and continues to increase, driven by various segments," Juan said.

But all is not lost with the current global coffee "crisis." The surge in global coffee prices have brought some good news to Filipino coffee growers who are now enjoying favorable farmgate prices.

To be continued...

<https://www.philstar.com/business/2025/04/05/2433556/rising-costs-brew-bitter-mix-coffee-consumers-producers>

THE PHILIPPINE STAR:

Filipino Food Month 2025

FOOD FOR THOUGHT - Chit U. Juan - The Philippine Star

April 5, 2025 | 12:00am

It has been seven years since the celebration of Filipino Food month started. And you may ask: why celebrate something so ordinary or so everyday? Well, people have forgotten our local recipes as they are eclipsed by international food trends. And the Pinoy being a “sponge,” many children and youth do not even know what sinampalukan means anymore.

Or recipes from grandmothers who put love and passion in their cooking, like my mother who would have cauldrons of meat stewing for hours in our wood-fired stove. She would start with a live chicken, bleed it for iron-rich blood, drop the pieces of coagulated blood with uncooked rice in the soup and get sampalok (tamarind) leaves from our backyard. Our ancestral home had many fruit trees in the backyard – kamias, santol, balimbing as our father loved sourcing ingredients and our mom was a great home cook.

We grew up having a fresh buko or coconut from the backyard for dessert or juice, taking care of chickens for fresh eggs and getting leaves of siling labuyo, malunggay leaves and young papaya for tinola and other dishes. That is a feat not so easy to do now, when people live in high rises and a lot of convenience food includes ready-made mixes.

I look back at how Mom used to prepare for days for a Sunday lunch for the brood. She would boil meat, stew beef for days and had her regular purveyors for each food ingredient – usually for meat and seafood. The other ingredients could be picked from our own backyard in the growing city of then Caloocan, Rizal. Malabon and Navotas were the next towns, as well as nearby province of Bulacan where she bought molasses, duck eggs and our favorite rice cakes (putong pulo).

Our experience in eating fresh local recipes while growing up makes me relate to the celebration of Filipino Food Month. And I wish many homes will celebrate April’s event by cooking more food at home, at least for April. Or trying recipes from yesteryears, shared by old aunts and grandmothers. These are usually never documented, and recipes are passed on by story-telling or handed down with a bit of change, when ingredients are no longer available at the local market or supermarket. Souring ingredients become instant mixes, and so the recipes get altered along the way, for convenience and practical reasons.

What makes me happy is that the Philippine Culinary Heritage Movement (PCHM) has been relentlessly promoting the celebration year after year along with the National Commission for Culture and the Arts (NCCA) and the Department of Agriculture’s AMAS. Special mention to Ning Carlos who was also with us in Slow Food Turin in 2018, and knows of our common passion for Filipino food preservation.

Ning met us again at the launch of Filipino Food Month and even gave us seeds that are open-pollinated varieties (OPV) of tomatoes, ampalaya and other local vegetables. I was surprised many already seasoned cooks did not know there is a difference between OPV seeds and hybrid ones. Thanks to DA-AMAS, the OPV seeds will keep producing fruit as we can plant their seeds again. Like how it used to be, before the advent of hybridization and modern seed production. Try and get OPV seeds whenever you can. I am witness to how local native varieties produce good seeds that we replant again and again. For the last 10 years that is what we have been using at the farm.

The PCHM also promotes heirloom ingredients as we do in Slow Food (www.slowfood.com) and we are happy to see popular brands of convenience foods now promoting local cacao and heirloom rice like tinawon for a champorado mix. Because of the joint efforts among the three groups (DA, NCCA and PCHM), we have been seeing the rise or the comeback of heirloom rice as well as the ancient grain called adlai in the menus of younger chefs. These were popularized by the late chef Margarita Fores and Spanish chef Chele, by including adlai in their restaurant menus. We have also seen the rise in use of fragrant grasses like pandan and lemongrass in recipes and even in cocktail drinks.

In the new restaurants I have recently visited, the chefs now proudly use etag (preserved smoked pork from the Cordillera), turmeric or luyang dilaw, guyabano or soursop in sauces and local artisanal salt (tultul, buy-o and miag-ao, among others). Good job, guys!

Besides heirloom ingredients, we need to promote and patronize restaurants that serve local recipes, the way we knew them from years back. We cannot however, modify each recipe and make it “modern” Filipino, as we may lose its original intended flavor notes and we may dilute its heritage in the process. Personally, I enjoy eating adobo that tastes like my Mom’s adobo, her sinigang and even paksiw. I am looking for this kind of restaurant that promotes their family recipes, in the hope I might find something closer to my memory of Mama’s cooking.

This April, I will be on the lookout for such restaurants that preserve the local original flavor of standards like pinakbet, adobo and sinigang. This month, let us focus on our Filipino food recipes from our elders, check out restaurants that offer similar original dishes, or cook at home. If you can get a copy of Kayumanggi, a cookbook penned by chef Jam Melchor and printed by the DTI, do so.

Best of all, it is our consciousness about Filipino food – the way we remember from childhood like I do, or interpreted by new chefs and home cooks – that is what matters. That we do not forget how we were first exposed to local recipes and that we keep cooking them to let the next generations keep the purity and identity of what Filipino food is.

They say a people without culture is a people without soul. Let us not lose our culture. Do it by eating Filipino food and keeping the original recipes.

<https://www.philstar.com/opinion/2025/04/05/2433565/filipino-food-month-2025>

THE PHILIPPINE STAR:

Probe on non-compliance with rice, pork MSRP pushed

Bella Cariaso - The Philippine Star

April 5, 2025 | 12:00am



Rice retailers manage their stalls at Marikina Public Market on January 7, 2025.

STAR / Michael Varcas

MANILA, Philippines — Malacañang yesterday called for an investigation into reports of stakeholders' failure to comply with the Department of Agriculture (DA)'s maximum suggested retail price (MSRP) on rice and pork products.

In an interview with Teleradyo Serbisyo, Palace press officer Claire Castro said that Agriculture Secretary Francisco Tiu Laurel Jr. had consulted with rice and pork industry stakeholders before implementing the price caps.

"They have an agreement. If there are different retail prices in the markets, there is a need to investigate this," Castro said.

Tiu Laurel imposed an MSRP of P45 per kilo for imported rice and P350 per kilo for pork shoulder, while pork belly was capped at P380 per kilo to stabilize prices.

However, DA data revealed low compliance, with only 50 percent of rice vendors and 39 percent of pork retailers adhering to the price limits.

In Metro Manila, more than 60 percent of the markets, including Pritil Market in Manila, Trabaho Market, Cartimar Market in Pasay, Muñoz Market in Quezon City and Pasay City Market, failed to comply with the suggested price cap, with pork belly prices reaching as high as P470 per kilo in some areas.

Inflation pulled down

The Philippine Statistics Authority (PSA) reported yesterday that the country's headline inflation slowed to 1.8 percent in March from 2.1 percent in February.

Despite low compliance rates, Tiu Laurel and the PSA credited the MSRP policy as a key factor in easing inflation.

Food inflation, which accounts for a substantial portion of overall inflation, eased to 2.3 percent in March from 2.6 percent in February.

The country's rice inflation decelerated to 7.7 percent, the lowest in five years, since March 2020's 8.4-percent deceleration rate.

Meanwhile, meat inflation slowed to 8.2 percent in March from 8.8 percent in February.

“While some sectors doubted the effectiveness of our MSRP implementation, the inflation numbers clearly show that we are on the right path in protecting the welfare of millions of Filipino consumers, while also ensuring that agricultural workers and others in the value chain receive a fair return for their hard work,” said Tiu Laurel.

Due to this, the government is now considering expanding the MSRP program to other commodities, such as garlic, according to the DA.

However, Tiu Laurel emphasized that imposing MSRPs is a complex process and will only be pursued when necessary.

As of April 3, the average price of imported premium rice in Metro Manila markets was P47.87 per kilo. Its well-milled counterpart averaged P43.89 per kilo while the regular-milled one averaged P40.11 per kilo.

Meanwhile, locally produced premium rice averaged P52.3 per kilo while its well-milled and regular-milled counterparts cost P45.49 per kilo and P40.67 per kilo, respectively.

Fresh pork belly sold in Metro Manila markets averaged P413.79 per kilo, while fresh pork ham cost P366.28 per kilo.

Frozen pork belly, on the other hand, cost about P312.56 per kilo while frozen pork ham averaged P253.6 per kilo. — **Jasper Emmanuel Arcalas**

<https://www.philstar.com/headlines/2025/04/05/2433591/probe-non-compliance-rice-pork-msrp-pushed>

PHILIPPINE DAILY INQUIRER:

Philippine Carabao Center signs up for solar power

By: [Jordeene B. Lagare](#) - Reporter / [@jordeenelagare](#)
Philippine Daily Inquirer / 06:37 PM April 05, 2025



The Philippine Carabao Center is the first among agencies attached to the Department of Agriculture to adopt solar power. (Photo from the PCC website)

MANILA, Philippines — The Philippine Carabao Center (PCC) has partnered with two entities to install a 1.05 megawatt-peak solar photovoltaic (PV) project by September, aiming to lower electricity costs, particularly during the summer season.

The PCC signed a memorandum of agreement with Malaysian firm MAQO Engineering and Davao-based Solaraze Konstruct Development Corp. (SKD) to formalize the solar project.

“The agency spends a significant amount on electricity each month, and this cost is likely to rise even more [during the summer](#),” PCC executive director Liza Battad said.

“With this achievement, we can reduce our energy expenses and embody the resilience of the carabao by adapting to a climate-smart environment,” Battad said.

SKC chief executive officer Alexander Arce said the firm is targeting to install solar panels on the agency’s rooftops by September this year.

of a 1-megawatt solar system, the agency will not only reduce its energy cost but will also take a firm step towards a low-carbon energy-resilient future,” MAQO business development director Vernon Foo said.

First among agriculture agencies

The PCC will become the first attached agency of the Department of Agriculture to commit to transforming electrical sources to solar energy, according to Edwin Atabay, PCC’s OIC deputy executive director.

MAQO managing director Kong Kok King said the solar project at the PCC office is projected to generate 1.5 gigawatt-hours of electricity yearly and reduce carbon emissions by 1,200 tons.

The parties involved will finalize the timeline and schedule of the planned solar power project following the recent MOA signing.

In the meantime, SKC will evaluate the roof structure and stability, finalize the design and concept for the electrical works, and prepare and deliver the necessary materials.

MAQQ is a solar power company headquartered in Selangor, a state on the west coast of Peninsular Malaysia. It provides clean energy solutions to residential homeowners, full-scale commercial and industrial solar energy system, and solar farm projects.

SKD, on the other hand, is a Filipino company that offers high-quality and affordable solar PV systems at competitive prices.

<https://business.inquirer.net/517708/philippine-carabao-center-signs-up-for-solar-power>

PHILIPPINE DAILY INQUIRER:

Philippine Food Expo 2025 officially opens, celebrating flavors, innovation, and industry growth

03:29 PM April 04, 2025

Manila, Philippines – **April 4, 2025** – The much-anticipated **17th Philippine Food Expo** officially opened its doors today at the **World Trade Center, Metro Manila**, bringing together over 300 exhibitors and thousands of industry professionals, food lovers, and entrepreneurs in a vibrant celebration of Filipino food, innovation, and business. Organized by the **Philippine Food Processors and Exporters Organization (PHILFOODEX), Inc.**, the three-day event runs until April 6 and showcases the depth and diversity of the Philippine food industry under one expansive roof.



Distinguished guests and dignitaries graced the Opening Ceremony of the 17th Philippine Food Expo held on April 4, 2025, at the World Trade Center, Metro Manila. Leading the ceremony was Hon. Cynthia A. Villar, Chairperson of the Senate Committee on Agriculture and Food, alongside key representatives from government, academe, and the private sector, including Ms. Angelica Roa-Yu of the Pasay City Government, Asec. Philip C. Young of the Department of Agriculture, Mr. Sergio R. Ortiz-Luis Jr., President of PHILEXPORT, and Rev. Fr. Louie R. Coronel, O.P., EHL of the University of Santo Tomas. They were joined by PHILFOODEX President Mr. Ruben L. See and members of the PHILFOODEX Board of Directors, together with foreign ambassadors, consuls, PCCI directors, and PHILEXPORT trustees, in a collective show of support for the continued growth of the Philippine food industry.

A National Showcase of Economic Impact and Innovation

Held in cooperation with the **Department of Agriculture**, the **Department of Tourism**, the **Department of Trade and Industry – Export Development Council**, and **PHILEXPORT**, the Philippine Food Expo 2025 is a collaborative effort to champion Filipino food, drive trade opportunities, and boost agricultural growth. Now on its 17th year, the **Philippine Food Expo** has firmly established itself as the country's **leading all-Filipino food and beverage trade show**. But the Expo is more than just an exhibition – it is a **national showcase of innovation and collaboration** that makes a significant impact on our economy. Results from the Expo translate into **real economic gains**, as the connections and deals forged here help **drive investments, generate employment, and strengthen local enterprises**.

By bringing producers and markets together, the Expo plays a vital role in **boosting agricultural sector growth** and opening new doors for **international trade**. It empowers Filipino businesses to **secure partnerships and export deals**, placing more Philippine-made products on the global stage. Each successful transaction contributes directly to the **income of farmers and entrepreneurs**, reinforces **rural development**, and fuels **agro-industrial progress**, solidifying agriculture's role as a **pillar of the Philippine economy**.

Diverse Exhibitor Lineup Across Multiple Sectors

The expo features a dynamic range of product lines including:

- **Food & Beverage: From frozen meats and dim sum to trail mix, artisan pastries, local sauces, and ready-to-eat delicacies.**
- **Health & Organic Products: Herbal capsules, organic honey, plant-based supplements, and locally made juices.**
- **Hospitality, Tourism & Services: Hotel suppliers, tourism groups, travel packages, media content creators, and hospitality schools.**
- **Packaging & Equipment: Commercial kitchen tools, packaging machines, and eco-friendly packaging solutions.**
- **Technology & Utilities: POS systems, software, air and water purifiers, ride-hailing apps, and third-party labs.**
- **Retail & Trade: Franchises, FMCGs, logistics providers, grocery distributors, and retailers.**
- **Associations & Government Agencies: Represented by the Department of Tourism, Department of Agriculture, and Halal certification bodies, among others.**

Opening Day Highlights: Competitions, Talks, and Culinary Excellence

The first day of the expo delivered a full lineup of engaging programs:

- **Philippine Regional Table Setting Competition and Kitchen Masters set the stage for culinary talent.**
- **Healthy Pasta Competition and Ube for Every Craving with Abigail Marquez put the spotlight on innovation and tradition.**
- **Trending Desserts with Chef Emily Peralta and the Healthy Beverage Seminar by Chef Christopher Carangian delighted both chefs and home bakers.**
- **Food Caterers Association of the Philippines (FCAP) hosted a seminar focused on the Latest Trends in Catering and Food Service.**

More to Come: A Weekend of Flavor and Innovation

Over the next two days, expo-goers can expect:

- **April 5: Day two of the expo promises an exciting array of events including the PINASarap Breakfast Competition, showcasing modern twists on classic Filipino morning fare, and the Taste the 100% Fresh Meat segment by Our Farms. Attendees will also gain insights at GS1 Philippines' seminar on "Creating TRUST in eCommerce, MSMEs, and the Global Migration to 2D," which tackles traceability and digital commerce standards. Chef Emily Peralta returns with her session on The Secrets of Pavlova Cakes, while Chef Nathaniel Uy demonstrates Fusion Dishes Made Easy using Premium Choice Meats. The day also features Judging for the Food Styling and Photography Competition, the Modern Filipino Dessert Competition, and insightful cultural seminars by Mr. Jose Pepito Alvarez and Mr. Richie Gielbys B. Cavinta focusing on Ilokano heritage and the San Nicolas culture-based governance program. Culinary demonstrations continue with Filipino Heritage Cuisine by Razorchef Philippines, European at Home by Chef Jose Sarasola, and Modern Filipino Cuisine by Chef Ruben Ignacio Jr. Meanwhile, business-minded attendees can take part in the Usapang Agribiz Investment Forum organized by the Department of Agriculture, as well as the PHILFOODEX General Membership Meeting.**
- **April 6: The final day kicks off with the Philippine Food Expo Knowledge Challenge, followed by Mastering Halal Certification, a seminar from the Halal International**

Chamber of Commerce and Industries of the Philippines, Inc., offering valuable guidance on achieving certification from farm to fork. The competitive spirit continues with the Mystery Ingredient Competition, pushing chefs to their creative limits. Chef Emily Peralta leads an intensive French Patisserie Workshop, and Eurofins presents a crucial seminar on Food Safety Trends and Emerging Contaminants. The event concludes with the Culinary Challenge Awarding Ceremony, honoring the exceptional talent and innovation demonstrated throughout the expo.

A Strong Finish to an Empowering Celebration

The Philippine Food Expo 2025 is more than a trade show—it’s a national platform uniting local innovation, culinary artistry, and global market potential. From forging investment opportunities to uplifting MSMEs, every aspect of the expo reinforces the Philippines’ growing influence in the global food and beverage arena. As the event draws to a close, attendees, exhibitors, and partners alike can walk away with not just valuable insights and new connections, but with a renewed sense of pride and purpose in advancing the Filipino food sector. With each successful transaction, showcase, and conversation, the Philippine Food Expo continues to shape the future of our local industries—one proudly Filipino product



at a time.

April	4–6,	2025
World	Trade	Center, Metro Manila

Inquiries: Contact Exhibition Manager Cut Unlimited at info@eventsbycut.com | (02) 8363 4900 / 8362 2266

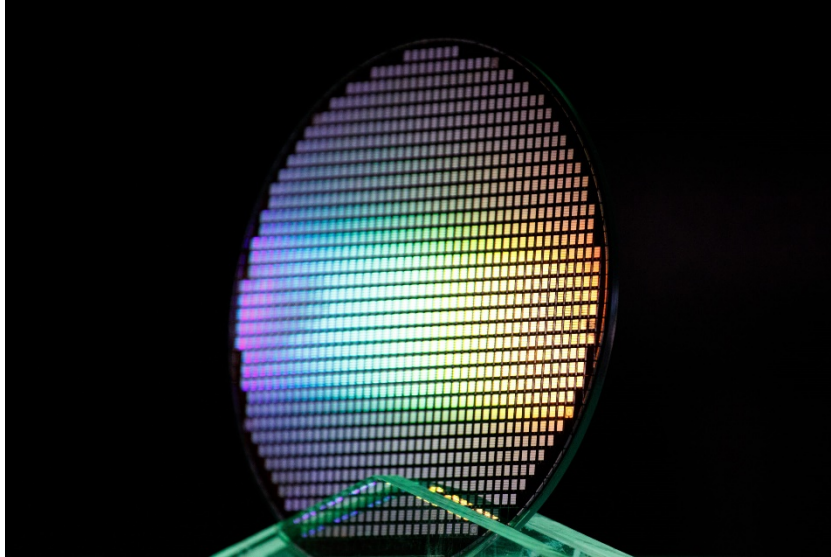
Follow us on Facebook @PhilippineFoodExpo | Instagram @philfoodexpo

<https://pep.inquirer.net/2690/philippine-food-expo-2025-officially-opens-celebrating-flavors-innovation-and-industry-growth>

BUSINESS WORLD:

Philippines eyes more chips, food exports to US as tariff milder

April 4, 2025 | 2:24 pm



Infinion Technologies AG's 150 mm SiC wafer on display during the opening of the company's site of a new semiconductor complex in Kulim, Malaysia, on Thursday, Aug. 8, 2024. Photographer: Samsul Said/Bloomberg

The Philippines is seeking to increase its exports to the US after President Donald Trump imposed tariffs on Manila that are lower compared with its regional peers.

Manila is setting its sights on more shipments of semiconductors, coconut and mango products to the US, Trade Secretary Cristina Roque said in an interview with Bloomberg Television's Haidi Stroud-Watts on Friday.

"Compared to our ASEAN neighbors, we have an edge in terms of lower tariff rate," Ms. Roque said. The Philippines is also pushing for a bilateral free trade agreement with its longtime ally to deepen economic ties, she added.

While Trump's sweeping tariffs triggered global anxiety, the Southeast Asian nation viewed the move with "guarded optimism" and sought to capitalize on the levies that are lower relative to its Asian neighbors.

The 17% tariff on Philippine exports of goods to the US is the second lowest in Southeast Asia after Singapore's 10%, and smaller compared to Vietnam's 46% levy and Thailand's 36%.

Manila isn't as heavily reliant on external trade as neighbors Vietnam and Thailand, with exports of goods and services accounting for only over a quarter of Philippine economic output, according to the latest World Bank data.

Months before the tariff announcement, Philippine economic managers projected a 6% growth in goods exports this year, but the central bank forecast late last month only a 1% expansion. — **Bloomberg**

<https://www.bworldonline.com/bloomberg/2025/04/04/664009/philippines-eyes-more-chips-food-exports-to-us-as-tariff-milder/>

REMATE:

Presyo ng pagkain pabababain pa, food production palalakasin – PBBM

April 4, 2025 18:51



MANILA, Philippines – GUMAGAWA ng paraan ang gobyerno para mas mapababa ang presyo ng pagkain at itaas ang produksyon ng food commodities.

Ang pagtiyak ay ginawa ng Pangulo sa isinagawang national kick-off celebration ng Filipino Food Month 2025 sa Quezon Provincial Capitol Grounds, araw ng Biyernes, Abril4.

“Bilang tugon, inilunsad natin ang iba’t ibang programa upang mapababa ang presyo ng pagkain at mapadami ang produksyon nito,” ang sinabi ni Pangulong Marcos.

“Kaya naman ang pamahalaan ay patuloy na gumagawa ng mga hakbang upang masiguro na may sapat at murang pagkain para sa bawat Pilipino,” aniya pa rin.

Ani Pangulong Marcos, nag-aalok ang gobyerno ng mas murang bigas sa pamamagitan ng Kadiwa ng Pangulo’s (KNP) Rice for All, sa P29 programa nito.

Ang implementasyon aniya ng maximum suggested retail price para sa baboy at alokasyon ng pondo para sa agricultural programs ay mahalaga upang masiguro na ang mga filipino ay makakukuha ng abot kaya at masustansyang pagkain.

“Sa ganitong paraan, ang mura at dekalidad na pagkaing Pilipino ay magbibigay lakas sa ating katawan [at] magpapayaman pa sa kultura natin at pagkakakilanlan,” ayon sa Pangulo.

Sa kabilang dako, hinikayat naman ni Pangulong Marcos ang mga mamamayang filipino na ingatan at pangalagaan ang tradisyon ng bansa sa pamamagitan ng pagpo-promote ng 'local cuisines' o lokal na lutuin.

Samantala, Bumagal ang inflation rate o ang antas ng pagtaas ng presyo ng mga bilihin sa bansa sa 1.8% noong buwan ng Marso ayon sa Philippine Statistics Authority (PSA).

Sa isang press conference ngayong Biyernes, Abril 4, iniulat ni PSA USec. Dennis Mapa na ang mas mabagal na inflation rate noong nakalipas na buwan ay pangunahing bunsod ng mas mabagal na pagtaas ng presyo sa pagkain at beverages gayundin ang pagbaba ng presyo ng langis sa nasabing buwan.

Partikular na tinukoy ng opisyal ang malaking pagbaba sa presyo ng bigas noong Marso kumpara sa kaparehong buwan noong 2024 kung saan nakapagtala ng year-on-year decrease na -7.7% noong Marso. Ito na aniya ng pinakamalaking porsyento ng pagbaba ng presyo simula noong Marso 2020 kung saan bumaba ang presyo ng bigas sa -8.4%.

Bukod sa presyo ng bigas, nakitaan din ng pagbaba ang presyo ng mga karne sa 8.2% noong Marso mula sa 8.8% noong Pebrero. Bagamat inamin ng opisyal na nananatiling mataas pa rin ang presyo ng mga panindang karne dahil sa epekto pa rin ng African Swine fever (ASF).

Sa halaga ng transportasyon, bumaba ito dahil sa mga ipinatupad na rollbacks.

Sa kabuuang average inflation mula Enero hanggang Marso ng kasalukuyang taon, naitala ito sa 2.2% na nananatiling pasok sa target range ng pamahalaan na 2% hanggang 4%. **Kris Jose**

<https://remate.ph/presyo-ng-pagkain-pabababain-pa-food-production-palalakasin-pbbm/>

REMATE:

Mango farming sa Pangasinan palalakasin

April 4, 2025 17:46



MANILA, Philippines – Hindi lamang mangga sa Guimaras ang makikilala kundi maging ang mangga sa Pangasinan, ito ang tiniyak ni senatorial candidate Camille Villar kasabay ng pagsuporta para lumakas ang mango farming sa lalawigan.

Si Villar ay bumisita kamakailan sa San Carlos, Pangasinan at aminado itong “nainlove” sya sa mangga ng Pangasinan.

Pinasalamatan nito si San Carlos City Mayor Julier “Ayo” Resuello sa pagimbita sa kanya sa Mango-Bamboo Festival na ginanap sa Rizal Avenue, San Carlos City.

Ang mangga ang ikalawa sa pinaka-consumed product sa buong mundo na nasa 28%, ang una ay ang saging na nasa 29.4.

Ang Pilipinas ang ika-sampo sa mango production sa buong mundo.

“Ang mangga po ang ‘second largest most used fruit in the world’ kaya’t nakaka-proud po na ito ang isinusulong na industriya ninyo dito sa San Carlos,” ani Villar.

“Bukod po diyan ay ibang klase ang tamis ng ating Philippine mangoes, at meron pa nga po tayong tinatawag na ating carabao mangoes kaya’t dahil nga po diyan ay todo-suporta po tayo sa paggawa ng polisiya na magpapataasng ani at kalidad ng mangga sapamamagitan ng pagsuporta sa ‘High Value Crops Development’ program ng Department of Agriculture,” pagtiyak ni Villar.

Sinabi ni Villar na kanyang isusulong sa Senado ang pagpapataas sa mango industry partikular sa orchard management at fruit processing.

“Kitang-kita po natin na napakalaki ng potensyal ng industriyang ito at marami pa po tayong pwedeng gawin, marami pa po tayong magagawa para magtuloy-tuloy ang pag-improve ng industriya ng mangga lalo na dito sa San Carlos para po magkaroon ng karagdagang kaalaman sa produksyon, sa orchard management, maaring sa technology ng processing para lalo pa pong tumaas ang yield at production ng ating mga mango producers,” pagtatapos pa ni Villar. *Gail Mendoza*

<https://remate.ph/mango-farming-sa-pangasinan-palalakasin/>

REMATE:

Mga magsasaka, mangingisda pinuri ni PBBM sa Filipino Food Month

April 4, 2025 15:23



MANILA, Philippines – PINURI ni Pangulong Ferdinand Marcos Jr. ang mga magsasaka, mangingisda at mga naging bahagi ng food industry para sa kanilang pagsisikap na tiyakin na mayroong pagkain sa hapag o lamesa.

Sinabi ito ng Pangulo sa kanyang naging talumpati sa pambansang paglulunsad ng Filipino Food Month.

“Sa buwan na ito, huwag din po nating kalimutan na sa bawat na masarap na putahe ay may mga kamay na nagtitiyaga upang tayo ay may maihain sa ating mga mesa,” ang sinabi ni Pangulong Marcos.

“Sila ang ating mga magsasaka, ang ating mga mangingisda, ang ating manggagawa sa industriya ng pagkain. Maging ang ating paboritong kusinero sa karinderya ay ating purihin at pasalamatan,” aniya pa rin

Winika pa ng Panglo na gagawin ng pamahalaan ang lahat ng makakaya nito upang tiyakin na ang mga filipino ay mabibigyan ng sapat at abot-kayang pagkain.

“Ang bawat ulam na kanilang hinahanda ay may katumbas na sipag at tiyaga,” ang sinabi pa ni Pangulong Marcos.

“Kaya naman ang pamahalaan ay patuloy na gumagawa ng mga hakbang upang masiguro na may sapat at murang pagkain para sa bawat Pilipino,” dagdag na wika nito.

Samantala, sa bisa ng Presidential Proclamation No. 469 na nilagdaan noong 2018, ang Abril ng bawat taon ay idineklara bilang Buwan ng Kalutong Pilipino.

Nagsanib-pwersa ang Department of Agriculture (DA), Department of Tourism (DOT), National Commission for Culture and the Arts (NCCA), at Philippine Culinary Heritage Movement (PCHM) para pamunuan ang isang buwang selebrasyon na may temang “Pagkaing Pilipino, Susi sa Pag -unlad at Pagbabago.”

Ang pambansang pagdiriwang ay naglalayon na pahalagahan, pangalagaan, itaguyod, at tiyakin ang paghahatid ng malawak na tradisyon at kayamanan sa pagluluto ng mga Pilipino sa susunod na henerasyon at suportahan ang iba’t ibang industriya, magsasaka, at agri-community.

Ang pagbubukas ng seremonya para sa Buwan ng Kalutong Pilipino ay ginanap kamakailan sa makasaysayang Metropolitan Theater. Ipinalabas ito noong Abril 1, 2022 (Biyernes, 3PM) sa mga social media pages ng mga nangungunang ahensya tulad ng DA, DOT, NCCA, PCHM gayundin sa Facebook pages ng Met , PCOO, RTVM, at PTV.

Ang seremonya ay dinaluhan ng mga opisyal mula sa iba’t ibang ahensya ng gobyerno, local government units, pribadong sektor, at media.

Ang mga pinuno ng mga nangungunang ahensya ay naghatid ng mga mensahe bilang suporta sa pagdiriwang.

Maliban dito, nasaksihan din ang mga pagtatanghal mula sa iba’t ibang artista tulad nina Lara Maigue na kinanta ang “Sa Kabukiran”, Arman Ferrer na inawit ang “bahay Kubo”, at nagsi-sayaw ang Sindaw Philippines, at Halili-Cruz School of Ballet.

Si Issa Litton ang host ng seremonya. Itinampok din dito ang mga higante ng Angono, Rizal at mga food booth ng apat na nangungunang ahensya. *Kris Jose*

<https://remate.ph/mga-magsasaka-mangingisda-pinuri-ni-pbbm-sa-filipino-food-month/>

REMATE:

Presyo ng bigas patuloy na bumababa

April 4, 2025 13:26



MANILA, Philippines – Patuloy ang pagbaba ng retail prices ng bigas sa buwan ng Marso, ayon sa report ng Philippine Statistics Authority (PSA).

Sa press conference, sinabi ni National Statistician at PSA chief Claire Dennis Mapa na ang year-on-year contraction sa rice inflation ay -7.7%, mas mabilis ito sa -4.9% deflation noong Pebrero.

Ang trend ng paghupa ng inflation sa bigas ay naitala mula noong Agosto 2024 at nagtuloy-tuloy na ito sa pagbaba.

Matatandaan na inilabas ni Pangulong Ferdinand Marcos Jr. ang Executive Order No. 62, noong Hunyo 2024 na nagbabawas sa taripa sa imported na bigas sa 15% mula 35%.

“Ang rice prices talaga malaki na rin ang kanyang binaba... Makikita naman natin sa presyo talaga,” ani Mapa. *RNT/JGC*

<https://remate.ph/presyo-ng-bigas-patuloy-na-bumababa/>

REMATE:

17% taripang ipinataw ni Trump sa PH goods nakikitang oportunidad ng DA chief para sa mas agresibong agri exports sa US

April 4, 2025 08:00



MANILA, Philippines- Maaaring maging mas agresibo ang Pilipinas sa agricultural exports bunsod ng ipinataw ng gobyerno ni United States President Donald Trump na 17% taripa sa Philippine goods papuntang Estados Unidos.

Ang duty (buwis) ng Trump administration ay mas mataas kaysa sa 10% baseline tariff rate sa buong mundo.

Sinabi ni Agriculture Secretary Francisco Tiu Laurel Jr. na maaaring samantalahin ng bansa ang kalimitan na “favorable” na ipinapataw na duties (buwis) kumpara sa ibang competitor countries sa Asya.

“Base sa nakita kong tariff rates, tayo pinakamababa. Isa sa pinakamababa. So, it just means that we should put more sales into the US of our products,” ayon sa Kalihim.

“As far as agriculture is concerned, kasi technically, ang competitor natin is basically Indonesia, Vietnam, Thailand, and other ASEAN countries to the US,” dagdag niya.

Sa kabilang dako, ang Vietnam ay sinampal ng 46% taripa; ; Thailand, 36%; Indonesia, 32%; iba pang ASEAN members gaya ng Cambodia, 49%; at Malaysia, 24%.

Tinuran ni Tiu Laurel na puwede itong makatulong na palakasin ang page-export ng bansa sa niyog, seaweeds, at iba pang fish products, bukod sa iba pa.

“I have given instructions to look at the whole product range na natin ng ini-export natin... but in general, I think it’s more positive than that,” ang sinabi pa rin nito.

Gayunman, nagpahayag naman ng pag-aalala si Tiu Laurel ukol sa iba pang competitor country, partikular ang Ecuador, mayroon lamang na 10% taripa.

“Ecuador also produces a lot of tilapia, a lot of shrimp, and some products similar to ours. So that might be a concern. But of course, in the whole scheme of things, I believe that we are, I’ve been to Ecuador many times, and I know how they work. I think we are, we can be competitive in this,” ang sinabi ni

Tiu Laurel. **JAY Reyes**

<https://remate.ph/17-taripang-ipinataw-ni-trump-sa-ph-goods-nakikitang-oportunidad-ng-da-chief-para-sa-mas-agresibong-agri-exports-sa-us/>

ABANTE:

DA magtatayo ng research center para sa sibuyas

Abante News

- April 5, 2025



Sinisipat ng Department of Agriculture (DA) na magtayo ng kauna-una-hang onion research at extension center sa hangarin na muling mapalakas ang industriya.

Sa isang statement, binanggit ni Agriculture Secretary Francisco Tiu Laurel Jr. na plano nilang itayo ang research and extension center sa Bongabon, Nueva Ecija —ang pangunahing onion producer sa Pilipinas.

Bukod sa research and extension center, nangako rin si Tiu Laurel na dodoblehin ang pondo sa pagbili ng pheromone lures, sa halagang P5 milyon upang matulungan ang mga magsasaka ng sibuyas na lipulin ang mga army worm sa kanilang pananim.

Tutulong din umano ang DA sa pangangalap ng magandang buto ng sibuyas upang maparami ang ani ng mga magsasaka.

“Our goal is clear: Make the Philippines self-sufficient in onion production, eliminate the need for imports, and increase the income of local farmers,” saad ni Tiu Laurel.

Base sa datos ng Philippine Statistics Authority (PSA) noong 2024, tinatayang 12,726.11 ektarya ng sakahan sa Central Luzon ang tinaniman ng sibuyas, at naka-harvest ng 158,088.41 tonelada o 59.80% ng national output.

<https://www.abante.com.ph/2025/04/05/da-magtatayo-ng-research-center-para-sa-sibuyas/>

MANILA STANDARD:

Marcos launches Pinoy food month



FOOD MONTH KICK-OFF. President Ferdinand R. Marcos Jr. checks out food on display in a stall at the National Kick-Off Celebration of Filipino Food Month yesterday in Lucena, Quezon Province.



By Charles Dantes

April 5, 2025, 12:35 am

President Ferdinand “Bongbong” Marcos Jr. yesterday led the kick-off celebration of Filipino Food Month, underscoring the cultural importance of Filipino cuisine and its role in uniting the nation and boosting tourism.

“This month, we are reminded of the importance of patronizing Filipino cuisine,” President Marcos said in his address at the Quezon Provincial Capitol Grounds in Lucena City.

“This celebration is an invitation to return to our kitchens, where meals for our loved ones are lovingly prepared,” he added.

President Marcos emphasized that Filipino kitchens serve as sanctuaries of history, culture, and identity. He described food as the “language of the Filipino heart,” noting how meals are often shared not just among friends and family, but even with strangers, symbolizing warmth and unity.



Courtesy: Presidential Communications Office

Reflecting on his personal experiences, President Marcos recalled traditional dishes like dinengdeng from Ilocos, laing from Bicol, lechon from Cebu, sisig from Pampanga, and the Tausug delicacies of Mindanao. He also praised the famous pancit habhab and longganisang Lucban of Quezon.

“Food is the fastest way to understand and appreciate a culture,” he said, adding that experiential tourism, which includes culinary experiences, is key to boosting the country’s tourism sector.

President Marcos highlighted the creativity, resilience, and compassion embedded in Filipino cooking, noting how even modest meals are celebrated with generosity and care.

He called for continued recognition of farmers, fisherfolk, food industry workers, and neighborhood cooks who ensure meals reach every Filipino table.

To ensure food security and affordability, Mr. Marcos outlined various government programs including Kadiwa, the P29 Rice Program, Rice for All, price caps on pork, and increased funding for agricultural initiatives.

“These efforts aim to provide nutritious and affordable food for every Filipino, while enriching our culture and national identity,” the president said.

https://manilastandard.net/cravings/314575997/marcos-launches-pinoy-food-month.html?fbclid=IwY2xjawJgAJ5leHRuA2FlbQIxMAABHoj-c0dDHvqwpMdhFJ23JbYl8ONquu2NOexL4HX3ahCtkaAhvTUioXBMoNBj_aem_CBvnGduuxvqYre4Gxqs6Lw