



United States
Department of
Agriculture

Foreign
Agricultural
Service

Office of
Foreign
Agricultural
Affairs

October 7, 2013

Mr. Mike Cerne
Executive Director
Alaska Seafood Marketing Institute
311 N. Franklin Street
Suite 200 Juneau, AK

Dear Mr. Cerne,

Greetings from the U.S. Department of Agriculture, Foreign Agricultural Service in Manila!

Earlier this year we were honored to receive a delegation of Alaska State Representatives, which included Representative Cathy Munoz. During their visit we had the opportunity to brief them on the exploding market here for U.S. food and beverage products, including the fact that the Philippines is the largest f & b market in SE Asia, and larger than India and Brazil combined. (Please see attached report.)

We were so pleased to hear from Representative Munoz last week that she is planning to make a presentation to your group to encourage ASMI to undertake direct export opportunities in the Philippines, a key market in Southeast Asia and the 10th largest export market in the world for U.S. agricultural, fish and forestry products. Though current sales are small, we believe there are strong opportunities for Alaskan seafood products because of the robust Philippine economy, steady growth in the country's retail, foodservice and food processing sectors, strong consumer preference for American products, and the country's intimate familiarity with seafood.

Please let us know if you decide to undertake any promotions here. We would be pleased to introduce you and your team to supermarkets and restaurants, as well as to provide briefings, schedule business-to-business meetings, and arrange on-the-ground services for your delegation.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "P. Shull", is written over a faint, larger version of the signature.

Philip A. Shull
Agricultural Counselor
U.S. Embassy, Manila