

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 8/15/2012

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## Philippines

**Post:** Manila

### Sowing Success in the Philippines- Vegetable Seeds

**Report Categories:**

Export Accomplishments - Trade Leads

**Approved By:**

William Verzani, Agricultural Attaché

**Prepared By:**

Joycelyn Claridades, Agricultural Marketing Specialist

**Report Highlights:**

A 2011 trade lead submitted by post on behalf of a new-to-market vegetable seed importer has resulted in over \$150,000 in sales, projected annual sales of \$2-3 million over the next 2-3 years, and appointment of the importer as the Southeast Asia sales representative for the U.S. exporter, UNIGEN.

**General Information:**

After encountering difficulty making contact with U.S. vegetable seed exporters on his own, the President of Seedbase Inc. (a Philippine seed importer and distributor) contacted FAS Manila for assistance. Post submitted a trade lead on behalf of Seedbase Inc. on the FAS online Trade Lead System and alerted the American Seed Trade Association. As a result, the importer received numerous replies and invitations from American companies. Following a one-month visit to the U.S. to meet with interested companies, the importer concluded its first contract with UNIGEN (a Hollister, California based vegetable seed producer) and by the end of 2011 had imported \$150,000 of their seeds. In 2012, UNIGEN made Seedbase their exclusive Southeast Asia sales representative. Seedbase estimates imports will reach \$2-3 million in the next 2-3 years, a vital contribution to a growing market for U.S. seeds in the Philippines and throughout the region.