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Staff Paper

The Philippine Bakery Sector

A market research report
by
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Executive Summary

- Like much of Southeast Asia, the Philippines provides a growing market for premium food products. The economy has grown steadily by at least 5% per year every year since 2001. Urban population in the Philippines is estimated to be growing at three-times the rate of overall population growth – concentrating food demand geographically.
- Economic growth, and especially employment in service sector jobs, is driving demand for more convenient and prepared foods.
- The Philippines is a member of the Association of Southeast Asian Nations (ASEAN). The Philippines is also a member of the World Trade Organization (WTO). The U.S. and Philippine Free Trade Agreement, though negotiated for many years, has yet to be finalized.
- White bread is the most commonly eaten baked item in the Philippines, though rising health consciousness is increasing demand for more healthful options.
- The global recession and rising flour and transport prices have had effects across the entire food sector in the Philippines.
- Small portion or single serve bakery items are becoming more popular as consumers become more cost conscious.
- Sales of all baked goods in the Philippines have increased over the past five years. Artisanal, independent bakeries command the largest share of bread and cake sales, but not pastry sales.
- The supply and distribution system for bakery ingredients, specifically fruit ingredients, is not well documented, however two major European bakery ingredient companies have an established presence in the Philippines.
- Rising levels of obesity, heart disease, and diabetes in the Philippines have prompted increased consumer interest in healthy and nutritionally enhanced foods and government interest in promoting healthier eating and lifestyles.
- Food service is increasingly important in the Philippine market with growth in the number of service based jobs, especially business process outsourcing centers. In 2008, demand for canned preserved fruits led growth among all products in the food service sector.

Introduction

Like much of Southeast Asia, the Philippines provides a growing market for premium food products targeted toward consumers desiring more convenience, less at-home food preparation, and foods designed to improve health. Despite their ranking as a lower-middle income economy, per capita gross national income increased from \$1,060 to \$1,420 between 2000 and 2006. National GDP growth was 7.3 percent in the first half of 2007, among the highest of Southeast Asia middle-income countries. Population demographics are also changing. Urban population in the Philippines is estimated to be growing at three-times the rate of overall population growth – concentrating food demand geographically. Life expectancies continue to increase, increasing emphasis on health benefits potential of foods and lifestyle. The Philippines is an important trading partner with the U.S. and overall U.S. agricultural exports to the Philippines have been growing steadily in recent years.

For the Michigan fruit ingredient industries, the Philippines represents potential for international market expansion. Several industry products meet the needs of new-economy Filipino consumers. Ingredients for the active (and growing) Philippine bakery industry include canned, individually quick frozen (IQF), and dried fruit. These could fit well with demand for new “western” style baked goods. Finding a new emerging market outlet would be very beneficial to the Michigan industries.

To capture potential benefits from Philippine market access, the Michigan fruit industries need better understanding of the food distribution channels including potential infrastructure impediments. Manila has been ranked by USDA as one of the largest, most rapidly growing coastal urban areas in the Asia-Pacific region with important investments in port development and modernization. However, inter-country transportation is still reported to be under-developed in many cases. In-country air transport may well be less expensive (and more timely) than over-the-road. Currently the World Bank is funding a National Roads Improvement and Management Program (entering Phase 2 of 3) which may significantly improve distribution potential.

Demographic Characteristics of the Philippines

The Philippines has an estimated population of 97.97 million people (CIA, 2009). About 61 percent of the population falls between 15 and 64 years of age and 35 percent are less than 15

years old. The median age of Filipinos is 22.5 years and the population growth rate is positive and 1.96 percent. About 65 percent of the Filipino population lives in urban areas (CIA, 2009). Even with urbanization, a large percentage of the Philippine population is employed in agriculture (35%) though the majority of employment is in the service sector (50%).

Employment in industry and manufacturing is about 15 percent of total employment. Leading agricultural commodities produced in the Philippines are sugarcane, coconuts, rice, corn, bananas, cassavas, pineapples, mangoes, pork, eggs, beef and fish. The top commodities for export, including industrial manufactures are electronic products, mineral fuels, machinery and transport equipment, iron and steel, textile fabrics, grains, chemicals, and plastic (CIA, 2009).

Electronic and plastics manufacturing are important to the Philippine economy. Also important are remittances to the Philippines from workers living abroad and business process outsourcing centers (BPO). Within the manufacturing industries, businesses with employees of 20 or more make up the majority of establishments (39%), while larger businesses with 50 to 200 employees account for about 37 percent of all businesses. In the smaller business size category, the leading companies are of the type listed in the table below:

Table 1. Employment in small manufacturing

Type	% of establishments
Plastic products	5.5%
Garments	4.7%
Printing	4.1%
Bakeries	3.7%
Semiconductors	2.6%

(NSO, 2008)

The majority of the Filipino population and much business and industry are concentrated in the National Capital Region (NCR) surrounding Manila (population 10.5 million in 2000; area accounts for 60 percent of all retail sales; see Appendix I for map). The regions with the most manufacturing following the NCR are the Calabarzon region and the Central Luzon region, respectively (NSO, 2008).

The Philippines is comprised of a series of islands. There are major sea ports located at Cagayan de Oro, Cebu, Davao, Liman, Manila, and Nasipit Harbor (with the port at Cebu being

the largest). There are 85 airports in the Philippines with paved runways, 897 km of railway, and 19,804 km of paved roadways (CIA, 2009).

Telephone communication is dominated by cell phone use, with approximately 51.8 million cell phones in use and only 3.6 million hardlines. Internet use is widespread with 5.3 million internet users in 2007 (CIA, 2009).

Trade with the Philippines

The Philippines is a member of the Association of Southeast Asian Nations (ASEAN). The 10 member countries of the ASEAN trade group are Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. Like most free trade regions, the ASEAN members have agreed to reduce tariff and non-tariff barriers to trade between members. In 2005, tariffs on many products traded between ASEAN partners were reduced to no more than 5 percent, with many tariffs being eliminated completely (for the ASEAN 6, which includes Philippines).

The Philippines has been a member of the World Trade Organization (WTO) since 1995. The average final bound tariffs applied to agricultural imports in 2007 was 34.6 percent. The average most favored nation tariff applied to agriculture was 9.6 percent in 2007 (WTO, 2009). The average tariff rate applied to fruit, vegetable, and plant imports to the Philippines was 37.3 percent in 2007 (WTO, 2009). Table 2 gives tariff rates which are specific to imports of cherry, blueberry and cranberry products to the Philippines.

Table 2. Philippine tariff rates for selected HS codes

HS-8	Base Rate (Ad Valorem)	Bound Rate (Ad Valorem)
0809.20.00 Cherries, Fresh	50	35
0811.90.00 Other Fruit, uncooked or cooked by steaming, boiling, frozen whether or not containing added sugar (<i>includes frozen cherries</i>)	50	40
0812.10.00 Cherries, provisionally preserved but unsuitable for consumption	50	35
0813.40.00 Other fruit, dried	50	40
2008.60.00 Cherries, otherwise prepared or preserved whether or not containing added sugar or other sweetening matter or spirit	50	40
0810.40.00 Cranberries, bilberries and other fruits of the genus <i>Vaccinium</i> , fresh	50	40
0810.90.00 Other fruit, fresh	50	40
0811.90.00 Other fruit and nuts, uncooked or cooked by steaming or boiling in water, frozen, whether or not containing added sugar or other sweetening matter	50	40
0812.90.00 Other fruits and nuts, provisionally preserved (for example, by sulphur dioxide gas, in brine, in sulphur water or in other preservative solutions), but unsuitable in that state for immediate consumption	50	40
2008.92.00 Mixtures of fruits and other edible parts of plants, otherwise prepared or preserved whether or not containing added sugar or other sweetening matter or spirit	50	35
2008.99.00 Other fruits and other edible parts of plants, otherwise prepared or preserved whether or not containing added sugar or other sweetening matter or spirit, nesoi	50	40
2009.80.00 Juice of any other single fruit or vegetables	70	50
2009.90.00 Mixtures of juices	70	50

Source: WTO Schedule LXXV-Philippines, Part I Most Favoured –Nation Tariff, 2009 (see Appendix II)

The Philippine Bakery Sector

Trends

- White bread is the most commonly eaten baked item in the Philippines, though rising health consciousness is increasing demand for more healthful options.
- The global recession and rising flour and transport prices have had effects across the entire food sector in the Philippines.
- Filipinos are especially receptive to celebrity endorsements of products. Celebrity endorsement by actors, entertainers, and even popular game show contestants is a widely used advertising method that seems to be successful in eliciting product recall and repeat

purchase.

- Small portion or single serve bakery items are becoming more popular as consumers become more cost conscious.
- Sales of all baked goods in the Philippines have increased over the past five years. Artisanal, independent bakeries command the largest share of bread and cake sales, but not pastry sales.
- The supply and distribution system for bakery ingredients, specifically fruit ingredients, is not well documented, however two major European bakery ingredient companies have an established presence in the Philippines.

The Philippine bakery sector has been expanding during the last decade, though growth in the sector was slower in 2008 because of the global economic downturn and rising costs for flour and oils. In 2008, sales of all items in the bakery products sector amounted to US\$1.5 billion (\$49.97 billion Philippine pesos). Forecasted growth in the sector is about 15 percent over the next two years, though this number may not accurately reflect the effects of the global recession (Euromonitor International, 2008). Bread is the leading bakery item sold in the Philippines, with sales of US\$586 million (27.7 billion Philippine pesos) in 2008. Besides bread, statistics are reported for pastries and cakes produced by industrial bakers and artisanal bakers. Since 2003, the value of all pastries sold in the Philippines has increased by nearly 30 percent, while the value of all cakes sold has increased by about 20 percent (Table 3). These increases can be explained by an increase in sales volume as well as increasing prices for products.

Table 3. Sales of baked goods in the Philippines, 2003-2008 (US\$ million)

	2003	2004	2005	2006	2007	2008
Bread	172.1	181.8	204.8	232.0	258.2	290.1
industrial	71.3	77.1	88.0	101.2	114.3	130.3
artisanal	100.7	104.8	116.8	130.8	143.9	159.7
Pastries	80.1	88.5	96.0	105.0	114.4	125.2
industrial	50.1	55.6	60.4	66.4	72.8	80.0
artisanal	30.0	32.9	35.5	38.5	41.6	45.1
Cakes	128.0	135.5	142.6	151.7	161.5	171.9
industrial	50.7	54.8	57.8	61.8	65.9	70.5
artisanal	77.2	80.7	84.7	89.8	95.7	101.4

Source: Euromonitor International, 2008

Breads commonly eaten in the Philippines seem to be a blend of western style recipes with Philippine additions. For example, breads offered by some of the most popular bakeries, in addition to slice sandwich loaves, include sweet breads with raisins, sweet breads with Ube (purple yam, a popular filling in the Philippines), brioche with ham, macapuno (young coconut), or ube filling, flaky pastry with black beans, yellow beans, taro, ube or pork. Another common sweet bread sold for morning or afternoon snacks is ensaymada, which is a sweet roll iced with butter and sugar and topped with cheddar cheese. Savory breads are similar to western style sliced bread and rolls with the most common roll being pandesal (bread or bun with salt).

Popular cakes offered for sale by bakeries in the NCR region include western style cakes and cakes specific to the Philippine tradition and with Philippine flavors. For example, Goldilocks Bakeshop, a leading bakery and franchise business offers typical western style three layer cakes, including a black forest with cherries, as well as tropical flavored cakes like mango and ube (see www.goldilocks.com.ph). One challenge for Western companies hoping to expand business in the Philippines will be successfully introducing new flavors to the Philippine population or combining western flavors with traditional Philippine cuisine.

Artisanal bakeshops sell the majority of baked goods, estimated at about 52 percent market share, in the Philippines. These bakeshops are characterized as single or a few shops run independently with limited distribution and market power. Marketing is through local bakeries and sari-sari stores, which are small convenience type stores important in rural regions of the country. The leading industrial bakery in the Philippines is Gardenia bakeries (owned by QAF, Ltd., an investment holdings firm) whose focus is primarily on white breads. Gardenia's market share in 2007 was estimated as 8.6 percent of all baked goods. The leading bakery with retail outlets throughout the Philippines, and in the U.S. and Canada is Goldilock's bakeries. Goldilock's sells cakes, pastries, other desserts, some breads and savory meals. Goldilock's market share of all baked goods was an estimated 5.2 percent in 2007. In 2003, Goldilock's sales in the Philippines were an estimated US\$47.7 million as reported in a USDA-FAS GAIN report on the Philippines (USDA FAS, 2004). Unfortunately, no new GAIN report on this sector is available and since the last report, Gardenia bakeries has become one of the most important players in the bakery market. Other leading baked goods companies in the Philippines are MLM foods, inc., Regent Foods Corp., Big E Food Products, Suncrest Foods Inc., Red Ribbon Bake Shop Inc., and Universal Robina Corp. (Table 4.).

Table 4. Market share of retail sales for selected baked goods companies, 2003-2007 (not all companies reported are listed)

Company	2003	2004	2005	2006	2007
	% share retail value				
Artisanal bake shops	54.7	53.8	53.5	53.0	52.6
Gardenia Philippines Inc.	6.2	6.6	7.5	8.1	8.6
Goldilocks Bakeshop Inc.	5.0	5.0	4.9	5.0	5.2
MLM Foods Inc.	3.9	4.0	4.1	4.2	4.4
Regent Foods Corp	3.0	3.0	3.0	3.0	3.0
Big E Food Products	2.8	2.9	2.9	2.8	2.8
Suncrest Foods Inc.	2.1	2.3	2.6	2.6	2.6
Red Ribbon Bake Shop Inc.	1.5	1.6	1.8	1.9	2.0
Universal Robina Corp.	1.5	1.6	1.6	1.6	1.6

Euromonitor International, 2008 (see Appendix III for company contact information)

Bakery Ingredients

Bakery ingredient manufacturers seem to largely be multinational companies with facilities in the Philippines. The top three companies listed in the aforementioned FAS GAIN report are Southeast Asia Food, Inc. (sales of \$26.8 million in 2004), Heinz UFC Phillipines (\$22.6 million) and Hunt-Universal Robina Corp (\$10.2 million) (USDA FAS, 2004). Publicly available information about these companies suggests that they specialize in the manufacture of condiments and savory sauces (for example banana ketchup, soy sauce, and fish sauce). Two companies that specialize in manufacturing ingredients for sweet bakery products in the Philippine market are DLA Food Ingredients and the Bakels Group.

DLA Food Ingredients is a Belgian owned company with manufacturing facilities in the Philippines. Several western style fruit fillings, jells and jams are listed in the products section of the company's website, including "LaFruta" fruit fillings made from "Montmorency red cherries from Michigan" as well as blueberry products from Canada. Numerous other types of bakery ingredients are listed on the DLA webpage (see company information and sources of data section in Appendix III).

The Bakels group is a Dutch owned bakery ingredient manufacturer with offices in the Philippines. It is not clear from the information on the company website whether the company has a manufacturing facility located in the Philippines. Bakels offers bakery ingredients beyond fruit fillings, including flours, yeasts, cake mixes, oils, etc. The website also lists recipes and tips on how to use their products, which would be especially helpful for Asian cooks unfamiliar with western style desserts and baked goods. It is unclear from the Bakels ingredient list from what regions their fruit is sourced. Many of the fruit based products listed on the website were unavailable at the time of this research.

Functional or Nutritionally Enhanced Food and the Philippines

Filipinos have a tradition of eating foods recognized for their nutritional qualities and are increasingly interested in food with additional nutritional benefits. Rising levels of obesity, heart disease, and diabetes in the Philippines have prompted increased consumer interest in healthy and nutritionally enhanced foods and government interest in promoting healthier eating and lifestyles.

Food safety standards in the Philippines are developed and enforced by the Bureau of Food and Drugs (BFAD) and the Bureau of Agriculture and Fisheries Product Standards (BAFPS). Imports in the Philippines must comply with Philippine laws regarding food health and phytosanitary restrictions (USDA FAS, 2008). Philippine food laws are consistent with CODEX Alimentarius guidelines, which are the generic standard for all food traded among WTO countries.

Food labels making nutritional or health claims are subject to the authority of BFAD. Labels for foods making such claims are required to include labeling on vitamin content, mineral content and other dietary properties. BFAD maintains the authority to stop any claims or advertising it sees as false regarding health and nutritional claims (USDA FAS, 2008).

Processed food products sold in the Philippines are required to register with BFAD. Imported food products can only be registered by a Philippine representative. There are two categories of food requiring registration (USDA FAS, 2008).

“Category I includes: bakery & bakery related products; non-alcoholic beverages & beverage mixes; candies & confectionary products; cocoa & cocoa related products; coffee, tea, & non-dairy creamer; condiments, sauces & seasonings; culinary products; gelatin, dessert preparation & mixes; dairy products; dressings & spreads; flour/flour mixes & starch; fish & other marine products (prepared); fruits, vegetable & edible fungi (prepared); meat and poultry products (prepared); noodles, pasta & pastry wrapper; nut & nut products; native delicacies; oils, fats & shortening; snack foods & breakfast cereals and; sugar and other related products.

Category II includes: alcoholic beverages; food supplements; tea (herbal); bottled drinking water; food for infants and children; foods for special dietary use; transgenic food products (use of genetic engineering/biotechnology) and; ethnic food products with indigenous ingredient(s) not common in the Philippines.” (USDA FAS, 2008).

Retail development

The Philippine retail market is well developed compared to other southeast Asian countries (Indonesia, Malaysia and Thailand, for example). The share of processed and packaged food sold in retail outlets was estimated at over 60 percent in 2003 (Reardon et al., 2003). There

has been growth in the number of retail food outlets and fast food outlets in the Philippines in the past 15 years (Elsevier, 2005). Despite this growth, sales of fresh fruits and vegetables, meat, and fish are still largest in small locally owned convenience stores and wet markets (true in NCR and countryside regions alike) (Elsevier, 2005).

The leading retail chains and convenience store chains in the Philippines are Filipino owned and are mostly concentrated in the NCR region. Table 5 provides an overview of the leading retail and convenience chains, ownership, sales, outlets, and their locations.

Table 5. Leading Filipino Retail and Convenience Chains

Name and outlet type	Ownership	Sales (\$M)	# of Outlets	Locations
Uniwide Sales Warehouse Club, Inc (warehouse club)	Filipino	195.79	10	Mandaluyong, Manila, Kalookan Laguna, Pampanga, Paranaque, Quezon City, Tarlac
Rustan's Supermarket (supermarket)	Filipino	192.15	22	Cebu, Makati, Marikina, Mandaluyong, Manila, Muntinlupa, Pasig, Quezon City, Rizal
Pilipinas Makro Inc. (wholesale club)	Dutch Filipino	162.06	8	Cainta, Cavite, Cebu, Davao, Manila, Pampanga, Paranaque, Quezon City
Supervalu, Inc-SM Supermarket (super center and supermarkets)	Filipino	151.12	16	Cavite, Cebu, Davao, Iloilo, Las Pinas, Makati, Manila, Mandaluyong, Marikina, Pampanga, Quezon City, Sta. Mesa
Philippines Seven Corp. (7-11) (convenience stores)	Filipino	80.95	180	Metro Manila (NCR)
Jollimart Corp. (Bingo) (convenience stores)	Filipino	4.06	14	Metro Manila (NCR)
Super 24 Retail Store (convenience store)	Filipino	Not available	10	Metro Manila (NCR)

Source: Elsevier, 2005

Food Service

The food service sector in the Philippines continues to grow as the economy grows and with more employment in the service sector. Call centers and BPO centers are leading food service operators to establish new locations near employment centers. Sales of canned preserved fruit in food service establishments were highest in 2008 when compared with sales of other food categories (for example, sales of hard cheeses were the lowest among all food categories). Growth in sales of canned preserved fruits is led by the development of dessert items in food service establishments. One such item which is extremely popular in the Philippines is “halo-

halo”, a dessert with canned fruit, shaved ice, and milk.

The most successful businesses in the food service sector are San Miguel Pure Foods Inc. and Alaska Milk Corp. San Miguel is a company with sales of frozen and chilled foods, oils, meats and fats. Alaska Milk Corp. specializes in dairy products and in 2007, acquired condensed and evaporated milk brands from Nestle Corp.

Bakery items are an important part of the food service sector. In 2008, bakery products accounted for more than 15 percent of all items sold in the food service sector. Other important categories in the food service sector are frozen processed foods, dried processed foods, oils and fats, and meal solutions (Table 6).

Table 6. Market share of selected items sold in Philippine food service sector in 2008

Category	% share
Confectionary	0.5
Bakery products	15.1
Ice cream	1.2
Sweet and savory snacks	2.6
Ready meals	0.0
Soup	0.1
Pasta	5.0
Noodles	2.0
Canned/preserved food	4.6
Frozen processed food	9.0
Dried processed food	9.8
Chilled processed food	2.3
Oils and fats	17.6
Sauces, dressing, condiments	7.0
Spreads	0.5
Meal solutions	22.8

Source: Euromonitor International, 2008

Diet

Diets in the Philippines have been influenced through trade and colonization. Trade between China and the Philippines has taken place for centuries, along with trade with many other Asian countries more recently. Spain colonized the Philippines beginning in the 16th century while the U.S. colonized the Philippines between 1898 and 1946. In general, westernization of the Philippines over the past several decades has also had great influence on

dietary habits and the types of food eaten (Orbeta, 1998).

Rice is the most important grain consumed in the Philippines, though wheat based baked goods have become more popular to have as a starch. Baked goods are eaten at mealtimes, as a “merienda” or afternoon snack, and as an item for celebrations (special cakes, etc). Manufacturers in the baked good category fall into one of three types: industrial, neighborhood bakeries, and niche or cottage producers (Omana, 2006).

Western style cookies, biscuits, and desserts are popular for the “merienda” and for special occasions. Not surprisingly, spending on this category of items is highest in the NCR surrounding Manila at 20 percent of household spending on all food purchases. There were 16 major producers of cookies and biscuits in the Philippines in 2006. The leading companies included Monde Nissin Corporation, Republic Biscuit Corporation (Rebisco) and Universal Robina Corporation (URC). Imported brands include offerings from Keebler, Danone, Nabisco, Oreo and Ritz.

Summary

The Philippines is a country with good potential for increased demand for imported food products. The Philippine population is quickly becoming more urbanized, with expanding employment in the business service sector. In contrast to many other Asian economies, bakery products have a well established presence in the Philippine diet. Next to rice, bread is a staple item in the Philippine diet and sales of cakes and pastries have been expanding over the last decade. Several European and U.S. companies have an established presence in the Philippines, including Unilever, Nestle, Kraft, and Coca Cola, to name a few. These large companies play on the importance of celebrities to Filipinos by utilizing them in several advertising campaigns. Trends in the bakery industry include: increasing though somewhat slower sales of bakery products in 2008, continued importance of artisanal bakery items marketed through local bake shops and sari-sari stores, single serve cakes and desserts that allow cost conscious consumers to indulge in dessert items, more healthy product offerings that capitalize on increased awareness of the attributes of some products.

Opportunities in the Philippine market are present in the bakery and food service sector. The food service sector will likely continue to expand, though growth may slow somewhat

because of the recent global downturn. Canned preserved fruit is an important part of the food service market. A successful combination of Filipino and western flavors, marketed toward major food service suppliers could introduce some new fruit products to the market. Similarly, new western type dessert items, targeted toward some of the major bakeshops or even artisanal bakeries could be successful.

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