

PHILIPPINE BANANA FRUIT EXPORT TO CONTINENTAL US

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Outline of Presentation

- Information on banana market access request
- Banana Production Chain
- What did we learn
- Example on application of the tool
- Future plans/ next steps

Philippine Banana Market Access Request to USA

- **2005** – BPI (NPPO) requested for market access
- **July 29, 2009** – completion of qualitative Pathway-Initiated Risk Assessment
- Conducted by Plant Epidemiology and Risk Analysis Laboratory, Center for Plant Health Science and Technology, USDA, APHIS
- 16 PQ pests were identified
 - *Bactrocera spp* high risk pest of concern to the US

- **April, 2011** - BPI submitted an operational work plan to comply with APHIS' risk mitigation measures
- **April 16, 2012** - Proposed rule for the importation of fresh banana from the Philippines to Continental US was published in the Federal Register for comments
- **February 8, 2013** – Federal Rule was published
- **June 12, 2013** - The work plan was signed indicating commencement of export.
- **August 21, 2013** – Dole Philippines initial banana export to the US

Production Chain

- First step in the process
- Studied banana production from land preparation to the final product for export
- Visited banana production areas
- Established the final banana production chain in consultation with banana growers

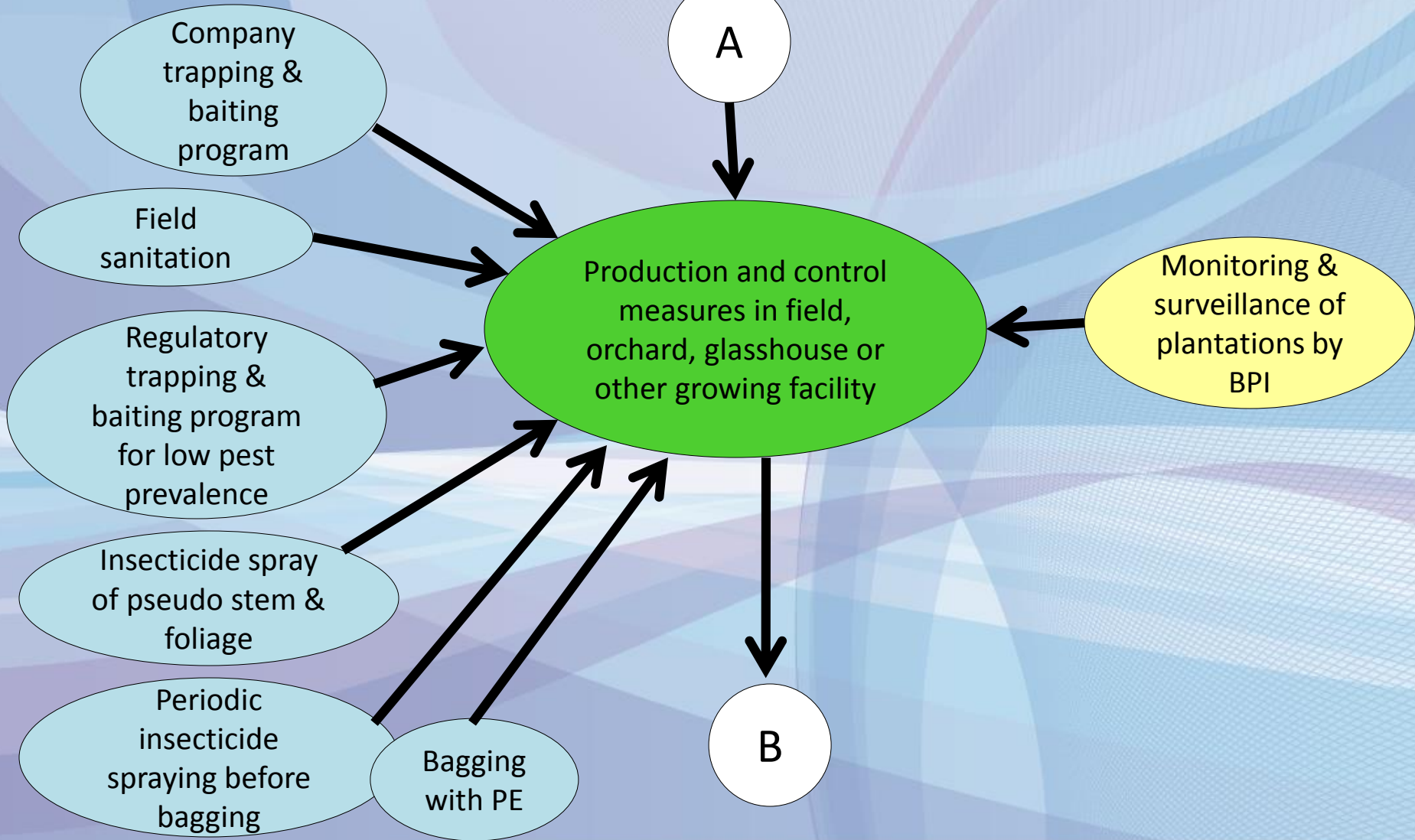
Production Chain for Bananas and *Bactrocera spp.*

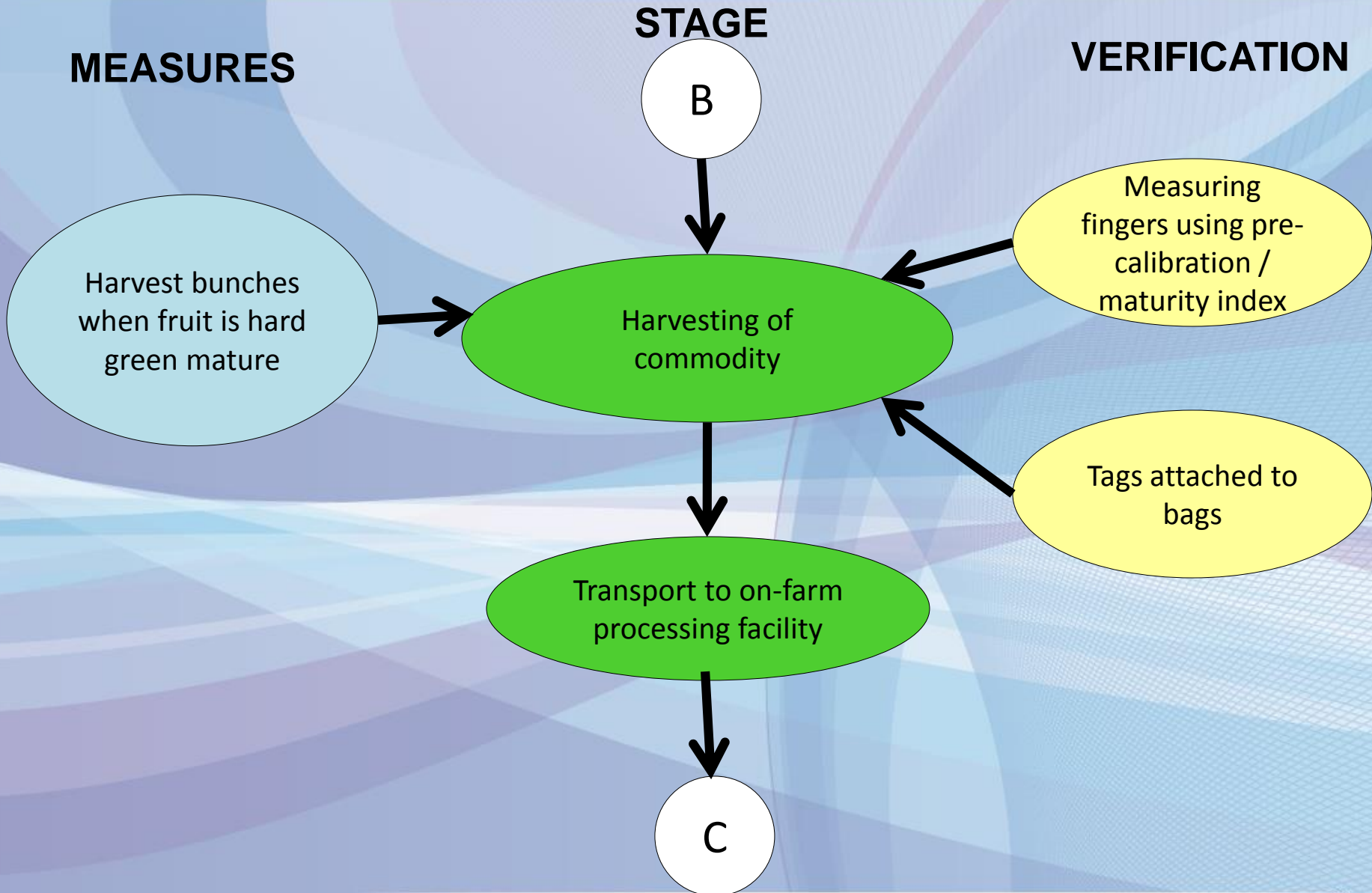


MEASURES

STAGE

VERIFICATION





BANANA



- Based on the measures identified to address fruit fly we have moved Decision Support System (DSS) into the Control Point Bayesian Net (CPBN) and came up with the BN model.

Learnings

- Provided a structured and systematic approach to identify risk management measures for pests
- It encourages critical thinking in doing risk analysis
- Application of the tool in the conduct of the PRA and in negotiating for market access of export commodities

Learnings

- Helped us understand better the work plan for banana which used the systems approach
- Enhanced the NPPO's capability to explain and make the stakeholders understand and accept the different phytosanitary measures imposed by trading partners to address a pest of concern
- Helped us in addressing trade issues with existing export markets – export of fresh pineapple to South Korea

Example: Pineapple export to South Korea

- Jan 2013 – South Korea informed the Philippines that the rate of treatment for pineapple is 84% due to mealybug (*Dysmicoccus brevipes*)
- Implement mandatory treatment for fresh pineapple
- March 7, 2013 – submission of proposal for mitigating measures
- Series of meetings with the exporters

Example

- NPPO evaluated the production chain for pineapple to come up with additional mitigating measures
- Exporters submitted proposed mitigating measures
- NPPO with the exporters came up with the final proposal to Korea
- S. Korea accepted the proposal which was implemented May 1, 2013

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BEYOND COMPLIANCE INTEGRATED SYSTEMS APPROACH FOR PEST RISK MANAGEMENT IN SOUTHEAST ASIA



Standards and Trade Development Facility



Project Outcome

- Promotes better understanding of Systems Approach
- Helps both trading partners develop the systems approach and apply it in formulating risk management measures
- Helps in market access negotiations for export commodities
- Facilitates the identification of the most effective risk management measures that should be applied for export/import commodities

Future Plans/Next Steps:

- Hands on training for the PRA and Market Access Team
- Incorporate the use of the tool in the PRA process
- Use of SA for Hass avocado to Korea/Japan and other potential crops for export
- Use the tool in addressing trade issues for existing markets
- Awareness campaign for the policy makers, PQ regulators and other stakeholders

Thank you!