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Guimaras mangoes gain global spotlight as Philippines pursues export market expansion

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The Philippines is accelerating efforts to position its world-renowned Guimaras mangoes on the global stage, with a new export shipment to Europe and Hong Kong marking the latest step in the country's strategy to expand access to premium international markets and create higher-value opportunities for local farmers.

On June 9, approximately 200 kilograms of fresh Guimaras mangoes sourced from Kokomojo Mango Farm in Sibunag, Guimaras, were dispatched overseas. The shipment includes 50 kilograms destined for the Netherlands, 50 kilograms for Belgium, and 100 kilograms for Hong Kong, serving both commercial and promotional objectives.

While modest in scale, the export carries broader strategic significance. The consignments to Belgium and the Netherlands are intended as introductory shipments designed to showcase the quality of Guimaras mangoes to prospective importers, distributors, and industry stakeholders in Europe, where consumer demand for premium tropical fruits continues to expand. Brussels will serve as the primary European entry point for the shipment.

The Hong Kong consignment, meanwhile, will be presented to diplomats and distinguished guests during celebrations commemorating the 127th Philippine Independence Day, providing an international platform to promote one of the country's most iconic agricultural products.

Export Expansion Through Quality and Compliance

The initiative reflects the Philippine government's broader efforts to strengthen agricultural exports through enhanced quality assurance, regulatory compliance, and market diversification.

The Bureau of Plant Industry (BPI) played a central role in facilitating the shipment, providing technical, laboratory, and regulatory support to ensure compliance with international food safety and phytosanitary standards.

BPI's Guimaras National Crop Research, Development and Production Support Center worked closely with growers to implement modern production technologies and Good Agricultural Practices, while the agency's Plant Product Safety Services Division conducted maximum residue limit testing to verify compliance with pesticide regulations imposed by importing countries.

In addition, the National Plant Quarantine Services Division facilitated the issuance of export permits and phytosanitary certifications, critical requirements for international market access and proof that shipments are free from regulated quarantine pests.

The mangoes were sourced from the PhilGAP-certified Kokomojo Mango Farm, highlighting the growing importance of farm-level certification, traceability, and quality assurance in securing access to high-value export destinations.

Export Markets Key to Rural Growth

Agriculture Secretary Francisco P. Tiu Laurel Jr. emphasized that expanding international market access remains a key pillar of the government's agricultural development strategy.

"Every new export market we open creates opportunities not only for our farmers but also for workers involved in processing, logistics, packaging, and distribution," Tiu Laurel said.

"Expanding market access allows our producers to secure better prices, increase incomes, and invest in improving productivity, helping drive inclusive growth in rural communities."

The government views export diversification as an important mechanism for increasing farm profitability while generating employment throughout the agricultural value chain.

Building a Premium Fruit Export Brand

The shipment also aligns with a broader effort to position Philippine agricultural products more competitively in premium global markets, where consumers increasingly prioritize quality, food safety, sustainability, and product traceability.

By leveraging science-based regulation, certification systems, and stronger export infrastructure, Philippine authorities are seeking to strengthen the country's reputation as a supplier of premium tropical fruits capable of meeting the stringent requirements of international buyers.

The Bureau of Plant Industry noted that the export shipment demonstrates growing international recognition of Philippine produce and underscores the importance of collaboration between government agencies, exporters, and growers in unlocking

new market opportunities.

For Guimaras mangoesâ??widely regarded among the finest mango varieties in the worldâ??the latest shipment represents more than a symbolic export. It signals the Philippines' ambition to translate rising global demand for premium fruit into sustainable income growth for farmers and a stronger presence in international agricultural markets.