



MinDA Promotes Agri Products in LA



(From left to right) Group photos after the business Meetings with Seafood City, Philippine Foodtrade Corp., Food for All Inc. Seen in the photos are Mindanao Development Authority Delegation, Philippine Consulate General Officials and the Philippine Trade Investment Center Trade Commissioner.

26 December 2019, Los Angeles – The Philippine Consulate General, in collaboration with the Philippine Trade and Investment Center – Los Angeles (PTIC), arranged the visit of the Mindanao Development Authority (MinDA), led by its Chairperson, Emmanuel “Manny” Piñol, from 17 to 20 December 2019.

The Consulate General and PTIC accompanied the MinDA delegation to a series of business meetings with Filipino-American-owned companies namely, Seafood City, Philippine Foodtrade Corps, Food For All, Inc., and Asian Commodities Company to explore trade promotion opportunities between the Philippines and the United States of America.

During the meetings, MinDA promoted agricultural products from Mindanao that could be exported to the U.S. Market, including organic rice, coconut products, banana, dried fish, and other agricultural products. The MinDA delegation presented varieties of organic rice, also known as “Bios Dynamis Organic Rice”, being produced by the Don Bosco Multi-Purpose Cooperative. The cooperative is a social enterprise venture initiated by a Mindanao-based NGO, Don Bosco Foundation for Sustainable Development. The brand has already passed the U.S. Department of Agriculture (USDA) standards through the help of the United States Agency for International Development (USAID).

Secretary Piñol explained that MinDA intends to increase the region’s agricultural productivity with the hope that it will generate job opportunities and increase the income of the Mindanao farmers and fisherfolk. MinDA is of the view that said efforts will foster peace in Mindanao.

The visit concluded with a Town Hall Meeting with the Filipino-American community in the evening of 20 December 2019 at the Community Hall of the Consulate General. MinDA

International Relations Division Chief, Mr. Jonathan Miral; and Investment Promotion Chief, Mr. Ernesto Tomas delivered a talk entitled, *“Invest in MindaNOW!” Opening Up Mindanao’s Agribusiness Opportunities to the U.S. Market.*”

Consul General Adelio Angelito Cruz, in his message, appealed to the Filipino-American community to promote and patronize agricultural products from Mindanao.

Philippine Trade Commissioner Eric Elnar likewise delivered a presentation on the Department of Trade and Industry’s program dubbed, *“Trabaho, Negosyo, Kabuhayan”* (Employment, Entrepreneurship and Livelihood).



Clockwise: During a Town Hall Meeting, presentations were delivered by Consul General Cruz, Trade Commissioner Elnar, MinDa Chief Tomas, and MinDA Chief Miral.

Established in 2009, through Republic Act 9996, MinDA is tasked with accelerating socioeconomic growth in Mindanao by facilitating trade, tourism and promotion. END.