

Sikat Pinoy National Food Fair cooks up P10.55M

The Department of Trade and Industry's *Sikat Pinoy* 2015 National Food Fair earned a total of P10.55M in cash sales and booked orders with P1.22M in negotiation deals.

With this year's theme *Piling-Piling Pagkaing Pilipino*, the fair was participated by more than 150 exhibitors, showcasing the best of the region's delicacies and specialties.

To ensure food safety, DTI required that all products showcased are accredited by the Food and Drug Administration (FDA) to motivate producers to prepare their products for the global market.

Gracing the event were DTI officials led by **Secretary Gregory L. Domingo** and **Undersecretary Ponciano C. Manalo Jr.**, together with **Foreign Buyers Association of the Philippines (FOBAP) President Robert Young**, **Philippine Amalgamated Supermarkets Association (PAGASA) President Steven Cua**, and **Philippine Home Style and Home Décor Association President Romeo Balderrama**.



The four-day event offers a variety of products from the Philippines' different regions. From fish and marine products, processed fruits and vegetables, sauces and condiments, wines and beverages, coffee, tea and cocoa, bakery products, snacks and confectioneries, organic, herbal and natural products, and food supplements and vitamins.

Sikat Pinoy National Food Fair, a program of the DTI's Bureau of Domestic Trade Promotion (BDTP) and its regional and provincial offices, ran from 25 - 29 March 2015 at Megatrade Hall 1-3, SM Megamall, Mandaluyong City.

The next project of the DTI-BDTP is the Handicrafts Expo on 6 - 10 May which will showcase exhibitors from Asia-Pacific Economic Cooperation (APEC) economies, as well as the country's home-grown small and medium-sized enterprises (SMEs).

Furthermore, other events under the *Sikat Pinoy* will be the National Art and Fashion Fair on 26 - 28 June and National Trade Fair 2 - 6 December.

***Sikat Pinoy* Best Products**

- **Most Innovative Product**

Biotraders Corporation
NCR - Quezon City
Product: Pickled Cucumber

- **Top Seller Exhibitors**

1st – *Sunrise Corn Coffee*
CARAGA – Agusan del Sur
Product: corn coffee
Sales: Php 1.154M

2nd – *Edelyn's Homemade Nuts*
Region 3 – Pampanga
Products: greaseless peanuts, dry roasted cashew nuts, garlic chips
Sales: Php 311,000

3rd – *Nueva Cabanatuan Meat Products*
Region 3 – Nueva Ecija
Products: longanisa, tocino
Sales: Php 296,000

Source: BDTP