

Press release: British beef is coming to the Philippines

Filipinos can now enjoy British beef following a new export deal estimated to be worth £34 million.

New export deal will soon see British beef on dinner plates and menus across the Philippines. The Department of International trade team at the British Embassy Manila provided significant support to Department of Environment, Food and Rural Affairs (DEFRA) to secure an export deal estimated to be worth £34 million to the UK economy.

British Ambassador-designate to the Philippines Daniel Pruce said:

I am delighted to see that British beef is coming back to the Philippines and look forward to serving this fantastic British product at the Residence and at other British Embassy events.

Beef reared in the UK will now join pork, poultry, lamb and dairy on the list of UK food and drink shipped to the Philippines.

Food Minister George Eustice said:

Securing market access for our world-class beef to the Philippines is a huge vote of confidence for a sector that already exports more than £350 million around the world, including Hong Kong and Canada. The UK beef industry is the envy of the world and this strong demand globally for our traditional breeds reared to the highest welfare standards is what drives our exports and creates opportunities for our farmers.