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AAC MARKET PULSE

July, 2026

Philippines Feed, Livestock & Agribusiness Intelligence

Philippine Meat Imports Jump 12% YoY in H1 2026

The Philippines imported 872,274 metric tonnes of meat in the first half of 2026, up 12% YoY. Pork accounted for more than half of total shipments at 455,381 tonnes, an 11% increase year-on-year, as the domestic hog industry continues to operate well below capacity amid ongoing ASF outbreaks.

Chicken imports expanded by nearly 14% to 291,497 tonnes from 255,844 tonnes a year earlier. Beef imports rose more than 4% to 95,769 tonnes, driven largely by beef cuts at 62,141 tonnes or 65% of the total.

July at a Glance

Philippine Meat Imports Jump 12% YoY in H1 2026

Philippines sets PHP430/kg retail pork price threshold

ASF outbreaks hit Visayas, Mindanao; Iloilo keeps 9 red zones

Philippine Pork Belly Prices Plunge to 16-Month Low in July

Whole Chicken Prices Hit 14-Month High in July

Brazil was the Philippines' leading meat supplier in H1 2026, accounting for 429,691 tonnes or nearly half of total imported supply. The United States ranked second at 105,380 tonnes, followed by Australia at 47,629 tonnes, Canada at 37,833 tonnes and Denmark at 30,972 tonnes.

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Key Numbers

- Total H1 meat imports: 872,274 tonnes, +12% YoY.
- Pork imports: 455,381 tonnes, +11% YoY (over 50% of total).
- Pork cuts: 204,183 tonnes (45%); offals: 131,378 tonnes; bellies: 65,558 tonnes; fat: 34,348 tonnes.
- Chicken imports: 291,497 tonnes, +13.9% YoY; mechanically deboned meat at 170,053 tonnes (58%).
- Brazil: 429,691 tonnes (49% market share); US: 105,380 tonnes, Australia at 47,629 tonnes, Canada at 37,833 tonnes and Denmark at 30,972 tonnes

AAC View

The import surge confirms the Philippines‘ structural dependence on foreign meat as ASF keeps hog production well below capacity. The 11% pork rise and heavy reliance on specific cuts (cuts, offals, bellies, fat) highlight import needs beyond just volume. Brazil’s near-50% market share poses concentration risk—any disruption would hit supply hard. With ASF still active, elevated imports are likely through 2026-2027. Looking ahead, import volumes are likely to remain elevated as long as ASF continues to constrain domestic production. The Philippines' hog industry recovery remains slow, and with ASF outbreaks still reported in some regions, the import-dependent structure appears set to persist through 2026 and into 2027.

Business Implications

- Demand for high-health genetics will intensify as the Philippines accelerates herd rebuilding.
- Biosecurity, vaccination, diagnostics, and farm management solutions will see sustained demand as producers priorities disease prevention over expansion.
- Modern integrated farms with better disease control and cost efficiency are likely to gain market share, while smallholders face continued pressure.

Source: Manila Bulletin, *28th, July 2026*

Philippines sets PHP430/kg retail pork price threshold

The Philippine government will release an additional 150,000 tonnes of pork imports at preferential tariffs only if retail pork prices breach PHP430/kg for a sustained period, according to Agriculture Secretary Francisco Tiu Laurel. EO 116, signed on 19 May 2026, raised the minimum access volume (MAV) to 204,210 tonnes (from 54,210), with the extra volume allocated to FTI/Kadiwa (120,000 tonnes) and meat processors (30,000 tonnes). In-quota imports face 15% tariff, out-quota 25%. Current average retail pork is PHP339.43/kg, well below the trigger, so activation is not imminent. The IRR is still being finalized.

Key Numbers

- Trigger threshold: PHP430–450/kg for fresh pork kasim.
- Additional MAV: 150,000 tonnes (total MAV now 204,210 tonnes).
- Allocation: 120,000 tonnes to FTI/Kadiwa, 30,000 tonnes to processors.
- Tariffs: 15% in-quota, 25% out-quota.
- Current retail price (July 2026): PHP339.43/kg; H1 pork imports: 455,381 tonnes (+11% YoY).

AAC View

The PHP430/kg trigger offers a transparent, rules-based buffer against price spikes while protecting local producers from indiscriminate imports. With current prices nearly PHP90 below the threshold, no immediate release is expected, giving the government time to finalize the IRR. The challenge lies in balancing consumer protection, producer viability and trade commitments—especially as ASF continues to constrain domestic supply. Once triggered, the additional volume would cap retail price rises but may also pressure local margins.

Business Implications

- Monitor price thresholds closely; allocations will only open when prices hit PHP430/kg, requiring readiness to secure FTI or processor channels.
- The threshold provides a clear “safety valve” against uncontrolled imports under normal price conditions; focus on cost efficiency and biosecurity to remain competitive.
- The 30,000-tonne direct allocation ensures stable lower-tariff supply for manufacturing; engage with DA during IRR consultations.

Source: The Manila Times, 27th, July 2026

ASF outbreaks hit Visayas, Mindanao; Iloilo keeps 9 red zones

African swine fever (ASF) has been confirmed across the Philippines' Visayas and Mindanao regions in July 2026, with active cases in Cebu City, nine municipalities in Iloilo province, and Lamitan City, Basilan. Iloilo maintains nine red zone municipalities and 19 pink zones, with over 90% of its 127,336-head swine inventory from backyard farms.

In Lamitan City, 284 pigs across 113 raisers have been killed, with the outbreak traced to Zamboanga City. loilo has adopted a risk-based border policy allowing regulated movement with veterinary inspection, rather than a total closure.

Key Numbers

- Cebu City: 20 pigs confirmed positive, PHP300,000 in losses compensated.
- Iloilo: 9 red zones, 19 pink zones; swine inventory 127,336 head (90%+ backyard).
- Lamitan City: 284 pigs killed across 113 raisers; traced to Zamboanga City.
- Farmgate prices in Iloilo: PHP130–180/kg live hogs; retail PHP195–350/kg.
- Iloilo border policy: risk-based, regulated movement with BAI permits.

AAC View

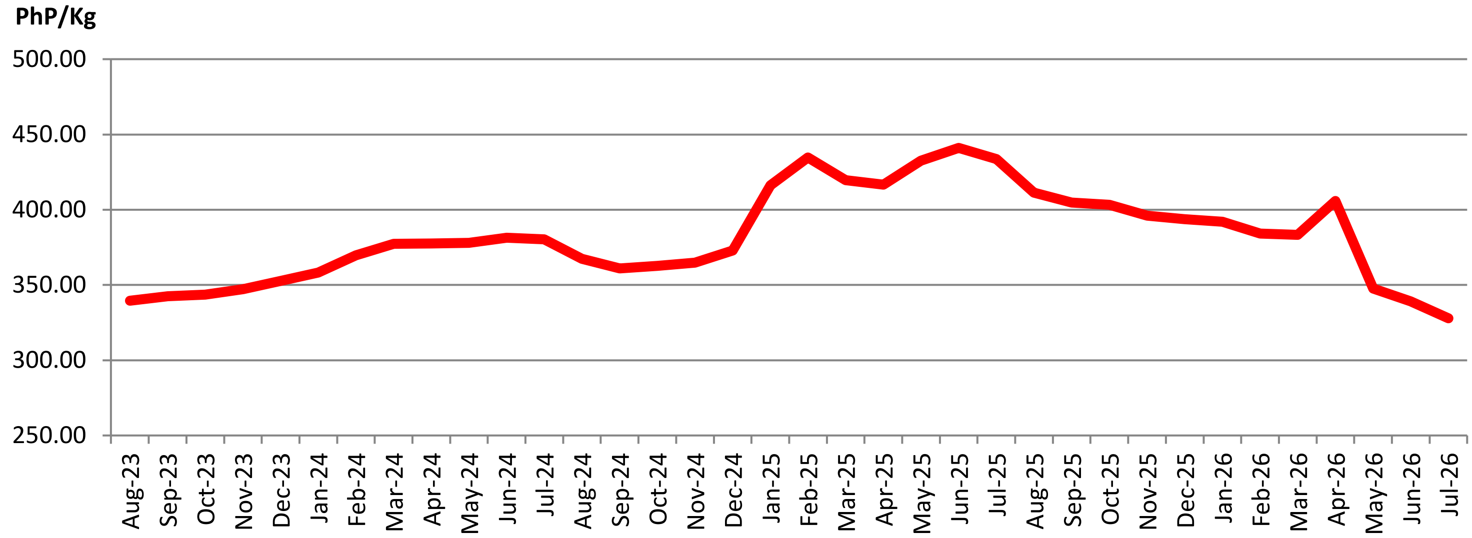
The July outbreaks confirm that ASF remains endemic across the Philippines, with backyard farms—over 90% of Iloilo's inventory—particularly vulnerable due to limited biosecurity. The Lamitan City case highlights inter-island transmission risks through informal livestock trade, underscoring enforcement challenges across the archipelago. Iloilo's risk-based approach balances disease control with economic continuity but requires robust veterinary capacity. With ASF persisting and H1 pork imports already up 11%, domestic production capacity will remain constrained, slowing herd rebuilding.

Business Implications

- Backyard farms face highest risk; biosecurity upgrades essential. Commercial farms with better disease management may gain market share.
- Diagnostics, disinfection and surveillance solutions will see sustained demand across affected regions.
- Continued ASF outbreaks reinforce structural reliance on imported pork, sustaining import volumes.

Source: Philippine News Agency, 27th, July 2026

Pork Belly Price in July



Philippine pork belly retail prices tumbled to PHP327.92/kg in July 2026, the lowest since March 2025. The July average is down 3.3% month-on-month from June's PHP339.14/kg and 24.4% year-on-year from July 2025's PHP433.62/kg peak. The collapse reflects record-high H1 pork imports (455,381 tonnes, +11% YoY) and the expanded MAV under EO 116 (now 204,210 tonnes), which have flooded the market. Current prices are nearly PHP100 below the government's PHP430/kg trigger threshold for additional import releases.

Key numbers

- June 2026 average pork belly price: PHP 327.92/kg
- Month-on-month change: -3.3%
- Year-on-year change: -24.4%

AAC View

The price collapse signals import saturation overwhelming the domestic market. Brazilian shipments alone account for nearly half of imports, undercutting local producers and pushing farmgate prices well below production costs. Backyard farmers (71% of production) are hit hardest. The PHP430/kg trigger now sits 30% above current levels, meaning no additional imports will be activated soon—offering consumers relief but producers no respite. The market is caught in a cycle: weak local production drives imports, imports depress prices, low prices discourage investment, and the cycle repeats.

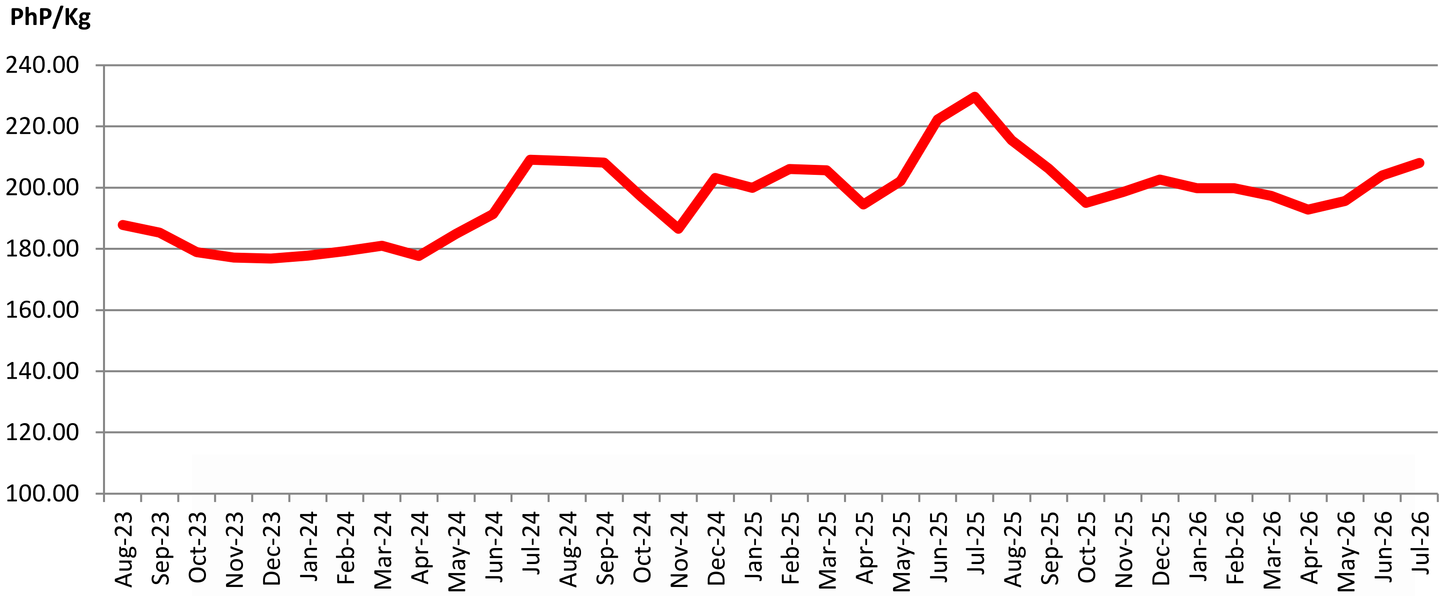
Business implications

- Farmgate prices below costs; backyard raisers face survival pressure; commercial farms with better cost structures may withstand.
- Limited margin expansion at current retail levels; further MAV releases unlikely unless prices rebound sharply.
- 30,000-tonne direct MAV allocation ensures stable lower-tariff supply; low retail prices support margin stability.

Source: Philippines Department of Agriculture, July 2026

Whole Chicken Price in July

Philippine retail whole chicken prices rose to PHP208.11/kg in July 2026, up 2.0% month-on-month and the highest since May 2025. Prices are still 9.4% below the July 2025 peak of PHP229.66/kg but have recovered 6.8% from the October 2025 low, driven by tighter domestic supply after poultry sector restructuring and stable seasonal demand.



Key numbers

- June 2026 average whole chicken price: PHP 208.11/kg
- Month-on-month change: +2.0%
- Year-on-year change: -9.4%

AAC View

The July uptick signals gradual market rebalancing after capacity exits, though supply remains ample versus last year's peak. Unlike pork—which is import-dependent and volatile—chicken benefits from greater domestic self-sufficiency, offering stable pricing. Further gains above PHP220/kg require stronger demand or tighter supply; current levels appear balanced, giving producers modest relief without inflation concerns.

Business implications

- Producers: Margin relief, but remain below peak; cost efficiency and capacity discipline are key.
- Consumers/retailers: Chicken remains a cheaper protein than pork, supporting substitution and promotional opportunities.
- Processors: Stable chicken prices provide predictable input costs relative to volatile pork.

Source: Philippines Department of Agriculture, July 2026