

# Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

## Export Marketing Bureau

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## Trusted and Organic

***Due to increased demand for organic food products, a new certificate and food labelling system has been launched in Ghana to build trust and boost organic food production.***



## News brief

The Participatory Guarantee Systems certification will work directly with local producers to ensure that farmers operate according to organic and agro-ecological guidelines. The new labelling system aims to ensure that consumers can quickly identify organic produce at the point of sale. This is very convenient, especially at a time when the government has made subsidized compost, hybrid seeds, and weed-killer more widely accessible to smallholder farmers during the COVID-19 crisis.

## Why it matters

The environmental crisis means many more consumers are paying attention to their lifestyle choices and are increasingly using online sources to make informed decisions before purchasing. The rise of sedentary lifestyles, fast food, and impending obesity crisis has had an impact on consumer preferences, with many choosing to consume food that is not only local but also organic, sustainable, and plant-based.

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More brands and restaurants are catering to these consumer needs by ensuring their products are traceable by providing a stamp of authenticity at point of purchase.

## What we've seen

**An Organic Alliance:** JD is teaming up with brands on its platform to collectively build an “organic traceability” mechanism that records information about product lifecycles.

**Clean Label Becomes a Market:** BIVO is the first Peruvian supermarket that only sells 100% octagon-free products, banning products with excessive amounts of sugar, fat, and salt from their shelves.

**Tracing Foodprints:** Food supplier Langit Collective has launched Foodprints, a traceable technology for its rice products.

## What's next

Consumers are changing their diets, not only to improve their health but also to safeguard the environment. This is demonstrated by the Drivers Wellbeing and Surroundings, which pinpoint the growing demand for agricultural practices to become traceable, sustainable, and ethical. Brands will need to provide this information to enable consumers to make informed decisions that can support their health, environment, and the local community.



Artificial Intelligence (AI) and app-based tools will offer this at point of purchase to meet the rising demand for more traceable, organic, and plant-based products. This will help brands appeal to increasingly discerning consumers, looking to not only improve their wellbeing but also safeguard the environment and local communities.

