

Export
News
From the
Midwest and
Northeast

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VOL. 20 NO. 4

JULY/AUGUST 2014

MARKET BUILDER: INDUSTRY INSIGHTS. MARKET INTELLIGENCE.

Customized Product Research Services Offered in Over 22 Markets

Finding the **right market** and the **right buyer** for your product is key to exporting success—and Market Builder can help! Whether you're looking to secure your product in an international market, find new distributors or importers, or receive valuable feedback about your product Market Builder has packages designed to meet your needs.



Just ask Sticky Stacks Syrup, located in Overland Park, Kansas. The company made a new export sale to Sweden through a buyer they met using Market Builder. As part of the Market Builder package, while participating in a state-led trade activity to Europe in June 2012, the company had the opportunity to meet one-on-one with targeted buyers. According to Brent Sullivan, Owner of Sticky Stacks, “We made several new connections and received great feedback on our products. During one of the buyers meetings we engaged with a

company who had several distribution points throughout Europe. We worked with them to develop package modifications which were then sent to production. In March 2013 we completed our first sale to the company resulting in three of our products being positioned in the second largest retail store in Europe. In the past year we've seen our export sales grow three percent and we expect that number to continue to grow in the future.”

Market Builder, which assists companies in establishing new distributor relationships in select markets and helps them navigate the regulatory framework specific to their products and country of import, is a great fit for companies that are new to exporting or an established exporter looking to enter a new market.

The Market Builder service has two components—in-depth market research for a specific product through **Market Scan** and direct meetings with the company and targeted importers organized by Food Export's In-Market Representatives through **Rep Finder**.

Market Scan

Market Scan provides U.S. companies with in-depth market research for a specific product using the expertise of one of Food Export's dedicated In-Market Representatives. The service includes:

- Industry insights about the distribution process for the market, the country's import regulations and restrictions, and a list of potential importers/distributors

..... cover story continued on back cover

MARKET FOCUS: JAPAN

Japan continues to represent one of the best opportunities in the world for U.S. exporters of food products reports the USDA, Foreign Agricultural Service. The total food and drink market in Japan is huge, valued at around \$810.8 billion. In 2012, the United States exported \$15.09 billion worth of agricultural and related products to Japan.

There are tremendous opportunities for U.S. exporters who are willing to follow the strict Japanese regulations and keep up with fast-moving trends in the market. If you have a quality product that meets the needs and wants of Japanese consumers, that can be produced and delivered competitively, and you have patience to research both the differences in consumer tastes and government regulations, you can build an attractive market position in Japan.

Consumer Trends

Japan's market for high-value foods and beverages continues to change dramatically, with the latest trends toward functional, healthy and nutritious foods. While traditional menus and tastes still generally guide the average Japanese consumer's consumption habits, Western and other Asian ethnic cuisines are making a major impact in the market.

Japanese consumers are willing to accept high prices for quality and convenience. However, at the same time consumers in general demand good value in the products they purchase as well.

In addition, as the market continues to segment and as the population gets older and wealthier, the opportunities for high quality, high value foods that meet the demand of the market will only increase.

UPCOMING ACTIVITIES IN JAPAN

Focused Trade Mission to Japan for Specialty and Natural Products

October 27-29, Tokyo, Japan

Registration Deadline: August 7, 2014

Food Show PLUS!™ at Japan's Supermarket Tradeshow

February 9-12, 2015, Tokyo, Japan

Registration Deadline:

November 19, 2014



Doing Business in Japan

Japanese business people, no matter how Western they may appear, do not always approach business relations in the same way as Americans. Some differences are simply due to the language barrier, others are due to differences in deeply held traditions and practices. To help bridge these gaps, we suggest that you:

- Speak slowly and clearly, even if you know that your business counterparts speak English.
- Use clear-cut, simple words and expressions when writing in English.
- Use e-mail and fax, rather than telephone, whenever possible.
- Make appointments as far in advance as practical.
- Carry plenty of business cards (meishi). Present them formally at each new introduction—and be sure they have

your personal information in Japanese on the back.

- Be on time for all meetings; the Japanese are very punctual.
- Be braced for negotiations that require a number of meetings and probably several trips to reach an agreement.
- Limit the discussion of business at evening meals, or when drinking with new Japanese counterparts; these occasions are for getting to know one another and building trust.

Is Japan the Right Market for You?

Food Export provides the services and activities you need to help determine if Japan is the right market for your product. If you're interested in developing potential sales, market education, meeting global buyers, or qualifying for funding assistance in marketing your products overseas, contact us.

NEWS STORIES

EUROPEAN CONSUMERS EATING MORE HOT AND SPICY FOODS

IFT.org reports that according to EU HeatSync indexes, consumer interest in hot and spicy food and beverages continues to grow. In the last six months of 2013, EU HeatSync heat index posted strong growth, increasing 93% versus the previous six months. The measurement tool follows usage of more than 30 different peppers. In collaboration with market data from Mintel's Menu Insights and the Global New Products Database (GNPD), the EU index measures European new retail product introductions. The jalapeno, piquillo, and cayenne peppers showed the strongest increases in demand.



SUCCESS STORY

NY COMPANY BENEFITS FROM FOOD EXPORT WEBINAR

On January 16, 2014, Rao's Specialty Foods took part in a free webinar hosted by Food Export. The webinar, "Free Trade Agreements: How to Track Tariff Reductions and Quotas," highlighted potential export opportunities for U.S. companies resulting from various Free Trade Agreements. The webinar allowed Deb Crisan, Senior Vice President of Sales and Marketing, to see the potential export opportunities due to the Free Trade Agreements. "It was eye opening to see the U.S. has Free Trade Agreements in place with 20 countries."

Dennis Lynch, Food Export Helpline™ Counselor, explains why Food Export's webinars are a convenient way to stay informed about international markets, "The webinar on the FTA Tariff Tracker is another example of Food Export's efforts to keep U.S. suppliers current on changes in industry that they can take advantage of. There have been numerous important changes in the last few years, and the future is likely to hold many more. Webinars are a great platform to stay current, and reach our geographically diverse population at a convenient time and length. With a personal, hands on approach they aim to make the suppliers more confident and competent in their operations, and add value to their customers' supply chain needs."

Rao's currently exports to Canada, Mexico, Japan, and Korea and is looking to increase exports to the Costa Rica, Panama & Peru markets. Rao's also plans to take advantage of two Food Export-sponsored Buyers Missions to explore these markets in 2014.

Rao's Specialty Foods, a New York, New York, company produces specialty and gourmet pasta sauces, dressings and marinades, as well as a variety of jarred roasted and grilled vegetables for the retail markets.

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA® AND FOOD EXPORT USA®-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

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Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

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COVER STORY CONTINUED...MARKET BUILDER

- For companies looking to export retail products, intelligence on competitive product pricing and positioning as well as feedback from importers regarding your product's packaging, taste, appearance and labeling
- For food ingredient companies, translation of up to four pages of technical information and feedback on manufacturing and processing applications, technical specifications and minimum order size

Gringo Kitchens of Manchester Center, Vermont, made use of our Market Builder service for Canada. *"Market Builder was beyond useful: the one-on-one meetings, explanations of different markets, and having an In-Market Representative to guide me was fantastic,"* said Michele. *"We weren't interested in fulfilling private label orders before but after getting detailed information on private label attitudes in Canada from the Market Builder service we are considering expanding our business to take advantage of the opportunity."*

Rep Finder

Using our In-Market Representatives to host direct meetings between your company and a select group of targeted importers, Rep Finder puts you face-to-face with prospective buyers. Both retail and food ingredient suppliers will benefit from the support of our in-country food industry marketing executives—they can schedule meetings with targeted buyers, arrange for

interpreters and even accompany you to meetings as needed.

In January 2014 Mike Hackbarth, Vice President of The Fremont Company, traveled to Costa Rica to meet with different importers and retailers. The trip was a result of Fremont's use of Rep Finder. He met with contacts from a large supermarket chain with 79 outlets across the country. As a result of this meeting, and introduction by Food Export, The Fremont Company received its first order from the Costa Rican buyer for 1,200 cases of ketchup (one full container) which was exported in April 2014. The container was worth approximately \$14,000 and the buyer is planning on ordering ten more containers within the next 12 months, which should equate to roughly \$140,000. This success is exemplary of how Food Export's Rep Finder service, via the facilitation of buyer introductions, can positively benefit U.S. suppliers when they meet with international decision makers.

Register for Market Builder Today!

Visit our website to register for Market Builder in key markets around the world. You can choose to use Market Scan to determine your product's potential in a market for \$400, Rep Finder to meet with targeted importers for \$500, or save by doing a combination package that includes both services for \$750. Visit our website, www.foodexport.org/marketbuilder for more information.

WHERE IS MARKET BUILDER AVAILABLE?

Market Builder is currently offered in the following countries:

Argentina	Malaysia
Austria	Mexico
Bahrain	Netherlands
Belgium	Nicaragua
Brazil	Norway
Bulgaria	Oman
Canada	Panama
Caribbean	Paraguay
Chile	Philippines
China	Poland
Colombia	Portugal
Costa Rica	Qatar
Czech Republic	Romania
Denmark	Saudi
El Salvador	Arabia
Finland	Singapore
France	Spain
Germany	Sweden
Guatemala	Switzerland
Honduras	Taiwan
Hong Kong	Thailand
India	United
Indonesia	Arab Emirates
Italy	United Kingdom
Japan	Uruguay
Korea	Vietnam
Kuwait	

Food Export–Midwest and Food Export–Northeast Activities

Branded Program: Did you know that you might be eligible for up to 50% reimbursement on travel and exhibition fees for some of these activities? Visit www.foodexport.org/brandedprogram for more information.

Buyers Missions — *International Buyers — Here at Home*

Buyers Missions bring buyers from all over the globe to U.S. cities. U.S. food and beverage suppliers meet one-on-one with pre-qualified, international buyers to generate sales leads. Imagine meeting with numerous buyers from multiple countries all in one day.

- **Value Added Feed Ingredients Buyers Mission at the World Dairy Expo** • September 30-October 3, 2014, Minneapolis, Minnesota; Madison, Wisconsin • Early Registration Date: August 6, 2014
- **Private Label Buyers Mission at the PLMA Show** • November 16, 2014, Rosemont, Illinois • Early Registration Date: September 12, 2014
- **Convenience Store Products Buyers Mission at the NACS Show** • October 7, 2014, Las Vegas, Nevada • Early Registration Date: August 5, 2014

Focused Trade Missions — *Total Market Immersion*

Focused Trade Missions bring small groups of U.S. suppliers to a country with the goal of building participants' export businesses. You're able to see the market dynamics first-hand, meet and build relationships with interested importers, and discover your products' potential in that market.

- **Focused Trade Mission to Japan for Specialty and Natural Products** • October 27-28, 2014, Tokyo, Japan • Registration Deadline: August 7, 2014
- **NEW! Focused Trade Mission to Turkey for Retail and Food Service Products** • November 19-21, 2014, Istanbul, Turkey • Registration Deadline: August 18, 2014
- **Focused Trade Mission to Korea for Specialty and Natural Products** • October 30-31, 2014, Seoul, Korea • Registration Deadline: August 7, 2014
- **Focused Trade Mission to Dubai for Retail and Food Service Products** • November 30-December 1, 2014, Dubai, UAE • Registration Deadline: September 8, 2014

Food Show PLUS!™ — *International Tradeshow Success*

Food Show PLUS!™ provides the logistical assistance you need to be a more effective exhibitor. Services may include registration assistance, pre-show product research, translations of booth and sales materials, technical interpreters at your booth, local industry tours, on-site show assistance from food marketing experts, and much more!

- **Seafood: Food Show PLUS!™ at the China Fisheries Show** • November 5-7, 2014, Qingdao, China • Registration Deadline: August 13, 2014
- **Food Show PLUS!™ at Gulfood** • February 7-12, 2015, Dubai, UAE
- **Food Show PLUS!™ at SIAL Middle East** • November 23-26, 2014, Abu Dhabi, UAE • Registration Deadline: August 25, 2014
- **Food Show PLUS!™ at Japan's Supermarket Tradeshow** • February 9-12, 2015, Tokyo, Japan

Find Export Success. Call Us. We're Here to Help.

Visit www.foodexport.org to get complete details and register online. Or call your Service Squad member to answer any questions.

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Please note: Dates and locations are subject to change and upcoming activities are pending funding from the USDA, Foreign Agricultural Service. Visit our website for more event information.



Expand Your International Marketing Budget... **Expand Your Bottom Line**

The 2015 Branded Program year opens August 1!

What Is the Branded Program?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 50 percent of approved international marketing and promotional activities such as:

- Advertising
- In-store promotions
- Public relations
- Product literature
- Freight costs for samples
- Package and label modifications
- Overseas tradeshows
- Certain domestic tradeshows with international attendance

Companies Already Enrolled in the Branded Program

Your company may qualify for Branded Program funds for another market even after you've reached the five-year graduation in one market. In fact, you may qualify for many markets at one time.

Put the Branded Program to Work for You

The Branded Program operates on a yearly basis. Go to the Branded Program page at www.foodexport.org today to see if you pre-qualify or to submit an application or an amendment.

How to Qualify?

To be eligible for the Branded Program, U.S. suppliers must be a "small" company according to SBA guidelines or an agricultural producer cooperative; be incorporated in the U.S.; have products that are at least 50 percent U.S. agricultural content by weight (exclusive of added water and packaging); and are headquartered in the Midwestern or Northeastern regions of the U.S. A company's headquarters is defined as the physical location of the business' main management/operations office.

Note: Eligible promotional expenses incurred by overseas importers and distributors on behalf of U.S. program participants may also qualify for reimbursement under the program.

Upcoming Events

Food Export–Midwest and Food Export–Northeast are holding events throughout the year that may qualify for Branded Program reimbursement. If you're interested in growing sales internationally, don't miss these upcoming opportunities. Go to www.foodexport.org and click on the Activity Calendar on our Programs & Activities page for more information about these activities.

For Additional Information

Fax this back to 312.334.9230. (Note: This is not a registration form.)

COMPANY _____

CONTACT _____ TITLE _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

PRODUCTS _____

Check this box if you no longer want to receive faxes or e-mails from Food Export–Midwest and Food Export–Northeast. Please provide your company name, fax number, and e-mail address and fax this form back to 312.334.9230.

Who We Are

Food Export Association of the Midwest USA and Food Export USA–Northeast are nonprofit organizations composed of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.



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Food Export–Midwest and Food Export–Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

FOOD EXPORT HELPLINE™: NEW EXPORT MARKETS TO CONSIDER

Q: Our Company staff has noticed Food Export is increasing buyers attending Buyers Missions from a number of markets we had not considered before, such as Romania, Bulgaria and Lebanon. We also took note of promotions taking place in newer markets such as Poland and Turkey. The market information on them sounds promising, but, of course, comes with increased competition and other challenges as most markets do. Can you report on any other new markets being considered in the future that we should consider?

A: Food Export is always on the lookout for new market developments, having added a number of marketing opportunities to new destinations over the years. This is often in response to the emergence of markets from economic development and infrastructure, joining the World Trade Organization (WTO), or entering into Free Trade or Trade Promotion Agreements (FTAs or TPAs) with the United States. In some cases, increasing levels of economic integration such as FTAs or even more sophisticated trade helps regional markets increase their economies by working with each other, and the U.S. food export industry may benefit as a result. This is the particular case in some new markets being considered for the future which include Burma, also referred to as Myanmar, as well as Cambodia. They are both members of ASEAN, the Association of Southeast Asian Nations, a region of high strategic importance to the Association's goals for its participating U.S. exporters of food and agricultural products.

The Southeast Asian Region

ASEAN members include Burma, Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. These countries, accounted for 99.9% of the \$10.7 billion in U.S. exports of food and agricultural products to the region in 2013, representing growth of 12% over 2012. Of that amount nearly \$3.9 billion or over 36% were exports of consumer ready products. Results of exports were just released the day of this article, through April 2014. The value to Southeast Asia has grown 23% on a year to date (YTD) basis, to nearly US\$4.5 billion. The region is now the United States' 4th largest market for food and agricultural exports in the world, increasing 250% since 2003. Vietnam is now the 4th largest U.S. export market in Southeast Asia and ranks 12th of all destinations. Exports to Vietnam have grown almost 2100% in the last 10 years. That is no typo, as their economic

growth came from going through many of the same steps we may be witnessing in these new markets. Vietnam has also joined the list of countries participating in the "TPP" or Trans-Pacific Partnership, and thus would enter into the Free Trade Agreement with the U.S., offering even greater potential for export growth.

ASEAN to Become AEC

Euromonitor reports that the ASEAN is aiming to create a European Union style economic community by 2015. It is called the "AEC" for ASEAN Economic Community. Already an important free-trade association in the Asia Pacific region and on a global scale, the creation of an economic union will set the group apart from other countries in the region and around the world. The ASEAN's integration into the AEC is a significant progression from the ASEAN Free Trade Area (AFTA) which was established in 1992, as it will transform the ASEAN into a region with free movement of goods, services, investment and skilled labor. As a consumer market, the AEC will be a regional market of over 615 million consumers, with combined consumer expenditure estimated to reach more than \$1.5 trillion in 2015.

More importantly, the AEC consumer market will boast a young and growing population together with a burgeoning middle class. Across Southeast Asia, the middle class has already been credited with transforming the region's key consumer markets including Indonesia, the Philippines, Thailand, and Vietnam. Euromonitor estimates that the number of households with an annual disposable income over \$10,000 in the whole ASEAN region will reach 47.1 million in 2015, rising further to 63.9 million by 2020. Given the size of its middle class, the AEC will simply be a consumer market no U.S. food and agricultural exporter can afford to ignore. So anticipation of all member states benefitting from the new developments should have a very positive effect on both Burma and Cambodia as well.

Burmese Economics and Food Market

Euromonitor reports that Burma was not affected by the global economic crisis because of its limited trade and financial links with the West. A wave of economic reforms has helped to boost the pace of growth. Real Gross Domestic Product (GDP) rose by 5.9% in 2011 and 6.4% in 2012. Euromonitor reports that Burma had another year of strong growth in 2013, with growth of 7.6% and is forecast upwards of 8.5% in the medium term. The economy will be supported by increasing gas production, construction and services. The easing of Foreign Direct Investment (FDI) restrictions on private land use and return of profits should also boost growth. Gas and oil exports are expected to surge upon completion of a huge pipeline to China. A process of fiscal consolidation is underway. The country could benefit significantly from its strategic location in a dynamic region.

The U.S. Office of Agricultural Affairs (OAA) in Rangoon reports that Nay Pyi Taw is the new capital of Burma, but Rangoon is still considered to be the business center and the most important city with a population of more than 1.25 million. Most businesses focus mainly on the Rangoon market, which is the largest consumer market in Burma. Rangoon generates more than 20% of the country's revenues and it has the largest port handling about 90% of Burma's international trade activities.

Direct U.S. Exports of agricultural products totaled \$12 million in 2013, which was an increase of 49% from the prior year. Wheat and soybean meal counted for most of the bulk and intermediate total growth. U.S. exports of consumer oriented products also grew 79% which was mostly buttermilk, prepared foods and processed vegetables as well as some snack foods. Through April 2014 exports have increased 52% totaling \$6 million, which is half the 2013 total. It is duly noted that the actual U.S. exports of agricultural products are much higher but are procured through Singapore and perhaps elsewhere through consolidations.

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Singapore is a top 5 supplier of most key food categories and since they are not a major producer of food you can figure a lot of that has to be from the U.S. Other suppliers include Australia, New Zealand, Thailand and China.

Opportunities

Food Export promotions in and with Burma on the long term radar include the fact that it is strategically located between two large emerging market economies (China and India) with populations totaling more than 1.3 billion and 1.2 billion. Burma is a strong untapped market of more than 60 million people and a rapidly increasing middle class. The large number of unemployed population provides sufficient labor force necessary for the growth of a basic manufacturing sector, which will constitute a sizable consumer market. The easing of sanctions by the U.S. and the EU is a positive signal and important for encouraging economic development and foreign investments in Burma. As a member of ASEAN and eventual AEC, it is required to harmonize regulations and standards in order to facilitate trade.

There are also an increasing number of tourists and expatriates, which are targets for U.S. products, resulting in a growing number of western styled retail food markets. Furthermore, there is good potential for strong economic growth due to the country's rich natural resources, low cost labor force, and attractive tourist destinations. This can also lead to good potential for future expansion of domestic and export-oriented food manufacturing sector, which could lead to an increase in demand for food ingredients. Growth in bakery shops provides new opportunities for U.S. bakery ingredients, and the fact that Burma's population retains a positive view of the United States.

Retail Food Sector

According to Euromonitor, retail sales in the packaged food market in Burma had been estimated to reach \$1.7 billion in 2013. That represents a growth rate of over 34% or \$434 million since 2008. The forecast for growth in this market is also promising. By 2018, the retail sales in the packaged food market in Burma is expected to reach over \$2.1 billion, a growth rate of nearly 27% or \$458.7 million. High growth categories

in the forecast include chilled processed food, ice cream, bakery, sweet and savory snacks, dairy, pasta and noodles.

Cambodian Economics and Food Market

Euromonitor reports that another year of buoyant economic growth is expected in 2014. GDP growth is expected to increase by 7.2% in 2014 after gains of 7% in 2013. The economy is driven by exports as well as improvements in tourism and construction. Domestic demand should strengthen and economic growth should remain close to its potential of 7.5% in the medium term. A narrow export base means Cambodia is vulnerable to a slump in key markets. For example, exports (mostly garments) to the U.S. and the European Union account for roughly two-thirds of total exports. So unlike Burma, Cambodia's economy collapsed during the global recession, although it has recovered strongly since then, export diversification of products and markets is imperative to avoid future external shocks.

U.S. exports of agricultural products increased 30% to over \$25.6 million in 2013. Consumer oriented exports grew 34% to \$10.3 million and represented 40% of the agricultural total. Top processed food exports to Cambodia in 2013 included baking inputs, mixes and doughs, other processed foods, ingredients and beverage bases, baked snack foods, french fries, vegetable oils, hop extract, prepared/packaged fish and seafood, dry beverages and beer. Additional analysis and in market intelligence indicates the value is much higher, as much like with Burma, as U.S. exports are being supplied through 3rd countries such as Singapore.

Retail Sector

According to Euromonitor, retail sales in the packaged food market in Cambodia had been estimated to reach \$519.2 million in 2013. That represents a growth rate of over 102% or \$264 million since 2008. The forecast for growth in this market is also promising. By 2018, the retail sales in the packaged food market in Burma is expected to reach nearly \$670.9 million, a growth rate of nearly 29.2% or \$151.7 million. High growth categories in the forecast include chilled and frozen processed food, ice cream, baby food, canned/preserved

food, pasta, dairy products and sweet and savory snacks.

In-Market Representative Report

Food Export's In-Market Representative (IMR) from Vietnam has ties with the Cambodian food market and recently visited it for a firsthand view. His Primary research feedback from the market indicates though shoppers in modern markets mostly are mid and high income earners who are aware that the import products are high quality (depending on the origin of manufacture). They are willing to purchase higher priced products based on the most preferred origins such as from the U.S., European Union and Australia. This is also a price sensitive market, however, because there are many competing origins in the same category. Traders and importers want to work with U.S suppliers directly in order to make the prices more competitive instead of obtaining them through 3rd party countries.

The details indicated imported processed food, red meats, seafood and beverage products are mostly imported through other ASEAN countries and some direct shipments arrive from the U.S. in consolidated containers. Some of the local trading companies are run by expatriates who have Cambodian citizenship and multi-national companies. Supermarkets such as Lucky import mixed containers from the U.S. of products including French fries, meats and seafood.

The IMR also reported that U.S. food and agricultural products with high potential in Cambodia include concentrated milk and other dairy products, breakfast cereals, potato chips, sauces, beer and wine and non-alcoholic beverages. This sounds like most of the other Southeast Asian markets as well, including Vietnam, who at one point was also a small market many thought had no potential and you read what happened there. Food Export will keep working on developing trade ties in these markets and, of course, keep us all posted on further opportunities.

FOOD EXPORT HELPLINE™ FOR YOU

For custom export assistance,
including a report on your
product's top markets, contact Food
Export—Midwest and Food Export—
Northeast at info@foodexport.org