

Export
News
From the
Midwest and
Northeast

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VOL. 21 NO. 4

JULY/AUGUST 2015

APPEAL OF PRIVATE LABEL CONTINUES TO GROW AROUND THE WORLD

According to a recent report from Nielsen.com, private label products, also known as store brands, are no longer viewed simply as low-cost alternatives to name brands. Consumers now view them as high-quality products that fulfill their needs across a variety of price points.

The report also found that today, perceptions about private label are overwhelmingly favorable—almost three-quarters of global respondents (71%) say private-label quality has improved over time. The increasing demand for private label that was originally created out of economic necessity has now grown to include a variety of private-label products that remain viable and trusted for many consumers worldwide.

WHAT ARE PRIVATE LABEL PRODUCTS?

According to the Private Label Manufacturers Association (PLMA) private label products include all merchandise sold under a retailer's brand. That brand can be the retailer's own name or a name created exclusively by that retailer.

Major supermarkets, hypermarkets, drug stores, and discounters across the globe offer almost any product under the retailer's brand. Private label covers full lines of fresh, canned, frozen, and dry foods; snacks, ethnic specialties, and pet foods.

Nielsen.com polled more than 30,000 online consumers in 60 countries and found the following shared consumer sentiments:

- **Price is important to most consumers and is the primary driver of consumers'**

purchase intent for private label. Sixty-nine percent of respondents globally feel it's important to get the best price on a product. Moreover, 70% say they purchase private label to save money.

- **Private label's appeal goes beyond price.** Consumers are seeking quality and value, and private label delivers on both of these attributes. Two-thirds (67%) believe private label offers extremely good value for money, and 62% say buying private label makes them feel like a smart shopper.

Private Label Sales Strongest in Europe, North America, and the Pacific

In terms of private-label development, the report divides the world into two distinct groups: the developed world (Europe, North America and the Pacific) and the developing world (Latin America, Asia and Africa/Middle East). While private label value share is at or above 15% in developed regions (and as high as 45% in Europe), Nielsen.com found that it is below 10% in most developing countries. In fact, it is 5% or less in key markets, such as China, India, and Brazil.

While learning about private-label success in one market can help in another, there is no cookie-cutter approach for all, the report

..... cover story continued on back cover

MARKET FOCUS: UNITED ARAB EMIRATES

The Gulf Cooperation Council (GCC-4) countries, made up of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and United Arab Emirates, are a relatively homogeneous group of small nations with a total population of 19 million, reports the Foreign Agricultural Service (FAS) of the USDA. Driven by a relatively large population, the large influx of tourists and business people coupled with their active re-export activities, the United Arab Emirates (UAE), compared to other GCC-4 countries, is the largest market for U.S. food products, followed by Kuwait, while Dubai is the commercial center and the regional trade hub.

Due to the region's harsh climate, combined with limited water resources and poor soil, the GCC-4 countries are required to import nearly 90 percent of their food and feed needs. According to UN trade data, annual GCC-4 food imports reached \$24 billion in 2013, of which the UAE share was about 60 percent.

Rising populations and a currency pegged to the dollar for all but one of the GCC-4 currencies have helped to boost exports of U.S. agricultural products to the GCC-4, particularly consumer-ready food products which account for about 60 percent of total U.S. food exports to the region. Due to the vast number of exit points, it is estimated that 40-50 percent of UAE food imports are re-exported to the Middle East, Asian, and African countries. Growth in population is not the only determining factor for import growth. The increasing level of investments



in the GCC-4 and consequent recruitment of skilled labor and executive officers, growing business, and tourism travel are decisive factors fueling import growth.

Many food importers have reported aggressive expansion plans, improvement in sales, and optimism about the future, particularly for the retail and food service sectors. Prospects for organic, gourmet, and natural foods are good, yet on a slower pace.

Consumer Trends

The expatriate community throughout the GCC-4 influences food imports. Of the local population, a sizeable percentage travels annually to western countries for business, pleasure, or to obtain university degrees, which exposes them to Western and U.S. foods. With the spread of international television via satellite and cable networks, consumers buying decisions are being influenced by region-wide advertising campaigns.

Also, the increasing number of women working outside the home, particularly married ones, has helped introduce new consumption patterns such as more dining out, home deliveries of prepared meals, retailing of prepared and semi prepared meals.

Best High-Value Product Prospects

Best high-value product prospects include: almonds (shelled), beef & products (chilled & frozen), breakfast cereals, poultry meat (frozen parts), confectionery products, snack foods, frozen vegetables, fresh apples & pears, pulses, edible oils, planting seeds, cheeses, sweeteners & beverage bases, fruit and vegetable juices, pet foods, condiments and sauces, and rice.

Doing Business in the UAE

Making personal contacts with buyers in the UAE is perhaps the single most important action a U.S. company can take. Letters, faxes, and e-mails alone do not generally suffice in terms of generating serious interest among potential buyers. Repeat visits are also important as they demonstrate a commitment to the market

Is UAE the Right Market for You?

Food Export provides the services and activities you need to help determine if UAE 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.

UPCOMING ACTIVITIES IN THE UAE & MIDDLE EAST

Food Show PLUS!™ at SIAL Middle East
December 6-9, 2015, Abu Dhabi, United Arab Emirates

Early Registration Deadline:
August 3, 2015 - \$225

Registration Deadline:
August 31, 2015 - \$350

Focused Trade Mission to the Middle East
December 11-13, 2015, Kuwait City, Kuwait

Early Registration Deadline:
August 7, 2015 - \$400

Registration Deadline:
September 18, 2015 - \$600

Visit our website at www.foodexport.org

NEWS STORIES

TRANS-PACIFIC PARTNERSHIP (TPP)—BENEFITS FOR U.S. AGRICULTURE

The Asia-Pacific region includes some of the world's most robust economies and represents more than 40 percent of global trade, reports the Foreign Agricultural Service (FAS) of the USDA. The Trans-Pacific Partnership (TPP) is an opportunity to advance U.S. economic interests in this critical region and to respond to the Asia-only regional trade agreements being negotiated by our competitors. A high-standard TPP agreement that addresses tariff and non-tariff barriers, including phytosanitary measures, will support expansion of U.S. agricultural exports and promote job growth. To learn more about the TPP, visit www.fas.usda.gov.

SUCCESS STORY

MULDOON DAIRY ESTABLISHES SALES IN VIETNAM



March 2012, Muldoon Dairy, a dairy wholesaler established in 1995 in Madison, Wisconsin, attended Food & Hotel Asia in Singapore and used Food Export's Food Show PLUS!™ services. These services included: a targeted invitation sent out to generate introductions with qualified buyers throughout the show, custom pre-event product research, a market briefing by the local Foreign Agricultural Service (FAS) of the USDA, local industry tours, on-site show assistance by Food

Export's In-Market Representative, and identification of top leads received throughout the show.

During the show, George Conway, President of Muldoon Dairy, met a Vietnamese buyer interested in his string cheese. Conway and the buyer formed a relationship and Muldoon started shipping string cheese to Vietnam a few months after the show. At first it required air freighting product to get the product sales started. Slowly sales grew and Muldoon is now shipping containers of product to the distributor in Vietnam.

Mr. Conway states that "Without the Market Access Program administered by Food Export, it would be impossible for a small marketing company like mine based in Cheeseland (Wisconsin) to be participating in food shows such as Food & Hotel Vietnam as well as supporting marketing efforts by distributors. I feel very lucky to have met a great distributor, have the guidance of Food Export's Vietnam In-Market Representative and the excellent assistance from Food Export's Branded staff in Chicago."

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.

Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA.

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Persons with disabilities who require alternate means of communication of program information should contact us. 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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APPEAL OF PRIVATE LABEL CONTINUED

suggests. Private-label growth requires approaches that are tailored to each market. Food Export offers the activities, exporter education, and support to help you tailor your marketing efforts and identify opportunities for your private label products in foreign markets.

How Can U.S. Suppliers Take Advantage of This Growing Opportunity?

Food Export is offering two opportunities this fall to meet international retailers and wholesalers who are looking for U.S. suppliers to source their private label products. The Private Label Buyers Mission November 13, 2015, in Philadelphia, Pennsylvania, and the Private Label Buyers Mission November 15, 2015, in Rosemont, Illinois, in conjunction with the PLMA

Show. Through the Buyers Missions, you'll meet with prequalified buyers from around the world in pre-arranged, one-on-one meetings right here in the U.S., generate new sales leads, and build relationships with key industry players.

In addition to this event, Food Export also provides services and support to help grow your private label export sales, including Food Show PLUS!™ to help you maximize your tradeshow experience at international tradeshows; Focused Trade Missions to help you maintain a strong presence with international buyers; the Market Builder Program for assistance with determining the best overseas markets for your products, as well as the in-country contacts you need to get started.

For more information, visit our website to view our upcoming activities and use the Help Me Choose tool to determine the best fit for your company.

PRIVATE LABEL BUYERS MISSION

CHOOSE FROM TWO DATES AND LOCATIONS!

November 13, 2015, Philadelphia, Pennsylvania - NEW!

November 15, 2015, Rosemont, Illinois (in conjunction with the PLMA Show)

Early Registration is \$150 through September 7, 2015.

Registration Deadline: September 28, 2015 - \$225



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.

- **Natural Products Buyers Mission at the Natural Products Expo East Show** • September 16-17, 2015, Baltimore, Maryland
Registration Deadline: August 6, 2015 - \$225
- **Convenience Products Buyers Mission at the NACS Show** • October 11, 2015, Las Vegas, Nevada
Early Registration Deadline: August 5, 2015 - \$150
Registration Deadline: August 26, 2015 - \$225
- **Value Added Feed Ingredients Buyers Mission at the 2015 World Dairy Expo** • September 28-October 2, 2015, Madison, Wisconsin
Early Registration Deadline: July 28, 2015 - \$150
Registration Deadline: August 18, 2015 - \$225
- **Private Label Buyers Mission** • November 13, 2015, Philadelphia, Pennsylvania and November 15, 2015, Rosemont, Illinois
Early Registration Deadline: September 7, 2015 - \$150

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 Singapore for Retail and Foodservice Products** • October 18-19, 2015, Singapore
Registration Deadline: July 27, 2015 - \$600
- **Focused Trade Mission to Cambodia for Retail and Foodservice Products** • October 22-23, 2015, Phnom Penh, Cambodia
Registration Deadline: July 27, 2015 - \$600
- **Focused Trade Mission to the Philippines for Retail and Foodservice Products** • October 20-21, 2015, Manila, Philippines
Registration Deadline: July 27, 2015 - \$600
- **Focused Trade Mission to Shanghai for Seafood** • November 1-2, 2015, Shanghai, China
Early Registration Deadline: July 16, 2015 - \$400
Registration Deadline: August 13, 2015 - \$600

Food Show PLUS!™—International Tradeshows 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!

- **Food Show PLUS!™ at ANUGA** • October 10-14, 2015, Cologne, Germany
Registration Deadline: July 17, 2015 - \$350
- **Food Show PLUS!™ at China Fisheries & Seafood Expo** • November 4-6, 2015, Qingdao, China
Early Registration Deadline: July 16, 2015 - Shared Booth Package - \$4,625 and Food Show PLUS!™ Only - \$225
- **Food Show PLUS!™ at Busan International Seafood & Fisheries Expo 2015** • October 29-31, 2015, Busan, Korea
Early Registration Deadline: July 16, 2015 - Shared Booth Package - \$1,800 and Food Show PLUS!™ Only - \$225
- **Food Show PLUS!™ at SIAL Middle East** • December 6-9, 2015, Abu Dhabi, United Arab Emirates
Early Registration Deadline: August 3, 2015 - \$225

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

Visit www.foodexport.org to get complete details and register online. Or call your Food Export Liaison to answer any questions.

Food Export-Midwest Liaisons

Indiana, Minnesota, Missouri and Nebraska, **Molly Burns** 312.334.9219
Illinois, Iowa, Kansas and Ohio, **Brian Fisher** 312.334.9217
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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 2016 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 select Help Me Choose on the Programs & Activities drop-down menu 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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Persons with disabilities who require alternate means of communication of program information should contact us. 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™: HOW TO COMPLETE THE NEW NAFTA CERTIFICATE OF ORIGIN

Q: Staff from our company just participated in the webinar on “Retail and Private Label Opportunities in Mexico.” It was very helpful to us as we are working with a new customer in Mexico we met at a Buyer’s Mission earlier in the year. We are assembling the documentation they requested, including the attached NAFTA Certificate of Origin. Our products are onion rings, French fries, and corn chips. Also attached are our product specs with ingredients. Can you make sure we are doing it all properly? We took a stab at it. Our products are made in the USA so we think they should be fine.

A: You have a lot going on in your completed document, so for the benefit of all the readers we will go through it field by field. But first it is clear that you are not using the most current NAFTA Certificate of Origin. You will need to redo your documentation using the new form along with any changes made. Between your work and new updates, there are a lot of changes. There really is no “NAFTA” for goods that do not qualify or for those that do but are missing a properly completed Certificate of Origin, so this is really timely and important.

The New NAFTA Certificate of Origin

If you look at the top right of your document, you will see it indicates “Exp. 3-31-12.” At the bottom right side of the document, it also says “CBP Form 434” which is the official name of the NAFTA “C/O” and should be duly noted. The easiest way to locate the new form 434, as well as obtain other valuable NAFTA and other FTA information is by going to www.export.gov and click on “NAFTA Certificate” under “Export Topics.”

This is the key informational page for anyone new to the process. It includes links to other resources, tutorial videos, and at the bottom a link to the new form 434, indicating “With this information you can fill out the NAFTA Certificate of Origin.” Use the search engine and type in “434” and it will come up. This one says “Expires 10-31-16” and at the bottom indicates it was originated in 11/14. It has some changes, which we will go over. The instructions for completion are also part of the document.

Field 1: EXPORTER NAME, ADDRESS AND EMAIL. They are now requesting an email from the exporter, the old form did not. The instructions say state the full legal name, address (including country), email, and legal tax identification number of the exporter. The legal taxation number

in the U.S. is the employer’s identification number or Social Security Number if they have no EIN. When you fill out the new form, add your email. The rest of the information is fine as is.



Field 2: BLANKET PERIOD. You should always complete this field if the Certificate covers multiple shipments of identical goods as described in Field #5 that are imported into a NAFTA country for a specified period of up to one year (the blanket period). “FROM” is the date upon which the Certificate becomes applicable to the goods covered by the blanket Certificate (it may be prior to the date of signing this Certificate). “TO” is the date the blanket period expires. The importation of a good must occur between these dates. You only had one date, and since it was three weeks ago it is best to start over. Any changes to any information require it to be re-issued and sent to the importer.

Field 3: State the full legal name, address (including country), email, and legal tax ID number of the producer. If more than one producer’s good is included on the Certificate, attach a list of additional producers, including the legal name, address, and legal tax ID number, cross-referenced to the good described in Field #5. If you wish this information to be confidential, state “Available to CBP upon

request.” If the producer and the exporter are the same, enter “SAME.” If the producer is unknown, state “UNKNOWN.”

Field 4: State the full legal name, address (including country), and legal tax ID number of the importer. If the importer is not known, state “UNKNOWN;” and if there are multiple importers, state “VARIOUS.” You have the importer’s name and address but not the tax ID, which in Mexico is the federal taxpayer’s registry number (RFC); you also need to add their email here.

Field 5: The instructions state “Provide a full description of each good.” The description should be sufficient to relate it to the invoice description and to the Harmonized System (HS) description of the good. If the Certificate covers a single shipment of a good, include the invoice number as shown on the commercial invoice. If not known, indicate another unique reference number, such as the shipping order number. You listed “Aros de Cebolla” (onion rings), followed by “Pajitas” (French Fries), and then “Fritas Del Sol” (corn chips).

The fact is that in their current state, this is not how these products are classified at all. They also do not match the HS as is recommended. Customs operates on the premise of the “essential character” of the product at clearance, and not what it will become after further processing.

“Pajitas” is also a Spanish word for “straw” and not French fries, and using a marketing name such as “Fritas Del Sol” does not really describe the product accurately. None the less, knowing this you can complete the rest of the certificate more accurately once you establish the qualifying origin of the ingredients. Also add in a shipping order number on the new form again in hopes of continuing business.

Field 6: The instructions tell us that for

.....continued on back

each good described in Field #5, identify the HS tariff classification to six digits only. It seems you gave this “a stab” as you mentioned, so good for you. We need to redo this all and check the rule of origin for the new product code. The search engine for HS and Schedule B numbers is also on www.export.gov, but instead of clicking on NAFTA Certificate you would enter through the “HS Codes, Tariffs & Taxes” link.

For the onion rings, you used Schedule B 0712.40.2000 which is for dried onions. For the fries you used Schedule B 2005.20.0070 which is “other” than potato chips or granules. For the corn chips you used Schedule B 1905.90.9030 “Corn chips and other savory snack foods.” The percentage of onion in the rings is only 14% of dried onion, so it cannot be called dried onions. The percentage of potato in the fries is only 18% of dehydrated potato, so it cannot be classified as prepared potato. The corn chips have not been prepared yet so it cannot be classified as a snack food in this unrecognizable condition. And notice how I mentioned “Schedule B” and not “HS”? That is because you tried to fit all 10 digits of the B number in there, even using two rows when all it asked for was the first 6 digits, which is the HS.

After researching this carefully, including using U.S. Customs rulings as examples, it turns out all three products have the same HS code. It is 1901.90 and the B number extension (used by the freight forwarder at the border) is 1901.90. 9500. The description is “food preparations of flour, meal, starch or malt extract,” “Nesoi” or “not elsewhere specified or included, “other.” You can still line item the products, but simply use a condensed HS description along with something to match the invoice. Second, even the product names you used adjusted in English with the proper terminology. You have 2 food preparations of starch (rings and fries) and 1 of meal, which is the corn.

Field 7: The instructions read that for each good described in Field #5, state which criterion (A through F) is applicable. The rules of origin are contained in Chapter Four and Annex 401. It points out “NOTE: In order to be entitled to preferential tariff

treatment, each good must meet at least one of the criteria below.” These are letters A-F depending on the product and the specific rule of origin.

How to Locate the NAFTA Rules of Origin

Despite being “Made in America” in order to legally sign the 434, you need to make sure the product qualifies for NAFTA. This is not a 100% certainty and many exporters are surprised when they learn their products do not qualify based on their use of imported ingredients. Go back to www.export.gov and then click again on “NAFTA Certificate.” But instead of clicking on the Certificate of Origin, select “Learn to Benefit from FTAs.” Then all of the FTAs the U.S. is currently involved in appear on the left. Notice the link for “FTA Tariff Tool” under “Related Topics.” This is where you can find the Rules of Origin for all the other agreements except for NAFTA.

Since it has been in effect for over 20 years and all the “originating” products are duty free if not under quota or some other exception, they did not get posted there. You need to click on “NAFTA” and then “Legal Text” to access the entire agreement, which has been separated into files. Click on the “NAFTA” hot link to enter. You can read more about the Rules of Origin in Chapter 4, but the specific rules are in Annex 401. Then click on the U.S. version and scroll down to Chapter 19. All of the exceptions are for like products with milk in them, so yours is the rule that states “1901.90: A change to subheading 1901.90 from any other chapter.”

Most foods products are qualified using letter A “wholly obtained or produced” or B “The good is produced entirely in the territory of one or more of the NAFTA countries and satisfies the specific rule of origin, set out in Annex 401 that applies to its tariff classification.” The rule may include a tariff classification change, regional value-content requirement, or a combination thereof. Food products have few regional value requirements, but use more ingredient restrictions with milk, fruit, sugar and the like. Your rule only asked for changes from other chapters despite their origin. Both your potato and corn starch

come from Germany under HS 110813, and 110812, respectively. Since they are from chapter 11 and not 19, they satisfy the tariff shift requirement. The product is free from duty in both Canada and Mexico with a properly prepared and submitted CF 434.

Field 8: The instructions read “for each good described in Field #5, state “YES” if you are the producer of the good. You are the producer so you would put “Yes” as you have done.

Field 9: There was no RVC requirement with your Rule of Origin so you would put NO instead of YES, which is what you entered, a very common response without knowing what the rules are or mean.

Field 10: You are instructed to Identify the name of the country. You put USA on your old 434, so just put US on the updated one.

Field 11: The instructions read “This field must be completed, signed, and dated by the exporter. When the Certificate is completed by the producer for use by the exporter, it must be completed, signed, and dated by the producer. The date must be the date the Certificate was completed and signed.” 11A through 11C you entered correctly, but 11E you put May ’15 instead of mm/dd/yyyy. You also left off your “facsimile” number and now you see they ask for your email on the new version as well, so just add that in.

Good News

Now you not only know how to properly complete the NAFTA Certificate of Origin, you can now take similar steps to take advantage of FTAs the U.S. has with 18 other markets as well. Some have certificate requirements and some do not, but the steps for qualification on declaring origin are basically the same. Use the “Take Advantage of FTAs” link on www.export.gov and also listen in to a number of HS/Schedule B and FTA related webinars under the “Webinars” link on www.foodexport.org, including the recently recorded Webinar, “How to Complete the NAFTA Certificate of Origin.”