

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



MARCH/APRIL 2016 | VOL.23 NO.2

TRADESHOW ADVANTAGE WITH FOOD SHOW PLUS!™ SERVICES

Enhance your global tradeshow experience with Food Show PLUS!™. Get international exposure and maximize leads with this easy service.

Food Show PLUS!™ Services

The Food Show PLUS!™ program varies by show depending on the market, services offered by show organizers, assistance offered by show organizers, and services offered by the local U.S. Department of Agriculture (USDA), Foreign Agricultural Service office. Food Show PLUS!™ services could include:

- Assistance with show registration
- Pre-show product research regarding pricing, import regulations, and competitor analysis
- Invitations to targeted, qualified buyers to visit your booth and meet one-on-one
- Translations of your booth and sales materials
- Technical (food industry) interpreters at your booth
- On-site show assistance by food marketing experts
- In-market briefing and local industry tours
- Qualification of show leads
- Assistance with writing and sending a follow-up letter in the local language

Become a more confident international exhibitor with our tradeshow enhancement package. Food Show PLUS!™ can maximize your tradeshow success. Flip to the back cover for more of our upcoming shows.

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MARKET FOCUS: SOUTH KOREA

South Korea (herein after referred to as Korea) is the fifth largest export market for American agriculture. Korea by nature relies heavily on imports to fulfill its food and agricultural needs. Korea is about the size of the state of Indiana and over 70 percent of its land space is under mountainous terrain, not practical for commercial farming. Furthermore, a majority of the limited farm land is dedicated to rice production. Its population of 50 million makes Korea the third most densely populated country in the world among the countries with over 20 million in population. What is even more striking is that over 90 percent of the Koreans live in urban areas that account for 17 percent of the land space. In addition, over 50 percent of the population lives within or in the direct vicinity of the capital city, Seoul. The agricultural sector, which accounted for only 2.3 percent of the Korean GDP in 2014, is expected to remain a minor contributor to the Korean economy in the coming years.

Korea was the world's 14th largest economy in 2014 with national GDP of \$1.784 trillion, up 3.3 percent from the previous year, and per capita GDP of \$35,400 on a purchasing power parity (PPP) basis. Despite the impact of the global economic crisis since 2009, the Korean economy has maintained a relatively stable growth due to strong performance of its export sector. However, the Korean economy faces another challenge as the recovery of its major export markets is being delayed under extended global economic slowdown. On top of this, extensive port strikes in the west coast ports of the U.S. in early 2015 coupled by pandemic outbreaks of MERS (Middle East Respiratory Syndrome) virus disease in Korea in May through July 2015 brought a significant impact to the Korean

economy and trade. As a result, the Korea government has recently lowered its forecast for the Korean economy growth down.

Reflecting these negative factors, Korea's imports of agricultural and food products from the world in 2015 are forecast to decline 5 percent from the previous year including an 11% decline from the U.S. However, despite the challenging market environment, imports of consumer-oriented American products are forecast to reach a record high \$3.8 billion in 2015, which reflects Korean consumers' increased demand for better value, quality and diversified taste. As a result, the United States should remain the leading agricultural exporter to Korea with over 23 percent market share.

MARKET BUILDER – KOREA

2016 Market Builder Service Available

Finding the right market and buyer for your product is the key to exporting success! This one-of-a-kind service offers packages especially designed to an exporter's needs and wants.

Market-specific/product-specific results customized for you! Visit our website for more details or contact your Food Export Liaison.

Food consumption trends in Korea reflect on-going socio-economic shifts among the general Korean public, which includes rise of affluent consumer groups, retirement of baby boomers, more women in the workforce, downsizing of the family, a well-traveled/educated young generation, urbanization, and adoption of information technologies. As a result, products and businesses that offer good value, high quality, health/nutritional benefits, new and diversified taste and convenience are showing strong growth in the market.

The Korea-United States Free Trade Agreement (KORUS FTA), implemented in March 2012, coupled with anticipated recovery trend of the Korean economy should generate greater export opportunities for American products in Korea in the coming years.

UPCOMING ACTIVITIES IN KOREA

Food Show PLUS!™ At Busan International Seafood & Fisheries Expo

October 27-29, 2016; Busan, South Korea
Early Registration Deadline: July 13, 2016 – \$225
Registration Deadline: August 10, 2016 – \$350

Focused Trade Mission to Korea for Ingredients and Food Service Products

October 24-26, 2016; Seoul, South Korea
Early Registration Deadline: June 23, 2016 – \$400
Registration Deadline: August 4, 2016 – \$600

FOR MORE INFORMATION ON THIS REPORT PLEASE VISIT THE FOREIGN AGRICULTURAL SERVICE AGRICULTURAL TRADE OFFICE SEOUL WEBSITE: WWW.ATOSEOUL.COM

SUCCESS STORY

WHITEHALL SPECIALTIES BUILDS PRESENCE IN MIDDLE EAST

In February of 2015, Whitehall Specialties, located in Whitehall, Wisconsin attended Gulfood 2015 in Dubai and utilized Food Export's Food Show PLUS!™ services. At the event, their booth was overwhelmed with activity as they met hundreds of qualified buyers from Saudi Arabia, Malaysia, Jordan, Algeria, and the United Arab Emirates. As a result, the first export occurred early in March to Amman, Jordan, selling \$50,000 worth of product.

Whitehall Specialties offers a wide variety of non-standardized cheese types, including cheese products, cheese blends, substitute cheese, and imitation cheese. They are committed to supplying customers with healthy, functional, low-cost products that meet their unique needs.

Kris High, Vice President of International Sales, stated that "Food Export services are valuable because they have the relationships in the region and they connect us with qualified buyers. That can be a challenge for a small company."

Whitehall's strategies for success in the Middle East Market were twofold. First, they were able to maintain compliance with halal certification, and second, their focus goes beyond transactional sales. They listen to their customer needs and view all relationships as long term, seeking out strategic partners.

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy.

Please let us know if your company has experienced a success as a result of participating in a Food Export-Midwest or Food Export-Northeast program by e-mailing us at foodexport@foodexport.org.



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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UPCOMING FOOD SHOW PLUS!™ EVENTS

Food Show PLUS!™ at Feria Alimentaria September 4-7, 2016 Guatemala City, Guatemala

*Early Registration Deadline: May 15, 2016
 Registration Deadline: June 12, 2016*

Guatemala remains the largest packaged food market in Central America. Best prospects for U.S. exporters in this sector include red meats, snack foods, poultry meats, fresh and processed fruits, processed vegetables and snack foods. Presently, there are no banned products in the market.

Food Show PLUS!™ at Seafood Expo Asia September 6-8, 2016 Hong Kong

*Early Registration Deadline: May 17, 2016
 Registration Deadline: June 14, 2016*

Over three days, seafood buyers connect with exhibitors offering a variety of live, fresh, frozen and value-added seafood products.

Food Show PLUS!™ at SIAL Paris October 15-20, 2016 Paris, France

*Early Registration Deadline: June 24, 2016
 Registration Deadline: July 22, 2016*

SIAL Paris is a unique global food event featuring the world's leading retail and food service buyers in one location. SIAL Paris attracts over 150,000 visitors from not only the European Union but also from the rest of Europe, the Middle East, Africa and Asia.

Food Show PLUS!™ at the Busan International Seafood and Fisheries Expo

October 27-29, 2016 Busan, South Korea
*Early Registration Deadline: July 13, 2016
 Registration Deadline: August 10, 2016*

Busan International Seafood & Fisheries EXPO (BISFE) is Korea's leading seafood and fisheries trade fair. BISFE is an excellent place to take a look at the latest trends of Asia's seafood and fishing industry.

Food Show PLUS!™ at the China Fisheries and Seafood Expo November 2-4, 2016 Qingdao, China

*Early Registration Deadline: July 13, 2016
 Registration Deadline: August 10, 2016*

In just the past five years, the reported value of China's seafood imports has almost doubled to more than US\$9 billion and seafood consumption is growing 10 percent a year. China Fisheries & Seafood Expo, the premier industry tradeshow

for mainland China, represents the best opportunity for your company to grow its seafood sales in the market.

Food Show PLUS!™ at Gulfood Manufacturing – NEW! November 6-9, 2016 Dubai, UAE

*Early Registration Deadline: July 8, 2016
 Registration Deadline: August 3, 2016*

Established in 2014, Gulfood Manufacturing is the biggest food manufacturing, ingredients, processing and packaging tradeshow for its sector throughout the Middle East, Africa and South East Asia (MEASA) region.

Gulfood Manufacturing's three-day event includes segmented show sectors for Ingredients Middle East, ProPack Middle East, and Food Logistics Middle East.

Food Show PLUS!™ at SEAFEX – NEW! November 7-9, 2016, Dubai, UAE

*Early Registration Deadline: July 15, 2016
 Registration Deadline: August 12, 2016*

Powered by Gulfood, SEAFEX is the Middle East & Africa's largest and most professionally run trade fair covering the entire seafood industry. Meet with a highly targeted audience of importers, retailers, wholesalers, distributors, processing companies, hotels, restaurants and catering companies from the entire MENA region.

Food Show PLUS!™ at Food & Hotel China November 7-10, 2016 Shanghai, China

*Early Registration Deadline: July 18, 2016
 Registration Deadline: August 15, 2016*

The FHC China 2016 trade show is designed exclusively for imported food and beverages. Consumer food service saw dynamic growth for the last five years thanks to rising income levels, strong economic markets and an increase in affluence and urbanization that continues to provide greater access to consumer food service.

Visit www.foodexport.org/foodshowplus to learn about services provided for each tradeshow, USA Pavilion information and more. Register today to make exhibiting internationally easy, so you can focus on your products. Early registration is \$225, price increases to \$350 after.

**You must be a registered exhibitor at the tradeshow to participate.*



With multiple data sets and capabilities, USA Trade Online (UTO) can assist different types of customers from a wide range of industries and fields. Manufacturers and other businesses wishing to expand their business globally can utilize UTO to identify new markets, evaluate existing markets, and perform other market research tasks.

FOOD EXPORT HELPLINE™: DATA RESOURCES TO FACILITATE BUSINESS (PART I)

Q: Having attended various Food Export webinars and even a couple of seminars, I noticed you use a number of food export statistical charts. You have also instructed attendees on programming data in the FAS Global Agricultural Trade System of "GATS" located at www.fas.usda.gov which has been very helpful. But I also notice you use other charts which are not from GATS that seem to have different programming and information. If this is true what is the source of the information and is there a cost involved in using it?

A: Thanks for the question as there have been some recent developments on this. You are speaking about the website "USA Trade Online" or "UTO" as the Census Bureau refers to it. This had historically been a fee-based subscriber resource that Food Export used for a variety of purposes including training and also providing export counsel to companies to help segment top markets. It cost \$60 per month or \$300 per year to access. But the good news is as of October 15, 2015 USA Trade Online is now available at no cost to the user. It only asks for a brief email registration. The website is <https://usatrade.census.gov/>

Provided by the U.S. Census Bureau, USA Trade Online is a data tool that gives users access to current and cumulative U.S. export and import data. With multiple data sets and capabilities, UTO can assist different types of customers from a wide range of industries and fields. Manufacturers and other businesses wishing to expand their business globally can utilize USA Trade Online to identify new markets, evaluate existing markets, and perform other market research tasks. This software allows users to create customized reports and colorful charts detailing international trade data at different levels. All data is updated each month with the release of the latest U.S. International Trade in Goods and Services Report.

USE EXPORT DATA TO BEGIN MARKET RESEARCH

Market research often begins with an export statistical analysis. This indicates the volume and value of exports from the U.S. to international markets. Before a statistical analysis can be performed, an exporter must identify the correct "Harmonized System" or "HS" code for their product(s). The HS is an international commodity coding system that most countries use to classify their products, thus the term "harmonized" is used.


The 6-digit HS is known as the "international level" or "subheading." Product descriptions in tariffs are intended to match as closely as possible for the purposes of uniform classification of imports. The codes are also used in export statistical collection as well. You can research the HS codes and Schedule B numbers of your products at the Bureau of the Census website as well. The correct link is as follows: <http://www.census.gov/foreign-trade/schedules/b/index.html>

ORIGIN OF EXPORT STATISTICS

So where does all the data come from? Export data is captured from the Electronic Export Information – EEI. Formerly officially known as the Shipper's Export Declaration or "SED", the Department of Commerce (Census Bureau) form 7525-V was not allowed to be submitted in hard copy after Sept. 30, 2008. The equivalent electronic version serves the dual purpose of providing export statistics and export controls via the AES or EEI system.

The EEI reports all pertinent export data of an international shipment transaction. Much of it remains confidential. It is required on all export transactions valued over \$2500 with the exception of Canada. Through an agreement over 20 years ago we get our export statistics from an office in Canada that converts their tariff codes into Schedule B numbers as good clear customs into the country. Canada also gives its export statistics to the U.S. from the U.S. Customs and Border Protection, CBP.

A review of the EEI data fields indicates many key elements of the export transaction such as loading pier, vessel, and mode of transport, carrier and country of destination. For marketing research purposes, the commodity information is most relevant. This is where the Schedule B numbers, the units and the weights are placed as well as the value (usually the sales price). Some



Some reporting systems also feature the specific port of export and whether the shipment went by surface (including water) or by air cargo.

reporting systems also feature the specific port of export and whether the shipment went by surface (including water) or by air cargo. There may be scenarios when this could be quite helpful as well. You can access more information on the EEI/AES here: <http://www.census.gov/foreign-trade/aes/index.html>

NAVIGATING UTO

Once you have created an account then you can access the main search page. There are two columns which are seven rows down. Beneath them is what is called "Quick Reports" which are snapshots of import export trade from various views. Exports are in the left column and imports are to the right. We are focusing only on exports. The list of options is as follows:

Standard Report: This one is probably the most frequently used. If you click on "Export" the page shows you the entire 99 Chapter HS listed. It should be cleared of selections. If you know your HS code or Schedule B number you can begin opening up the tree and drill down. You can also type in the number in the blank search bar. If you don't know the code or are looking for all references to a product you can type in a food product like "Grape" and see all the references to it.

As an example let's say your company manufactures french fries, somewhat of a global product these days. You are interested in finding out what the best markets are for exports of the product. You establish your HS code, 200410, and 10 digit Schedule B number, 200410.8020. Using the "Standard Report for Export" from USA Trade Online you run the top market report. Do that by clicking on "Report" after making your selection. You also add in the Unit Value by selecting "Measures" from the side panel.

The weight expressed in the HS is in the metric system. To convert kilos into pounds, multiply kilos by 2.2046. Another feature of UTO is that they allow an addition into the formula of what they refer to as a "unit value" which is a slight misnomer. It is actually is the sum of the value divided by the quantity on an average basis. So while not an exact unit price it can give you an overall idea about which markets pay on average by the kilo for products. You can only get a quantity measure by using the entire 10-digit Schedule B number; it is the only option that reports on it. Using 2-4-6 digits shows a value but no weight.

Without the quantity there also can be no unit value displayed as it is the ratio between value and quantity.

The top line is U.S. exports to the world and you can then sort by value to see the top markets for the products. What you would notice is that the export of french fries is big business, totaling nearly \$1 billion in 2014 and already \$794.6 million through year to date (YTD) October of 2015. The 2015 YTD quantity is over 713.2 million kilos or just nearly 1.6 billion pounds. The unit price for the world total is \$1.11 per kilo or nearly \$.51 cents per pound. The unit value is amazingly stable in most markets and there has been little variance in the historical data. Although many may think fries trade like a commodity with some swings in volume and value up and down, the opposite is true. When the value and quantity are so close together you can see it hovers in most markets at about the world average.

The markets are also clearly segmented geographically. Of these 19 destinations other than Canada, 5 are in East Asia – Japan, China, Korea, Taiwan and Hong Kong. 5 more are in Southeast Asia – Philippines, Malaysia, Singapore, Indonesia and Thailand. Of the remaining 10 markets 6 are in Latin America – Mexico, Guatemala, Colombia, El Salvador, Brazil and Panama. 2 are from the Middle East – Saudi Arabia and Kuwait and that leaves Australia as the final market.

You have other options for destinations as well so if you don't want the total or top markets you can go below them and select "All Geographic Regions" or "International Organizations & Trade Agreements". This includes options such as "European Union", "ASEAN" or U.S. Free Trade Agreement Partners". So just within a few minutes a french fry or just about any food producer can learn a lot about markets and prices, volumes and values of exports. When finished with the report just click on "Data Source Selection" to run a different report, or change the code and destinations for a look at another products and markets.

FOOD EXPORT HELPLINE™ FOR YOU

Be sure to read Part II of our Helpline response to **Data Resources to Facilitate Business** in the May/June issue.



FOODEXPORT HELPLINE™

ONE-TO-ONE ANSWERS



Whether you're new to exporting or have experience there are always specific issues and questions that are unique to your company, products, and export markets. With the Food Export Helpline™, you'll speak with an industry expert who'll put more than 34 years of experience to work for you. There are no canned answers, only insightful, customized advice specifically for you. **Registration is simple. You can easily register online at www.foodexport.org/helpline**

IF YOU'VE NEVER EXPORTED BEFORE

Food Export Helpline™ can help assess your export readiness and guide you through the initial steps. Here are just some of the questions the Food Export Helpline™ can answer:

- Does my product have any potential in other countries?
- What are the best markets for my product?
- Where can I get good market research?
- What steps can I take to find qualified buyers and business partners?
- How do I write an effective letter of introduction to potential distributors?
- What is an Incoterm?
- How can I arrive at a competitive export price?
- What is a Schedule B number?

IF YOU'VE EXPORTED BEFORE

Whether you have a quick question or need long-term support, the Food Export Helpline™ can assist in the following areas:

- Top Product/Market Evaluation for your products
- Tradeshaw event preparation
- Trade lead follow-up assistance
- Calculating export prices based on terms of sale
- Commercial documentation & correspondence
- Free Trade Agreement (FTA) compliance procedures
- Documentary credits & collections
- Export assistance provider referrals
- Secondary market research
- Calculating Destination Duties & Taxes

**FIND EXPORT SUCCESS. CALL OR EMAIL US.
WE'RE HERE TO HELP.**

Call: (312) 334-9200 or (215) 829-9111

E-mail: info@foodexport.org | www.foodexport.org



Make your market.™

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. 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–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 for more information.

BUYERS MISSIONS

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.

Food Service Buyers Mission at the National Restaurant Association Show 2016

May 21-23, 2016 Chicago Illinois
Registration Deadline: April 8, 2016 – \$225

Sweets and Snacks Buyers Mission at the 2016 Sweets and Snacks Expo

May 23-25, 2016 Chicago, Illinois
Registration Deadline: April 8, 2016 – \$225

Value-Added Feed Ingredients Buyers Mission

June 6, 2016 Minneapolis, Minnesota
Early Registration Deadline: April 8, 2016 – \$150
Registration Deadline: April 25, 2016 – \$225

Value-Added Feed Ingredients Buyers Mission at the 2016 World Pork Expo

June 8-9, 2016 Des Moines, Iowa
Early Registration Deadline: April 8, 2016 – \$150
Registration Deadline: April 25, 2016 – \$225

FOCUSED TRADE MISSIONS

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 China for Food Service Products

August 8-12, 2016 Shanghai and Shenzhen, China
Early Registration Deadline: April 11, 2016 – \$400
Registration Deadline: May 23, 2016 – \$600

Focused Trade Mission to Chile for Sweets and Snacks Products

August 22-23, 2016 Santiago, Chile
Early Registration Deadline: April 22, 2016 - \$400
Registration Deadline: June 3, 2016 - \$600

Focused Trade Mission to Vietnam for Retail and Food Service Products

August 14-17, 2016 Ho Chi Minh and Hanoi, Vietnam
Early Registration Deadline: April 11, 2016 – \$400
Registration Deadline: May 23, 2016 – \$600

Focused Trade Mission to Colombia for Sweets and Snacks Products

August 24-26, 2016 Bogota, Colombia
Early Registration Deadline: April 22, 2016 – \$400
Registration Deadline: June 3, 2016 – \$600

FOOD SHOW PLUS!™

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!

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Early Registration Deadline: May 15, 2016 – \$225
Registration Deadline: June 12, 2016 – \$350

Food Show PLUS!™ at Gulfood Manufacturing

November 6-9, 2016 Dubai, United Arab Emirates
Early Registration Deadline: July 8, 2016 – \$225
Registration Deadline: August 3, 2016 – \$350

Food Show PLUS!™ at SIAL Paris

October 15-20, 2016 Paris, France
Early Registration Deadline: June 24, 2016 – \$225
Registration Deadline: July 22, 2016 – \$350

Food Show PLUS!™ at Food & Hotel China

November 7-10, 2016 Shanghai, China
Early Registration Deadline: July 18, 2016 – \$225
Registration Deadline: August 15, 2016 – \$350

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.

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