

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



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HOW TO EXPAND TO NEW MARKETS, GROW YOUR BOTTOM LINE

If you are already exporting, you have overcome many of the challenges. With a little marketing help, you can expand to new markets.

4 EASY STEPS TO EXPAND TO NEW MARKETS

STEP 1: EXAMINE COMPLEMENTARY MARKETS

Where are you shipping now? It's likely that similar conditions exist in other markets, indicating that your product or service could be successful there too. For example:

- Most of the 58% of companies that ship to only one market, ship to either Canada or Mexico, taking advantage of North American Free Trade Agreement (NAFTA) privileges.
- For those companies, considering expansion to the other NAFTA partners or to the countries which recently entered into the Central America Free Trade Agreement (CAFTA) might make sense.
- If you export to the United Kingdom, expanding to Ireland or the Nordic countries will probably require little effort since regulatory requirements and business culture are very similar.

A useful source of market intelligence is Food Export's Market Scan! Finding the right market and buyer for your product is the key to exporting success!

Market Scan – Draws on In-Market Representative expertise to provide in-depth market research for a specific product.

- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.

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MARKET FOCUS: CANADA

In 2016, Canada is projected to regain the top export destination in terms of dollar value for U.S. agricultural exports. In fiscal year 2015, U.S. agricultural exports to Canada reached \$21.3 billion making Canada the second largest export destination followed by China. Agricultural exports from the United States to Canada accounted for 15 percent of global U.S. food and agricultural product exports as total U.S. exports amounted to \$139 billion. Canada consistently ranks as a top market for U.S. exporters and a the number one market for U.S. consumer oriented products which include raw meats, pre-packaged, and food products destined for further processing; totaling an amount of \$17 billion. This figure is double to that of the value added exports destined to Mexico. U.S. consumer-oriented agricultural products represents 64 percent of the total share of Canadian food imports.

During fiscal year (FY) 2015, the majority of consumer-oriented agricultural categories such as fresh fruits, red meats, snack foods, fresh vegetables, breakfast cereals, pet foods, wine and beer, tree nuts, posted record annual sales to Canada. The top five categories were prepared foods (\$1.4 billion), fresh vegetables (\$1.4 billion), fresh fruits (\$1.3 billion), snack foods (\$1 billion) and non-alcoholic beverages (\$900 million).

Canada is also an important market for U.S. fish and forestry exports. Canada is the second largest export market for U.S. fishery products, and exports reached \$928 million in FY2015, an increase of 1.4 percent from the previous year. Despite being a major producer

and world exporter of forest products, Canada imports of U.S. forest products reached \$2.2 billion in FY 2015. Combined U.S. agricultural, fishery, and forestry product exports to Canada were \$26.6 billion.

The United States and Canada maintains the world's largest bilateral trading relationship. During calendar year (CY) 2014, two-way merchandise trade of all agriculture and manufactured goods was valued at US\$660 billion, representing almost \$1.8 billion worth of goods and services crossing the border every day. For 50 of the U.S. states, on average 35 of them count Canada as their number one export market. Comparatively, total bilateral agricultural trade between the United States and Canada reached \$43.5 billion in FY2015, translating to approximately \$120 million of food and agriculture goods crossing the U.S.-Canada border every day.

Under the tariff elimination provisions of the North American Free Trade Agreement (NAFTA), the majority of U.S. agricultural products have entered Canada duty-free since January 1, 1998. Since that time, U.S. agricultural exports have more than tripled in value.

Trade with Canada is facilitated by proximity, common culture, language, similar lifestyle pursuits, and the ease of travel among citizens for business and pleasure. U.S. products have an increased competitive edge over goods from other countries as the result of the FTA/NAFTA. Since 1993, all U.S. exports have consistently grown to Canada by 201 percent. Canada's grocery product and food service trades have been quick to seize opportunities under NAFTA, which has permitted the expansion of sourcing from the United States. Much of U.S.-Canada agricultural trade is influenced by a substantial amount of intra-industry trade, particularly with value-added products. The elimination of import duties under the trade agreement has resulted in significant gains for U.S. consumer-ready and food service foods. Although, as similar as the United States and Canada are, there are differences that exporters need to recognize. Understanding the nuances of a marketplace is critical to a successfully launching a product here and in any foreign market.

UPCOMING ACTIVITY IN CANADA

Focused Trade Mission to Canada for Specialty and Natural Products

September 7-8, 2016; Toronto, Canada

Registration Deadline: June 15, 2016 - \$600



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 II)

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: You might remember we left off last issue with the discussion of the access and use of export data including the "USA Trade Online" or "UTO" as the Census Bureau refers to it. Remember, that this information is now available at no cost to the user.

Export data plays an important role in establishing the value of your export market potential so let's continue by understanding more about dialing in your data search and the different data channels available.

Trade by Commodity: If you open this option the HS chapters have already been selected so you will need to clear them to make a specific selection. Let's say in this case you want to research beef and pork sausage exports. The Schedule B number is 1601.00.0090. This report isolates the product specifically to the world market or a destination of your choice. It is pre-programmed to the world market and included the value, quantity and unit price of the commodity. It also includes growth rates of all three going back to 2012-2015, February 2016 YTD compared to February 2015, as well as a January/February 2016 comparison so you can evaluate month to month changes.

If I were a sausage exporter this report would tell me that between 2011 and 2014 the export value dropped only .75% so it has like french fries remained very steady. The quantity went down 10.39% which means the unit value must have increased. It did and has grown 10.75% during that period. The YTD comparison between Oct. '14 and Oct. '15 indicates exports are off so far this year, a little less than 9% the quantity is down just under 7% and the unit value down 2.35%. This is not a surprise given the global economic situation and is forecast to recover in a year's time.

Country by Commodity: This one is a lot like Trade by

Commodity but it is focused on markets instead of the products and only on value instead of quantity and unit price. Let's use an unsweetened breakfast cereal in this case, like a healthy granola. The Schedule B is 1904.10.0080. It appears at first as if it is the trade by commodity but here is a trick in the system. If you slide the country icon (world total) down to the commodity you can get the trade by commodity information for all active markets sorted by value. To move it place your cursor over it and it lights up if it can be moved.

What this chart tells us is that sorted by 2011-2014 growth rates the Dominican Republic was the leader at a whopping (and unsustainable) growth rate of 9,110%. It went from less than \$400,000 in 2011 to over \$22.2 million in 2012 and more than doubled again to \$55.7 million in 2013. Then it began to drop as it went to \$29.4 million in 2014 and so far this year is only just over \$1.2 million. The economy of the "DR" is growing but struggling at the moment, but some of that demand will certainly recover as their Gross Domestic Product (GDP) and exchange rate do as well. Sorting by any of the options is highly informative and can help with export strategic planning.

HS Port Level Data: This search is based on what many would refer to as logistics. You can sort by any port region which often combines airports with seaports and border crossings as well where it is mostly trucks. Then you can sort that by total value, vessel export value and shipping weight (swt), as well as air freight value and weight. It can also isolate container values and weights from bulk sea freight. Since most value added food products are exported in containers, you will find more value there with food HS codes. You can learn things like which port has the highest export value from the U.S. for food products, (Laredo TX.). And what is the largest market for airfreight of

CONTINUED INSIDE



UTO saves data in Excel spreadsheets and GATS charts can actually be saved in Excel but also in Word, PowerPoint and a PDF files as well.

FOOD EXPORT HELPLINE™: DATA RESOURCES TO FACILITATE BUSINESS (PART II) CONTINUED...

seafood from Boston, (Vietnam). Planning a logistics strategy can be aided by finding out the mode of transport and the best port of departure of different food products to market.

The only option is "HS" for product selection sorting which means only at the six digit level and not Schedule B. That means there are no quantities and therefore no unit price available. If the Schedule B number ends in all 0000's then the value will be the same as the complete number run in the other reports. If it ends in numbers like our fries, sausage and cereal did, the HS has consolidated values in it that includes other like products under the subheading so the value is higher.

State Export Data (Origin of Movement): This report can isolate an individual state and be programmed for one or more products, and also show all or a few select states to market for a product or products. This sort is also only available at the HS six digit level. An example would include dog and cat food which is 230910 at the HS level and ends in 0000's in the B number extension. Run the data on 230910 in this report and you can find the top exporting state of the export of this pet food is Kansas, with \$169.5 million through Oct. '15 which is near 16% of the national total.

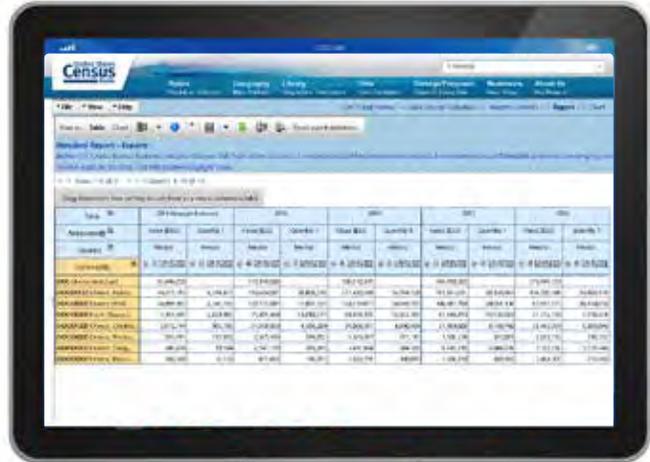
Where does Kansas export its pet food to? You can re-run the data and isolate Kansas only and re-program from the world total to all markets and find out. The top markets for Kansas pet food exports are Canada, Belgium, Australia, Japan and Mexico. The next one is "State Import Data (State of Destination)" which we will not consider now.

Note on the Origin of Movement: Based on Origin State: In 1985, a new field indicating the state where the export journey begins was added to export reporting requirements. This field allowed the compilation of the State of Origin of Movement (OM) Series. The OM series based on origin state, that became available in 1987, provides export statistics based on the state from which the merchandise starts its journey to the port of export; that is, the data reflect the transportation origin of

exports. It was updated in 2006 to ensure the zip code of the origin of movement was separated from the exporter of record if the cargo did not come from their location. An example would be a factory nowhere near the corporate headquarters. It is estimated to be at least 95% accurate as you cannot ensure someone at a port of export puts their own state down as origin when it arrived there from another state.

Using the example of the export of fish and seafood from the "Port" of Boston which is an aggregate of all customs based airports and seaports in the district which runs all the way to Connecticut. So any fish and seafood exported from the state itself is recorded. The total amount recorded through October 2015 was \$119.3 million. But when running the state export data the total for Massachusetts climbs to \$344.9 million. This means nearly two thirds of the exports of fish and seafood from Chapter 03 of the HS are exported from other states and recorded as the origin of movement from Massachusetts.

NAICS District-Level Data: State export data is also available using the North American Industry Classification System, or NAICS. Some use an acronym of "NIGH-ISH". NAICS was initially developed and subsequently revised by Mexico's INEGI, Statistics Canada, and the U.S. Economic Classification Policy Committee. The goal of this collaboration was to produce common industry definitions for Canada, Mexico, and the U.S. These common



definitions facilitate economic analyses of the economies of the three North American countries. The statistical agencies in the three countries produce information on inputs and outputs, industrial performance, productivity, unit labor costs, and employment.

Those readers who are in the Branded Program know that NAICS codes are used to classify the product as part of the application process. There is concordance between the HS and NAICS but it is difficult to know exactly what HS codes add up to NAICS 3118 for example, "Bakery and Tortilla Products". If you ran that number at the national level you get a 2015 total to the world of just over \$2 billion. Using HS heading 1905 which covers most baked goods the total is very close to that at \$1.9 billion, so the bulk of NAICS 311 certainly comes from there as well as perhaps some other headings from chapter 1901 such as bakery mixes and flours and HS 1902 which are pastas. This data also shows the imports of like products into the U.S. including the total and the district. So the District of Detroit exported \$556.1 million in 2015 and just over \$1.1 billion arrived through the same port. You can search for origins of imports and destinations of exports by country as well. Again using Detroit you can see that over 99% of the exports went to Canada and 99% of the imports into Detroit came from Canada. That makes sense given their proximity to each other and the volume of two way trade they have.

DIFFERENCES BETWEEN GATS AND UTO

The two systems are highly complementary to each other and there are good reasons to actually use both in researching markets. UTO saves data in Excel spreadsheets and GATS charts can actually be saved in Excel but also in Word, PowerPoint and a PDF files as well. One of the main differences between them is that GATS aggregates products into different categories. You can isolate bulk, intermediate and consumer oriented good groups. This area is called "BICO" as an acronym and predated GATS which added in among other things a "Processed Food" category which is a particular focus of Food Export activities.

Located in the drop down in the upper right hand corner, the definition of "processed food" is a combination of high-value agricultural products for retail, institutional, and ingredient market segments that go beyond what USDA classifies as agricultural products. The category includes processed fish and distilled spirits along with the other processed food and beverages that are normally classified as agricultural products. The category is provided as a convenience to the food and beverage industry and the public. The GATS also has a number of other product aggregates on the upper right hand corner of the search page which UTO does not. They include BICO at six and 10 digits, FAS specific definitions, WTO agricultural definitions and most recently now even organic products which are still mostly fruits and vegetables.

All aggregates are actually done by HS code so as you are drilling down you will get all the way to the specific Schedule B numbers they have selected for an aggregate. An example would be the GATS Processed Food aggregate "Condiments & Seasonings" which when you drill down into it contains Schedule B numbers for sauces and preparations, condiments and seasonings, mustard, mayonnaise, salad dressing, soy sauce, ketchup, tomato sauce and even jams and jellies. You can also analyze these codes on their own but as an aggregate they are easy to find and sometimes best studied collectively. If your product line extends beyond one type and a different B number

for example you can examine their export values and volumes all at once instead of individually.

GATS also has many aggregates by geographic area, including regions (Caribbean) partner Groups ("Pacific Rim" or "Non-EU Western Europe") and partners which are individual countries. Both databases have a sort for countries the U.S. has a Free Trade Agreement (FTA) or Trade Promotion Agreement (TPA) with. Probably because GATS has so many sort options they do not allow the user to program unique groups of countries together, but UTO does.



This means that if you are attending a Buyer's Mission for example you can select all the markets from which the buyers are coming from and run data to see which are most promising for your market, which is also a good point of discussion while meeting. UTO has a growth rate option for both the Trade by Commodity and Country by commodity sections but GATS allows for different options in growth rates for all the charts you program. As mentioned, one feature that UTO has that GATS does not is the ability to save your work. Once you have created any report that you would like to save simply click on the icon in the middle of the selection bar that looks like a flash drive. You need to give it a unique name and there is room for specific comment in the box below. If you want to save another version of the same report be sure to give it another name or you will lose the previous version. The data will even be updated automatically on a monthly basis as new data is released.

In summary, as the old saying goes "You cannot manage what you cannot measure" still rings true and certainly for export. The information can lead you to more research to find out why or why not markets are developing certain patterns. The good news is now that USA Trade Online (UTO) is free of charge you have not only one but two highly informative and complimentary export statistical databases at your disposal. We recommend creating bookmarks on both of them for quick access.

The website once again for the USA Trade Online is <https://usatrade.census.gov/>

More information is available on the FAS Global Agricultural Trade System (GATS) homepage <http://apps.fas.usda.gov/gats>

FOOD EXPORT HELPLINE™ FOR YOU

Part I of our Helpline response to **Data Resources to Facilitate Business** appeared in the March/April issue.

NEWS BITE

SUGAR REDUCTION IS NOT A GLOBAL TREND

Reduced sugar products have had a limited global impact on retail sales, according to a Dec. 15 webinar from London-based Euromonitor International.

"Is there such a thing as an anti-sugar consumer?" asked Lauren Bandy, senior nutrition analyst for Euromonitor International. "I think the answer is probably no."

The presentation looked at global retail sales for packaged foods and soft drinks (soda, juice, sports drinks, energy drinks and flavored bottled water). Global sales of packaged foods promoted for reduced sugar made up about 1% of total packaged foods sales. Reduced sugar products accounted for less than 10% of total soft drink sales in more than half the countries studied.

Through the retail purchase of packaged foods and soft drinks, the average global consumer purchased 36 grams of sugar per day in 2014 after an annual growth rate of 2% from 2009-14. Euromonitor International expects the average global consumer to purchase 3 grams more of sugar per day in 2019 than in 2014.

The average consumer in the United States led the way in 2014, purchasing 127 grams of sugar per day. The average consumers in Germany and The Netherlands were at about 100 grams of sugar per day. The World Health Organization recommends sugar intake to be 10% or less of total intake, which would be about 50 grams of sugar per day, Ms. Bandy said. Several other countries, including Mexico, the United Kingdom and Australia, were "way above 10%," she said.

Since consumers in North America and Western Europe already eat many sweet foods, per capita consumption growth was higher in Asia Pacific, the Middle East and Africa. More countries in those regions had per capita consumption growth rates nearing 5% for biscuits, cakes, chocolate confectionery and pastries.

The average consumer in India purchased 5 grams of sugar per day in 2014, up from 3 grams per day in 2009. Single-serve individual chocolate products weighing less than 20 grams and costing maybe 5c to 10c have ignited growth since the rural population in India can afford them, Ms. Bandy said.



Soft drinks promoted for reduced sugar hardly are seen in India, she said. The percentage of sales for reduced sugar items in the soft drink category also were well below 5% for China, Vietnam and Russia. Reduced sugar soft drink sales accounted for more than 20% of total soft drink sales in Norway and Argentina and for more than 10% in the United Kingdom, Denmark, Australia and the United States.

Coca-Cola Life and Pepsi True, both of which contain stevia as a way to reduce sugar, have had success, Ms. Bandy said. Global sales of Coca-Cola Life reached about \$125 million in the past year.



**THROUGH THE RETAIL PURCHASE
OF PACKAGED FOODS
AND SOFT DRINKS,
THE AVERAGE GLOBAL CONSUMER
PURCHASED 36 GRAMS
OF SUGAR PER DAY IN 2014.**

"Although if you compare that to the \$50 billion sold and spent on standard red Coke, obviously it kind of dwarfs in comparison," she said. "So I guess again it kind of goes back to the fact that these reduced sugar products really represent a significantly small portion of the market."

Since the U.S.-EU Organic Equivalence Arrangement took effect in June 2012, there are more opportunities than ever for U.S. organic companies to expand into the European market. Previously, growers and companies wanting to trade products across the Atlantic had to certify to both U.S. and EU standards, which meant extra fees, inspections, and paperwork. Now, products certified in the United States or Europe may be sold as organic in either region.

For more information on support available through MAP funding to promote your organic products overseas, visit the FAS website at www.fas.usda.gov or visit our website to learn about support available through the Branded Program.

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 Ingredients Buyers Mission at the Institute of Food Technologists Show

July 16-17, 2016 Chicago, Illinois
Registration Deadline: June 3, 2016 - \$225

Midwest Buyers Mission

August 1, 2016 Lansing, Michigan
August 3, 2016 Madison, Wisconsin
August 4, 2016 Chicago, Illinois
Early Registration Deadline: June 3, 2016 - \$250
Registration Deadline: June 17, 2016 - \$300

Value-Added Feed Ingredients Buyers Mission at World Dairy Expo

October 4-6, 2016 Madison, Wisconsin
Early Registration Deadline: August 1, 2016 - \$150
Registration Deadline: August 22, 2016 - \$225

Bakery Ingredients Buyers Missions at the 2016 International Baking Industry Exposition

October 8, 2016 Las Vegas, Nevada
Early Registration Deadline: August 5, 2016 - \$150
Registration Deadline: August 26, 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 Canada for Specialty and Natural Products (Toronto)

September 7-8, 2016 Toronto, Canada
Registration Deadline: June 15, 2016 - \$600

Focused Trade Mission to Mexico for Private Label, Food Service and Retail

September 26-30, 2016 Mexico City and Monterrey, Mexico
Registration Deadline: July 4, 2016 - \$600

Focused Trade Mission to Korea for Ingredients and Food Service Products

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

Focused Trade Mission to Japan for Ingredients and Food Service Products

October 27-28, 2016 Tokyo, Japan
Early Registration Deadline: June 23, 2016 - \$400
Registration Deadline: August 4, 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!

Food Show PLUS!™ at Feria Alimentaria Guatemala

September 4-7, 2016 Guatemala City, Guatemala
Early Registration Deadline: May 16, 2016 - \$225
Registration Deadline: June 13, 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 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 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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FOCUSED TRADE MISSIONS



Experience total market immersion for your product and brand. Travel and explore a market. There's no better way to understand the local food industry landscape, assess the competition and learn about the promotion of your products.

Focused Trade Missions bring a group of U.S. suppliers to a country to learn first-hand about the market and meet face-to-face with local buyers. It is an organized trip with services that help navigate a different culture and assist with business meetings.

SERVICES MAY INCLUDE:

- One-on-one meetings with qualified buyers
- Pre-event product research which may include: product specific market overview, distribution analysis, importation analysis or cost assessment
- Interpreter
- Market briefing by local USDA, Foreign Agricultural Service and industry related tour
- Table top showcase and trade reception
- Inclusion in Trade Mission brochure containing your company profile, contact details and product lines
- Translation of up to two pages of materials to the local language
- On-site assistance by Food Export's In-Market Representative
- Identifying top leads and follow-up letter in the local language



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



Make your market.SM

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. 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.

SUCCESS STORY

GRINGO JACK'S SPICES UP SPECIALTY FOOD BUYERS MISSION AT THE SUMMER FANCY FOOD SHOW

Food Export's Summer Fancy Foods Buyers Mission is an annual event that represents one of their most important specialty products Buyers Missions in the U.S. This Buyers Mission offers U.S. suppliers the opportunity to meet in a face-to-face setting with pre-screened, pre-qualified international specialty food buyers from all over the world.

The Summer Fancy Food Show is the largest specialty food trade event in North America and the leading showcase of industry innovation, bringing specialty food's top manufacturers, buyers, and thought leaders together under one roof for three days of delectable discovery, with more than 180,000 products, 25,000 buyers, and 2,500 exhibitors.

Gringo Jack's of Manchester Center, Vermont, knows how to spice things up – with their products and their marketing tactics, thus they decided to participate in Food Export's Summer Fancy Foods Buyers Mission. Prior to the mission Michele Kropp, COO/CMO of Gringo Jack's selected ten buyers that she wanted an opportunity to meet with to present their BBQ sauce, salsa, Tortilla chips and ethnic sauces.

With Gringo Jack's decision to participate in Food Export's Specialty Foods Buyers Mission at the Summer Fancy Food Show in June of 2014 they helped increase their export sales to Canada. Their post activity evaluations noted \$4,000 in actual sales to Canada and another \$8,000 to France.



This bunch from Vermont knows how to do BBQ, salsas and chips better than anyone. Spices, textures and flavors that "knock your socks off!" And they do it all natural, no preservatives, just fresh and authentic ingredients. For more information about this exciting company and their products you can visit their website at www.gringojacks.com.

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. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.

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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Global Food Marketer® is published by Food Export-Midwest and Food Export-Northeast.

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HOW TO EXPAND TO NEW MARKETS, GROW YOUR BOTTOM LINE CONTINUED...

- *Importation Analysis: Import regulations and restrictions affecting the importation of your product into a country.*
- *Distributor Referrals: Importer feedback on package size, labeling, taste, appearance, price and marketability.*
- *Target Importer List: Includes contact names/information and a brief summary of importers' profiles.*

STEP 2: TRACK GLOBAL DEMAND OF YOUR PRODUCT

Since you already ship to one country and have your product's HS classification, you can leverage powerful data sources to paint a clearer picture of the demand – and competition – for your product:

- **Food Export's Market Builder**
Food Export's one-of-a-kind service offers packages especially designed to an exporter's needs and wants.
What are the Benefits to Your Company?
 - Flexible options (Market Scan and Rep Finder can be purchased separately)
 - Low risk way to ascertain the market's climate (favorably or non-favorably)
 - Acquire valuable data regarding import regulations and restrictions to successfully enter the desired market
 - Discover competition and sales potential within a variety of retail and distribution facilities
 - One-on-one meetings with pre-qualified and interested buyers
 - In-market assistance (introductions, translation (if necessary) and follow-up assistance)
 - Cost-effectiveness
 - Specific insights to drive export sales
 - Market specific/product specific results – customized for you
- **United States Department of Agriculture (USDA) Global Agricultural Information Network (GAIN)**
USDA'S Global Agriculture Information Network (GAIN) provides timely information on the agricultural economy,

products and issues in 130 foreign countries courtesy of U.S. Foreign Agricultural Service (FAS) officers working at posts overseas.

Production, Supply, and Distribution (PSD) data in GAIN reports are not official USDA data, but represent estimates made by FAS Attachés. These reports can be found online at: gain.fas.usda.gov/

STEP 3: TALK WITH AN INDUSTRY EXPERT

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 will offer insightful, customized advice specifically for you.

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
- Tradeshow 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

STEP 4: CONTACT FOOD EXPORT LIAISON

Food Export's Liaison staff works with 12 Midwestern and 10 Northeastern state agricultural promotion agencies to provide assistance and outreach to companies interested in exporting. Each Liaison is dedicated to specific states within each region. State agricultural promotion agencies can also be contacted for more information.

Our on-site staff can suggest upcoming activities that can help expand your export markets, register you for services like the Food Export Helpline™ and Market Builder services.