

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



NOVEMBER/DECEMBER 2016 | VOL.22 NO.6

THE BUYERS MISSION ADVANTAGE

Every year Food Export hosts multiple Buyers Missions in which prescreened, qualified international buyers are brought in to key U.S. food industry tradeshows and other events. Targeted one-on-one meetings are set up between buyers and U.S. Suppliers in an effort to get new products established in international markets. Buyers Missions are a cost-effective way to help U.S. Suppliers meet with multiple foreign buyers without the expense of international travel.

WHAT TO EXPECT AT A BUYERS MISSION

Prior to a Buyers Mission, an Activity Coordinator will provide the information you need to make arrangements for the event. During a Buyers Mission, one-on-one meetings between suppliers and buyers take place throughout the day. Meeting schedules are determined by rankings a supplier submits prior to the event, buyer availability and compatibility. Buyers will rotate throughout the suppliers for scheduled meetings lasting approximately 20-30 minutes each.

THE RIGHT BUYER AND MARKET SELECTION

Before you meet with buyers through scheduled one-on-one meetings during the Buyers Mission, carefully review the buyer profiles provided to you from Food Export to make sure the buyer is the right fit for your company and products. The buyer profiles give you the international buyer's products of interest, products they do not handle, channels of distribution, whether they have a consolidator at a port in the U.S., etc.—information to help you determine if the buyer is a good match.

DO YOUR HOMEWORK

In addition to the buyer profiles, take some time to learn about the buyer markets. A great resource for an overview of food trends for a specific region is the Country Profiles page under the Resources section on our website. Export.gov and the Foreign Agricultural Service (FAS) of the USDA (www.fas.usda.gov) are also good resources.

It's also important to understand standard shipping costs to major ports so you

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MARKET FOCUS: CHINA

Since joining the World Trade Organization (WTO) in 2001, China's agricultural imports have grown more than tenfold, propelled by economic growth, rising household income, land scarcity, increasing urbanization and changing diet. China is now the world's third largest agricultural market, after the EU and the United States. The average Chinese diet changed to include more meat, edible oil, dairy and processed foods, while grain consumption declined. According to China's Bureau of Statistics, between 2000 and 2012, urban household per-capita consumption of poultry meat nearly doubled, milk rose 40%, and pork and vegetable oil increased 27% and 12%, respectively.

China produces most of the meat it consumes, and the dietary change drew more of the country's land into production of feed, as evidenced by corn acreage surpassing rice area in recent years. However, domestic feed supplies have been unable to meet soaring demand, causing imports of soybeans and other feed ingredients to surge. Between 1990 and 2015, production of meat and poultry nearly tripled, with pork dominating more than two-thirds of the output. Concurrently, demand for soybeans (mostly for meal and oil) expanded more than 900% during the last 25 years, while soybean production only grew 11%. To bridge the rapidly-widening gap between domestic production and soaring consumption, imports grew from virtually nothing in 1990 to 82 million metric tons in 2015, which was greater than 60% of total world trade.

Although self-sufficiency, particularly for strategic commodities such as wheat and rice, remains paramount to the Chinese government, economic reforms and market liberalization have led to booming imports and exports. With 40% of the world's farmers and only 10% of its arable land, China's agricultural economy has benefited greatly by importing land-intensive bulk and intermediate commodities and exporting labor-intensive, consumer-oriented products. Besides soybeans, China's major imports also include vegetable oils, grains and feeds, cotton and hides and skins. Its largest exports consist of processed fruit and vegetables, fresh fruit and vegetables, prepared red meat and snack foods. Since its WTO accession, growth of China's agricultural imports has far outstripped that of exports, resulting in a widening trade deficit.

THE UNITED STATES IS CHINA'S LEADING SUPPLIER

The United States is the largest supplier to China with a 22% market share. Feed ingredients such as soybeans, coarse grains, distillers dried grains with solubles (DDGs), and other feeds and fodders constitute more than three-fourths of U.S. exports to China. These commodities destined for the livestock and poultry industries have been important drivers of China's impressive import growth, leading China to become the largest U.S. agricultural market in 2010.

In addition to bulk and intermediate products, U.S. exports of consumer-oriented products to China also expanded rapidly. Since

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UPCOMING ACTIVITIES IN CHINA

Food Show PLUS!™ at Food ingredients China

March 21-24, 2017 Shanghai, China

Registration Deadline: December 27, 2016 - \$350

Food Show PLUS!™ at SIAL China

May 17-23, 2017 Shanghai, China

Early Registration Deadline: January 25, 2017 - \$225

Registration Deadline: February 22, 2017 - \$350

Focused Trade Mission to Hong Kong for Retail and Healthy Food Products

August 14-15, 2017 Hong Kong

Early Registration Deadline: April 10, 2017 - \$400

Registration Deadline: May 22, 2017 - \$600

Focused Trade Mission to China for Food Service Products

August 16-19, 2017 Beijing and Hangzhou, China

Early Registration Deadline: April 10, 2017 - \$400

Registration Deadline: May 22, 2017 - \$600

Food Show PLUS!™ at Seafood Expo Asia

September 5-7, 2017 Hong Kong

Early Registration Deadline: May 16, 2017 - \$225

Registration Deadline: June 13, 2017 - \$350

MARKET FOCUS: CHINA CONTINUED...

2005, U.S. exports of dairy, pork, tree nuts and wine and beer to China all experienced triple-digit growth.

- Dairy exports grew more than 600%, led by nonfat dry milk and whey. China is now the third largest U.S. dairy market.
- Exports of U.S. pork and pork products to China increased nearly 400% over the last decade. (China has periodically rejected U.S. pork exports due to the presence of ractopamine, a feed additive that promotes lean muscle growth in swine. In recent years, volatility in the Chinese pork industry, due to disease outbreaks and environmental regulations, has led to higher domestic prices and expansion in U.S. exports.)
- Exports of U.S. tree nuts to China more than quadrupled since 2005, with almonds and walnuts leading the growth.
- While the U.S. wine and beer market share in China is relatively small, at 3%, value of sales grew nearly ten-fold in just 10 years. China is the world's fastest growing market for wine and beer.

CHALLENGES FACING U.S. EXPORTS

U.S. agricultural exports to China peaked in 2012 at \$25.9 billion and have declined since; current year-to-date shipments are down 26% from last year. China's slowing economy and bulging stocks are key factors for the decline, as well as a strong U.S. dollar, making American products relatively more expensive. In recent years, China's restructuring toward a more consumer-oriented economy has led to a slowdown of GDP growth, which is expected to be 6% this year, down from 10.6% in 2010 and the lowest rate since 1990.

China's policy to support producers' income through minimum purchasing prices has led to stock-piling of wheat, rice, corn, cotton and other products in state reserves. Corn and cotton stocks both amounted to more than half of the world's total. To dispose of the large corn stocks, the government auctions off corn at below acquisition cost, while discouraging imports of corn and corn substitutes with various measures favoring utilization of domestic grains. Cotton imports have also declined sharply. Since early 2014, the U.S. dollar has appreciated against the Chinese Yuan and many U.S. competitors' currencies, most notably the Brazilian Real, making U.S. exports less competitive.

Although China accepts that imports are necessary to help meet surging demand, it does not hesitate to use border measures and other tools to control import flows to protect domestic interests. Exports of DDGs from the United States are currently facing a new round of anti-dumping investigations, after China launched an earlier investigation in 2010 that was subsequently dropped in 2012. These actions create uncertainties for traders and negatively affect U.S. exports. In addition, the Chinese market has remained closed to U.S. beef since the December 2003 discovery of bovine spongiform encephalopathy (BSE) in a dairy cow in Washington State. China has also banned all imports of U.S. poultry since January 2015, following the discovery of highly pathogenic avian influenza (HPAI) in several U.S. states. Finally, China's 2015 Food Safety Law and the Facility and Product Registration Requirement for all overseas feed and food manufacturers could pose additional scientifically and legally unjustifiable barriers on trade. At a minimum, the myriad laws and measures are expected to raise the transaction cost of doing business in China.

China's contradictory approach toward biotechnology is another hurdle continually facing U.S. exports. China is the world leader in genetically modified (GM) rice research, and the latest Five Year Plan features prominent support for biotechnology. Yet, officials have been reluctant to legalize the commercial cultivation of GM rice or any of the other crops it has reportedly developed. Currently, the only commercialized GM crops cultivated in China are cotton and papaya. Meanwhile, China's regulatory system, characterized by lack of transparency and predictability, has been slow to approve new domestic biotech products for cultivation or foreign products for imports. There are currently eight biotech products pending final regulatory approval, some of which were submitted for review as long ago as 2011.



China is also upgrading its inspection and quarantine system in ways that could hinder U.S. exports. China is adopting new requirements for traceability, exporter registration and strict controls on unapproved feed additives, weed seeds and foreign matter in cargoes that could be a challenge for U.S. exporters. On the other hand, China is also opening new entry points with inspection and testing facilities in central and western provinces to accommodate new demands for imports beyond the relatively wealthy coastal provinces.

In an effort to reduce risks of potential embargos and give its importers greater latitude to negotiate better prices, China has embraced a strategy to diversify its import suppliers through free trade agreements (FTAs) and import protocols. China has implemented 13 FTAs and is negotiating eight more. As the largest agricultural exporter, the United States faces increased competition for many products. According to a USDA Economic Research Service report, when U.S. corn exports to China began to increase in 2011 and 2012, China rushed through the approval process to establish corn import protocols with Argentina and Ukraine, truncating a typically years-long process into just a few months. Similarly, when U.S. sorghum exports to China soared in 2013 and 2014, China promptly approved sorghum imports from Argentina.



BUYERS MISSIONS

Meet international buyers and promote your products without leaving the U.S. Our buyers are pre-screened, qualified and interested in U.S. products from the Midwest and Northeast.



CONNECT AND DRIVE SALES

Make an international impact and generate new sales leads in a cost-effective, convenient way by attending a Food Export Buyers Mission.

Buyers Mission's are a great opportunity to meet with pre-qualified international buyers. You'll meet with pre-qualified 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! It's the perfect low-cost opportunity to meet qualified buyer from around the world in one place!

DISCOVER POTENTIAL OPPORTUNITIES FOR YOUR PRODUCTS AROUND THE WORLD.

International manufacturers often look to the U.S. for specific products because domestic supplies of a particular product or ingredient are not available cost-effectively or the quality of the domestic supply is much lower than a manufacturer would ideally like to use.

Buyers Missions are your opportunity to develop and expand your business with international buyers who have expressed interest in a variety of U.S. products.

FOOD EXPORT'S 2017 BUYERS MISSION LINE UP:

- Specialty Food Buyers Mission at the Winter Fancy Food Show, January 21-23
- Northeast Buyers Mission, January 23-26
- Value-Added Feed Ingredients Buyers Mission at the International Production & Processing Expo, January 31-February 2
- Frozen Food Buyers Mission at AFFI-CON, March 4-5

- Natural Products Buyers Mission at Natural Products Expo West, March 9-10
- Seafood Buyers Mission at Seafood Expo North America, March 18
- Pet Food Buyers Mission at the Global Pet Expo, March 21
- Food Service Buyers Mission at the National Restaurant Association Show, May 20-23
- Buyers Mission at BAR 17 at the National Restaurant Association Show, May 20-22
- Sweets & Snacks Buyers Mission at the Sweets & Snacks Expo, May 22-24
- Value-Added Feed Ingredients Buyers Mission at the World Pork Expo, June 6-8
- Caribbean and Central American Buyers Mission for Retail and Food Service Products, June 14-15
- Specialty Food Buyers Mission at the Summer Fancy Food Show, June 23-26
- Food Ingredients Buyers Mission at the Institute of Food Technologists Show, June 24-26
- Midwest Buyers Mission, July 31-August 1
- Natural Products Buyers Mission at Natural Products Expo East, September 13-14
- Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo, October 2-5
- Convenience Products Buyers Mission at the National Association of Convenience Stores Show, October 17
- Buyers Mission: Getting Started and Staying Competitive in Canada and Mexico, October 26-27
- Private Label Buyers Mission at the Private Label Manufacturers Association Show, November 9 & 12

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FOOD EXPORT HELPLINE™

Q: My customer in Colombia has advised me that I need a “sanitary” certificate for my pending export shipment of habanero mustard. I sent them a certificate of free sale issued by my State Department of Agriculture and was told that was insufficient. My first two exports to Colombia cleared customs without a problem. Can you tell us what has happened?

A: Opportunities abound in the Colombian food market but indeed there have been some challenges as well. Between 2012, when the U.S. – Colombia Trade Promotion Agreement (CTPA) entered into force, and 2015 U.S. exports of agricultural products grew a remarkable 120%. In 2015 Colombia was ranked the 8th largest market for U.S. agricultural products, reaching just over \$2.4 billion in exports. U.S. consumer-oriented product exports were valued at \$505 million in 2015, 21% of the agricultural total. 2015 was a challenging year for U.S. global agricultural exports for a number of reasons including low oil prices and currency devaluations, but U.S. exports to Colombia dropped only 2%. And through May of 2015 Colombia remains the 8th largest U.S. market for agricultural products so their staying power is real and significant. The U.S. is the largest supplier of food and agricultural products to Colombia and it is now the largest export market for U.S. agricultural products in South America.

The timely CTPA has taken advantage of a rapidly growing middle class in Colombia and significant potential for consumer-oriented product market growth. Although so far it has been a great success for U.S., agriculture; sanitary/phytosanitary (SPS) trade challenges remain, especially with consumer oriented products. The Government of Colombia (COG) has issued a series of regulations that are affecting the flow of U.S. food exports to Colombia, particularly Resolution 719 of 2015, which provided a list of food products for human consumption based on their perceived risk to public health. This regulation established a non-science based criteria listing certain foods as high, medium and low risk. It determines that about 80% of U.S. consumer-oriented products exported to Colombia fall within the “high” or “medium” risk to public health category.

For example, fruit juices, ketchup, (and yes mustard), soda, and canned vegetables are now listed as “high risk” or “medium risk”, requiring additional scrutiny and documentation expectations at ports-of-entry (POE). U.S. food safety controls for many high

and medium risk products on the Colombian list do not require comparable levels of scrutiny. As a result, the private sector is unable to get the “sanitary” documentation required for exported products, leading to many delays and additional costs to U.S. agribusinesses at Point of Entry (POE). Since December 2015, an estimated quarter million dollars’ worth of consumer-oriented products have been delayed at ports.

Decree 539

Decree 539 was issued by the Colombian Ministry of Health in March 2014. Despite its international trade implications, Colombia did not notify the World Trade Organization (WTO) of this new decree per its member obligation. The most significant issue with this regulation stemmed from Chapter 5, which directs Colombia’s National Institute for the Surveillance of Food & Medicines, (INVIMA) to inspect all foreign plants that produce animal origin food products (except beef) considered “high risk” in order to obtain the necessary registration to export to Colombia.

During that period USDA’s Office of Agricultural Affairs (OAA), hereinafter referred to as “Post” tells us they conducted numerous meetings with key stakeholders and high-level officers from INVIMA and the Ministry of Health, which resulted in the suspension of Chapter 5 of Decree 539. Furthermore, Post was informed that a new decree would be notified to the WTO, which would replace Decree 539. However, the Colombian government did not change Decree 539’s Chapter 4. This chapter is quite problematic as it requires food importers to submit a “sanitary certificate” for all medium and high risk products, in addition to the conventional certificate of free sale (COFS). Products deemed to be “low risk” while on the list will still clear customs with the free sale certificate.

As in other markets this is not an issue for U.S. exporters of high risk products like meat, poultry, or seafood given that USDA’s Food Safety Inspection Service (FSIS), Animal Plant health Inspection Service (APHIS) and the Agricultural Marketing Service (AMS) can satisfy these requirements. However, for processed

products, such as carbonated soda beverages, canned fruits and vegetables or prepared foods, there is no U.S. federal authority that issues a sanitary certificate for processed foods. Many U.S. food exporters have had this issue with a variety of countries over time. Sometimes asking for a “phytosanitary certificate” or “health certificate” for cookies turns out to be a COFS issued by a State Department of Agriculture or Department of Health. In this case the COFS is being accepted but not in lieu of the “sanitary certificate”

Post reports they have brought this to the attention of INVIMA and the Ministry of Health, which has resulted in INVIMA’s request for additional documentation from U.S. exporters, including individual shipment and sanitary information on COFS. They require the certificates to contain shipment information such as production/expiration dates, lot numbers, invoice numbers, etc. Post has contacted several states and many of them have expressed their logistical and legal concerns, as well as the legal inability to make the necessary changes to the standard certificates of free sale normally issued to U.S. food and beverage product exporters. It can be difficult for State Governments to change or add information onto certificates based on their own legal liability policies. There are no federal sanitary certificates issued for processed foods. Many U.S. exporters have experienced this as well as in the past few years some other countries have asked for enhancements to the COFS, including manufacturing and “best by” dates, lot numbers and even shipping dates.

Resolution 719

Post advises that in August 2014, the GOC notified a draft regulation to the WTO that classified food products for human consumption based on the risk to public health. Such risks were categorized as “low”, “medium”, and “high”. This regulation was drafted by the Colombian Ministry of Health and the notification did not include the risk assessment criteria applied to develop the list of foods that meet the risk categories. However, Post was advised that this risk categorization was the result of an internal working session by a technical committee that reports to INVIMA. Attempts by Post to meet with this committee have gone unanswered. As part of the WTO notification process and comment period the U.S. government, private sector and others submitted comments against the proposed regulation. Unfortunately, these comments were dismissed by the GOC. Later, in March 2015, the GOC issued Resolution 719, which was based on the draft regulation notified to the WTO.

Under Resolution 719 a large number of products are now considered “high-risk” including dairy, fortified food and beverages, bottled and carbonated beverages, sports/energy drinks, fruit juices, canned vegetables, etc. The U.S. industry, including the U.S. Dairy Export Council (USDEC) and the Grocery Manufacturing Association (GMA), have challenged the criteria used by INVIMA and repeatedly submitted their technical arguments against Resolution 719 and the non-science based criteria for categorizing certain products as “high” and “medium” risk.

Examples of “High-Risk” Food Products under Resolution 719

Fortified Bread: Regulations in force in Colombia require the fortification of certain products, including breads, with enriched wheat flour to address nutrient deficiencies in the population. Wheat flour is identified as a suitable additive to foods to address this deficiency by the Ministry of Health, which raises the question of how the government requires fortification on one hand, while classifying such products as high risk on the other. Furthermore,

internationally recognized bodies such as Codex Alimentarius, the World Health Organization and Food and Agricultural Organization and the Institute of Medicine have developed guidelines and principles for the addition of essential nutrients to food. Classifying fortified bread as high risk is inconsistent with these guidelines and principles.

Carbonated Beverages: Variables used to establish the risk of these products relate to microbiological and chemical risk, and to frequency of consumption by sensitive population groups. However, other variables, such as the characteristics of food processing, do not appear to have been considered. In addition, the influence of one variable in relation to another also does not appear to have been considered, which in certain cases could impact the appropriate weight given to the respective variables in mitigating risk. The use of carbon dioxide has a very effective antimicrobial effect in water-based drinks, especially against yeasts and fungi. Carbon dioxide is effective against yeast because it suppresses the production of CO₂ as a byproduct of fermentation of sucrose to ethanol. It also deprives fungi of oxygen for growth, and the sterilization of packages also effectively mitigates risk.

Dairy Products (e.g. Non-Fat Dry Milk Powder): The initial risk assessment document is not consistent with the World Health Organization for Animal health (OIE) or Codex Alimentarius (CODEX), World Health Organization Food Standards, and also omitted the safeguards noted in these groups’ guidance documents in their risk assessment criteria. It is clear that dairy processing, packaging and other intrinsic factors contribute to the safety of the dairy products. In order to be harmonized with international standards, it is critical that the guidance of both these organizations be included as a foundation for any risk categorizations of dairy products. The classification of all dairy products as high risk is scientifically inaccurate given the guidance of international organizations such as Codex and the OIE.

Update

Post reports they highly recommend providing food safety risk analysis training to Colombian regulatory authorities, primarily with INVIMA. This training and subsequent follow-up should be aimed at harmonizing U.S. and Colombian food safety regulations, supporting modifications to non-science based trade restrictive regulations recently implemented by the Colombian Ministry of Health. This training should ultimately result in dramatic modifications to the current food risk classifications providing science-based regulations, while streamlining POE bureaucracy.

Since the last quarter of 2015 Post reports they have worked with INVIMA, U.S. state-level health authorities, Colombian importers, and U.S. exporters to help the release of detained shipments. They have persistently asked INVIMA to lower their expectation on this matter given the regulatory complexity and large number of parties involved both in the United States and Colombia. As a result, they received a message from the Director of Food and Beverages at INVIMA providing an update of their “sanitary certificate” requirements. INVIMA is proposing that the “sanitary certificate” requirement could be satisfied by providing:

A Certificate of Free Sale issued by a government entity either at the State or Federal level, such as the Food & Drug Administration. Our recommendation would be the State Department of Agriculture who will issue one if they actually inspect the factory. Exporters using a copacker need to be aware of this. In some states it is the Department of Health that issues

the COFS and not Agriculture. There is a directory of contacts within State Departments of Agriculture who issue export certification documents such as COFS located at www.fas.usda.gov under "Topics" and then "Exporting".

They now also have said they will accept a letter from the food manufacturer that includes the product descriptions, expiration dates, and production lot numbers. Think of it as an enhanced "spec sheet" and be as thorough as you can. Then share that with your customer and have them get it approved, as there is no official form. Once that is done, you will be able to export the shipment to Colombia. This is a welcomed development and will help alleviate many of the problems at Colombia ports. Keep monitoring reports from Post in Colombia for any new developments located also at www.fas.usda.gov by clicking on "Data & Analysis" in the top ribbon and then into the Global Agricultural Information Network or "GAIN" reports.

More questions about exporting to Colombia? Register for the Food Export Helpline™ for personal one-on-one assistance!



Food Export Helpline™ Counselor

Dennis Lynch, M.I.B.A., CGBP, is a 34-year veteran of international trade who has held a variety of positions in the public and private sectors. He has been directly involved in monitoring, troubleshooting and facilitating export transactions for more than 25 years.

As the export counselor behind Food Export-Midwest and Food Export-Northeast's Food Export Helpline™ Dennis provides customized technical export assistance to a variety of food and agricultural firms. He is a dynamic and informative speaker who speaks regularly at educational seminars throughout our organizations' Midwest and Northeast regions. Dennis is a "Certified Global Business Professional" and a member of "NASBITE," the National Association of Small Business International Trade Educators.

NEWS BITE

Industry Resources

Food Export collaborates with USDA, Foreign Agriculture Service, Member States and a number of allied government agencies to support U.S. producers of food and agriculture products increase exports internationally.

USDA, Foreign Agricultural Services (FAS) Websites

- FAS Homepage – FAS improves foreign market access for U.S. – fas.usda.gov/
- International and Domestic Trade Shows and Marketing Events – fas.usda.gov/topics/trade-shows
- Getting Started – Lists of resources, products, and services to assist U.S. suppliers – fas.usda.gov/topics/getting-started
- Overseas Offices ("Posts") – Directory of offices in over 70 countries around the world – apps.fas.usda.gov/overseas_post_directory/
- Global Agricultural Information Network (GAIN) – Reports that provide information on the agricultural economy, products and issues in foreign countries – fas.usda.gov/databases/global-agricultural-information-network-gain
- Global Agricultural Trade System (GATS) – System that includes international agricultural, fish, forestry and textile product trade statistics – apps.fas.usda.gov/gats/default.aspx
- Exporting – Tool to assist U.S. food, fish, fiber, and forestry product suppliers to create their export marketing plan – fas.usda.gov/exporting

Food Export-Midwest Member States

- Illinois Department of Agriculture – agr.state.il.us
- Indiana State Department of Agriculture – in.gov/isda/
- Iowa Economic Development Authority – iowaeconomicdevelopment.com/
- Kansas Department of Agriculture – agriculture.ks.gov/
- Michigan Department of Agriculture & Rural Development – michigan.gov/mdard
- Minnesota Department of Agriculture – mda.state.mn.us/
- Missouri Department of Agriculture – agriculture.mo.gov/
- Nebraska Department of Agriculture – nda.nebraska.gov/
- North Dakota Department of Agriculture – nd.gov/ndda/
- Ohio Department of Development – development.ohio.gov/
- South Dakota Department of Agriculture – sdda.sd.gov/
- Wisconsin Department of Agriculture, Trade and Consumer Protection – datcp.wi.gov/Pages/Homepage.aspx

Food Export-Northeast Member States

- Connecticut Department of Agriculture – ct.gov/doag
- Delaware Department of Agriculture – dda.delaware.gov/
- Maine Department of Agriculture, Conservation & Forestry – maine.gov/dacf/
- Massachusetts Department of Agricultural Resources – mass.gov/eea/agencies/agr/
- New Hampshire Department of Agriculture, Markets & Food – agriculture.nh.gov/
- New Jersey Department of Agriculture – state.nj.us/agriculture/
- New York State Department of Agriculture & Markets – agriculture.ny.gov/
- Pennsylvania Department of Agriculture – agriculture.pa.gov/
- Rhode Island Commerce Corporation – commerceri.com/
- Vermont Agency of Agriculture, Food and Markets – agriculture.vermont.gov/

Food and Pet Food Trade Organizations

- American Bakers Association – americanbakers.org/
- American Frozen Food Institute – affi.org/
- American Pet Products Association – americanpetproducts.org/
- International Dairy-Deli-Bakery Association – americanpetproducts.org/
- Institute of Food Technologists – ift.org/
- National Association for the Specialty Food Trade – specialtyfood.com/
- National Association of Convenience Stores – nacsonline.com/Pages/default.aspx
- National Confectioners Association – candyusa.com/
- National Restaurant Association – restaurant.org
- Private Label Manufacturers Association – plma.com/

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.

Specialty Food Buyers Mission at the 2017 Winter Fancy Food Show

January 21-23, 2017 San Francisco, California
Registration Deadline: December 9, 2016 – \$225

Northeast Buyers Mission

January 23, 2017 Boston, Massachusetts
January 25, 2017 New York, New York
January 26, 2017 Philadelphia, Pennsylvania
Early Registration Deadline: November 18, 2016 – \$250
Registration Deadline: December 12, 2016 – \$300

Value-Added Feed Ingredients Buyers Mission at the 2017 International Production & Processing Expo

January 31-February 2, 2017 Atlanta, Georgia
Early Registration Deadline: November 29, 2016 – \$150
Registration Deadline: December 20, 2016 – \$225

Frozen Food Buyers Mission at AFFI Con 2017

March 4-5, 2017 San Diego, California
Early Registration Deadline: January 4, 2017
Registration Deadline: January 27, 2017
**Suppliers must be AFFI-CON 2017 registered attendees to participate in this Buyers Mission. This activity is no-cost for attendees.*

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 Vancouver for Specialty, Natural, and Private Label Products

February 14-15, 2017 Vancouver, Canada
Registration Deadline: November 22, 2016 - \$600

Focused Trade Mission to Dominican Republic for Retail and Foodservice

March 1-2, 2017 Santo Domingo, Dominican Republic
Registration Deadline: December 7, 2016 - \$600

Focused Trade Mission to Korea for Retail and Foodservice Products

March 12-14, 2017 Seoul, South Korea
Registration Deadline: December 19, 2016 - \$600

Focused Trade Mission to Scandinavia

April 3-7, 2017 Scandinavia
Early Registration Deadline: November 28, 2016 - \$400
Registration Deadline: January 9, 2017 - \$600

Focused Trade Mission to Taiwan

May 11-12, 2017 Taipei, Taiwan
Early Registration Deadline: January 5, 2017 - \$400
Registration Deadline: February 16, 2017 - \$600

Focused Trade Mission to Mexico for Retail and Food Service Products

June 6-9, 2017 Monterrey, Mexico
Early Registration Deadline: January 31, 2017 - \$400
Registration Deadline: March 14, 2017 - \$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 Gulfood

February 25-March 2, 2017 Dubai, United Arab Emirates
Registration Deadline: December 5, 2016 - \$350

Food Show PLUS!™ at Int'l Food & Beverage Exhibition (FOODEX) 2017

March 6-10, 2017 Tokyo, Japan
Registration Deadline: December 12, 2016 - \$350

Food Show PLUS!™ at Food Ingredients China

March 21-24, 2017 Shanghai, China
Early Registration Deadline: November 29, 2016 - \$225
Registration Deadline: December 27, 2016 - \$350

Seafood Trade Show at 2017 Seafood Expo Global

April 25-27, 2017 Brussels, Belgium
Early Registration Deadline: February 21, 2017 - \$225
Registration Deadline: March 14, 2017 - \$350

Food Show PLUS!™ at SIAL Canada

May 1-4, 2017 Toronto, Canada
Early Registration Deadline: January 9, 2017 - \$225
Registration Deadline: February 6, 2017 - \$350

Food Show PLUS!™ at APAS

May 1-5, 2017 Sao Paulo, Brazil
Early Registration Deadline: January 9, 2017 - \$225
Registration Deadline: February 6, 2017 - \$350

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Make your market.™

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.

SUCCESS STORY

WISCONSIN SUPPLIER ACHIEVES EXPORT SUCCESS IN CHINA

Badger State Fruit Processing, located in Pittsville, Wisconsin, is a family-owned business and the largest independent supplier of cranberry products in the United States. They note that, "They are cranberry specialists." Situated in the heart of cranberry country, they do it all. This Wisconsin supplier prides themselves on being cranberry growers, cranberry processors, cranberry warehousemen and cranberry transporters.



In May of 2015, Badger State Fruit Processing attended the SIAL China Show in Shanghai, China. They utilized Food Export's Food Show PLUS!™ services to enhance their tradeshow experience. Through pre-arranged buyer meetings the Wisconsin supplier was able to report \$200,000 in sales after the show. This sale marks a 20% increase in export sales and a first time sale to China.

Badger State Fruit Processing has annual production of over 2 million gallons of cranberry juice concentrate and 5 million gallons of single strength juice. Gardner added Premium Dried Cranberries to their product portfolio in 2013 with the completion of their state of the art sweetened dried cranberry facility. The annual production of the plant is 25 million pounds of finished product

with further expansion to be completed in 2016. Badger State Fruit Processing works in the retail, food service and private label markets.

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, 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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THE BUYERS MISSION ADVANTAGE CONTINUED...

know what it costs to get your product there and whether it's profitable, and specific labeling requirements (if applicable) that would mean label changes for your products. Finally, be aware of mandatory regulations and documentation for the country, terms of sale, and know your HS code and Schedule B—you can rely on the buyer to help you with country-specific regulations or the no-cost Food Export Helpline™ for any export questions you have. Visit our website foodexport.org for more information.

DEVELOP AN EXPORT POLICY

Have a brief outline of the way your company anticipates doing business available in print or on your website, including:

- Direct contact for inquiries
- Sample shipments
- Estimated date of shipment after order
- Minimum shipment size or value
- Terms of sale
- Cargo insurance
- Freight forwarder
- Terms of payment
- Exclusive distribution

CREATE A CHECKLIST OF INFORMATION FOR BUYERS

Following is a checklist of information you should have during the trade event to help international buyers determine if you are a good fit for them.

- Company specifics – background on your firm
 - Traceability of supply, port of export and how you transport products from your location to port, product line, samples, photos
- Product specifics – size, shapes, flavors, tastes, ingredients, type of packaging available, list of weights and dimensions using metric system
- Placement specifics – transported condition such as dry,

chilled or frozen; shelf life; methods of distribution in the U.S. market; how handled and positioned for end use; and capacity to fill orders and capability in turn-around time

- Pricing specifics – there are two types of pricing in export— together these are known as landed cost—the price of the product located at your facility and the price the buyer will pay to import it into their country
 - Consider what terms of payment you prefer
 - Find a good freight forwarder
- Promotional Specifics – how are you able to promote your product in the buyer's region
 - Advertising and sales promotions you offer
 - How your sales force operates
 - What tradeshow you attend
 - Information from your brochures or websites that buyers could take with them to review later

TIPS FOR SUCCESS

- Create materials that are simple and easy to understand. Less is more when providing samples and literature.
- Have someone at your table during breaks. An interested buyer, who you do not have a meeting with, may stop by.
- Don't oversell. Listen and ask questions about their market for your products.
- Make sure your follow up is timely, informative and consistent.

Companies who prepare before attending a Buyers Mission experience greater export success. Food Export's recorded webinar: *How to Prepare for Meetings with Foreign Buyers*, gives you the information you need to approach international buyers with confidence. This recorded webinar is available on our website, www.foodexport.org.

REGISTRATION FOR ALL 2017 BUYERS MISSIONS IS NOW OPEN, VISIT OUR WEBSITE – FOODEXPORT.ORG – TO REGISTER!

Visit our website to register for upcoming Buyers Missions or to view recorded Webinars at your convenience. Companies who do are better prepared and have more potential for export sales success during Buyers Missions that put you face-to-face with motivated, international buyers.