

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



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WHAT DO YOU NEED TO SUCCEED? WE HAVE THE PROGRAMS & SERVICES TO HELP

Food Export-Midwest and **Food Export-Northeast** offer a variety of programs and services to help grow exports of value-added food and agricultural products. Whether your company is just getting started or is already exporting to several countries, we have multiple programs and services to assist you.

Where are you in your level of export readiness or expertise? This is definitely something you should evaluate and then continue to visit (or revisit) our resources to help you grow to the next level.

NEVER EXPORTED OR NEW TO EXPORT:

Export Essentials Online is a service of educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting. Export Essentials consists of ten topics that can guide companies to determine their export readiness, research and target their top markets and even create an export marketing strategy.

Whether you're just beginning to export, or are already exporting, Export Essentials offers what you need to succeed!

Topics include:

- Exploring Export Options
- The Export Marketing Mix
- International Marketing Activities
- Logistics & Physical Distribution
- Payment Methods & Strategies
- Market Research
- Strategic Planning
- Pricing, Quoting & Terms of Sale
- Documentation & Procedures
- Exporting- A Business of Details

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Register for an Online foodexport.org Account!

Be sure to create an online account at www.foodexport.org to make the most of your customized online experience—it's quick and easy! Just click on Create An Account at the top right corner of our homepage.

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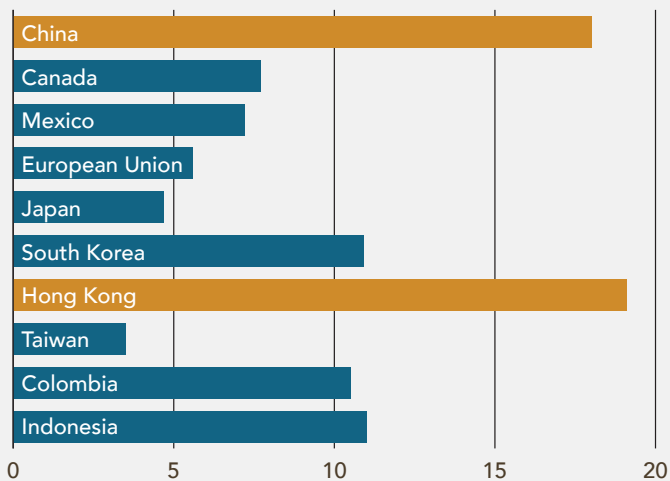


MARKET FOCUS: HONG KONG

CHALLENGES AND OPPORTUNITIES

At a combined \$23.8 billion, China and Hong Kong represent 18 percent of U.S. agricultural exports to the world, up from 10 percent just a decade ago. Among the top U.S. agricultural markets, both China and Hong Kong have had the highest average annual growth rate over the last decade. More recently, however, U.S. exports to both markets have slowed or even declined, as China's economy undergoes transition, and a massive buildup of government reserves of agricultural products overshadows the market. In the near term, U.S. suppliers will continue to face challenges as China's economy adjusts. The long-term outlook remains positive, as the divergence between China's growing demand and its constrained production widens, creating opportunities for U.S. exports.

Average Annual U.S. Ag Export Growth Rate 2005-2015



Source: USDA-FAS Global Agricultural Trade System (GATS)

MARKET OVERVIEW

With more than 7.2 million people packed into 426 square miles, Hong Kong relies on imports for more than 95 percent of its food supplies. Its location, free port status, and role as a regional purchasing and distribution center enabled Hong Kong to become a major transshipment hub for other Asian destinations. Last year, Hong Kong's food and beverage imports totaled \$21.6 billion, with the EU, the United States, China and Brazil as its largest suppliers. Main imports include beef, pork, fresh fruit, poultry and tree nuts. Hong Kong re-exported \$7.7 billion, or about one-third of its agricultural imports, chiefly to China and Vietnam.

Hong Kong is the seventh-largest U.S. agricultural market, with sales of \$3.6 billion in 2015. In contrast to China, where more than 70 percent of U.S. exports are bulk commodities, the vast majority (over 90 percent) of U.S. exports to Hong Kong are high-value, consumer-oriented products. Tree nuts, beef, poultry and fresh fruit lead U.S. agricultural exports to Hong Kong.

- Hong Kong is the second-largest market for U.S. tree nuts (after the EU), with sales of \$845 million in 2015. The United States dominates the tree nut market with a share of nearly 60 percent. Hong Kong is one of the fastest-growing markets for U.S. beef. In just five years, the territory climbed from ninth place to the third-largest market for U.S. beef and beef products (after Japan and Mexico), with sales reaching a record \$1.2 billion in 2014. The United States expanded its market share from 13 percent in 2010 to 32 percent last year.
- Hong Kong is the third-largest poultry market for the United States, with sales exceeding \$400 million in 2015.
- The Hong Kong fresh fruit market is also the fifth largest for the United States.

With per-capita income slightly higher than the United States, Hong Kong is a sophisticated and mature market where demand for high-value products will continue to grow. As a major transshipment hub, its import growth is also tied to market

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MARKET FOCUS: HONG KONG CONTINUED...



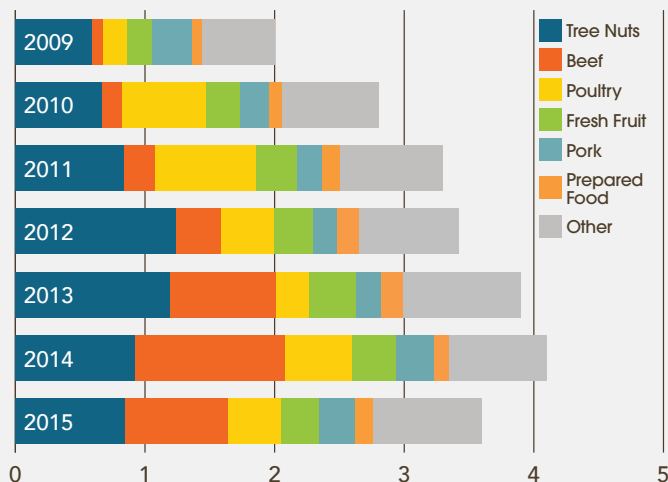
technology-intensive sector. Domestic support policies in recent years have led to inefficiency and market distortions. Earlier this year, China began abandoning price support for all commodities except wheat and rice. Authorities are experimenting with new approaches to subsidizing farmers. In the short term, bulk imports will be under pressure as China digests its glut of grains and cotton. In the long term, rising food and feed demand, lagging growth in domestic supply, competition for land use from urbanization and industrialization, and increasing cost of labor and inputs will lead to higher prices and surging demand for imports. The United States, with its rich land endowment, is well suited to supply this demand.

In addition to bulk and intermediate products, demand for imported consumer-oriented products is expected to grow rapidly. Even with a slowdown in its GDP growth, China is still projected to have one of the fastest economic growth rates in the world and the country is expected to add more than 160 million middle class households in the coming decade. This means rising demand for meat, dairy and other high-value food and beverages. Meanwhile, domestic livestock and dairy production is under increasing pressure from shortage of capital investment, rising feed cost and lack of land. Rising land values, especially in coastal regions, combined with stringent enforcement of environmental regulations, have led to closures of swine operations and tighter pork supplies. At the same time, the government is also reducing support to swine producers in an effort to promote a more market oriented system. Prices of meat and dairy are expected to increase, creating market opportunities for the United States.

Hong Kong will continue to be a vital hub for U.S. agricultural products. Its steady economic growth and role as a regional transshipment center and distribution powerhouse, combined with rising demand from the Mainland, will make China and Hong Kong a dynamic market duo in the years to come.

<http://www.fas.usda.gov/data/china-and-hong-kong-challenges-and-opportunities>

**U.S. Agricultural Exports to Hong Kong
2009-2015**



Source: USDA-FAS Global Agricultural Trade System (GATS)

development in neighboring countries, such as China and Vietnam, which helped to fuel the trade growth in recent years. However, as demand from China and Vietnam slows, so has Hong Kong's agricultural imports, with U.S. agricultural imports down 12 percent in the last year.

OUTLOOK

As China's overall economy is undergoing structural transition, the agricultural sector is also at a crossroads. Authorities in China hope to transform agriculture into a more efficient, green and capital- and

UPCOMING ACTIVITIES IN HONG KONG

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

August 17-20, 2017 Hong Kong

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

Food Show PLUS!™ at Hong Kong Trade Shows

Food Show PLUS!™ services available at the following tradeshow:

HOFEX May 8-11, 2017

HK Food Expo August 17-21, 2017

Hong Kong International Wine & Spirits Fair



FOOD EXPORT HELPLINE™

Q: It has been stated in webinars I have listened to and a seminar I attended that not all countries we have Free Trade Agreements with have a certificate of origin to allow the products the best rate of duty. I heard that www.export.gov was the best place to go for information but I cannot seem to locate much in there, it no longer looks like the websites used in the educational events. Do you have any guidance on the matter?

A: Like anything written on paper or online or recorded or previously mentioned, all facts are subject to change, so this is a very timely question. Many federal government websites experienced overhauls in the last year, at least on the first 1-2 pages of them. They also use new search engine software that some refer to as "Google Like" which means broader inquiries will draw down thousands of references. Sometimes it is more efficient still to just click through a few links and that opportunity remains as you will see. It may take some time to adjust but www.export.gov remains the best overall location for information on Free Trade Agreements and Trade Promotion Agreements or "TPAs".

Documenting Origin

For all of the agreements now numbering 14 and covering 20 countries it remains mandatory to be able to prove the products qualify for preferential tariff treatment should that be required. Documentary requirements do vary among the trade agreements, but it is either the responsibility of the exporter or the importer to make a claim for the FTA/TPA-negotiated preferential tariff rate for qualifying products. Many of the more recent agreements place the responsibility on the importer, and there may be no official certificate of origin to be completed. Clearly the importer cannot make any origin claims without your support so it is helpful for you to take all the same steps you would with a mandatory certificate of origin to validate your claim for preferential tariff treatment.

The exporter or producer may be asked by the importer, customs broker, or individual Customs Service to provide a written or electronic certification or other information to support the importer's claim. We always recommend a formal document, either the sample provided or a template letter as provided by Australian Customs for that FTA/TPA. What follows is a list of the documentation requirements for the agreements. More detail and official certificates as well as optional ones and templates

can be found in the overview of each country in the newly remodeled website at www.export.gov

On the former cover page there was a link that said "NAFTA Certificate of Origin" which was a slight misnomer as when you opened it there was another link that led you to information on all FTAs and TPAs. This is now gone and there is a search engine location on the front that will access all references to "Free Trade" instead. The most efficient way into the FTA/TPA area is to put your cursor on "How to Export" on the top left ribbon. This leads you to some more specific sections but still not the area you need. Click on "Finding Foreign Markets" and then scroll down to the bottom right area and again click on "Free Trade Agreements". Click again and this will take you to the U.S. FTA Overview but it is along the left side where you will find details on each FTA and TPA including the Rules of Origin and information on Documenting Origin as well as many other features. One more recent addition is the "FTA Tariff Tool" which provides the tariff elimination schedules and specific Rules of Origin for products. You will need to have your Harmonized System or "HS" codes determined in order to use the feature. Select "Documenting Origin" for each FTA/TPA and you will learn the documentary requirements for each agreement.

FTAs That Require an Official Certificate of Origin

- U.S.-Israel Free Trade Area Agreement (FTAA)
- U.S.-Jordan Free Trade Agreement
- North American Free Trade Agreement (NAFTA)

Exports claiming preferential tariff treatment in these markets require a mandatory submission of a certificate of origin. Israel and NAFTA have their own specific document, and Jordan requires a "General Use" Certificate of Origin that must be legalized at the Jordanian Consulate or Arab American Chamber of Commerce. The fillable form for the NAFTA Certificate is in that section under

“Documenting Origin”. The Israeli form is available for purchase and there is information on that but in most cases the international freight forwarder who handles the shipment would complete it for you for a fee.

FTAs That Have an Optional Certificate of Origin

- U.S.-CAFTA-DR Free Trade Agreement
- U.S.-Chile Free Trade Agreement

These countries have an official certificate of origin, which at the outset gave the appearance they were mandatory. Over time it became apparent they were not, but we still recommend issuing them. They fulfill the requirement, aid the importer in a smoother customs clearance process, and save them time and money in the process. The templates are available in each country’s “Documenting Origin” section. It is recommended they be used even if they are optional since they satisfy the requirements specifically.

FTAs/TPAs That Offer a Non-Official Template or Certificate

- U.S.-Australia Free Trade Agreement
- U.S.-Korea Free Trade Agreement (KORUS)
- U.S.-Panama Trade Promotion Agreement (TPA)

The Australian Customs Service has provided a template to be used with your company letterhead documenting the origin claim for the product. This template is also recommended for documenting compliance in other countries with no official requirement or sample of their own. Korean Customs has issued a document that looks a lot like a NAFTA Certificate of Origin. Although their vernacular is somewhat different, the instructions

are very similar and we recommend its usage for exports to Korea for qualifying products. They are requiring it though as it was official so be sure to complete one for exports to Korea and we have learned now even sample shipments are being held in customs without it. Most recently, Panama has issued a sample certificate of origin that resembles the one used for the CAFTA-DR (which was based on the NAFTA Certificate of Origin so they all look somewhat familiar). Examples are available in the “Documenting Origin” section for each country.

FTAs/TPAs That Have No Official Certificate or Sample Certificate or Template

- U.S.-Bahrain Free Trade Agreement
- U.S.-Colombia Trade Promotion Agreement (TPA)
- U.S.-Morocco Free Trade Agreement
- U.S.-Oman Free Trade Agreement
- U.S.-Peru Trade Promotion Agreement (TPA)
- U.S.-Singapore Free Trade Agreement

These countries have no official requirement and the burden is on the importer for compliance. We suggest you support them by using the Australian Customs Service template referenced above or a something comparable, adapting as necessary for each individual agreement. Basically what the template does is to recreate the information fields on the mandatory or optional certificates so you can use those as a guideline as well.

While there is no required form for certifying origin, the minimum elements that should be included are the name and contact information (or other identifying information) of the person providing the certification. You should provide the



HELPFUL RECORDED WEBINARS ON FTA/TPA MATTERS INCLUDE:

- Export Essentials: How to Complete the NAFTA Certificate of Origin
- Export Essentials: Free Trade Agreements: How to Track Tariff Reductions and Quotas
- Export Essentials: What's New: 2012 Changes to the Harmonized System & Schedule B

HS tariff classification and a description of the product. Information that describes and demonstrates that the product is originating. And also provide the date when the certification information is prepared. In the case of a certification covering multiple shipments of identical products, the period that the certification covers, not to exceed 12 months from the date the certification is prepared. The certification may only be issued by the exporter, manufacturer, or importer; third party certificates (e.g., Chamber of Commerce) will not be accepted.

Common Documentation Problems

There are a number of mistakes made with documenting origin for FTAs and TPAs. Many are the result of not following the instructions carefully, and many more by not documenting origin when there is either an optional certificate or one is not required. The best advice is to always claim origin in a formal manner, which means using the required documents, even when optional. That is what they are for, so it is a very practical way to satisfy the customer requirement and add value to the relationship.

As mentioned you should also create an "origin certificate" or "origin certification" document; don't call it a certificate of origin since that is a formal document. In addition, use all of the prescribed information mentioned above and also below in the country-by-country review for specifics. Put the document on your letterhead and sign it and you can even add your companies stamp if available. This adds formality to the document, which is important when dealing with customs officials.

Additional mistakes often made by exporters include: Submitting incomplete documents with missing fields (including missing signatures). Issuing the wrong Certificate of Origin document: For example, issuing a NAFTA Certificate of Origin for non-NAFTA countries (Since it says Canada and Mexico it gets rejected), or issuing a General Use Certificate of Origin issued by a Chamber of Commerce. Only Jordan requires these, and they must be legalized at the Jordanian Consulate or the Arab American Chamber of Commerce. It is also worth noting that the Israeli Certificate of Origin is often prepared by the international freight forwarder who may hold an Israeli Chamber of Commerce seal which may be required, but otherwise all FTA/TPA certificates and letters need to be prepared by the exporter or producer of the product.

Errors made with the "Preference Criterion:" Using a "Preference Criterion" when there is no call for it, or using the wrong vocabulary for a particular agreement. For example, you don't want to indicate a product is preference criterion B on

the KORUS certificate, when it should be "PSR" for "Product Specific Rule". The letter B is used on the NAFTA for goods undergoing a proper tariff shift, the same as the Chile and CAFTA-DR certificates, but none of the others. Additionally, many exporters have confused tariff elimination schedules that are also alphabetical with preference criterions, such as A and B, causing confusion at customs.

Using the wrong HS code is also a common error, so you should coordinate this with your buyer and make sure it is the code they have selected in case it is different from yours. Claiming preferential tariff treatment on products that do not actually qualify: This error can cause the shipment to be held up at customs. It can also result in duties being charged to the importer, which might end the business relationship.

Summary & Recommendations

There are a number of key recommendations and best practices for working with FTA/TPA markets. First and foremost, it is vital to determine HS classification code six digits. This step is required in order to determine the specific rule of origin for the product to determine whether it qualifies for the preferential tariff treatment awarded under the agreement. It is also required in order to complete the issued certificates of origin or templates that exporters create when an official certificate or sample certificate is not required. Of course, it is also required for customs clearance at the destination.

In creating an origin certificate, you can use it as a value-added marketing tool to share with customers and other interested parties in all of your potential FTA/TPA markets. Presenting a qualifying certificate of origin or origin certificate to importers when you meet them—especially with their name already on it— is quite impressive and gives them confidence in working with you and competing in their market.



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.

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.

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.*

Natural Products Buyers Mission at Natural Products Expo West 2017

March 9-10, 2017 Anaheim, California

Registration Deadline: January 25, 2017 - \$225

Pet Food Buyers Mission at the 2017 Global Pet Expo

March 21, 2017 Orlando, Florida

Final Deadline: February 7, 2017 - \$225

Food Service Buyers Mission at the National Restaurant Association Show 2017

May 20-23, 2017 Chicago, Illinois

Early Registration Deadline: March 30, 2017 - \$150

Registration Deadline: April 10, 2017 - \$22

Sweets and Snacks Buyers Mission at the 2017 Sweets and Snacks Expo

May 22-24, 2017 Chicago, Illinois

Early Registration Deadline: March 30, 2017 - \$150

Registration Deadline: April 10, 2017 - \$225

Value-Added Feed Ingredients Buyers Mission at the 2017 World Pork Expo

June 6-8, 2017 Des Moines, Iowa

Early Registration Deadline: April 3, 2017 - \$150

Final Deadline: April 24, 2017 - \$225

2017 Caribbean & Central American Buyers Mission

June 14-15, 2017 Miami, Florida

Early Registration Deadline: April 12, 2017 - \$150

Final Deadline: May 3, 2017 - \$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 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

**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.SM

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.

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.

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 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

Food Show PLUS!™ at Seoul Food and Hotel Korea

May 15-19, 2017 Seoul, Korea

Registration Deadline: February 20, 2017 - \$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

Food Show PLUS!™ at ANUGA

October 6-11, 2017 Cologne, Germany

Early Registration Deadline: May 29, 2017 - \$225

Registration Deadline: June 26, 2017 - \$350

Food Show PLUS!™ at Gulfood Manufacturing

October 30-November 2, 2017 Dubai, United Arab Emirates

Early Registration Deadline: May 29, 2017 - \$225

Registration Deadline: June 26, 2017 - \$350

SEAFOOD ACTIVITIES

Food Export-Northeast is widely known for the foreign market development activities and cost-share assistance we provide to the region's seafood industry. We also provide a variety of support activities on behalf of the industry to continuously uncover new market opportunities and to create greater foreign market awareness and demand for the region's seafood products along with our Seafood Export Promotion Program that includes market briefs provided by our in-market representatives in Brazil, France, Germany and China.

Seafood Buyers Mission at Seafood Expo North America

March 18, 2017 Boston, Massachusetts

Registration Deadline: February 7, 2017 - \$300

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

Food Show PLUS!™ at SEAFEX 2017

September 18-20, 2017 Dubai, United Arab Emirates

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

Registration Deadline: June 13, 2017 - \$350

Food Show PLUS!™ at China Fisheries & Seafood Expo

November 5-7, 2017 Qingdao, China

Early Registration Deadline: July 13, 2017 - \$225

Registration Deadline: August 10, 2017 - \$350

Food Show PLUS!™ at Busan International Seafood Show

November 8-11, 2017 Busan, South Korea

Early Registration Deadline: July 13, 2017 - \$225

Registration Deadline: August 10, 2017 - \$350



BRANDED PROGRAM

50% MORE INTERNATIONAL MARKETING

Remain Competitive Internationally. Enroll in Food Export's cost-share reimbursement program and learn how you can make the most of your marketing budget. Qualifying companies can make their promotional efforts go even further. **Go to www.foodexport.org/brandedprogram today to submit a pre-qualification or application.**

WHAT DO YOU NEED TO SUCCEED? CONTINUED...



EDUCATED ON EXPORTING OR EXPORT TO ONE MARKET:

Export seminars are a great way to boost your knowledge and continue your education of exporting. Attend a Food Export Buyers Mission where you have the opportunity to 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. Review our recorded, online webinar “How to Prepare for Meetings with Foreign Buyers” and gauge your readiness to meet face-to-face with Buyers interested in your products.

INCREASE YOUR MARKET SHARE:

Receive up to 50% reimbursement for eligible international marketing costs. Food Export’s cost-share reimbursement program can help you make the most of your marketing budget. Qualifying companies can make their promotion efforts go even further. Through the Foreign Agriculture Service of the USDA, the Branded Program supports U.S. food and agricultural companies’ international marketing efforts by reimbursing fifty percent of approved international marketing and promotional activities. These activities are things such as marketing and promotional materials; public relations and seminars; package and label modifications; advertising; demonstrations and merchandising; and international tradeshow.



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

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SUCCESS STORY

NORTHEAST LOBSTER COMPANIES GROW SALES AT SEAFOOD EXPO ASIA

Five Northeast lobster exporters used Food Export-Northeast's Food Show PLUS!™ services to develop new buyer relationships at the 2015 Seafood Expo Asia in Hong Kong. MAP-funded Food Show PLUS!™ services included: pre-show market/product research; meeting invitations to qualified buyers; exhibiting coordination; and market tours. Collectively, companies made 167 new buyer contacts, they developed 45 new distributorships and they achieved export sales of \$14.8 million. Projected sales of \$16.1 million over the next twelve months were also reported.

All of the participating companies focused on expanding export sales of American lobster. MAP-funded Food Show PLUS!™ services and the Branded Program, which provides cost-share assistance to companies, have been important tools for the region's lobster industry to successfully enter and grow sales to the Hong Kong market. In 2014, total U.S. lobster exports to Hong Kong were \$36.3 million (up 27% in value and up 20% in volume over 2013). Participating companies report collectively holding about 30% of that market share. With sales during Seafood Expo Asia surpassing their total 2014 annual sales by \$3.8 million (up 35%), continued market expansion is expected.

Face-to-face meetings are important to maintaining buyer relationships and to reel-in new buyers. On average, companies reported that about 65% of their show participation was aimed at maintaining existing customers and 35% of their energy was devoted to developing new buyer relationships. One lobster company reported chasing business with a particular importer since last March without success – but their face-to-face meeting during the expo is what finally cinched getting the business – with an initial order scheduled for delivery only one week after the show. In addition to meeting new buyers and renewing existing Hong Kong buyer relationships, the expo also provided companies with the opportunity to meet sizable



buyers from throughout Southeast Asia. New-to-market lobster sales were reported for Thailand, Vietnam and Malaysia.

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

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.