

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



NOVEMBER/DECEMBER 2017 | VOL.23 NO.6

THE BUYERS MISSION ADVANTAGE

Every year Food Export hosts Buyers Missions in which prescreened, qualified international buyers attend 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. This is a cost-effective way to help suppliers meet with multiple foreign buyers.

WHAT TO EXPECT AT A BUYERS MISSION

Prior to a Buyers Mission, an Activity Coordinator will provide information you need to make appropriate arrangements. During a Buyers Mission, one-on-one meetings lasting 20-30 minutes take place throughout the day. Schedules are determined by rankings a supplier submits prior to the event, buyer availability and compatibility.

HOW TO PREPARE FOR THE BUYERS MISSION

The Right Buyer and Market Selection

Before meeting with buyers, carefully review the buyer profiles Food Export provided to make sure the buyer is the right fit for your company and products. 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 for conducting research on buyer markets and business practices.

It's also important to understand standard shipping costs to major ports and specific labeling requirements (if applicable) that would mean label changes for your products.

IN THIS ISSUE

The Buyers Mission Advantage
Market Focus: Canada
Industry Resources

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.

CONTINUED INSIDE



MARKET FOCUS: CANADA

According to Euromonitor, retail sales in the packaged food market reached US\$40.3 billion in 2016, ranking Canada as the 11th largest foreign market in the world. High growth categories in the forecast include savory snacks, sweet biscuits, snack bars and fruit snacks, confectionery, baby food, rice, pasta and noodles, dairy, and sauces dressings and condiments.

According to Euromonitor, hypermarkets combining grocery and department store shopping registered the fastest growth of 9% in current value terms in 2015.

Wal-Mart Canada is the leader in modern grocery retailers, due to its dominance of hypermarkets, in which it held a 69% value share in 2015, up 2% from 2014. Wal-Mart Canada's aggressive expansion, particularly in hypermarkets with its Walmart Supercenter banner, establishes it as the one single critical driver for the overall growth of modern grocery retailers. Meanwhile, the company has remained true to its core value of offering low prices.

In 2015 Sobeys, owned by Nova Scotia-based Empire Co, and LoyaltyOne, owner and operator of the Air Miles reward program, expanded their relationship. Shoppers were able to earn and redeem Air Miles reward miles at Sobeys, Sobeys Urban Fresh and Foodland stores in Ontario. Sobeys also acquired the food and fuel wholesale and retail businesses of Co-op Atlantic in May 2015.

Metro has a clear and consistent message as "best seller of local and fresh products" in its stronghold of Quebec. With the competition in Quebec intensifying, Metro was very active in maintaining its share, acquiring rapidly growing La Premiere Moisson and venturing into ethnic grocery retailing by taking over Marché Adonis. Moreover, Metro benefited from the growth in discounters, and converted a handful of underperforming conventional supermarkets into its discount banner, Food Basics, at the beginning of 2015.

Whole Foods remains the largest player in the organic and natural food arena with a nationwide presence and the highest brand recognition in terms of natural grocery stores. The company is committed to expanding in Canada and elsewhere, even though the competition in both the specialty and general grocery businesses is intensifying and eating into margins.

Canadian consumers are expected to increasingly look for discounts and promotions. This will contribute to the growing popularity of discounters, led by banners such as No Frills and Maxi, Food Basics and Super C, and Freshco, from the three major grocers in the market respectively – Loblaws, Sobeys and Metro.

Grocery retailers are also facing competition from non-grocery channels such as chemists/pharmacies. For example, in order to expand the product variety of Shoppers Drug Mart, a fresh food pilot was launched in September at six Toronto stores, many of which are in urban locations, helping its new owner, Loblaw, to penetrate big-city neighborhoods where it is difficult and expensive to operate large-format grocery stores.

Convenience stores and forecourt retailers continue to face strong competition from supermarkets and hypermarkets and have had to adapt. For example, Couche-Tard put an emphasis on offering consumer foodservice options such as coffee in the mornings and a variety of snack foods and beverages in the evening.

Convenience stores are also co-branding, allowing restaurants that would ordinarily be competitors to sell their products inside the convenience store. Examples of co-branding include Tim Horton's coffee counters in Esso's On the Run convenience stores, Mr. Sub outlets in Needs convenience stores and A&W burger stands in Petro-Canada stores.

BEST PROSPECTS:

Canada's wholesale, retail, and food service industries watch and follow the trends in packaged and processed foods in the U.S. There is a growing demand in Canada for innovative value-added foods that are market-proven in the U.S.

Best product prospects for U.S. exporters in this sector include sugar free and low sugar as well as low sodium foods, functional and super foods, organic products, and gluten free items, pre-packaged foods with low levels of trans-fats, low glycemic diet food, functional/superfoods, low calorie snack foods and what is known as "clean diet" foods. A trend on buying "local foods" is also taking place with emphasis on supporting the local economy.



FOOD EXPORT HELPLINE™

Q: I have heard you say that the Food Export “Alliance” is made up of 22 states which in many ways are quite different from each other. How about some more details on what they produce as well as export and their destinations?

A: Food Export – Midwest and Food Export – Northeast have operated in a strategic alliance since April 2000 where the two State Regional Trade Groups or “SRTG’s” and their 22 State Agricultural Promotion Agencies or “Members” work collectively to strategize on annual activities and promotions for overall success of their respective companies’ products and markets. The diversity of the states’ natural resources and core competencies is very interesting; they are all unique, although some neighboring states share the same land and natural resources.

In this edition we will focus on Food Export – Midwest’s States. You can refer to our July/August 2017 Issue for information on Food Export – Northeast. Sources of information vary from their own State Department of Agriculture websites, USDA’s National Agricultural Statistical Service (NASS), USDA’s Foreign Agricultural Service Global Agricultural Trade System or “GATS” and resources describing the background of the state’s main nicknames.

Illinois: “The Land of Lincoln” is unofficially referred to as the “Prairie State.” 72,200 farms cover 26.7 million acres – over 72% of the state’s total land area, including some of the most fertile soil in the world. Illinois is a leading U.S. producer of soybeans, corn and pork. The state’s climate and varied soil types enable farmers to grow and raise many agricultural commodities, including cattle, wheat, oats, sorghum, hay, sheep, poultry, fruits and vegetables.

With more than 2,600 food manufacturing companies, Illinois is well-equipped to turn the state’s crops and livestock into food and industrial products for export sales. Its central location and superior transportation system give Illinois a competitive edge. Illinois ranked fifth in the nation in the exports of food, agricultural and related products in 2016, totaling over \$8.1 billion. In 2016 Illinois exported over \$2.5 billion of processed food products, the top markets including Canada, Mexico, China, Australia, United Arab Emirates and Japan. Top processed food exports from Illinois in 2016 included chocolate confectionery, snack foods, fats and oils, syrups and sweeteners and prepared/preserved meats.

Indiana: The nickname “Hoosier State” came into general usage in the 1830s. John Finley of Richmond wrote a poem, “The Hoosier’s Nest,” which was used as the “Carrier’s Address” of the *Indianapolis Journal*, Jan. 1, 1833. There are nearly 58,000 farms in the state working 14.7 million acres, nearly two thirds of the total land. The U.S. Department of Agriculture estimates that up to one third of the production acres in Indiana are to be exported to international customers. Indiana is a national leader in commercial duck production, popcorn production, tomatoes for processing, ice cream production, total eggs produced, turkeys raised, peppermint, spearmint and fresh market cantaloupe.

Indiana’s food processing industry includes pet food and feed manufacturing, grain and oilseed milling, fruit and vegetable processing and specialty foods manufacturing. In 2016 Indiana exported over nearly \$1.6 billion in food, agricultural and related products. \$656 million or about 41% of the total were in processed food products; the top markets included Canada, Mexico, China, Colombia, Netherlands and Australia. Top processed food exports included baby food, snack foods, syrups and sweeteners, chocolate confectionery, distilled spirits, non-alcoholic beverages and dog and cat food.

Iowa: The “Hawkeye State” was first suggested by newspaper publisher James G. Edwards as a tribute to Chief Black Hawk. Farmland accounts for approximately 86% of the land area, with over 87,000 farms on some of the richest and most productive soil in the world. Iowa ranks 1st in the U.S. in both corn and soybean production and leads the nation in hog and egg production. Iowa ranks 2nd nationally in red meat production; in 2015, 7 billion pounds of red meat were produced. Iowa is well-known for the abundant food commodities it produces and its world-leading position in the development of cutting edge of food technology.

The state is home to many of the 100 largest food manufacturers and processors, creating a critical mass of food companies and industry knowledge. In 2016, Iowa ranked 5th in the nation in the exports of food, agriculture and related products totaling over \$5.1 billion. Of

that, Iowa exported about 17% or \$887.2 million of processed food products; the leading markets included Mexico, Canada, Japan, Saudi Arabia, Colombia, South Korea and Australia. Top processed food exports included syrups and sweeteners, food preparations, prepared/preserved meats, fats and oils, pasta and processed cereals, snack foods and chocolate confectionery.

Kansas: "Sunflower State" calls to mind the wild flowers of the plains of Kansas and the officially recognized state flower. There are 59,600 farms in Kansas, working 45.9 million acres, or over 87% of the land. Kansas farmers typically produce more wheat than any other state in the nation and recently Kansas wheat accounted for nearly 16% of all wheat produced nationwide. Kansas ranks 1st in grain sorghum produced, 2nd in cropland, and 3rd in land in farms and sunflowers produced. Kansas also is a leader in beef production, with approximately 19% of all U.S. beef originating from Kansas beef processing facilities. Kansas is quickly becoming the new dairy frontier in the U.S. In 2016 Kansas was home to 145,000 dairy cows, producing more than 2.6 billion pounds of milk.

In 2016 Kansas ranked 7th in the nation in food, agricultural and related exports at nearly \$3.7 billion, led by commodities including beef and products, wheat, corn, soybeans and dog and cat food, where they rank 2nd in the nation in export value. Kansas exported over \$470.4 million in processed food products in 2016, the leading markets including Canada, Mexico, Belgium, Japan, Australia, Hong Kong and South Korea. Top export processed food products included dog and cat food, fats and oils, food preparations, prepared/preserved meats, pasta and processed cereal and chocolate confectionery.



Michigan: Michigan is quite accurately called the "Great Lake State" with shores touching four of the five Great Lakes, and more than 11,000 inland lakes. Michigan is one of the nation's leaders in agricultural diversity, producing over 300 commodities commercially, on over 51,400 farms covering nearly 10 million acres. The state leads the nation in the production of 18 commodities and ranks in the top 10 of 56 other commodities. Michigan is ranked 1st in the nation in the production of cucumbers for pickles, dry black, cranberry and small red beans, Niagara grapes and tart cherries, low fat ice cream mix and blueberries. Michigan is a national leader in producing apples, and other kinds of dry beans, floriculture products, carrots, squash, peaches, tomatoes and asparagus.

About one-third of the total agricultural row crop products grown in Michigan are exported each year. In 2016 Michigan exported nearly \$2 billion in food, agricultural and related products. \$807.4 million or about 40% of the total exports were of the processed food variety. Top markets for processed food exports, including food preparations, pasta and processed cereal, processed fruit, snack food, prepared/

preserved dairy products, beer and wine and chocolate confectionery, were Canada, Thailand, China, Japan, Mexico and South Korea.

Minnesota: The "L'Etoile du Nord" or as translated from French "The Star of North" is the state motto of Minnesota. The state has given people a sense of direction over the course of time. Minnesota has about 73,300 farms, working nearly 26 million acres, or over half of the land area. Minnesota leads the nation in the production of sugar beets, processed sweet corn, wild rice, dry beans, oats, corn, soybeans and flaxseed, rye and canola. Minnesota is also a national leader in livestock production; which in terms of market value are turkeys, hogs, animal meats, cheese, honey and milk.

With close to a 33% share of the state's total exports, food and agricultural production adds more economic contribution than any other single industry. Estimates are nearly one third of Minnesota's agricultural production is exported. Minnesota's direct exports of total food, agricultural and related products reached nearly \$2.7 billion in 2016. Minnesota exported \$820 million (30% of the agricultural total) in processed foods in 2016, with top markets including Canada, Mexico, Japan, China, Philippines, South Korea and Costa Rica. Top processed food exports included food preparations, prepared/preserved meats, fats and oils, non-alcoholic beverages, processed/prepared dairy products, pasta and processed cereals and snack foods.

Missouri: The "Show Me State" is a name attributed to Missouri's Congressman Willard Van Diver who served from 1897 to 1903. It connotes a certain self-deprecating stubbornness and devotion to simple common sense. Missouri farms number over 96,800 which occupy over 28.5 million acres, nearly two thirds of the state's total land. The most valuable agricultural commodities produced by Missouri are cattle and calves. Other valuable livestock includes hogs, dairy products and turkeys. Soybeans are Missouri's most valuable crop, followed by grain corn, rice, cotton, wheat and hay, all ranking in the top 10 in U.S. production.

The wine industry in Missouri dates back more than 160 years and has more than 125 wineries selling nearly a million gallons of many distinctive wines. Missouri exported over \$2.2 billion of food, agricultural and related products in 2016. In 2016 the state also exported over \$737 million, or about one third of the agricultural total, in processed food products, the top markets including Mexico, Canada, China, Australia, the U.K., South Korea and Colombia. Top processed food exports included food preparations, beer and wine, dog and cat food, pasta and processed cereals, fats and oils, processed/prepared dairy products and condiments and sauces.

Nebraska: The "Cornhusker State" nickname is derived from the University of Nebraska athletic teams – the "Cornhuskers" – which was coined in 1900 by a sportswriter for the *Nebraska State Journal*. Nebraska's 48,400 farms and ranches utilize 45.2 million acres or nearly 92% of the state's total land area. Nebraska is a top producer of red meats and a variety of beans, and also ranks very high in the production of corn and soybeans, grain sorghum, potatoes and wheat, and sugar beets. With over 20,000 beef cow operations, the state produces more beef per square mile than any other state.

Nebraska producers are venturing into specialty markets, including grapes, buffalo, elk, orchard fruits, ostrich, tomatoes, and fish. The value-added food industry is comprised of nearly 400 companies offering thousands of items in retail and food service formats. Nebraska's exports of agricultural, food and related products totaled more than \$3.3 billion in 2018. Of that, nearly \$450 million

were exports of processed foods. The top markets include Mexico, Canada, Japan, Hong Kong, South Korea, China and Panama. The top processed products exported were syrups and sweeteners, prepared/preserved meats, dog and cat food, fats and oils, pasta and processed cereals and processed/prepared dairy products.

North Dakota: In 1956 the North Dakota Motor Vehicle Department, placed the words “Peace Garden State” on license plates in honor of the International Peace Garden that straddles the boundary between North Dakota and the Canadian province of Manitoba. Nearly 90% of North Dakota land area is in use to nearly 30,000 farms and ranches. North Dakota is home to the Red River Valley whose rich black soil makes this area one of the most fertile in the world. Amber waves of grain – hard red spring wheat, durum and barley – have long been the mainstay. More recently, the state has become the nation’s leading producer of sunflowers, field peas, dry edible beans, lentils and canola. North Dakota is also a major producer of sugar beets and potatoes.

The state’s livestock industry, mostly cow-calf and purebred cattle production, accounts for about 15% of the state’s agricultural cash receipts. The state also produces enough milk in one year to fill over one billion glasses. North Dakota ranks in the Top 10 in the U.S. in the exports of soybeans and products, wheat and products, feed grains and products, and vegetable oils. North Dakota exported nearly \$1 billion in food, agricultural and related products in 2016. Of that, some 20% were processed products. Top markets included Canada, Mexico, Peru, India, Japan, U.K. and China. Top processed product exports included fats and oils, food preparations, syrups and sweeteners, processed vegetables and pulses, snack foods and pasta and processed cereal.

Ohio: The “Buckeye State,” received its nickname because many buckeye trees once covered its hills and plains. Ohio is one of only four U.S. states in which over 50% of its land is classified as prime farmland and its a diverse agricultural region that produces more than 200 crops. Ohio is a leading producer of tomatoes, corn, soybeans, lettuce, specialty foods, Swiss cheese and eggs. Much of the raw material produced on Ohio’s over 74,000 farms is the basis for the state’s more than 1,000 food processing businesses and other manufacturers. Ohio operates the world’s largest pizza plant, has the largest soup factory in the world, and makes more ketchup than anywhere else in the world.

Ohio ranks 1st out of every state in the U.S. in frozen food shipments and the frozen food industry accounts for over 20% of the U.S.’ frozen food processing. In 2016, Ohio exported nearly \$4 billion in food, agricultural and related products. About 25% of that value, or just over \$1 billion, were processed food products. The top markets included Canada, Mexico, South Korea, Japan and Australia. Top processed food included prepared/preserved meats, food preparations, snack foods, condiments and sauces, dog and cat food and non-alcoholic beverages.

South Dakota: The “Mount Rushmore State” celebrates the epic sculpture of the faces of four exalted American presidents: George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln. There are over 31,000 farms in South Dakota, working 43.3 million acres, or over 89% of the total land. The state ranks in the top 10 in the production of 25 agricultural commodities including alfalfa, flax, sunflowers, hay, wheat, corn, soybean and oats. As a leading livestock state, South Dakota ranks near the top in several production areas including bison, honey, sheep and lambs, cattle

and calves, and hogs and pigs. South Dakota is the first state to have a government initiated certified beef age and source verification program, South Dakota Certified.™

The state exported nearly \$570 million in agricultural, food and related products in 2016, exporting nearly \$70.5 million in processed foods to markets including Canada, Mexico, China, New Zealand, Fiji, Papua New Guinea, Vietnam and Sri Lanka. Top processed food included dog and cat food, prepared/preserved meats, processed/prepared dairy products, syrup and sweeteners, fats and oils, snack foods, soybean flour and oil.



Wisconsin: Known as the “Badger State,” Wisconsin is one of the most diverse agricultural states in the nation, producing an extensive variety of dairy, livestock, vegetables and specialty crops. There are 68,700 farms in Wisconsin covering over 14.4 million acres or over 41% of the land. Wisconsin is also known as “America’s Dairyland” as it is a national leader in the production of cow’s milk, butter and cheese. Wisconsin has a rich cheese-making heritage with some 1200 Wisconsin cheese makers crafting more than 600 types of cheese and winning more awards than any other state or nation.

Wisconsin ranks 3rd in the nation in the export of dairy products and supplies over 14% of the consumption in the U.S. The state also leads the nation in the production of cranberries, ginseng, mink pelts, corn for silage, and snap beans for canning. The state ranks in the top five for oats, tart cherries, maple syrup, mint oil, and carrots, sweet corn and green peas for processing. In 2016 Wisconsin exported \$3.2 billion in food, agricultural and related products. 53% of the agricultural total was of the processed food variety, nearly \$1.7 billion. Top markets included Canada, Mexico, China, Japan, South Korea, China and Netherlands. Top processed food exports included food preparations, processed/prepared dairy products, prepared/preserved meats, processed vegetables and pulses, processed fruit and condiments and sauces.

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.

Specialty Food Buyers Mission at the Winter Fancy Food Show

January 20-22, 2018 San Francisco, CA

Early Registration Deadline: November 17, 2017

Registration Deadline: December 8, 2017

Northeast Buyers Mission

January 29 – Philadelphia, PA / January 30 – New York, NY / February 1 – Boston, MA

Early Registration Deadline: December 1, 2017

Registration Deadline: December 22, 2017

Value-Added Feed Ingredients Buyers Mission at the International Production & Processing Expo (IPPE)

January 31, 2018 Atlanta, GA

Early Registration Deadline: November 27, 2017

Registration Deadline: December 15, 2017

Frozen Food Buyers Mission at 2018 AFFI-Con

March 3-5, 2018 Las Vegas, NV

Early Registration Deadline: December 29, 2017

Registration Deadline: January 19, 2018

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 Southeast Asia for Feed Ingredients and Additives

March 12-16, 2018 – Ho Chi Minh City, Vietnam and Bangkok, Thailand

Registration Deadline: November 20, 2017

Focused Trade Mission to the United Kingdom and Ireland for Healthy and Natural Products

March 20-23, 2018 – London, United Kingdom & Dublin, Ireland

Early Registration Deadline: November 17, 2017

Registration Deadline: December 22, 2017

Focused Trade Mission to Poland

March 26-27, 2018 – Warsaw, Poland

Early Registration Deadline: November 17, 2017

Registration Deadline: December 22, 2017

Focused Trade Mission to Shanghai, Chengdu, and Shenzhen

July 16-20, 2018 – Shanghai, Chengdu and Shenzhen, China

Early Registration Deadline: April 9, 2018

Registration Deadline: May 21, 2018

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

July 17-19, 2018 – Mexico City, Mexico

Early Registration Deadline: March 16, 2018

Registration Deadline: April 27, 2018

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 SMTS (Supermarket Trade Show) 2018

Food Export is Offering Booth Space at SMTS!

February 13-16, 2018 Tokyo, Japan

Registration Deadline: November 22, 2017

Food Show PLUS!™ at Gulfood

February 17-22, 2018 Dubai, United Arab Emirates

Registration Deadline: November 24, 2017

Food Show PLUS!™ at FOODEX

March 5-9, 2018 Tokyo, Japan

Early Registration Deadline: November 13, 2017

Registration Deadline: December 11, 2017

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 10, 2018 Boston, MA

Early Registration Deadline: January 8, 2018

Registration Deadline: January 29, 2018

Food Show PLUS!™ at Seafood Expo Asia

September 4-6, 2018 Hong Kong

Early Registration Deadline: May 16, 2018

Registration Deadline: June 13, 2018

Food Show PLUS!™ at SEAFEX

September 17-19, 2018 Dubai, United Arab Emirates

Early Registration Deadline: May 16, 2018

Registration Deadline: June 13, 2018

**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.™

THE BUYERS MISSION ADVANTAGE CONTINUED...

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 foodexport.org/helpline for more information.

Create a Checklist for Buyers

Following is information you should have to help buyers determine if you are a good fit.

- Company specifics: background on your firm
 - Traceability of supply, port of export and how you transport products to port, product line, samples, photos
- Product specifics: size, shapes, flavors, tastes, ingredients, packaging, 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 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. Try to assess interest and use the meeting as a fact finding mission.
- Make sure your follow up is timely, informative and consistent.

Well-prepared companies attending a Buyers Mission experience greater export success. Food Export's recorded webinar: *How to Prepare for Meetings With Foreign Buyers*, provides information you need to approach international buyers with confidence. This recorded webinar is available on our website, foodexport.org/webinars.

Registration for all 2018 Buyers Missions is now open, 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.

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.

Tim Hamilton
Executive Director
thamilton@foodexport.org

John Belmont
Communications Manager
jbelmont@foodexport.org

Adolfo Montelongo
Communication Coordinator - Content
amontelongo@foodexport.org

Laura Buske
Communication Coordinator - Publications
lbuske@foodexport.org

FOOD EXPORT–MIDWEST
tel: 312.334.9200 • www.foodexport.org

Michelle Rogowski
Deputy Director
mrogowski@foodexport.org

Teresa Miller
International Marketing Program Manager
tmiller@foodexport.org

Molly Burns
Branded Program Manager
mburns@foodexport.org

FOOD EXPORT–NORTHEAST
tel: 215.829.9111 • www.foodexport.org

Joshua Dillard
Deputy Director
jdillard@foodexport.org

Suzanne Milshaw
International Marketing Program Manager
smilshaw@foodexport.org

Howard Gordon
Branded Program Manager
hgordon@foodexport.org

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.

Global Food Marketer © is published by Food Export–Midwest and Food Export–Northeast.

STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

Midwestern States

Illinois–**Kim Hamilton**
217.782.5809

Indiana–**Robert Warner**
317.607.9797

Iowa–**Mark Fischer**
515.725.3140

Kansas–**Robert Ryan-Numrich**
785.564.6704

Michigan–**Jamie Zmitko-Somers**
517.281.5738

Minnesota–**Jeffrey Phillips**
651.201.6220

Missouri–**Brenda Verslues**
573.522.9560

Nebraska–**Stan Garbacz**
402.471.4876

North Dakota–**Michelle Mielke**
701.328.4759

Ohio–**Padmini Roy-Dixon**
614.466.4996

South Dakota–**Bob Weyrich**
605.431.8002

Wisconsin–**Lisa Stout**
608.224.5126

Northeastern States

Connecticut–**Jamie Lizee-Smith**
860.713.2559

Delaware–**David Smith**
302.698.4520

Maine–**Jeff Bennett**
207.541.7400

Massachusetts–**Bonita Oehlke**
617.626.1753

New Hampshire–**Gail McWilliam-Jellie**
603.271.3788

New Jersey–**Christine Fries**
609.292.5537

New York–**Sue Santamarina**
518.457.7229

Pennsylvania–**Thomas Mainzer III**
717.783.1394

Rhode Island–**Katherine Therieau**
401.278.9100 ext. 139

Vermont–**Lauren Masseria**
802.505.5413



Food Export Association of the Midwest USA
309 W Washington St, Ste 600
Chicago, IL 60606
Address Service Requested

PRESORT STD
U.S. POSTAGE PAID
Permit 433
BISMARCK,
ND 58501



NEWS BITES

INDUSTRY RESOURCES

Food Export collaborates with USDA, Foreign Agriculture Service, Member States and a number of allied government agencies to help U.S. producers of food and agriculture products increase exports internationally. This list provides links to industry resources. Need Help? Contact us!

USDA, Foreign Agricultural Services (FAS) Websites

FAS Homepage - FAS improves foreign market access for U.S. products, builds new markets, increases competitiveness for U.S. agriculture in the global marketplace and provides assistance to developing foreign countries. fas.usda.gov

International and Domestic Trade Shows and Marketing Events -

Calendar listing a variety of promotional activities organized by FAS offices overseas and State Regional Trade Groups.
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 that are likely to have an impact on U.S. agricultural production and trade.
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 dating from the inception of the Harmonized coding system to present. apps.fas.usda.gov/gats/default.aspx

Exporting - Tool to assist U.S. food, fish, fiber, and forestry product suppliers create their export marketing plan. fas.usda.gov/exporting

OTHER GOVERNMENT RESOURCES

Export-Import Bank of the United States - Official export credit agency of the United States that assists in financing the export of U.S. goods and services to international markets. exim.gov

U.S. Department of Commerce, International Trade Administration - Strengthens the competitiveness of the U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. export.gov

U.S. Census Bureau, Foreign Trade - Serves as a source for U.S. export and import statistics and provides regulations governing the reporting of all export shipments from the United States.
census.gov/foreign-trade/index.html

U.S. Export Assistance Centers - Part of the U.S. Department of Commerce that assists small-to medium-sized companies access international markets. 2016.export.gov/usoffices/index.asp

National Association of State Departments of Agriculture - Promotes American agriculture and represents the State Departments of Agriculture. nasda.org

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 - www.nacsonline.com

National Confectioners Association - candyusa.com

National Restaurant Association - restaurant.org

Private Label Manufacturers Association - plma.com