



Food  
Export  
Midwest USA



# Prepare & Plan Booklet



# Export “Do’s”

- Be realistic about expectations

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## Export “Don’ts”

- Think exporting is either easy or hard

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# General Do's & Don'ts

DO be prepared and professional:

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**Don't**

**Don't**

**Don't**



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# What Buyer's Expect from Export Ready Suppliers

- Harmonized System (HS) code of product/products @ six digits

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# Export Readiness Checklist

- HS Codes & Schedule B Numbers
- Run Export Data w/ B Numbers

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• [blurred text]

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• [blurred text]

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# A Company that is “Export Ready”

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# Develop An Export Policy

- Have a brief outline of the way your company anticipates doing business
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## Export Policy Issues – Sample Format:

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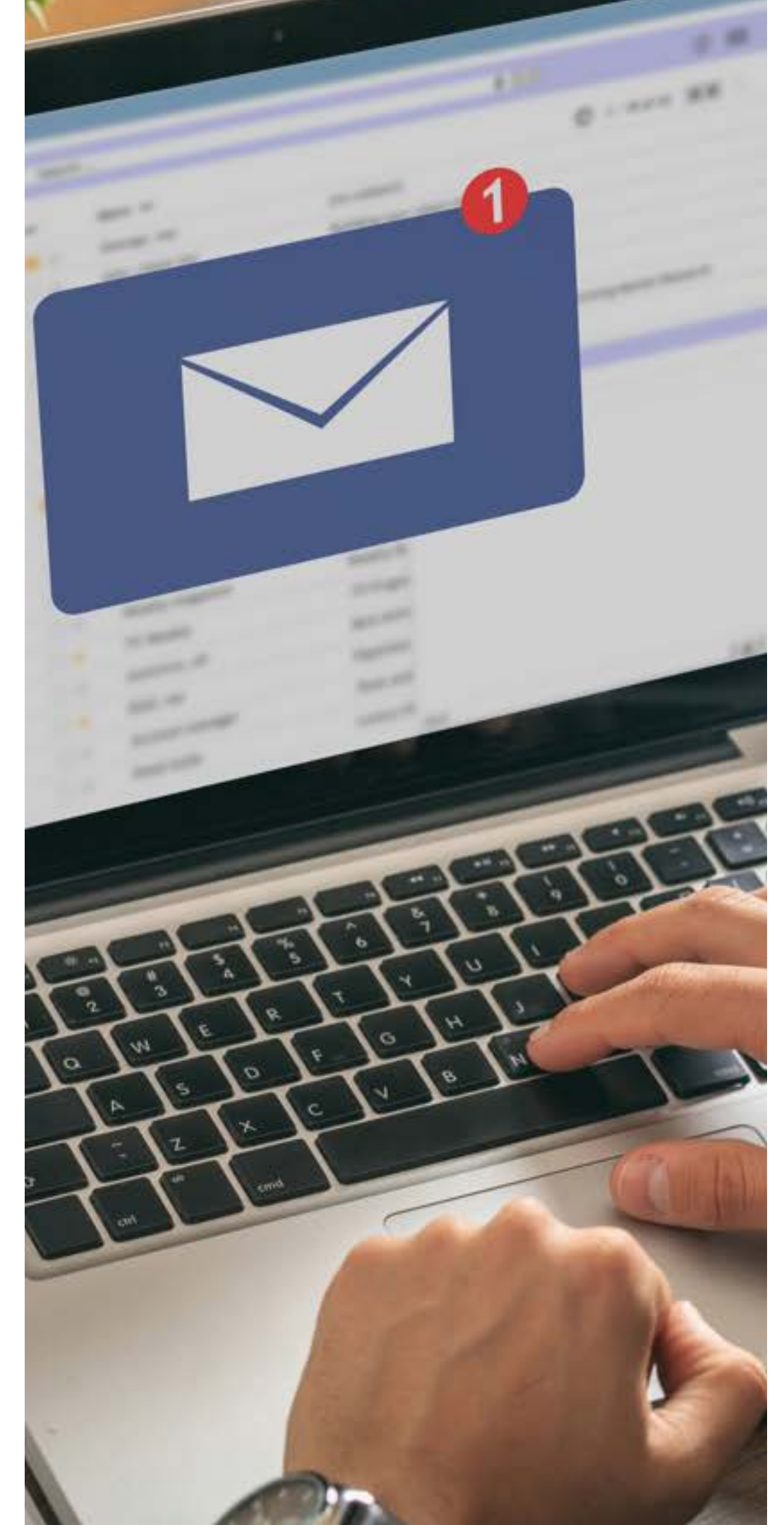


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# Draft an Introductory Email

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# Who, Where, How and Why?

- Introduce your company and yourself as well as your product line

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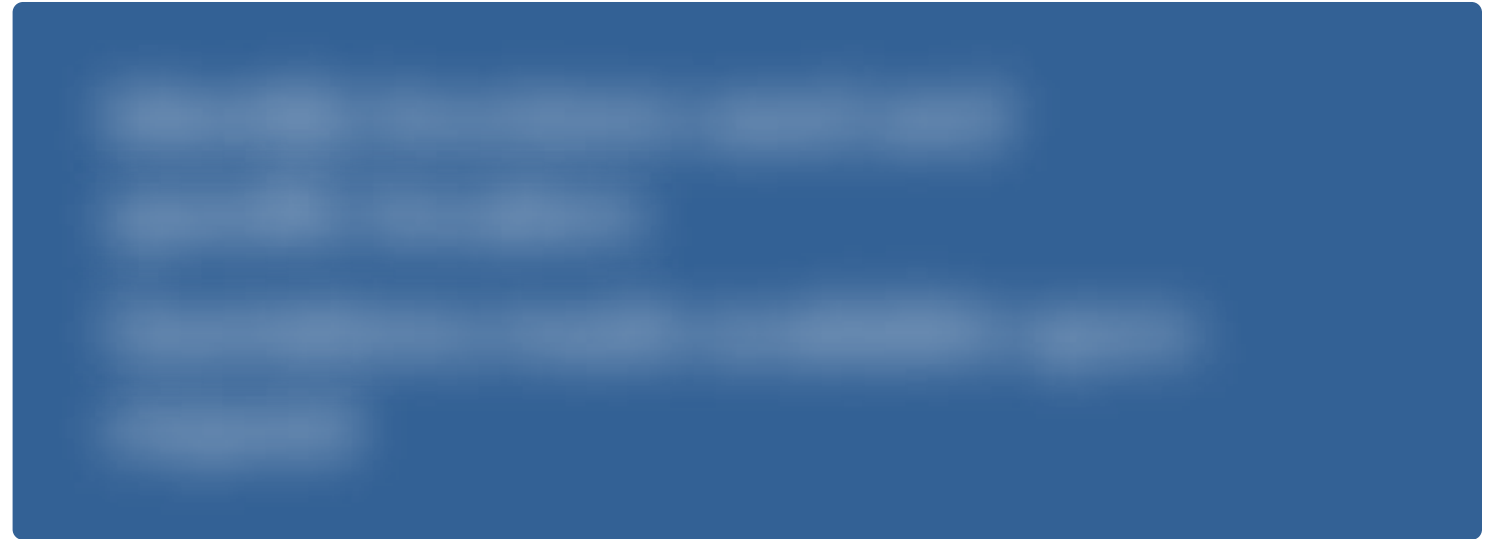


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# Product Specific & Logistics – “Export Essential”

Offer samples & ask for routing instructions

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# Closing & Contact

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## Example of Draft Email

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# Product Specifics

- Product, including the size, shapes, flavors and tastes
- Ingredients and comparative advantage

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# Placement Specifics

- Transported condition such as dry, chilled or frozen
- Shelf life

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# Pricing Specifics

- Two types of pricing in export
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# Pricing and Terms of Sale

- Provide buyers with the accurate weight and measurement of goods

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# Promotional Specifics

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# Company Specifics

- Information about your firm, the length of time in business, ownership, location

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# Selecting the Correct Payment Method

- At a minimum, deciding on which payment terms you will offer or agree to with your overseas customers should include the following:

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# Payment by Cash in Advance



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# Payment by Wire Transfer

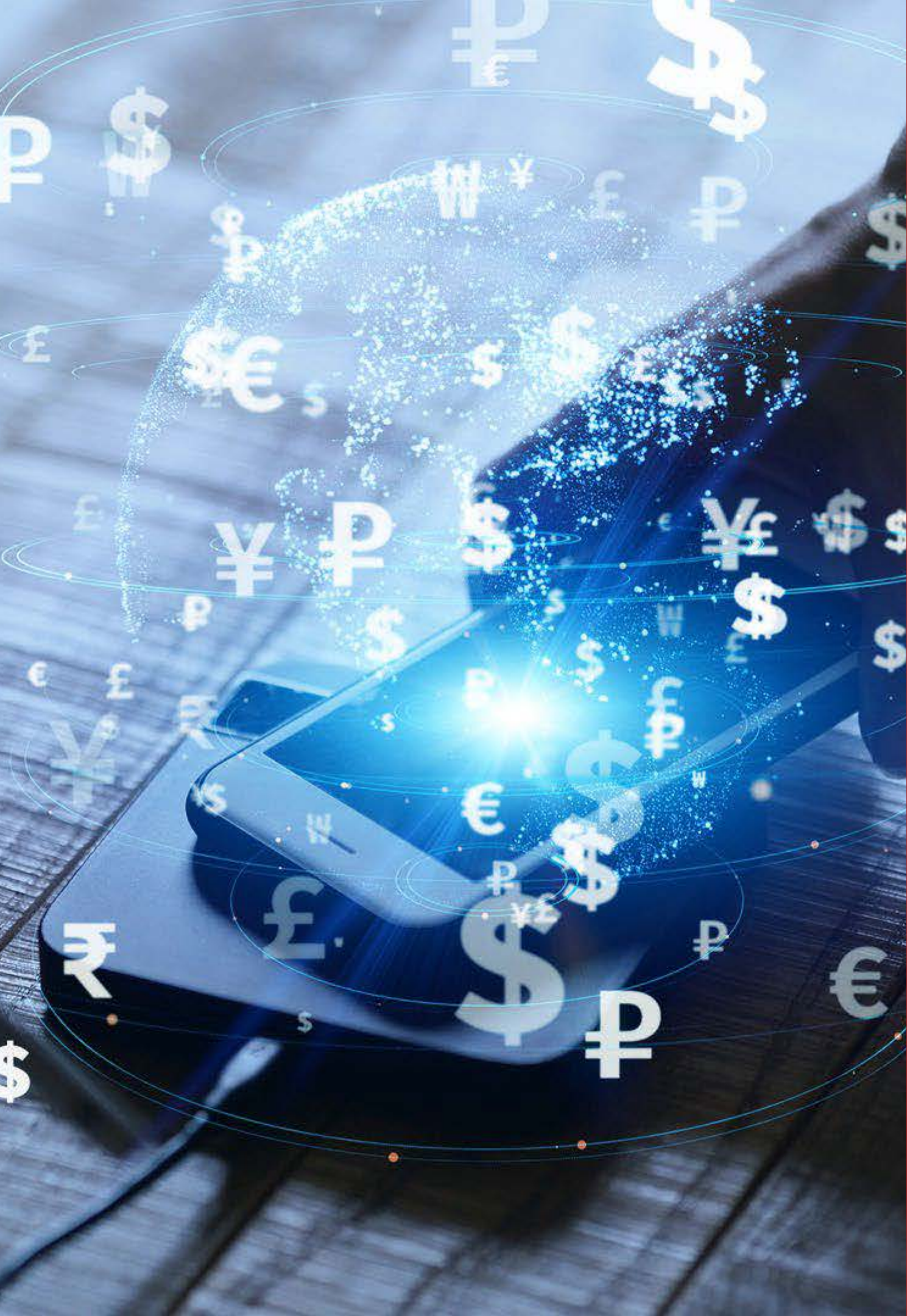
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# Payment by “T/T”

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# Payment by Draft (or Documentary Collection)

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# Documentary Letter of Credit

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# Letter of Credit Flowchart

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# Thank you

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