

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



SEPTEMBER/OCTOBER 2018 | VOL.24 NO.5

YOUR 2019 EXPORT STRATEGY

Giving You the Tools to Succeed in 2019 – Food Export is ready to help you start mapping out your export strategy for next year. We are prepared to give you all the tools you need to make an export plan, execute the plan and succeed.

ALL 2019 ACTIVITIES INCLUDING THE BRANDED PROGRAM ARE OPEN FOR REGISTRATION!

With over 60 activities planned for 2019 Food Export is prepared to help you 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.

We are pleased to have our most popular Buyers Missions, Focused Trade Missions and Food Show PLUS!™ activities available for you in 2019 and excited to announce eight new activities!

NEW FOR 2019

- Beer Ingredients Buyers Mission at Brew Expo 2019
- Focused Trade Mission to Philippines for Natural and Organic Products
- Focused Trade Mission to Thailand for Natural and Organic Products
- Food Show PLUS!™ at VIV Asia
- Focused Trade Mission to Peru
- Focused Trade Mission to Mexico for Feed Ingredients
- Focused Trade Mission to Korea for New Lifestyle U.S. Food Products
- Food Show PLUS!™ at VIV Asia

With the “Help Me Choose” feature under our “Programs & Services” tab on our website, you can narrow your activity search in many ways. Whether you are focusing on a particular Industry Segment, Food Export Program, World Region or Date, the Help Me Choose feature can help you focus on your specific criteria. Once you have

(continued on back page)

IN THIS ISSUE



Your 2019 Export Strategy



Trade is Key for Agricultural Growth



News Bite: Why Export



Highlights of Our 2019 Activity Schedule

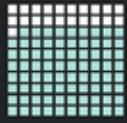
2018 Activity Calendar Included Inside

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.

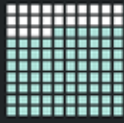
Percentage of U.S. Agricultural Production Exported

Walnuts



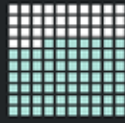
79%

Cotton



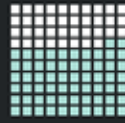
76%

Almonds



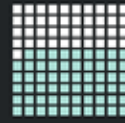
67%

Pistachios



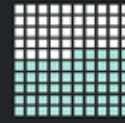
62%

Sorghum



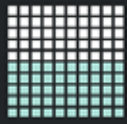
59%

Rice



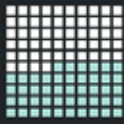
55%

Soybeans



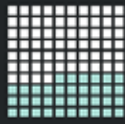
50%

Wheat



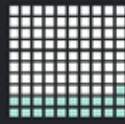
46%

Grapes



36%

Pork

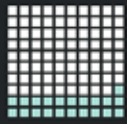


21%

> 20%

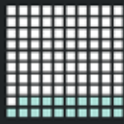
Overall U.S. farmers export more than 20% of what they produce

Corn*



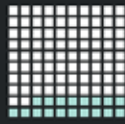
21%

Cherries



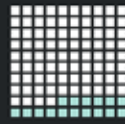
19%

Apples



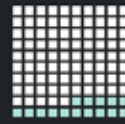
18%

Poultry



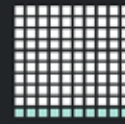
16%

Dairy



15%

Beef



10%

*Including ethanol, DDGS, and HFCS exports

Source: USDA-Foreign Agricultural Service, Production, Supply and Distribution System

Reference years: Marketing Year 2015/16 - 2017/18

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United States Department of Agriculture
Foreign Agricultural Service



TRADE IS KEY FOR AGRICULTURAL GROWTH

Over 20 percent of U.S. farm products by value are exported each year, making trade a key component for U.S. agricultural sustainability and growth. Canada finished as the United States' leading export market in the 2017 calendar year, followed closely by China and Mexico. Also, important customers for U.S. agricultural products in calendar year 2017 were Japan and EU. These five markets made up about 60 percent (\$82.3 billion) of the value of U.S. total agricultural exports (\$138.5 billion).

Depending on particular commodities, there were other key agricultural markets in 2017 calendar year. For instance, Colombia and Peru (corn's 3rd and 5th leading markets, respectively), South Korea (2nd largest market for beef & beef products and 5th largest customer for both pork & pork products and dairy products), and Indonesia (a distant 5th largest market for soybean).

Overall, The United States was a net exporter (i.e., exports surpassed imports) of agricultural products in 2017 calendar year, with a trade surplus of \$20.33 billion; however, the United States had an agricultural trade deficit (i.e., imports surpassed exports) with Mexico, Canada, and EU. These three countries were the United States' largest suppliers of agricultural products (\$24.3 billion, \$22.3 billion, and \$21.1 billion in 2017, respectively). Most of the U.S. agricultural imports from Mexico consisted of fresh fruits, fresh vegetables, and wine and beer. The top three agricultural products imported by the United States from Canada were food preparations & miscellaneous beverages, vegetable oils NESOI, and chocolate & cocoa products. The bulk of U.S. agricultural imports from the EU was imports of wine & beer, essential oils, and other intermediate products.

VISIT OUR WEBSITE AT WWW.FOODEXPORT.ORG

NEWS BITE

WHY EXPORT?

Exporting is an excellent way to expand and grow your business.

- **Overseas Growth:** Exports of consumer food products are growing three times faster than sales here in the U.S. They have soared in recent years in response to consumers' growing purchasing power and lower trade barriers.
- **Overseas Potential:** 95% of the world's population and two-thirds of total world purchasing power are located outside of the U.S. Imagine the potential, as the world becomes more integrated, and develops similar likes for products.
- **Small Companies Can Be Successful Exporters:** It's a popular misconception that only large companies can succeed overseas. Indeed, many small companies have found that their competitive advantage lies in some form of technological or creative advantage. Many have "unique" or "niche-type" products that are always in demand overseas!
- **International Markets More Accessible:** Over 20 Free Trade agreements have been created to help decrease America's trade deficit. These trade agreements, NAFTA, and WTO have lowered many trade restrictions for U.S. products, giving U.S. exporters an unprecedented level of access to many international markets. These reductions have helped all U.S. agricultural exporters, but in many instances have been particularly advantageous for exporters of value-added food and agricultural products.
- **Export Assistance Is Available:** Many firms shy away from exporting because they don't know how or where to get started. Fortunately, help is available! Food Export-Midwest, Food Export-Northeast, your local state agricultural promotion agency and other export providers can provide your company with a wide range of export assistance to help introduce you to the world of exporting.
- **Economic Growth:** Consumer preferences, shaped primarily by incomes, changing lifestyles, and evolving cultural preferences, largely determine the items available in grocery stores in different markets. In developing-country markets, higher incomes result in diet upgrades, with increased demand for meats, dairy products, and other higher value food products. These include packaged cereals, pasta, oils, and other items used in meal preparations.
- **U.S. Competitive Advantage:** Another contributor to the growth in value-added food exports is U.S. food exporters' competitive advantage in food processing. U.S. and Western Europe are considered to have the largest amounts of food and manufacturing centers. Many U.S. firms lead the way in adopting new technologies and in meeting the ever-changing consumer demand and trends, making them better able to customize their products for foreign consumers. Many are thus able to supply the types of foods products that are most in demand, including convenience foods like home meal replacement items, private label products, and niche-type products such as organic and functional products.

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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YOUR 2019 EXPORT STRATEGY (CONTINUED)

narrowed down your choices you can start making your activity plan. Using the "Wish List" ♥ can help you remember your researched activities when you're not ready yet to commit with your registration.

Our early registration option is a great, easy way to save money especially if you are a consistent attendee to a specific Buyers Mission or trade show where Food Show PLUS!™ services are

available. When you have questions about any activity or a specific event, call us! We have a full team of Liaisons available to assist you by answering you questions, helping you register for an event and guide you through the buyer selection process.

Review the inserted 2019 Food Export Activity to calendar to plan activities that will help you achieve your goals!

HIGHLIGHTS OF OUR 2019 ACTIVITY SCHEDULE

NORTHEAST BUYERS MISSION

January 28, Boston, MA
 January 30, New York, NY
 January 31, Philadelphia, PA

ELEVEN SEAFOOD EVENTS

INCLUDING:

Seafood Buyers Mission at Seafood Expo North America
 March 16, Boston, MA

Seafood Trade Show at Seafood Expo Global
 May 7-9, Brussels, Belgium

FOCUSED TRADE MISSION TO CANADA FOR SPECIALTY AND NATURAL PRODUCTS

April 1-5, Toronto, Canada

TWO PET SPECIFIC BUYERS MISSIONS:

Pet Food Buyers Mission at the Global Pet Expo
 March 19, Orlando, FL

Pet Food Ingredient Buyers Mission at Petfood Forum
 May 1, Kansas City, MO

BACK BY POPULAR REQUEST

Focused Trade Mission to Chile
 September 23-24

Focused Trade Mission to Panama
 October 29-30

FOUR DISTINCT FEED INGREDIENT ACTIVITIES:

Value-Added Feed Ingredients Buyers Mission at the International Production & Processing Expo
 February 13

Value-Added Feed Ingredients Buyers Mission at the World Pork Expo
 June 5-6

Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo
 October 2

Focused Trade Mission to Mexico for Feed Ingredients
 October 22-25

FIVE NEW FOCUSED TRADE MISSIONS:

Mexico for Feed Ingredients
 October 22-25

Mission to Peru
 September 25-27

Mission to Philippines for Natural and Organic Products
 January 7-8

Mission to Thailand for Natural and Organic Products
 January 10-11

Mission to Korea for New Lifestyle U.S. Food Products
 November 6-7

TWO NEW FOOD SHOW PLUS!™ ACTIVITIES:

Services at VIV Asia
 March 12-15

Fine Food Australia
 September 8-12