

# GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



MARCH/APRIL 2017 | VOL.23 NO.2

## MARKET YOUR PRODUCTS INTERNATIONALLY... AND RECEIVE 50% REIMBURSEMENT!

Each year, Food Export-Midwest and Food Export-Northeast assist hundreds of U.S. companies with promoting their food and agricultural products in more than 50 countries around the world through the Branded Program. U.S. companies use funds through the program to help offset the cost of overseas advertising, marketing and promotions, attending international tradeshows, public relations, package and label modifications, and more!

Branded Program funds, made possible through funding from the Foreign Agricultural Service (FAS) of the USDA, are helping U.S. companies grow export sales of their branded products in overseas markets. **As a result, in 2015 participating companies in the Midwest and Northeast reported more than \$380 million in actual export sales and over \$900 million in projected export sales. U.S. companies established more than 1,500 new agent relationships and over 200 companies increased sales by 20% or more!**

### MAKING THE BRANDED PROGRAM WORK FOR YOU

Our programs are designed to work together to help you achieve export success. Through exporter education, market entry, and market promotion strategies, they focus on educating you about the benefits of exporting, helping you explore and enter new markets and remaining successful and competitive in the market by providing 50% reimbursement for the cost of eligible international marketing promotion activities.

#### Branded Program funding can assist you with:

- Promoting your products overseas (e.g., advertising, in-store promotions, public relations, product literature, freight costs for samples, package and label modifications)
- Entering new markets (e.g., overseas tradeshows and certain domestic tradeshows with international attendance)

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### Register for an Online [foodexport.org](http://foodexport.org) Account!

Be sure to create an online account at [www.foodexport.org](http://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.



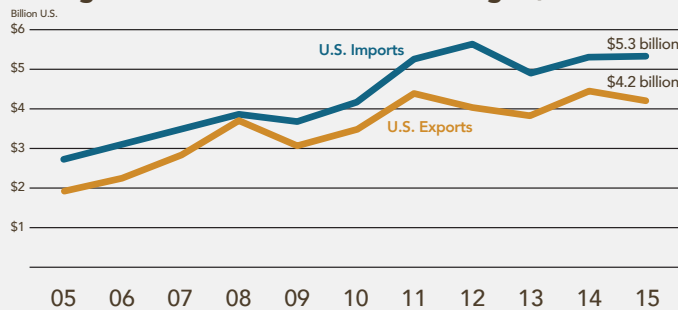
## MARKET FOCUS: GUATEMALA

Since the United States entered into the CAFTA-DR trade agreement, U.S. agricultural exports to the six CAFTA-DR countries (Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua) have more than doubled. From 2005-2015, U.S. exports of agricultural goods to the region grew from \$1.9 billion to \$4.2 billion, with exports to Guatemala growing faster than to any other country. The agreement has strengthened U.S. ties with the CAFTA-DR region and helped spur economic growth, trade, employment and expansion of the region's middle class. Of the United States' 14 free trade agreements, CAFTA-DR ranks third in terms of the value of agricultural trade, after the North American Free Trade Agreement (NAFTA) and the U.S.-Korea Free Trade Agreement (KORUS).

### CAFTA-DR: RESULTS AND FUTURE OUTLOOK

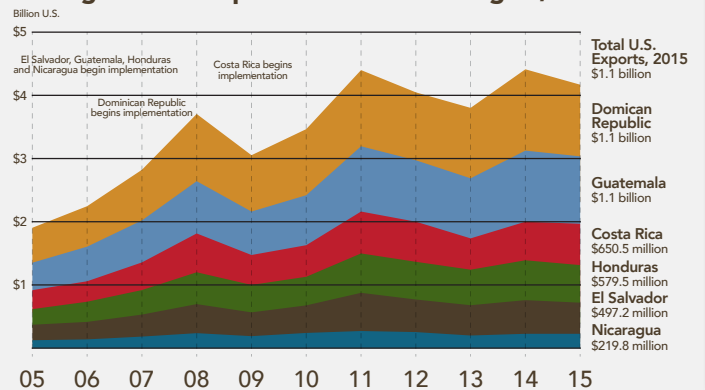
CAFTA-DR was implemented on a variable timeline with El Salvador, Guatemala, Honduras and Nicaragua beginning implementation in 2006, the Dominican Republic in 2007 and Costa Rica in early 2009. The agreement provided immediate duty-free access for various agricultural goods while phasing in tariff reductions for others. The United States ranks as the top supplier of agricultural goods to the region with a 57-percent market share, followed by Mexico with 14 percent, Chile with 3 percent, and Brazil and Canada each with 2 percent.

### U.S. Agricultural Trade with CAFTA-DR Region, 2005-2015



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

### U.S. Agricultural Exports to CAFTA-DR Region, 2005-2015



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

On a value basis, U.S. exports of corn, beef, cotton and various high-value, processed foods experienced immediate benefits. The largest increases in U.S. imports were for tropical products such as sugar, fresh fruit, cocoa beans and instant coffee.

Two-way agricultural trade between the United States and the CAFTA-DR region was valued at \$9.5 billion in 2015, with the United States posting a trade deficit. U.S. imports were valued at \$5.3 billion and exports at approximately \$4.2 billion. Consumer-oriented commodities were the United States' top imports, with a value of \$3.5 billion. Bananas and plantains accounted for 40 percent of that total. Bulk and intermediate imports were roughly \$1.8 billion.

Soybean meal, corn, wheat, poultry meat and prepared foods rank among the top imports by CAFTA-DR countries. Since 2005, U.S. exports of consumer-oriented goods to the region have increased by 270 percent to \$1.5 billion. Combined, bulk and intermediate product exports were valued at roughly \$2.6 billion in 2015. While bulk commodities were the leading exports on a value basis between 2005 and 2015, consumer-oriented items experienced the largest growth. Since 2005,

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## MARKET FOCUS: GUATEMALA CONTINUED...

volumes of high-value items such as pork and beef cuts, tree nuts, processed vegetables and alcoholic beverages increased from 100-300 percent.

### U.S. Agricultural Exports to CAFTA-DR Region (Million USD)

COMMODITY	2005 (Pre-Implementation)	2015 (Current)
Soybeans and Soybean Products	\$308.8	\$847.3
Corn	\$337.7	\$556.8
Fruits and Vegetables (excl. Juices)	\$75.4	\$249.8
Poultry Meat and Products (excl. Eggs)	\$60.8	\$216.5
Prepared Food	\$54.8	\$195.9
Dairy Products	\$67.7	\$186.8
Pork & Pork Products	\$28.9	\$165.9
Beef and Beef Products	\$12.1	\$113.5
Cotton	\$63.5	\$109.6
Other Commodities	\$873.8	\$1,509.8
<b>TOTAL</b>	<b>\$1,883.5</b>	<b>\$4,151.9</b>

Source: FAS Global Agricultural Trade System

The Dominican Republic and Guatemala were the top two CAFTA-DR markets for U.S. agricultural goods in 2015, with both valued at \$1.1 billion. Combined, the two countries accounted for 52 percent of U.S. exports to the region, followed by Costa Rica (\$650.5 million), Honduras (\$579.5 million), El Salvador (\$497.2 million) and Nicaragua (\$219.8 million).

Bilateral trade under CAFTA-DR has helped spur economic development in the Central American region. According to Global Insight, the region's workforce is expected to expand from 24 million to 30 million workers by 2025 and GDP is estimated to increase nearly 50 percent, from \$381 billion in 2015 to \$563 billion by 2025. The steady rise of the middle class – from 3.3 million households in 2005, to an estimated 4.7 million in 2015, to a forecasted 7 million in 2025 – continues to enhance the demand for retail food and beverage products. The region's retail food and beverage sales are projected to grow 64 percent by 2025.

### GUATEMALA: GROWING MARKET FOR U.S. AGRICULTURE

Guatemala is the largest Central American market for U.S. agricultural exports and, since implementation of CAFTA-DR, has been the fastest-growing. The United States is the top supplier of agricultural products to Guatemala, with exports growing 135 percent since 2005. U.S. bilateral agricultural trade with Guatemala was valued at approximately \$3 billion in 2015, with the United States importing \$1.9 billion and exporting \$1.1 billion. Top U.S. exports include corn, soybean meal, wheat, poultry meat and cotton. Top imports from Guatemala include bananas, coffee, fresh and processed fruit, fresh vegetables and cane sugar.

Guatemala has a population of 16.5 million, as well as the largest middle class in Central America. Through 2025, the population

is estimated to grow 1.8 percent annually. The country continues to experience a vast rural to urban migration, with the urban population increasing from 5.6 million in 2005 to 8.4 million in 2015. In 2015, the country's urban population exceeded the rural population, according to Global Insight.

Guatemala's GDP is growing along with its population, climbing more than 4 percent annually to reach \$131.9 billion in 2015. This growth is spurring increased demand for high-valued food and beverages. Since 2005, retail food and beverage sales increased by \$4.5 billion and are forecast to increase by another 45 percent to \$21.6 billion in 2025. Guatemalan employment numbers have also been on the rise, increasing from 4.6 million workers in 2005 to 6.4 million in 2015. During this same time period, unemployment rates dropped by 5 percent.

In 2015, Guatemala's total trade of agricultural goods with the world was \$7.5 billion. Guatemala imported \$2.7 billion in agricultural goods, with the United States as the largest supplier at 44 percent, followed by Mexico with 14 percent, El Salvador with 9 percent, Costa Rica with 8 percent and Nicaragua with 4 percent. Guatemalan exports to the world were valued at approximately \$4.8 billion and included cane sugar, bananas, coffee, palm oil and cardamom. With agriculture comprising more than 13 percent of GDP and 31 percent of the workforce, Guatemala holds a \$2.1 billion surplus in agricultural trade. Guatemala is a consumer and importer of corn, food preparations, soybean oilcake, wheat and various cuts of chicken.

CAFTA-DR has helped spur the Guatemalan economy and contribute to increased personal incomes and living standards. Technological advances and a growing middle class further encourage the demand for higher-value and quality food and beverages. All these factors make Guatemala and the rest of the CAFTA-DR region a growing market for U.S. agricultural exports.

## EXPERIENCE GUATEMALA WITH FOOD EXPORT!

### Focused Trade Mission to Guatemala for Retail and Food Service Products

July 27-28, 2017

Early Registration Deadline: March 20, 2017 - \$400

Registration Deadline: May 1, 2017 - \$600

### Visit Two Markets At Once!

#### Register for Two Back-to-Back Missions and Save!

Register for the **Focused Trade Mission to Colombia for Retail and Food Service Products**.

Register by the early deadline and receive each mission for only \$325.

After the early deadline, receive each mission for only \$425.\*

\*Registration for both missions must occur on the same transaction to be eligible for the discount. If one of the mission registrations is cancelled, the discount is forfeited for the remaining mission.



## FOOD EXPORT HELPLINE™

**Q: I have heard there have been some more changes to the Harmonized System (HS) and Schedule B numbers in 2017 but I cannot locate anything informative other than it happened. Do you have an update on the matter? I recall in 2012 you presented a webinar on the changes and have heard about it in Food Export seminars as well.**

**A: The changes to the HS in 2012 were quite transformational and they are scheduled for change every five years, so it's due for an update. Right now it looks like the administrative body of the Harmonized System, the World Customs Organization (WCO), has made similar types of changes as they did in 2012, but not quite as many. We will learn more as the year progresses as all the data sets need to be loaded into tariffs and search engines. That does not happen on January 1st and this was no exception. We will cover some of the reasons for change here, but we encourage you to log in and check all of your codes for changes.**

### **What is the Harmonized System?**

All goods exported from and imported to any territory are subject to, or exempt from duties, taxes and other tariff treatment. The "Harmonized System" (HS) has been developed so that all countries may utilize the same numeric system that has been employed to identify products for the purpose of classification and evaluation and it is the foundation for international trade. It covers over 98% of world trade. In other words, in any tariff situation using the HS the code for peanut butter, (HS 200811), it should be the same despite the language and line item extensions.

### **Uses of the HS in International Trade**

The system is not only used to clear goods through customs upon import, but used to track exports as well, with the option of a more specific category by using a 10-digit extension. For exports from the United States, the 10-digit extension is known as "Schedule B". All exporters need to know what their HS code numbers are at six digits and also the ten-digit Schedule B numbers. Foreign buyers have no interest in the B number as it only confuses them when they consult their own tariff for customs clearance purposes.

The Schedule B number is applied to the Electronic Export Information or "EEI", a customs clearance document

required of all shipments with a value over \$2500.00 with the exception of those going to Canada where it is not required. The exception to the low value requirement would be if the product required an export license such as those going to Cuba. The U.S. Census Bureau uses the "B" number, the weight, value, origin and destination and mode of transport to provide the trade community with export data used for ranking top markets and other matters.

The HS is also used by U.S. Customs for import clearance purposes, as well as collection of statistics. It is referred to as the "HTSUSA" or Harmonized Tariff System of the United States of America. In the HTSUSA the tariff codes are called "Schedule A" numbers and not "B" numbers and should not be confused but often are. The HS is used extensively in market research both with statistics and also categorically by industry. This includes the United Nations Food and Agricultural Organization (FAO) [www.fao.org](http://www.fao.org) who has direct input with the WCO on HS changes. It is also integral to Free Trade Agreement (FTA) and Trade Promotion Agreement (TPA) Rules of Origin used to allow or disallow preferential tariff treatment. The codes are also used to complete certification for trade agreement and are required on government issued certificates of origin, those that are optional and those that are created by the exporter. To say the HS runs international trade would be somewhat of an understatement, so any changes to it need to be analyzed and reported on for future use, if they apply to a company's products or markets.

### **Changes to Schedule B in 2013-2016**

Although the WCO schedule changes the six digit HS codes every five years, the U.S. Census Bureau [www.census.gov](http://www.census.gov) can make changes to the ten digit Schedule B numbers once or sometimes twice a calendar year. Sometimes the changes are minor like in 2013 and other times they are an overhaul. Generally the changes are meant to separate specific trade products into additional qualifying categories for better

statistical analysis of product use. In 2014 there were no changes to any Schedule B numbers for food products, but in 2015 most of the changes made related to fresh vegetables and fruits including organic classifications.

In 2016 there were two sets of changes, one in January as usual, but yet another set of changes in July. The January changes did not include any food products but the later changes dealt with milk products, including organic. Many dairy exporters would benefit greatly by having more B numbers added in to other organic types and especially further divisions of cheese which only has seven choices, not nearly enough to cover all of the specialties being created and exported from the U.S. today.

It is important to note that when a new "B" number is added it is actually two new numbers, not just one and the original code becomes obsolete. Once the change has been made the original code cannot be used to file on the EEI and there is no longer any export data related to that code.

### **The New Round of Changes: Amendments to the HS Effective from January 1st, 2017**

The new version of the HS Nomenclature entered into force on 1 January 2017. As mentioned it is developed by the WCO and was first adopted in 1983. This is the 6th edition of this global standard, used by over 200 countries and Economic or Customs Unions for classifying goods in international trade.

Once again, the agricultural sector can expect the most changes. It includes 233 sets of amendments, divided as follows: agricultural sector 85; chemical sector 45; wood sector 13; textile sector 15; base metal sector 6; machinery sector 25; transport sector 18; other sectors 26. And once again environmental and social issues of global concern are the major feature of the HS 2017 amendments.

The amendments made to the HS reflect more than just a need for statistical data or the setting of tariff rates; they also allow the trade in goods, especially those having a social and environmental impact, to be monitored and controlled. The amendments made to the HS over the past decades reflect

this concern, with environmental and social issues, as well as international Conventions of global interest being major features of the HS 2017 amendments, as was already the case in the preceding, 2012 edition.

### **Some Highlights of Changes**

As mentioned, once again most of the changes have been made in chapter 03 of the HS, titled "Fish and Crustaceans, Mollusks and Other Aquatic Invertebrates". Most of the amendments indicate they have been adopted as a result of the FAO proposal to enhance the monitoring of global food security.

There was also a change to chapter 08 of the HS which is "Edible Fruit and Nuts; Peel of Citrus Fruit or Melons". There was a creation of new subheadings to provide separately for mandarins (including tangerines and satsumas) and clementines, respectively.

There have been changes made to chapter 12 of the HS which is titled "Oil Seeds and Oleaginous Fruits; Miscellaneous Grains, Seeds and Fruit; Industrial or Medicinal Plants; Straw and Fodder". This is an area which covers "Plants and parts of plants (including seeds and fruits), of a kind used primarily in perfumery, in pharmacy or for insecticidal, fungicidal or similar purposes, fresh or dried, whether or not cut, crushed or powdered, as well as expansion of the scope of heading to include "chilled" and "frozen" products. Products classified in this section include ginseng roots, coca leaf, poppy straw, herbal teas and infusions as well as "Substances having anesthetic, prophylactic or therapeutic properties and principally used as medicaments or as ingredients in medicaments." Concurrently there was the creation of a new subheading for "ephedra, facilitating the monitoring and control of narcotic drugs and psychotropic substances."

There were changes to HS chapter 13 as well. This chapter is titled "Lac; Gums, Resins and Other Vegetable Saps and Extracts". There was creation of a new subheading for "vegetable saps and extracts, of ephedra, facilitating the monitoring and control of narcotic drugs and psychotropic substances." These changes are quite similar to those made







new types of products, especially in the food and agricultural areas. Changes also included the deletion of headings or subheadings due to low volume of trade. Those products will now be classified as Not Elsewhere Specified or Included or “NESOI” instead of specifically. Changes will benefit food and agricultural exporters by clarifying tariff code discussions with buyers, increasing market research opportunities helping to further segment and target markets. It also offers a chance to start over and organize codes properly and keep them current.

Even though some of the new codes have not been uploaded online in most countries they are certainly being used in the destination markets. In other words they may now be in the official customs tariff but not in the online versions, many of them published by private companies and some are clearly dated. Many exporters question the impact on duties on products with the changes in many new headings and subheadings. These changes are “revenue neutral” so the same duty and tariff treatment will apply despite the change in coding. Many duties have actually been reduced or even eliminated since 2012 in countries the U.S. has a Free Trade or Trade Promotion Agreement with.

### Get More Info

For specific questions about HS changes that might relate to your products call our Food Export Helpline at 312-334-9200 to discuss how those changes apply to your business.

### 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.*

in HS 12 and obviously for tracking drug derivative and raw materials which have an agricultural origin.

There are changes to HS heading 2008 as well. The title is “Fruit, nuts and other edible parts of plants, otherwise prepared or preserved, whether or not containing added sugar or other sweetening matter or spirit, not elsewhere specified or included:” This subheading is popular with processed food exporters of “other” than specifically listed items. If you have prepared/preserved fruit and nut products and mixtures you would likely not change, but anything that is not technically like those will likely be moved.

There was also a similar change to HS chapter 14, which is titled “Vegetable Plaiting Materials; Vegetable Products Not Elsewhere Specified or Included. There was expansion of the scope which entails the transfer of certain products of this subheading to heading 12.11. So products which now make more sense in chapter 12 should be reclassified from chapter 13 and 14.

Beer and wine exporters should make note of some important changes in HS 22 “Beverages, Spirits and Vinegar” with new subheadings for non-alcoholic beer. There was also the creation of a new subheading for “wine in containers holding more than 2 liters but not more than 10 liters which would cover more specifically “BiB” or “bag-in-a-box packaging” of wine.

### How the 2017 Changes Benefit Exporters

These days many new products are being introduced while others become obsolete and are no longer traded internationally. The changes reflect the increase of trade in

# 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](http://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.

### 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

### Specialty Food Buyers Mission at the Summer Fancy Food Show

June 23-26, 2017 New York, NY  
**Early Registration Deadline:** April 21, 2017 - \$150  
**Final Deadline:** May 12, 2017 - \$225

### Food Ingredients Buyers Mission at the Institute of Food Technologists Show

June 24-26, 2017 Las Vegas, NV  
**Early Registration Deadline:** April 24, 2017 - \$150  
**Final Deadline:** May 15, 2017 - \$225

### Midwest Buyers Mission

July 31, 2017 Minneapolis, MN  
August 2, 2017 Madison, WI  
August 3, 2017 Chicago, IL  
**Early Registration Deadline:** May 29, 2017 - \$250  
**Final Deadline:** June 19, 2017 - \$300

## 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 Mexico for Retail and Food Service Products

June 6-9, 2017 Mexico City and Monterrey, Mexico  
**Registration Deadline:** March 14, 2017 - \$600

### Focused Trade Mission to Colombia for Retail and Food Service Products

July 24-25, 2017 Colombia, Bogota  
**Early Registration Deadline:** March 20, 2017 - \$400  
**Registration Deadline:** May 1, 2017 - \$600

### Focused Trade Mission to Guatemala for Retail and Food Service Products

July 27-28, 2017 Guatemala  
**Early Registration Deadline:** March 20, 2017 - \$400  
**Registration Deadline:** May 1, 2017 - \$600

### Focused Trade Mission to China for Retail and Food Service Products

August 13-17, 2017 Beijing and Ningbo, China  
**Early Registration Deadline:** April 10, 2017 - \$400  
**Registration Deadline:** May 22, 2017 - \$600

### Focused Trade Mission to Hong Kong for Retail and Food Service Products

August 17-20, 2017 Hong Kong  
**Early Registration Deadline:** April 10, 2017 - \$400  
**Registration Deadline:** May 22, 2017 - \$600

### Focused Trade Mission to Brazil for Value-Added Feed Ingredients

August 29-31, 2017 Sao Paulo, Brazil  
**Early Registration Deadline:** April 25, 2017 - \$400  
**Registration Deadline:** June 6, 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](mailto:info@foodexport.org) | [www.foodexport.org](http://www.foodexport.org)



**Make your market.<sup>SM</sup>**

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](http://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 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

### Food Show PLUS!™ at Food & Hotel China

November 13-16, 2017 Shanghai, China

**Early Registration Deadline:** July 24, 2017 - \$225

**Registration Deadline:** August 21, 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 Trade Show at Seafood Expo Global

April 25-17, 2017 Brussels, Belgium

### 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](http://www.foodexport.org/brandedprogram) today to submit a pre-qualification or application.**



# MARKET YOUR PRODUCTS INTERNATIONALLY CONTINUED...

## Who is Eligible?

To be eligible for the Branded Program, companies must:

- Be a small company according to the U.S. Small Business Administration (SBA) guidelines or an agricultural producer cooperative, which is exempt from size restrictions. Be incorporated in the U.S.
- Have products that are at least 50% U.S. agricultural content by weight (excluding added water and packaging).
- Be headquartered in the Midwest or Northeast regions. A company's headquarters is defined as the physical location of the business' main management/operations office.

Visit [www.foodexport.org/brandedprogram](http://www.foodexport.org/brandedprogram) to start the pre-qualification process to see if your company is eligible.



## ENROLL IN THE BRANDED PROGRAM TODAY!

The 2017 Branded Program year is currently open for enrollment and demand for funding is high. Applying now provides you with confidence that your 2017 expenses will be eligible and assurance that you can support your new foreign buyers and build your brand.

For companies that are already enrolled in the Branded Program, you may qualify for funds for another market even after you've reached the five-year graduation in one market or many markets at one time. Go to [www.foodexport.org/brandedprogram](http://www.foodexport.org/brandedprogram) to learn more.

### 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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## SUCCESS STORY

### NEW YORK SUPPLIER MAKES FIRST-TIME SALE TO GUATEMALA

Rao's Specialty Foods Inc. of New York, New York has been a Food Export participant since 2004 and has participated in over forty Food Export programs and activities. Knowing the quality of buyers assembled for events and valuing the services provided by Food Export, Deb Crisan, Sr. VP Sales & Marketing for Rao's Specialty Foods continues to utilize Food Export's activities as a source to expand Rao's export sales.

After deciding to exhibit at Feria Alimentaria in Guatemala in July of 2015, this New York supplier also chose to take advantage of Food Export's Food Show PLUS!™ services at the show. Show services included scheduled meetings and introductions to qualified buyers; pre-event custom product

research including a market overview, cost assessment and importation analysis; on-site assistance by Food Export's In-Market Representative; a dedicated interpreter; and translation of exhibitor material into the local language.

Utilizing these services proved to be good decisions as Rao's was able to report actual sales of \$4,500 and project another \$10,000 in sales over the next twelve months. This sale also marked a first time sale to the market for the supplier.



Rao's Specialty Foods, a New York, NY company produces specialty and gourmet pasta sauces, dressings and marinades, as well as, a variety of jarred roasted and grilled vegetables for the retail markets. They have production facilities in New Jersey and Pennsylvania.

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 and 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](mailto:foodexport@foodexport.org).*

