EXPORT! AN EXCELLENT WAY TO EXPAND AND GROW YOUR BUSINESS!

OVERSEAS GROWTH: Exports of consumer food products are growing three times faster than U.S. sales. Exports have soared recently 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” products that are always in demand overseas!

INTERNATIONAL MARKETS MORE ACCESSIBLE: Over 20 free trade agreements have been created to help decrease the trade deficit in the U.S. These trade agreements, NAFTA, and WTO have lowered many trade restrictions, giving U.S. exporters unprecedented 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 start. Fortunately, help is available! Food Export-Midwest, Food Export-Northeast, your local state agricultural promotion agency and other export providers can provide your company 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
Peru is rich with different climates and foods – seafood on the coast, ancient grains like quinoa in the mountains, and fruits in the jungle. Originally colonized by Spain, Peru declared its independence in 1821. Since then, immigration to Peru has brought an Asian influence from China and Japan. Immigration creates opportunity for intermingled food and cultural traditions.


**U.S.-PERU EXPORTS**
- Peru was the U.S.'s 30th largest export market in 2017.
- U.S. exports to Peru in 2017 were $8.7 billion, up 9.3% ($736 million) from 2016 and up 110.3% from 2007.
- U.S. exports to Peru are up 40.1% from 2008 (pre-FTA).

For over a decade, Peru has been one of the world's top performing economies, registering sustained high growth accompanied by low inflation. U.S.-origin food and agricultural product exports to Peru benefit significantly from the PTPA. Despite Peru’s 2017 economic slowdown, demand for U.S. consumer-oriented food is forecast to exceed $250 million in 2018. This will set a record as the highest year in terms of value for this export category since the PTPA’s implementation in 2009.

The U.S., with a market share of almost 21 percent, is a top supplier of consumer-oriented food products. Improving economic growth in 2017-19, will further stimulate demand for U.S.-origin product.
ADVANTAGES AND CHALLENGES FOR U.S. EXPORTS IN THE FOOD AND BEVERAGE SECTOR

ADVANTAGES
The U.S.-Peru Trade Promotion Agreement grants duty-free access to two-thirds of all U.S.-origin food and agricultural products, including high-value food products.

An active supermarket industry that is promoting increased demand for high-value food products.

Growth of new supermarket outlets and convenience stores in Lima’s suburbs and other cities.

Appreciation for U.S. food quality and culture.

Untapped categories such as refrigerated and frozen products.

Increased health consciousness among the Peruvian population.

Middle-class expansion.

DISADVANTAGES
Consumers prefer to buy fresh produce in traditional markets.

Supermarkets, the main source of imported food products, account for only 25 percent of the retail food market share in Lima and 17 percent in the provinces.

New local food brands are appearing in the market at very low prices.

Provincial supermarkets are supplied by Lima-based companies.

Lack of brand awareness among some consumers.

Market access demands higher marketing costs.

Traditional markets dominate retail sales in secondary cities.

Domestic producers manufacture more affordable products according to local taste preferences.

WHAT ARE THE BENEFITS?
• Flexible options (Market Scan and Rep Finder designed to an exporter’s needs and wants.
• Low-risk way to ascertain the market’s climate
• Specific insights to drive export sales
• Cost-effectiveness
• In-market assistance (introductions, translation and follow-up assistance)
• One-on-one meetings with pre-qualified and interested buyers
• Specific product results – customized for you

Finding the right market and buyer for your product is the key to exporting success! This one-of-a-kind service offers packages especially designed to an exporter’s needs and wants.

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• Cost-effectiveness
• Specific insights to drive export sales
• Market specific/product specific results – customized for you

MarketScan: $450  |  RepFinder: $550
Market Builder Package: $800 (includes MarketScan & RepFinder)
For more information visit our website, or contact a Liaison!

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 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.

EARLY REGISTRATION DEADLINE | REGISTRATION DEADLINE

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.

Natural Products Buyers Mission at Natural Products Expo West
March 7-8, 2019  Anaheim, CA
ERD Jan. 25, 2019

Pet Food Buyers Mission at the 2019 Global Pet Expo
March 19, 2019  Orlando, FL
ERD Jan. 15, 2019  RD Feb. 5, 2019

Beer Ingredients Buyers Mission at Brew Expo 2019
April 9, 2019  Denver, CO
ERD Feb. 5, 2019  RD Feb. 26, 2019

Food Service Buyers Mission at National Restaurant Association Show
May 18-20, 2019  Chicago, IL
ERD March 15, 2019  RD April 5, 2019

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 Toronto for Specialty and Natural Products
April 1-5, 2019
ERD Jan. 18, 2019

Focused Trade Mission to Mexico for Private Label, Food Service, and Retail Products
July 16-18, 2019
ERD March 15, 2019  RD April 22, 2019

Focused Trade Mission to China for Retail Products (Beijing and Hangzhou)
Aug. 11-14, 2019
ERD April 8, 2019  RD May 13, 2019

Focused Trade Mission to Hong Kong
Aug. 15-17, 2019
ERD April 8, 2019  RD May 13, 2019

Focused Trade Mission to Chile
Sept. 23-24, 2019
ERD May 31, 2019  RD June 28, 2019

Focused Trade Mission to Peru
Sept. 25-27, 2019
ERD May 31, 2019  RD June 28, 2019

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
April 30 – May 2, 2019  Montreal
ERD Feb. 1, 2019  RD Feb. 22, 2019

Food Show PLUS!™ at SIAL China
May 13-16, 2019  Shanghai
ERD Feb. 15, 2019  RD March 8, 2019

Food Show PLUS!™ at Seoul Food & Hotel
May 20-24, 2019
ERD Feb. 22, 2019  RD March 15, 2019

Food Show PLUS!™ at Seafood Expo Asia
Sept. 3-5, 2019
ERD May 14, 2019  RD June 11, 2019

FOCUSED TRADE MISSIONS

Focused Trade Mission to Shanghai
Aug. 11-14, 2019
ERD April 8, 2019  RD May 13, 2019

Focused Trade Mission to Hangzhou
Aug. 16-18, 2019
ERD May 13, 2019  RD June 28, 2019

Focused Trade Mission to Mexico City
Sept. 23-24, 2019
ERD June 28, 2019  RD July 12, 2019

Focused Trade Mission to Beijing
Sept. 25-27, 2019
ERD July 12, 2019  RD August 16, 2019

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May 20-24, 2019
ERD Feb. 22, 2019  RD March 15, 2019

Food Show PLUS!™ at Seafood Expo Asia
Sept. 3-5, 2019
ERD May 14, 2019  RD June 11, 2019

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 2019 Seafood Expo North America
March 16, 2019  Boston, MA
ERD Feb. 1, 2019

Seafood Tradeshows at Seafood Expo Global
May 7-9, 2018  Brussels, Belgium

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Call: (312) 334-9200 or (215) 829-9111  E-mail: info@foodexport.org  |  www.foodexport.org

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.
incomes result in diet upgrades, with increased demand for meats, dairy products, and other higher value food products, including packaged cereals, pasta, oils, and other 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 numbers 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 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.

**Benefits of Exporting – For You!**

**INCREMENT SALES AND PROFITS:** If your firm is succeeding domestically, expanding overseas will likely improve overall profitability as well. Average orders from international customers are often larger than they are domestically, since importers overseas stock by the container rather than by the pallet. Furthermore, increased sales tend to increase productivity by lowering per unit fixed costs.

**SHORT-TERM SECURITY:** By expanding into international markets and spreading risk over a wider customer base, companies become less dependent upon the ups and downs of the domestic economy and the likes/dislikes of the American consumer.

**LONG-TERM SECURITY:** The U.S. is a large market with a wealth of opportunity, but it is also a mature market with intense competition from domestic and increasingly foreign competitors. (The U.S. National Foreign Trade Council estimated that about 80% of all U.S. industry now faces international competition – many of it right here in our own backyard!) We are approaching the day when we will be doing business in a single “global market” instead of foreign and domestic markets. For most food and agricultural companies, exporting isn’t just a way to maximize profits today, it also represents the future of their business tomorrow.

**ENHANCE COMPETITIVENESS:** Repeated studies have shown that exporting improves companies’ competitive advantage. Establishing your company overseas will provide a new global perspective and can facilitate improvements with existing and new products. Often companies discover an innovative product developed for an overseas market that turns out to be a success domestically, too. In addition, exporting can help you compete more effectively against foreign competitors here in the U.S.

**ECONOMIES OF SCALE:** Exporting is an excellent way to enjoy pure economies of scale with products that are more “global” and have a wider range of acceptance around the world. This is in contrast to products that must be adapted for each market, which is expensive and time consuming and requires more of an investment. The newer the product, the wider range of acceptance in the world, especially to younger customers, often referred to as the “global consumer.”

**Benefits of Exporting - for the U.S. Economy**

**JOBS/ECONOMIC ACTIVITY:** The U.S. exported $140.5 billion worth of agricultural products in 2017, up $10.9 billion from FY 2016. Top export markets include China ($22 billion), Canada ($20.4 billion), Mexico ($18.6 billion), Japan ($11.8 billion), European Union ($11.6 billion), and South Korea ($6.9 billion). Top U.S. exports include Corn ($9.7 billion), Beef ($7.1 billion), Pork ($6.4 billion), Wheat ($6.2 billion), Prepared Foods ($6.0 billion), Dairy ($5.3 billion) and Fresh Fruit ($4.7 billion). (Source: USDA-FAS Global Agricultural Trade Systems)

**EXPORTS FACILITATE SECURITY:** Small and medium-sized firms account for the vast majority of growth in new exporters. The U.S. agricultural economy is becoming increasingly dependent on exports – about one in every five factory jobs or 20 percent of all jobs in America’s manufacturing sector depends on exports.

VISIT OUR WEBSITE AT WWW.FOODEXPORT.ORG