Food Export-Midwest and Food Export-Northeast take a three-prong approach to exporting, assisting U.S. companies through export education, market entry, and market promotion. Our export education support includes seminars and webinars on a variety of export-related topics, as well as ongoing assistance with all of your export questions by contacting our Food Export Helpline™. When companies take the time to do their homework and educate themselves on the exporting process, they reap the rewards.

Plocky’s Fine Snacks, located in Hinsdale, Illinois, used Food Export’s three-prong approach to exporting to grow their export business. After participating in various export educational webinars, they attended the 2012 Winter Fancy Food Show with assistance from Food Export’s 50 percent cost-share Branded Program. During the event they met an exporter to China who placed a first-time order for a full container of their snack products in March 2012 and have since ordered three additional full containers. Then in May 2012, the company attended the Sweets and Snacks Expo in Chicago, Illinois, also with help from the Branded Program, and met a new customer from Dubai. Since the event, the buyer has placed two orders. According to Diane Cipolla, Sales Director for Plocky’s Fine Snacks, “The new export sales to China total more than $60,000 and we expect these to grow. To date our sales to Dubai total $4,300.” Diane added, “Plocky’s Fine Snacks could never have been successful in exporting without the help of Food Export, especially the Food Export Helpline™. It has been a tremendous help to our company and always provides us with a world of knowledge.”

Seminars

Our seminar topics range from the fundamentals of exporting to strategies on entering new markets.

Staff members from Food Export-Midwest and Food Export-Northeast, as well as our network of international marketing representatives, share their extensive experience and expertise in seminars held throughout the year. We offer seminars at many locations in the Midwest and Northeast regions and discuss a variety of export topics as well as provide an opportunity to learn more about Food Export’s programs and services. Export Seminars generally cover a specific world region or market segment.
According to the USDA, Foreign Agricultural Service, despite slow growth economic conditions, the Caribbean continues to gobble up U.S. agricultural products at record levels ($1.4 billion in 2012). In terms of agricultural products, the United States posted a $1.3 billion positive trade balance with the Caribbean Basin Agricultural Trade Office (CBATO) islands in 2012. The United States exported a record-high $1.4 billion in agricultural, fish, and forestry products to the region, up 5.7 percent from 2011. Consumer-oriented products alone, which account for over 60 percent of these exports, set a new high of $874 million in the process.

Countries in the region also have generally good relations, including close commercial and social ties, with the United States. In islands where there is a high dependence on U.S. tourism as the principal source of income (e.g., The Bahamas, Bermuda, Cayman Islands, Aruba, and Turks and Caicos) this is more evident than in those that retain close ties with Europe, particularly in the French Antilles.

**Top Markets and Export Products**
The top five U.S. export markets within the region are Trinidad & Tobago, The Bahamas, Barbados, Bermuda, and Aruba. Top export products are poultry meat, red meats (fresh, chilled & frozen), snack foods, dairy products, and wheat. Overall U.S. market share is estimated at 55 percent, ranging from single digits in the French Antilles to as much as 95 percent in The Bahamas.

**Opportunities for U.S. Food Products**
The total land area of the CBATO islands is 23,783 square kilometers (9,183 square miles), roughly the size of New Hampshire. Only about seven percent of this land is arable and an even smaller percentage is actually utilized for farming. Other challenges include: scant water resources in some islands; few economies of scale; labor shortfalls due to poor returns or wages compared to the services sector; disease and pest issues; inadequate post harvest handling and cold chain facilities; and hurricanes ripping through the region every year. With little arable land and food production, the islands of the Caribbean must import most of their food needs, creating tremendous opportunities for U.S. products.

Tourism continues to regain momentum and remains a key factor in generating demand for U.S. products, particularly in the food service sector. The Caribbean is visited by approximately six to seven million stop-over tourists annually.

**Advantages for U.S. Exporters**
- The United States is the source of over 50 percent of all tourists visiting the region, boosting demand for U.S. foods.
- Proximity and frequent transportation service to the region work to the advantage of U.S. suppliers.
- Exposure to U.S. media as well as language, cultural, and commercial ties with the United States all contribute to consumers having a positive attitude toward U.S. products.
- U.S. exporters, particularly south Florida consolidators, service the market very well and are in many ways better positioned to supply the Caribbean than competitors.

**Is the Caribbean the Right Market for You?**
Food Export–Midwest and Food Export–Northeast provide the services and activities you need to help determine if the Caribbean is the right market for your product. If you’re interested in developing potential sales, market education, meeting global buyers, or qualifying for funding assistance in marketing your products overseas, contact us.
SUCCESS STORY

MAINE COMPANY EXPORTING LIVE LOBSTERS TO HONG KONG

In September 2012, Seaview Lobster, located in Kittery, Maine, participated in Food Export’s Food Show PLUS!™ tradeshow enhancement services during the Asian Seafood Expo. Through one-on-one meetings with qualified buyers, arranged through Food Show PLUS!™, the company was introduced to a Hong Kong buyer and landed a new export sale to the region. According to Tom Flanigan, President, “Food Export arranged one-on-one meetings for us with Hong Kong buyers. We were able to make a new export sale and are now shipping a few thousand pounds of our live Maine lobsters to the buyer each week. We were also able to meet with one of our existing Hong Kong buyers and build on our relationship. It was good to meet them in person to better understand their needs and growth opportunities. Since that meeting we have expanded our sales with the buyer.”

The company was also able to learn about the Hong Kong market first-hand through market tours and other activities arranged through Food Show PLUS!™. “We toured the fresh markets in Hong Kong, which was very informative,” added Tom. The company is looking to expand its business in the Hong Kong and Chinese markets as other markets have slowed.

Family owned and operated, Seaview Lobster Co. provides high-quality live Maine lobsters at competitive prices year round. Their lobsters are sourced directly from local harvesters and shipped worldwide.

IN THE NEWS

U.S.-EU PARTNERSHIP AIMS TO BOOST ECONOMIC GROWTH

Recently, the President announced that the Administration plans to notify Congress of its intent to launch negotiations on a Transatlantic Trade and Investment Partnership with the European Union (EU), reports www.ustr.gov. The Transatlantic Trade and Investment Partnership is envisioned as an ambitious, high-standard trade and investment agreement that would provide significant benefit in terms of promoting U.S. international competitiveness, jobs, and growth.

A successfully negotiated Partnership would aim to boost economic growth in the U.S. and Europe and add to the over 13 million American and European jobs already supported by transatlantic trade and investment. In particular, the Partnership would further open markets to grow the $459 billion in U.S. goods and services exports to the EU, our largest export market, which already supports an estimated 2.4 million well-paying American jobs.

STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

<table>
<thead>
<tr>
<th>State</th>
<th>Contact Person</th>
<th>Phone</th>
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Visit our website at www.foodexport.org
COVER STORY CONTINUED

New Hybrid Seminar

Throughout 2013, Food Export will be conducting a new hybrid seminar combining our successful Why to Export and How to Export seminars. Exporters will not only get a glimpse into why food exporting remains a bright spot in today’s economy, you will also learn the keys to exporting success. In addition, suppliers will hear about state and federal resources available to you and from export service providers. Visit our website for more information and to see if a seminar is being held in your area.

Webinars

Our webinars are designed to help companies new-to-exporting as well as experienced exporters learn about the export process and the resources available to assist with expanding your food and agricultural business. Educational webinars focus on: export essentials covering topics such as “The Letter of Credit Transaction” and “How to Prepare for Meetings with Foreign Buyers,” as well as market-specific information. In addition, we have webinars explaining our programs and services and how they can help you, and providing a basic understanding of our Branded Program through tutorials. Food Export’s webinars are complimentary to interested participants.

Joshua Tree Products, LLC, located in Brighton, Michigan, attended Food Export’s no-cost educational Webinar on the Central American Market to prepare for their first Buyers Mission—the Caribbean and Central American Buyers Mission. David Lawrence, President and CEO, explained, “The webinar about the Central American markets was most useful for discussing some of the cultural considerations and customs of the potential buyers. There was also helpful data on the economics of the five major central American countries, which will be helpful to us in targeting specific countries.”

Food Export Helpline™ is a complimentary service that provides one-on-one assistance on a wide variety of export-related topics, with insightful and customized export advice specifically for you.

Our Export Counselor will guide you through topics including:

- Assessing your company’s export readiness
- Statistical analysis of your top export markets
- Helping to respond to trade leads
- Assisting with export pricing and quotations
- Explaining export documentation and correspondence
- Understanding NAFTA rules and regulations
- Understanding methods of payment
- Providing customized secondary market research
- Locating export service providers and referrals to appropriate government agencies
- Assisting with trade event preparation

One of the services provided by The Food Export Helpline™ is a Top Product/Market Evaluation. Based on your company’s HS or Schedule B numbers, you can request an analysis of exports along with comments and explanations of current export market trends. This will give you a good idea of which countries are importing products like yours.

Sencha Naturals, which sources most of the ingredients for their all-natural green tea mints from Chicago, Illinois, is increasing their export sales to Hong Kong and Taiwan. Desiree Thomas, Operations Enlightenment for Sencha Naturals, explained, “Dennis Lynch and the Food Export Helpline™ have been very helpful in guiding us and providing valuable information and insights on marketing our products in other countries.” The company is very pleased with the assistance they have received from Food Export-Midwest to grow their export sales over the past two years.

Start Using Our Export Educational Support Today!

Signing up for upcoming webinars and seminars or taking advantage of our no-cost Food Export Helpline™ Service is simple. Visit our website at www.foodexport.org to register now!
Q: We attended Food Export’s very first Midwest Buyer’s Mission in Chicago in 2005. There we met a new customer from Brazil. We have been exporting to them regularly ever since. But nearly each time they use a different freight forwarder, and every time we have a logistical, documentary, or communication problem. I feel these cumulative errors might eventually cause me to lose this business. Attached is some correspondence and documents from the last transaction. Any advice you could offer would be much appreciated.

A: A majority of shipments of high value processed foods are consolidated in containers. Oftentimes this work is done by a freight forwarder, either representing the importer or the supplier. The consolidation is typically completed near a port of export or another point away from the origin. Let’s begin by outlining the role of the international freight forwarder, then specifically review what it means to have “routed” export shipments. Then we will outline what U.S. exporters should consider when selecting their own freight forwarder.

**Role of the Freight Forwarder**

An international freight forwarder is an integral part of exporters operations. They are in the business of moving cargo from virtually anywhere in the country to anywhere in the world, by surface (which includes ocean) and air carriers. They provide either direct or consolidated shipments for exporters. If they provide consolidation services, they may publish their own tariff and issue their own bills of lading. They also broker information and services from a wide variety of agencies, which could include customs, banks, and foreign consulates, chambers of commerce as well as ocean, air, and common carriers.

Freight forwarders are also valuable resources for assistance with documentation. They can prepare and file a variety of paperwork on your behalf, including the Automated Export System, AES filing, and certificates of origin, inspection, and transport documents. They help with banking documents, such as drafts and those required in support of payment by letter of credit. And they are helpful in determining import regulations in the destination country, especially if they have an office that does customs brokerage there.

**Routed Export Transactions**

Your exports to Brazil are what we call “routed.” A routed export transaction is when your customer is directing the shipment from their own country. They have agreed with a shipping agency, freight forwarder, or customs broker to make the arrangements for the importation of the product. If quoting by the Incoterms® 2010 by “EXW Union Illinois” or Ex-Works, as you have with Brazil, their forwarder will pick up the goods at your dock and all charges will move forward on a collect basis. Once the goods are in control of the customer’s freight forwarder, they will arrange for the shipment of the goods to the importer’s destination. They file the AES with your information, but on behalf of the importer, with their power of attorney.

**What Happened Here**

When an importer who routes cargo switches forwarders in the U.S., they should communicate their specific requirements in detail to both the U.S. office as well as the freight forwarder in Brazil.
selecting the right freight forwarder

when shipments are not routed, it means that you are in control of the cargo until it reaches the destination, which is either the port of entry or beyond depending on the term of sale you use. it is up to you to select and work with the forwarder and be responsible for the delivery of the goods to a named point outside the u.s. in these cases, selecting the appropriate freight forwarder is very important, as they operate in many diverse ways. they differ according to size, scope, geography, industry, and mode of transport. there are larger multinational corporations that provide services for all modes of transport and industries. there are also those that work in agency agreements with similar companies in the major cities in the world. there are those that specialize in certain industries, such as perishable commodities, and modes of transport, such as air, ocean, or trucking. there are some that focus on a specialized or limited geographic range, such as nafta, south korea, or the middle east.

it is important for you to qualify the freight forwarder in this regard before committing your cargoes to them. more importantly perhaps is that building a good relationship with an international freight forwarder that meets your specific needs makes you much more competitive in the export business. you can also refer them to different customers to use based on your confidence in their skills and perhaps avoid having shipments being routed when they have had problems like this in the past. there is an updated database and search engine for freight forwarders who handle food products at the agricultural marketing service of the usda. go to www.ams.usda.gov and click on “agricultural transportation.” then click on “find a freight forwarder.” you can sort by state, destinations covered, and types of services provided, such as handling dairy, frozen foods, and consolidating shipments. this is a very handy tool that can help you match up your needs with the right company.

for custom export assistance, including a report on your product’s top markets, contact food export–midwest and food-export–northeast at info@foodexport.org
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 or check the box below for more information.

Buyers Missions—International Buyers — Here at Home
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 Ingredients Buyers Mission at the IFT Show** • July 15-16, 2013, Chicago, Illinois
- **Natural Products Expo East Buyers Mission** • September 25-26, 2013, Baltimore, Maryland
- **Value-Added Feed Ingredients Buyers Mission at World Dairy Expo** • October 1-5, 2013, Madison, Wisconsin
- **Bakery Ingredient Buyers Mission at IBIE Show** • October 6-9, 2013, Las Vegas, Nevada
- **NACS Buyers Mission** • October 11-13, 2013, Atlanta, Georgia
- **Retail Buyers Mission at the Private Label Manufacturers’ Association Show** • November 17-19, 2013, Rosemont, Illinois

Focused Trade Missions—Total Market Immersion
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 Brazil and Chile** • August 5-9, 2013, Sao Paulo, Brazil and Santiago, Chile
- **Focused Trade Mission to Mexico for Technical Food Ingredients** • August 13-15, 2013, Mexico City, Mexico
- **Focused Trade Mission to Hong Kong for Specialty and Natural Products** • August 21-23, 2013
- **Focused Trade Mission to Japan for Specialty and Natural Products** • August 25-27, 2013, Tokyo, Japan
- **Focused Trade Mission to Korea for Specialty and Natural Products** • August 28-30, 2013, Seoul, Korea
- **Focused Trade Mission to Canada for Specialty and Natural Products** • September 5-6, 2013, Toronto, Canada

Food Show PLUS!™—International Tradeshow Success
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 the Asian Seafood Expo** • September 3-5, 2013, Hong Kong
- **Food Show PLUS!™ at ANUGA** • October 5-9, 2013, Cologne, Germany
- **Food Show PLUS!™ at Food and Hotel China** • October 12-15, 2013, Shanghai, China
- **Food Show PLUS!™ at China Fisheries Show** • November 5-7, 2013, Dalian, China

Customer Service to Serve You!

Visit www.foodexport.org to get complete details and register online. Or call our Outreach and Customer Service staff to answer any questions.

**Food Export-Midwest Customer Service**

Indiana, Minnesota, Missouri and Nebraska, **Molly Burns** 312.334.9219
Illinois, Iowa, Kansas and Ohio, **Brian Fisher** 312.334.9217
Michigan, North Dakota, South Dakota and Wisconsin, **Paul Weiss** 312.334.9221

**Food Export-Northeast Customer Service**

Delaware, New Hampshire and New York, **Howard Gordon** 215.599.9748
Connecticut, Maine, Massachusetts and Rhode Island, **Marco Herbas** 215.599.9749
New Jersey, Pennsylvania and Vermont, **Jason Knudson** 215.599.9747

Please note: Dates and locations are subject to change and upcoming activities are pending funding from the USDA, Foreign Agricultural Service. Visit our website for more event information.
Discover Your Products’ Sales Potential in International Markets

Whether you are new to the Market Builder Program or an existing user looking to enter a new market, this is a great opportunity to drive export sales. You can use both MarketScan and RepFinder or just one component.

**Retail Suppliers**

**MarketScan includes:**
- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price, and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers’ profiles.

**RepFinder includes:**
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price, and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers’ profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation and moderate meetings.

**Ingredient Suppliers**

**MarketScan includes:**
- **Store Check and Distribution Analysis:** Provides examples of product applications in the market, where in the supply chain the participant’s product is needed, and whether the product is imported directly or through specialized intermediaries.
- **Translation of up to four pages of technical information.**
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on manufacturing and processing applications, technical specifications, minimum order size, and price.
- **Target Importer List:** Includes contact names/information and a brief summary of importers’ profiles.

**RepFinder includes:**
- **Distributor Referrals:** Importer feedback on manufacturing and processing applications, technical specifications, and minimum order size.
- **Target Importer List:** Includes contact names/information and a brief summary of importers’ profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation and moderate meetings.

**Market Builder** is offered in Argentina, Bahrain, Brazil, Canada, Caribbean, Chile, China, Colombia, Costa Rica, El Salvador, France, Germany, Guatemala, Honduras, Hong Kong, India, Indonesia, Japan, Korea, Kuwait, Malaysia, Mexico, Nicaragua, Oman, Panama, Paraguay, Philippines, Qatar, Singapore, Taiwan, Thailand, United Arab Emirates, United Kingdom, Uruguay, and Vietnam. Please circle the country/ies you are interested in.

You can easily register online for the Market Builder service on our Events Calendar page at www.foodexport.org.

### For Additional Information

**MarketScan:** $400. **RepFinder:** $500. **Market Builder Package:** $750.

Fax this back to 312.334.9230. (Note: This is not a registration form.)

### Who We Are

**Food Export Association of the Midwest USA**
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Food Export Association of the Midwest USA and Food Export–Northeast are nonprofit organizations comprised of state agricultural promotion agencies that are 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 USDA, Foreign Agricultural Service.

Food Export–Northeast and Midwest 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/termsonconditions.