

*Export  
News  
From the  
Midwest and  
Northeast*

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## **SNEAK PEAK INTO A FOOD EXPORT WEBINAR HOW TO PREPARE FOR MEETINGS WITH FOREIGN BUYERS**

*How do you prepare before you meet with foreign buyers? Do you know what international buyers are looking for? What does it mean to be export ready?* Food Export provides exporter education services, such as complimentary Webinars, to answer your complex questions and help your company learn how to export, increase sales, and expand your export marketing strategy. *How to Prepare for Meetings With Foreign Buyers*, which is presented by Food Export Helpline™ counselor, Dennis Lynch, or one of our experienced In Market Representatives, gives you the information you need to approach international buyers with confidence. Keep reading to learn key insights that will help you prepare for your next meeting with foreign buyers...

### **What Is Export Readiness?**

International buyers want to know that your company is ready to export before they start doing business with you. Being export ready indicates that your company has the capacity to export—you are no longer in the process of considering exporting, but you have the commitment of financial or organizational resources to enter into foreign markets. Visit our website to take an export readiness survey to determine your export readiness level.

Following is a quick checklist of what international buyers look for in export ready companies...

- ✓ **Cutting edge:** smaller, more innovative companies—set yourself apart from competition
- ✓ **Customization:** flexibility on adaptation to suit local needs—understand what that market wants and requires
- ✓ **Communication skills:** this goes both ways—find a way to communicate with buyers especially if they speak another language, ensure translators are available for your events

- ✓ **Consistent and reliable supply chain**
- ✓ **Commitment:** buyers want to know that your company is committed for the long term—financial support such as the Branded Program can help with this, as well as ensuring buyers are meeting with the decision maker in your company

### **The Right Buyer and Market Selection**

Before you meet with buyers through one-on-one meetings during events such as Buyers Missions, Focused Trade Missions, and tradeshows with Food Show PLUS!™ services, carefully review the buyer profiles provided to make sure the buyer is the right fit for your company and products. The buyer profiles give you the international buyer's products of interest, products they do not handle, channels of distribution, whether they have a consolidator at a port in the U.S., etc.—information to help you determine if the buyer is a good match.

### **Do Your Homework**

In addition to the buyer profiles, take some time to learn about the buyer markets. A great resource for an overview of

.....cover story continued on back cover

# MARKET FOCUS: TURKEY

Turkey is the 10th largest market for U.S. agricultural products and the world's 16th largest economy. In 2012 Turkey generated a gross domestic product of \$788.3 billion. The estimated numbers for 2014 expect the GDP to outmatch the \$850 billion mark. The region has high potential for consumer food products due to a rapidly growing middle class. By 2020, 14 million households are expected to be classified as middle class. An increasing urban population and growth in tourism are also increasing demand for imported consumer food products. Furthermore, the Export Guarantee Program (GMS-102) is an attractive tool for Turkish importers of U.S. agricultural products.

Having a population of over 75 million, Turkey is an important emerging market according to the USDA, Foreign Agricultural Service. It has a young and dynamic population compared to other European countries. Roughly 67 percent of the population is between the ages of 15 to 65, which is regarded as the working age group.

In 2012, more than 36 million tourists visited Turkey, generating \$29 billion in revenue for the tourism sector. This is nearly a 300 percent increase compared to the beginning of the decade. According to the 5 year development plan target, Turkey is to reach 48.3 million tourists and \$932 consumption per person in 2018.

U.S. products are considered high quality in the minds of consumers. And Turkey's young consumption driven population is receptive to new tastes and western products. All of these factors add up to great opportunities for foreign food products and private labels.

## Best Product Prospects

As the consumers become more health conscious they demand more gluten-free,



dairy-free or organic products and there are so very few items in these categories in the market, and the ones available are very expensive. There is certainly an opportunity for the U.S. exporters to fill this gap in the Turkish market.

Turkey is a very promising market for a wide range of seafood products. Following the agreement on health certificates between Turkey and the United States, Turkish importers started importing high-end U.S. seafood products like lobsters, crabs, and scallops. There are market opportunities for various other seafood as well, such as Atlantic Mackerel, wild salmon, Alaskan crab, and cod fish.

## Other products of interest include:

- Sauces (Especially typical American style BBQ sauces) & dressings
- Dairy alternatives: Soy milk, Soy cheese, Almond milk
- Dairy products (yogurt, milk)
- Sweets, snacks & chocolate confectionery (snack bars)
- Beverages (carbonated drinks, fruit and vegetable juice)
- Alcoholic beverages (spirits)

- Poultry meat (duck)
- Seafood specialties
- Frozen foods (vegetables)
- TexMex cuisine (sauces, seasonings, mixes)
- Grains and pulses

## Entering the Turkish Market

A good way of getting to know the market and meeting potential buyers is to visit tradeshows. Turkey holds a number of large-scale tradeshows that attract visitors and participants from all around the world as well as from Turkey. In addition, Food Export is hosting the Focused Trade Mission to Turkey for Retail and Food Service Products that includes two full days of scheduled one-on-one meetings with buyers.

## Is Turkey the Right Market for You?

Food Export provides the services and activities you need to help determine if Turkey 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.

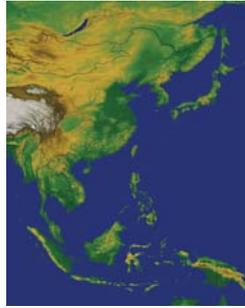
## UPCOMING ACTIVITY IN TURKEY

**Focused Trade Mission to Turkey for Retail and Food Service Products**  
*November 19-21, 2014, Istanbul, Turkey*  
Early Registration Date: July 8, 2014  
Save \$200!

## NEWS STORIES

### ASIA-PACIFIC IS THE WORLD'S FASTEST-GROWING REGION

2014 should see Asia-Pacific become the world's fastest-growing region for the tenth consecutive year, reports Euromonitor.com. In this time period, the region's economy has increased by a whopping 73%. China alone has added \$5,705 billion (in 2013 prices) to its GDP (equivalent to another Japan) and the region's population has expanded by 10.4%. Today, more than one in every two people in the world live in Asia-Pacific.



The next 10 years will likely see this strong growth story continue. In 2024, Asia Pacific is expected to have a population over 4.3 billion, half of whom will live in urban areas. Its economic growth should continue to outpace that of other regions, making China the world's largest economy.

For more information on upcoming Food Export activities to help you expand your export sales to the region, visit our website.

## SUCCESS STORY

### MAINE BAKERY FINDS RECIPE FOR SUCCESS

Gagne Foods, located in Bath, Maine, completed their first-time export sale to Canada after meeting face-to-face with a Canadian broker during the 2012 Food Export-sponsored Focused Trade Mission to Canada for Specialty and Natural Products. Somerset Gagne, Sales Director, explained, "During the Trade Mission we were introduced to three different brokers. By meeting multiple brokers, we were able to compare and contrast to determine the best fit for our company."



As a result, January 2014 the company completed their first export sale of their private label frozen biscuits totaling \$50,000 as well as a second order of biscuits for \$40,000 to a distributor they met through their new broker. They expect these sales to reach \$300,000 in 2014. In addition, their broker put them in touch with two other distributors that should result in more export sales in 2015. "We would not be doing these export sales if it weren't for the Focused Trade Mission. I didn't know a lot about the Canadian market before the event and learned a great deal through the retail tours, speakers, and the Food Export In-

Market Representative. She provided a wealth of knowledge to help us successfully complete our first export sales to Canada."

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.

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## COVER STORY CONTINUED...FOOD EXPORT WEBINAR

food trends for a specific region are the Country Profiles under the Resources section on our website. Export.gov and the USDA, Foreign Agricultural Service website ([www.fas.usda.gov](http://www.fas.usda.gov)) are also good resources for conducting research on buyer markets and business practices.

In addition, it's important to understand standard shipping costs to major ports so you know what it costs to get your product there and whether it's profitable, and specific labeling requirements (if applicable) that would mean label changes for your products.

Finally, be aware of mandatory regulations and documentation for the country, terms of sale, and know your HS code and Schedule B—you can rely on the buyer to help you with country-specific regulations or the no-cost Food Export Helpline™ for any export questions you have. Food Export also provides Market Builder services to help you. Visit our website [www.foodexport.org](http://www.foodexport.org) for more information.

### During the Event

Following is a checklist of information you should have during the trade event to help international buyers determine if you are a good fit for them.

✓ **Company specifics** – background on your firm including traceability of supply, port of export and how you transport products from your location to port, product line, samples, photos

✓ **Product specifics** – size, shapes, flavors, tastes, ingredients, type of packaging available, list of weights and dimensions using metric system

✓ **Placement specifics** – transported condition such as dry, chilled or frozen; shelf life; methods of distribution in the U.S. market; how handled and positioned for end use; and capacity to fill orders and capability in turn-around time

✓ **Pricing specifics** – there are two types of pricing in export which together are known as landed cost—the price of the product located at your facility and the price the buyer will pay to import it into their country

- Consider your preference for terms of payment
- Find a good freight forwarder

✓ **Promotional Specifics** – how are you able to promote your product in the buyer's region

- Advertising and sales promotions
- What tradeshows you attend
- Information from your brochures or websites buyers could take with them
- Participation in the Branded Program, which may be an advantage in generating a buyer's interest

### Sign Up for a Food Export Webinar!

Visit our website to register for upcoming Webinars and Seminars or to view recorded Webinars at your convenience. Companies who do are better prepared and have more potential for export sales success during activities such as Buyers Missions, Focused Trade Missions, and Food Show PLUS!™ that put you face-to-face with motivated, international buyers. Visit our website, [www.foodexport.org](http://www.foodexport.org) for more 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/brandedprogram](http://www.foodexport.org/brandedprogram) 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.

- **Midwest Buyers Mission** • July 21-24, 2014, Grand Rapids, MI; Milwaukee, WI; Chicago, IL • Registration Deadline: June 9, 2014
- **Natural Products Buyers Mission at the Natural Products Expo East Show** • September 17-19, 2014, Baltimore, Maryland • Early Registration Date: July 16, 2014
- **Value Added Feed Ingredients Buyers Mission at the World Dairy Expo** • September 30- October 3, 2014, Minneapolis, Minnesota and Madison, Wisconsin • Early Registration Date: August 6, 2014
- **Convenience Store Products Buyers Mission at the NACS Show** • October 7, 2014, Las Vegas, Nevada • Early Registration Date: August 5, 2014

## 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 Mexico for Snack Foods** • July 28-30, 2014, Mexico City and Guadalajara, Mexico • Registration Deadline: May 30, 2014
- **Focused Trade Mission to South Korea for Bakery Ingredients** • August 25-26, 2014, Seoul, South Korea • Registration Deadline: June 2, 2014
- **Focused Trade Mission to Canada for Specialty and Natural Products** • September 3-4, 2014, Toronto, Canada • Registration Deadline: June 10, 2014
- **Focused Trade Mission to Northern Caribbean for Retail and Food Service Products** • September 9-12, 2014, Nassau, Bahamas and Kingston, Jamaica • Registration Deadline: June 17, 2014
- **Focused Trade Mission to India for Retail and Food Service Products** • September 21-25, 2014, New Delhi and Mumbai, India • Registration Deadline: July 1, 2014

## 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 Abastur International Hotel & Catering Show** • August 30-September 4, 2014, Mexico City, Mexico • Registration Deadline: June 2, 2014
- **Food Show PLUS!™ at Food Ingredients Asia** • October 14-17, 2014, Jakarta, Indonesia • Early Registration Date: June 4, 2014
- **Seafood: Food Show PLUS!™ at the Seafood Expo Asia (formerly the Asian Seafood Expo)** • September 2-4, 2014, Hong Kong • Registration Deadline: June 10, 2014
- **Food Show PLUS!™ at SIAL Paris** • October 18-23, 2014, Paris, France • Early Registration Date: June 30, 2014

## Find Export Success. Call Us. We're Here to Help.

Visit [www.foodexport.org](http://www.foodexport.org) to get complete details and register online. Or call your Service Squad member to answer any questions.

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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.



**EXPORTER  
EDUCATION**

# FOODEXPORT HELPLINE™

ONE-TO-ONE ANSWERS



Whether you're new to exporting or have experience there are always specific issues and questions that are unique to your company, products, and export markets. With the Food Export Helpline™, you'll speak with an industry expert who'll put more than 33 years of experience to work for you. There are no canned answers, only insightful, customized advice specifically for you. **Registration is simple. You can easily register online at [www.foodexport.org/helpline](http://www.foodexport.org/helpline)**

## IF YOU'VE NEVER EXPORTED BEFORE

Food Export Helpline™ can help assess your export readiness and guide you through the initial steps. Here are just some of the questions the Food Export Helpline™ can answer:

- Does my product have any potential in other countries?
- What are the best markets for my product?
- Where can I get good market research?
- What steps can I take to find qualified buyers and business partners?
- How do I write an effective letter of introduction to potential distributors?
- What is an Incoterm?
- How can I arrive at a competitive export price?
- What is a Schedule B number?

## IF YOU'VE EXPORTED BEFORE

Whether you have a quick question or need long-term support, the Food Export Helpline™ can assist in the following areas:

- Top Product/Market Evaluation for your products
- Tradeshow event preparation
- Trade lead follow-up assistance
- Calculating export prices based on terms of sale
- Commercial documentation & correspondence
- Free Trade Agreement (FTA) compliance procedures
- Documentary credits & collections
- Export assistance provider referrals
- Secondary market research
- Calculating Destination Duties & Taxes

**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)**

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**Make your market.™**

## FOOD EXPORT HELPLINE™: AVOIDING ONLINE FRAUDS AND SCAMS

**Q: I have just received my first export order from Dubai. The buyer ordered 300 bottles of my Beso Del Fuego Hot Sauces for \$1,200. He has arranged the freight for delivery which he wanted pre-paid and added onto his credit card payment. I was told by his freight company the cost would be \$1,250 to deliver it. I find it odd the delivery charges are higher than the product price. Can you look over the attached correspondence and let me know if I am missing something?**

**A: Thanks for your concern. What you may be missing is that this is a form of COD or Advance Payment Fraud. It falls into the category of the 419 scams, which in Nigeria is the penal code it violates. It is not exclusive to the country, but it has gotten that moniker no matter where it happens. Five years ago it was running rampant in the food export business and occasionally still catches unsuspecting suppliers. The truth is there is actually no export to be made here, just a form of money laundering with what is likely a stolen credit card. Since this is a classic case, let's run through the correspondence page by page and help you and our readers protect themselves from this in the future.**

### The Approach

On March 3, 2014, you received an email out of the blue. The first thing noted was the email address was a dns.webhost.com, which is very unusual. There is no business website and corresponding email, or phone number. The message reads "Hi, I am Mr. Yassin Jacob. I will like to place an order from you. I know the difficulties encountered when shipping internationally, but that will not be a problem because I am registered with a shipping company whom I have used severally without any delay nor problems with my goods. Before I place these order, I want you to notify me if I am able to place the order and most important: If I can make payment with my credit cards Visa/Mc because that is the only way we are set for payment now without no delay. I don't place online orders, can I e-mail my order needed then you can give me a quote here and make charges to my cards manually on your end? Pls Clarify. Looking forward to your swift response then we can proceed further as soon as possible."

**Editor's Note:** In addition to this being very poorly written and highly informal, this is not indicative at all of a business person, certainly not an experienced food importer. Notice that the address provided is actually a Post Office?

*Professional approaches are far more detailed, mentioning distribution, sending samples, addressing regulations and documentation, ingredients, additives and so on. Obviously 300 bottles of hot sauce would not be for personal consumption and would have to clear customs on a commercial basis. He (we assume it is a he anyway) gets right to the two most important points for him, which is not the product or even the price. It is pointing out international shipping is difficult (it is not) and that he is registered with a shipping company (we don't use that term and one does not need to register). Then the key is the ability to pay by credit card, which for orders of this size would also be unusual for retail, direct to consignee sale.*

### The Plot Thickens

In good faith you reply on March 8, which unfortunately now may mark you for years of getting emails like this. These scammers often share or even sell email addresses of those who have at least initially fallen prey to this process. Appropriately you ask for a website address and business registration but confirm payment by credit card is possible. His response is "I don't have a website yet. I heard of your sauce from a friend of mine and I want them to be delivering to my location in Dubai. I have a shipping company that normally handles my shipment. Kindly let me know when to email you the sauce needed." You then agree to the payment and ask for the shipping company details.

**Editor's Note:** He does not have a website yet as he is not in business. It is also odd that even to this point there is no mention of products at all. He still is obsessed with the credit card payment before he will even tell you what he wanted. And he says he heard about the sauce "from a friend of mine" and wants them (now friends?) to deliver it. So the product, price, regulations and documentation are not as important, once again, as the credit card and the shipping company. He is spinning the web of fraud, and now comes the next and most obvious part.

## RECORDED WEBINARS RELATING TO SCAMS

Food Export offers the following recorded webinar relating to frauds and scams at [www.foodexport.org/webinars](http://www.foodexport.org/webinars):

**How to Avoid Online Frauds and Scams**

### The Hook

Now finally after another week, on March 17 Mr. Jacob places his order. He is now using a new Gmail address, which would also be highly unusual outside the U.S. with no country code and is probably stolen. The subject line reads ORDER UPDATE NEEDED in caps which is also indicative of a lack of professionalism. What is the key to this message and the thousands of others like it is the hook. He writes "At the same time you need to contact my shipper, Valley Freight Services (VFS). At valleyfreightservice@yahoo.com am registered with them, a shipping company that specializes in the shipping of consignments from anywhere with the following information: (1) your full location address where the items will be picked up. (2) The sizes and weights of the shipping will then contact you for the time the items will be picked up, you will have to give them my client registration number TY/184575 and let them know I asked you to contact them."

He then adds "Will get back to you with the estimated shipping cost, **Please do not be worried about their policy** ....they always like to get the seller along in their dealings with the buyer as well. **No matter what the shipment cost is I will definitely be responsible for the payment so you can charge the cost to my credit card sent to you.** They have got like products shipped out to me here several time without any breakages or damages. So I can rely on their services. As soon as you have the estimates let me know so as to proceed with the payment as soon as possible."

**Editor's Note:** He is now using a new Gmail address, which would also be highly unusual outside the U.S. with no country

.....continued on back

code and is probably stolen. Uppercase email subject lines are usually indicative of this type of fraud as well, especially using the term ORDER. The tone is becoming more aggressive now and the spelling and punctuation still poor. But what he is really saying is that he wants you to use the credit card to pay the shipping company. There is no company actually, and that email might even go back to him. This company name does not exist online but many that are close to that do, so he probably just made it up. That email does not show up online either, and any international freight forwarder, the correct name, not shipping company would have a company related email as well. But he urges you to “please not worry about their policy” because obviously this is where the scam usually starts to unravel. And who in their right mind would say “no matter what the cost I will definitely be responsible for the payment”? This has all the earmarks of a scam.

### The Scam

On March 18 you contacted Valley Freight Services by email and doing some due diligence ask for a website and need to verify company credentials and ability to ship internationally. An Andy Hilton replies writing “Dear Customer, Thanks for contacting Valley Freight and Services. We need you to supply the following information below for a quote to Dubai. (1) Your full location address where the items will be picked up. (2) Brief sizes and weights of the packages. (3) Brief description of the Goods. Once we have this information, we will get back to you with a shipping quote and other paperwork. We bill you and you will bill them. Kindly call our head office in the united kingdom and here website.” You provide the shipping details as requested and later the quote arrives.

Andy later replies and now says “Thank you for contacting Valley Air Freight (VAF) for your service. We ran into our data base on the location you provided and also rectified the customer id number (TY/184575) and later got to discover that we have shipped some wines to him in the past. We are located in united kingdom and have agent around the world for pickup, but help private customers in pickup like this. So getting your shipment to your client won't be problem. For a shipment with the total



weight and dimension you provide, below is the Express Shipment Air Freight quote, which adds up to \$1250.00.”

And here is the scam: “As soon as we receive all necessary information from you we will proceed on the pick up at your location, Also Before that **we require payment via Western Union Money Transfer** for now prior to pick up and collection of package which is to be paid as soon as the order is ready for pick up. Our credit card machine is not working at the moment. So you will have to send us the payments via Western Union transfer so that we can do the pickup and settle the necessary tax and custom duties, this price includes insurance and all their duties, then we will get back to you with the necessary details. We have greatly reduced the price of your shipment. For further information do not hesitate to contact us. We look forward to providing you with the lowest prices and the best customer service possible Customer Service (Valley Freight and Services)

*Editor's Note: Valley Freight Services has now become Valley Freight and Services. Another dead giveaway is that you don't need a UK company to coordinate a pickup in the U.S. If they have an agent in the U.S. (which they don't) you would hear from them directly. I would seriously doubt anyone in the United Kingdom would spell “uk” in lower case. The website he provided looks like a storefront that could be created in a few hours. It has no location information and you can only contact them through the message panel, which does not show an email. This is, of course, highly suspicious. In addition, international freight forwarders do not communicate in this fashion, ever. Payment by Western Union is always a good clue of fraud since one cannot trace it. If you sent your own hard earned money to Andy, which could even be Yassin, you will never hear from him again. There will be no pick up and no shipment, all they wanted was the*

money for the freight. You will have been paid, if at all, by a stolen credit card of an unsuspecting person, if you are paid at all. One thing that's close to the truth is the value of the shipment. You mentioned it being higher than the product price, and because it is air freight and door to door, that is close to accurate.

Various searches of names, phone number, emails and phrases in various scam databases turned up one valuable piece of information, which would have saved you some time and effort on this. According to [www.scamsurvivors.com](http://www.scamsurvivors.com) they used the original [dnswebhost.com](http://dnswebhost.com) address he used initially. Its IP geolocation was latitude 6.45306 and longitude 3.39853 which is in Lagos Nigeria, the global hub of online scams and fraud. There likely was no one in Dubai, or the UK for that matter, probably just one person in an internet café in Lagos.

### Tips for Avoiding Online Fraud

You may now consider yourself a scam survivor too. Many small and medium size exporters fill domestic and occasional orders from abroad, and use credit cards as payment. These are mostly low-value, direct to consignee shipments that clear customs as low-value, non-commercial imports and are not usually subject to any customs scrutiny. So when someone approaches them with a large order of higher value, they sometimes confuse it with the smaller, legitimate offers. In the commercial sale of exported goods for resale, approaches, correspondence, details and compliance always come first. That is how you separate the wheat from the chaff. If you get any emails like the ones listed here, you should never answer them. Deleting them immediately and never responding is the best practice. But if you want to do a little digging yourself, cut and paste the various contact points (name, address, phone, email) into a database like scam survivor or even just Google it. You might be surprised how easy these can be to catch before you invest any time in them.

### FOOD EXPORT HELPLINE™ FOR YOU

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](mailto:info@foodexport.org)