

# GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



MAY/JUNE 2017 | VOL.23 NO.3

## FOCUSED TRADE MISSIONS: HOW THEY INCREASE YOUR EXPORT SUCCESS

You heard about the market, you educated yourself about the country, you researched how your product will fit in with the culture, market place and demographic – now it's time to immerse yourself in the market.

Experience total market immersion for your product and brand. Travel and explore a market. There's no better way to understand the local food industry landscape, assess the competition and learn about the promotion of your products.

Focused Trade Missions bring a group of U.S. suppliers to a country to learn first-hand about the market and meet face-to-face with local buyers. It is an organized trip with services that help navigate a different culture and assist with business meetings. You're able to see the market dynamics first-hand, meet and build relationships with interested importers, and discover your product's potential in that market.

### Focused Trade Mission Services may include:

- One-on-one meetings with qualified buyers
- Pre-event product research which may include: product specific market overview, distribution analysis, importation analysis or cost assessment
- Interpreter
- Market briefing by local USDA, Foreign Agricultural Service and industry related tours
- Table top showcase and trade reception
- Inclusion in Trade Mission brochure containing your company profile, contact details and product lines
- Translation of up to two pages of materials into the local language
- On-site assistance by Food Export's In-Market Representative
- Identifying top leads and follow-up letter in the local language

Each year, companies take advantage of these well-organized trips and have reaped the benefits – reporting more than \$8.3 million in actual export sales as a result of their participation in Focused Trade Missions in just 2016 alone.

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## MARKET FOCUS: MEXICO

Exports of agricultural and related products to Mexico reached USD \$17.7 billion in 2015, a reduction of 8.6% compared to the 2014 (record year). Mexico remains one of the largest markets for U.S. agricultural products with significant growth potential. With the geographical advantage of a long land border and a Free Trade Agreement (FTA) that has virtually eliminated duties on all agricultural and food products, Mexico is a natural market for U.S. exporters.

Mexico continues to be a growth market representing one of the best opportunities in the world for U.S. products. Overall, Mexico's top trade partner is by far the United States, which imports 80% of all Mexican exports and provides Mexico with 50% of its total imports. Since NAFTA was implemented in 1994, total bilateral trade has increased 508%.

Similarly, Mexico has become one of the largest and fastest growing markets for U.S. agricultural products. U.S. agricultural, fish, and forestry exports have tripled since the onset of NAFTA in 1994. Since 2003, duties have been eliminated on virtually all consumer oriented food products.

Total U.S. agricultural, fishery, and forestry exports to Mexico for CY 2015 totaled \$17.70 billion, a reduction of 8.6% from 2014 due in large part to an increasingly stronger dollar. However, the 2015 figure is still well above of the levels reported in 2009-2010 after the global recession. Meanwhile, imports from Mexico keep increasing an average of 10% every year, reaching a record high of \$21.32 billion in 2015. Two-way trade in agricultural, forestry, and fisheries products is now over \$39 billion.

In 2015, the United States' major agricultural exports to Mexico were: corn (\$2.30 billion), red meats (\$2.18 billion), coarse grains (\$2.74 billion), dairy products (\$1.28 billion), poultry and egg products (\$1.24 billion), wheat (\$650 millions), and fresh fruits and vegetables (\$647 million). Meanwhile, Mexico's top agricultural exports were: fresh fruits and vegetables (\$9.25 billion), wine & beer (\$1.91 billion), snack foods (\$1.92 billion), and processed fruits and vegetables (\$813 millions).

The United States has a geographic competitive advantage when it comes to Mexico. Sharing a 2,000 mile-long border with over 45 border crossings, the United States is the natural supplier to the

market across its southern border. In addition, the close proximity and economic development of the region has made tourism and restaurants a dynamic sector for U.S. exports. Most international tourists visiting Mexico are North American and, to a large degree, like to consume products they are used to buying at home.

Mexico has managed to keep a stable economy and has recovered its positive rates of growth, reporting GDP growth of 2.5% in 2015. Although still shaken from the 2009 world economic crisis, Mexican consumers have regained a good proportion of their disposable income and have begun to increase their consumption of food and beverages.

Demographically, Mexico experienced a population growth of 1.4% in 2015, adding to the current population of almost 130 million; 65% of the population is under the age of 35 and 78% of the population resides in urban areas. These consumers are more familiar, and thus oriented towards U.S. products; therefore, these demographic changes in Mexico bode well for increasing U.S. exports.

Women continue to join the workforce in larger numbers, which leads to increased demand for consumer-ready food products. Urban women in particular are shifting to healthier lifestyles for themselves and their children and are thus shifting their food consumption patterns to a more U.S./European style. These trends are also impacting food distribution and food consumption in restaurants and hotels. This definitely helps sales of imported and, in many cases, higher value products.

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### EXPERIENCE MEXICO WITH FOOD EXPORT!

#### **Focused Trade Mission to Mexico for Food Ingredients**

September 18-22, 2017

Mexico City, Mexico

**Early Registration Deadline:** May 15, 2017 - \$400

**Registration Deadline:** June 26, 2017 - \$600



## FOOD EXPORT HELPLINE™

**Q: I read the 2016 food and agricultural export totals in the March eBulletin recently and it was nice to see there has been a modest recovery. I am sure many readers of the GFM want to know what the future holds for 2017 and beyond. What can you share with us about a forecast for the global economy and food and agricultural exports in the future?.**

**A: In the eBulletin what was reported is that if U.S. food and agricultural exports were a medical patient, the doctor would pronounce it “stabilized and in recovery.” Of course there is a long way to go to get back toward the record highs of a few years ago, in particular 2014’s nearly \$150 billion, but 2016 ended up with a growth of \$2 billion or 1% and totaled nearly \$134.9 billion. Once energy prices move up (and they slowly are) and foreign currencies regain some strength as economies continue to grow and stable government policies prevail around the world, U.S. food exports should continue to grow as well. That is the forecast.**

How do we know that? In addition to the export statistics from the Foreign Agricultural Service (FAS) Global Agricultural Trade System (GATS) we analyze USDA’s Economic Research Service (ERS) “Outlook for U.S. Agricultural Trade”, released February 23, 2017, USDA’s “Agricultural Projections to 2026” also published in February and global economic trade and finance information from Euromonitor International, which is updated quarterly.

### **2017 Agricultural Forecast:**

According to the ERS Outlook U.S. agricultural exports in fiscal year (Oct. through Sept.) or “FY” 2017 are forecast at \$136 billion, \$2 billion above the November 2016 projection and \$6.3 billion above FY 2016 exports. But according to GATS based on January 2017 data that figure may have been on the conservative side. FY ‘17 on a year to date (Oct-Jan) or “TYD” basis to 2016 totaled \$53.7 billion, an increase of 16% over FY ‘16 and would project to \$161 billion which would be an all-time record high of exports. And in January 2017 U.S. exports of food and agricultural products increased an eye opening 22% to \$12.3 billion which would annualize at \$147.6 billion for the calendar year, close to the record high. There is strong double digit growth in 10 of the top 12 destination markets as well, so hopefully that momentum can continue.

### **Global Economic Growth:**

According to USDA’s Agricultural Projections to 2026 world economic growth is projected to increase over the next decade, with an average annual Gross Domestic Product (GDP) growth rate of 2.9%. Real GDP in developed economies is projected to grow at 1.8% annually through 2026/27, while the faster growing emerging economies are projected to grow at a rate of about 4.5%. The fastest projected growing economies are in Asia, with India, Vietnam and Cambodia growing at annual rates of 7.6%, 6.2% and 5.2% respectively. China’s projected economic growth rate is 5.4%. That rate sounds high and it is comparatively speaking however when you consider China averaged nearly 7.7% GDP growth from 2011-2016 you can appreciate the ambitious transition that China is undergoing to becoming a high tech consumer oriented economy.

So the strongest growth remains in developing countries. India is expected to remain among the world’s fastest growing economies, with average annual growth over 7.5%. Asia in general is expected to have strong economic growth—particularly in the Southeast Asian countries. Growth in Africa and the Middle East is also anticipated between 3.5% and 3.7% annually. Current economic challenges mean that Latin American countries may face lower growth over the near term. As these issues get resolved, growth will start to rise in the latter years of the projection period but are still not expected to reach 3%. In 2016 the region experienced a decline in growth of 0.5% due to recessions in Argentina, Brazil and especially Venezuela. While both Argentina and Brazil recover from recession in 2017 Venezuela is forecast to remain in decline until at least 2019.

The forecast predicts that developed countries will have relatively subdued long run real growth, especially in Japan and the European Union (EU). According to Euromonitor, developed countries GDP growth is forecast at 1.7% for the medium term. Japan’s economy continues the slow growth the country

has had since the 1990s, in part due to a shrinking working-age population and diversion of domestic and international investment. GDP growth may not top 1% in the medium term. And the European Union (EU) and especially Western European states are not predicted to fair much better than Japan. Euromonitor reports that during 2016 the region's economy grew slightly and growth will also be marginal in 2017. The uncertainty caused by the Brexit vote will limit the recovery in private consumption. The combined real GDP of Western Europe will grow by 1.4% in 2017, after growth of 1.7% in 2016.

The outlook reports that growth rates have been adjusted downward in Mexico from the previous forecast due to inflationary concerns as domestic fuel prices rise and the peso weakened. The potential of a renegotiated North American Free Trade Agreement (NAFTA) also has Mexico quite concerned. GDP is forecast at 1.6% in 2017 and should rise to about 2.9% in the medium term according to Euromonitor.

Canadian economic growth rates are also expected to improve in 2017. GDP is forecast to reach 1.8% in 2017 up from 1.3% in 2016. An expansionary fiscal policy and diversification of industries outside the energy sector are expected to drive growth while it slowly recovers as oil prices pick up.

strengthen a little in the near term against most developed countries before it begins to slowly decline in value as external economic conditions improve and monetary policies normalize.

The projections indicate the dollar also gained against developing country currencies in 2016. The real, or inflation-adjusted, dollar appreciated about 7.4% relative to Latin American currencies; 2.1% relative to Southeast Asian countries; 0.8% relative to Middle Eastern countries; and 5.6% relative to African countries. Like developed countries, the projections assume some further dollar strengthening against developing country currencies in the near term, with slow depreciation thereafter. Country and region-specific economic conditions may have an effect on expected magnitude and timing of these currency movements.

The ERS projections reported that the relatively large real dollar appreciation in Latin America was primarily a reflection of significant strengthening relative to the Mexican and Argentine pesos. In Mexico, dollar appreciation in 2016 was nearly as strong as 2015 as the weak external economic environment, including low oil prices, took a toll on the Mexican economy. In Argentina, the strong real appreciation was a result of major changes in macroeconomic policies to address



### The Value of the Dollar

According to the ERS agricultural projections the U.S. dollar maintained the value from its dramatic strengthening in 2014-15 and appreciated further against several currencies, although at a slower pace in 2016. The dollar is expected to stay near this relatively higher value throughout the projection period, driven by the relative strength and safety of the U.S. economy. Although U.S. interest rates are likely to remain relatively low for some time before moving back toward historical averages, they are expected to rise sooner and faster than rates in other developed countries. The Federal Reserve Board raised the interest rate again on March 14th, the second time in the last three months, with two more hikes scheduled this year so far. The slowdown in appreciation of the dollar actually began last year and seemed to have an impact on some markets purchasing power leading to export growth. It rose an estimated 2% percent relative to the euro, 2.9% relative to the Canadian dollar, and 1.2% relative to the Australian dollar. The exception was a nearly 10% depreciation of the dollar relative to the Japanese yen, which gained value as a safe alternative to the dollar while uncertainty in the EU economy made the euro less attractive. The projections project the dollar will

structural economic issues. The dollar is expected to depreciate significantly in real terms beginning in 2017 as Argentina's economy gains strength. After a gain of nearly 30% in inflation-adjusted terms relative to the Brazilian real in 2015, the dollar strengthened just less than 1% in 2016. It is clearly one of the reasons that U.S. exports of agricultural products rose 28% in 2016 to Brazil and 9% to Argentina. In January 2017 U.S. exports of agricultural products increased 100% to Brazil and 35% to Argentina compared to January 2016.

The dollar appreciated 6.6% relative to the Chinese yuan in 2016. The dollar had steadily weakened relative to the yuan for the past 10 years. However, as the Chinese economy began to slow at the end of 2014, the yuan began to slowly depreciate. The projections assume that the economic slowdown in China will mean that the yuan will continue depreciating at a measured pace over the next 3 years, followed by a period of relatively stable real exchange rates as adjustment takes hold. The economic slowdown in China is based on them becoming more of a consumer oriented economy rather than an export powerhouse and that bodes well in the long term for U.S. exports of food and agriculture, and helps explain why they



have regained their #1 status as an export market from the U.S. in 2016, growing 6% to \$21.4 billion, and growth of 38% between January 2016 and 2017.

### Oil Prices

The ERS Outlook reports that oil prices remained lower in 2016 but generally rose throughout the year. The low price level, beginning in 2014, was partially a result of falling demand as economic growth remained tepid in developed countries and declined in many developing countries. Price movements into 2016 and expectations for the future have also been shaped by supply-side instability. Conflict-driven disruptions in key producing countries, the re-entry of Iranian oil onto international markets, and the ability of OPEC members and other producers to coordinate production decisions have all generated significant additional uncertainty relative to previous years. Oil producing nation's currencies will stabilize once the industry recovers and U.S. products become more affordable. The decline in oil prices has had a direct effect on our ability to grow exports in markets which became suppressed by oil not being profitable enough to process which slows entire industries of high tech and high paying jobs.

The February 2017 ERS Outlook for Agricultural Trade reported that oil prices are expected to trend slightly upward in 2017. The U.S. Energy Information Administration adjusted its forecast of Brent crude spot price up to \$55 per barrel for 2017, which is slightly above annual average prices in 2015 and 2016. But recall that this price had dropped to \$30 per barrel in January of 2016, so it is now near double that in the forecast. But 2017 prices remain low when compared to 2010-14, when they often exceeded \$100 per barrel.

The ERS projections reflect continued low crude oil prices in the near term, rising to about \$90 per barrel in nominal terms by the end of the projection period. An oversupply of crude oil is expected to keep oil prices lower in the near term. The dollar appreciation puts downward pressure on oil prices. Low oil prices lead to a reduction in exploration and development, ultimately putting upward pressure on prices.

### U.S. Agricultural Export Forecast

The ERS outlook reports that although a stronger dollar is expected to constrain growth in U.S. agricultural exports somewhat in the near term, the U.S. should remain competitive in global agricultural markets and export values will grow over the next 10 years. Steady global economic growth supports

longer term gains in world food demand, global agricultural trade, and U.S. agricultural exports. Economic growth in developing countries is especially important because food consumption and feed use are particularly responsive to income growth in those countries, with movement away from traditional staple foods and towards increasingly diversified diets. In this process, diets become more diversified, and meat, dairy and processed foods consumption increases. This shifts import demand toward animal feed and high-value food products.

The stronger currency disadvantage will generally be more significant for bulk commodities. Product quality and trade efficiency will become more important sources of U.S. export competitiveness while the strong dollar persists. The top U.S. export commodities to the world are bulk items such as soybeans, corn and wheat. However, exports of high-value products, including horticultural and animal products, will continue to grow as a share of total exports, up to over 70% by 2026.

An important factor is world population growth, with an annual rate of about 1% over the next decade. The populations of low- and middle-income countries are increasing the fastest. Moreover, these same countries are experiencing rising per capita incomes, further urbanization, and upgraded infrastructures, better access to modern food markets, and changing diets and preferences. Large numbers of once less affluent consumers are spending their higher incomes on more varied and higher value foods. Urbanization and modern food retailers expose these same consumers to new types of food, and improved infrastructure and food retail chains make it possible for more food options to reach more consumers. Taken together, these factors stimulate world demand for increased food and agricultural products, which will increase company sales, create jobs, help the U.S. economy and help maintain a surplus in food and agricultural trade.

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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](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.

### 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

### Natural Products Buyers Mission at Natural Products Expo East

September 13-14, 2017 Baltimore, MD

**Early Registration Deadline:** July 12, 2017 - \$150

**Final Deadline:** August 2, 2017 - \$225

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

October 2-5, 2017 Madison, WI

**Early Registration Deadline:** July 31, 2017 - \$150

**Final Deadline:** August 21, 2017 - \$225

### Convenience Store Buyers Mission at the 2017 NACS Show

October 17, 2017 Chicago, IL

**Early Registration Deadline:** August 15, 2017 - \$150

**Final Deadline:** September 7, 2017 - \$225

## 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 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

### Focused Trade Mission to Toronto for Specialty and Natural Products

September 6-7, 2017 Toronto, Canada

**Registration Deadline:** June 14, 2017 - \$600

### Focused Trade Mission to Mexico for Food Ingredients

September 18-22, 2017 Mexico City, Mexico

**Registration Deadline:** June 26, 2017 - \$600

## 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 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.

### 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

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**Make your market.™**

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.

## Advantages and Challenges for U.S. Exporters in Mexico

### ADVANTAGES:

- The United States and Mexico are highly integrated economies and Mexicans are familiar with U.S. business practices.
- The proximity of Mexico to the United States, cross-cultural awareness and strong bilateral relationships throughout the public and private sectors facilitates trade.
- NAFTA has successfully increased market liberalization and access.
- Import procedures are becoming more standardized.
- Extensive presence of U.S. Cooperators and industry representatives facilitates trade opportunities to be detected.
- Mexican consumers recognize U.S. brands and labels and associate them with high, consistent quality and value.
- Population in urban centers is growing and the rate of employment among women is continuing to increase.
- Major retailers are developing increasingly sophisticated distribution systems, which will provide more space and better cold chain technology for high value imports.
- Local investment from restaurant chains continues to grow.
- Continued growth in almost all of the processed food industry in Mexico, will increase the need for inputs.
- Greater knowledge about organic products is opening new product opportunities at the retail level; likewise, increased awareness of obesity issues is creating greater demand for healthy products.

### CHALLENGES:

- Violence and crime associated with illicit drugs have a negative economic impact and discourage some U.S. exporters from visiting Mexico.
- Mexican consumers are price sensitive; imported products in general are higher in price, especially given exchange rate increases in the recent past.
- Transportation and distribution methods inside Mexico are undeveloped in many regions.
- Phytosanitary and technical barriers, along with labeling requirements can cause border crossing problems and delays as Mexican import regulations can change rapidly and without notice.
- Mexico is the country with the most free trade agreements in Latin America, opening the door to many third-country competitors.
- Mexican retailers are often demanding that products be delivered locally with local servicing and attention.
- Lower end, smaller supermarkets and convenience stores are the fastest growing segments in retail, and are not considered primary locations for high-end U.S. products.
- Local producers and food processors are rising to the challenge of producing quality goods with an increase in variety, and they are learning, and adapting to growing demands.
- Mexico exports large volumes of organic produce, offering direct competition to American organic producers.
- U.S. businesses sometimes are not familiar with the Mexican business culture.
- The implementation of a special 8% tax on “junk-food” might affect some imported goods’ demand.

For more details on this USDA FAS GAIN Report visit <https://gain.fas.usda.gov> and search “Mexico Exporter Guide”.

### 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–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export Midwest and Northeast 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/termsandconditions](http://www.foodexport.org/termsandconditions).

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## FOCUSED TRADE MISSIONS CONTINUED...

Here are a few success stories from recent Food Export Focused Trade Missions ...



*Steuben Sales at the 2016 Focused Trade Mission to Japan for Food Service Products and Ingredients*

### CHINA TRADE MISSION BOOSTS SALES FOR OHIO GROUP

In August of 2016 Ohio based East-West International Group participated in Food Export's Focused Trade Mission to China for Retail and Food Service Products. The Mission began with a market briefing at the ATO Shanghai Office, and then proceeded to a retail tour of Shanghai.

Day two of the mission started with more exposure to local culture with a retail tour of two more stores then preparation for late afternoon one-on-one meetings with buyers. During the pre-arranged meetings, Mr. Jiunn-Der Wu, President of East-West International Group, met with eight new buyers presenting to them their tortilla chips and cassava pops.

These meetings resulted in two new agent relationships for the Ohio based supplier and \$10,000 in new actual sales. East-West also projects to acquire \$50,000 more in sales over the next twelve months.

### NEW EXPORT SUCCESS TO UAE FOR NEW JERSEY SUPPLIER

Al Khayrat International Co., located in Piscataway, New Jersey, participated in Food Export's Focused Trade Mission to Dubai

for Retail and Food Service Products in December of last year. This mission brought eight U.S. suppliers to Dubai to interact with the buyers and experience the market.

Al Khayrat International Co., who has utilized Food Export programs since 2007, attended the mission to promote their American Food Service products to the buyers. By attending the Focused Trade Mission to Dubai for Retail and Food Service Products, the New Jersey Supplier was able to make over 10 new foreign contacts. According to Mohamed El Waylly, Al Khayrat International Co.'s Founder, who worked in export for 30 years, said "It was a very successful mission. The result of our one-on-one meetings were very effective. I got a client in the UAE who became my agent distributor for my condiment line. My first sale was above \$150,000 and it will continue to be on a regular basis."

### NEW YORK COMPANY ENTERS MEXICAN MARKET

Les Trois Petit Cochons, located in Brooklyn, New York, produces award-winning, all natural pâté and charcuterie. They offer a complete line of artisanal pâtés, mousses, terrines, jambon de Paris, sausages, saucissons, smoked meats and other French specialties. In November 2016, Les Trois Petit Cochons attended Food Export's Focused Trade Mission to Mexico for Private Label, Food Service and Retail Products.

While in Mexico Les Trois Petit Cochons met with a Buyer from a major retail chain and secured a \$35,000 sale. Four months later, their ham is available in Mexico City and they are looking forward to continuing the relationship.

Maha Freij, President, stated, "I really love working with Food Export, their funding has really helped us promote our brand in foreign markets."

**Focused Trade Missions are a great way to experience total market immersion for your product and brand. Starting with an informational trip; travel and explore a market. There's no better way to understand the local food industry landscape, assess the competition and learn about the promotion of your products.**