



# International Newsletter



## 2010 [Food Export Marketing Forum](#) Sept 27-29, Chicago

Thinking about your export plans for 2011, but not sure what to do first? Or are you trying to decide if exporting is for you? Then join us Sept. 27-29, in Chicago for the Food Export Marketing Forum to help you find the best markets for your products and to equip you with new marketing tools.

At this event you will:

- Participate in the Food and Beverage Buyers Mission and have guaranteed one-on-one meetings with pre-screened, qualified importers.
- Attend education sessions to help you learn more about 20 international markets and the growing demand for American products.
- Meet with marketing representatives from more than 20 markets around the world.
- Network with Food Export–Midwest and Food Export–Northeast and state agricultural promotion agency staff.

This is an opportunity to learn how Food Export–Midwest's programs can work for you in 2011. Representatives from 17 countries will be available for you to meet and discuss your products' potential in their markets.

Fifty U.S. suppliers participated in the 2009 event and made actual on-site sales of more than \$1.9 million. Of these sales, 29 were first-time export sales. In total, the companies made 261 contacts with new buyers and established 119 new distributorships.

Reserve your hotel room now at the Intercontinental Hotel under "Food Export 2010." The nightly room charge is \$199 for a standard room, excluding taxes and service charges. Call 1.800.235.4670. The last day to reserve a room is Aug. 20.

## Upcoming events



### [Caribbean and Central American Buyers Mission](#)

June 23-25 - Miami, FL

### [Summer Fancy Food Buyers Mission](#)

June 26-29 - New York, NY

### [Food Ingredients Buyers Mission at Institute of Food Technologists Show](#)

July 17-21 - Chicago, IL

### [Midwest Buyers Mission](#)

July 26-30 - Lansing, MI, Madison WI, & Chicago, IL

### [Focused Trade Mission to Mexico for Food Service Products](#)

Aug 9-13 - Mexico City, Mexico

### [Focused Trade Mission to Brazil and Argentina](#)

Aug 23-27 - Buenos Aires, Argentina and Sao Paulo, Brazil

### [Asia Seafood Showcase and Trade Mission](#)

Sept 7-13 - Hong Kong, Guangzhou and Shanghai, China

### [Focused Trade Mission to Vietnam for Retail Products](#)

Sept 15-18 - HCM City and Hanoi, Vietnam

### [Bakery Ingredients Buyers Mission at Int'l Baking Industry Exposition](#)

Sept 24-26 - Chicago, IL & Las Vegas, NV

### [Food Export Marketing Forum and Food & Beverage Buyers Mission](#)

Sept 27-29 - Chicago, IL

## Feature Market: Canada

Our neighbor, Canada, is a great place to visit and to do business, especially if you are new to exporting. Canada is our nearest and largest trading partner. Similar customs, business practices and language make it easier for Americans to do business there. And, of course, they are truly right next door.

Here are some health and wellness trends in Canada as reported by Euromonitor: *Sourced from Euromonitor*

- Concern with health and wellness saturates nearly all developed markets around the world today, including Canada.
- Governments are getting more and more involved in helping regulate foods and food ingredients to work towards healthier populations.
- Growing concern about childhood obesity has increased the demand for healthier foods and snacks for children.
- Demand for organic fruits and vegetables for children's diets is increasing.
- The average Canadian household visits a restaurant for a meal or snack 536 times annually.
- The average Canadian household spends 24.5% of its total food dollar on foodservice.
- Women continue to be the largest target market for healthier food and beverage products in Canada, but men are a growing market.
- Canada is seeing a strong trend in pregnant women turning more frequently to organic and fortified / functional foods.
- Many Canadian retailers hire registered dieticians to develop consumer nutrition programs in order to aid shoppers with their purchases.
- The billion-dollar health and wellness trend is almost certain to continue to grow.



### Canada at a Glance:

- Canada produces the following agricultural products: wheat, barley, oilseed, tobacco, fruits, vegetables, meat, dairy products, forest products and fish.

- Canada's largest export partners are the U.S. at 77.7%, the United Kingdom at 2.7% and Japan at 2.3%.
- Canada's largest import partners are the U.S. at 52.4%, China at 9.8% and Mexico at 4.1%.
- Canada's largest industries include transportation equipment, chemicals, processed and unprocessed minerals, food products, wood and paper products, fish products, petroleum and natural gas.
- Canada's imports include machinery and equipment, motor vehicles and parts, crude oil, chemicals, electricity, and durable consumer goods.

[www.cia.gov/library/publications/the-world-factbook/geos/ca.html](http://www.cia.gov/library/publications/the-world-factbook/geos/ca.html)

## Etiquette Tips: Canada

- Men should wear a dark conservative business suit with a tie. Women should wear a conservative business suit or dress, especially in cities.
- Be on time for meetings and appointments. In French areas, time is more relaxed, but you will be expected to arrive on time even if the French attending the meeting don't.
- Gifts are not routinely given. If you do give a gift when you arrive or when you are leaving, make it a modest one. Gifts *are* given to celebrate finalizing a negotiation, a contract, or a project. Gifts for the office, a nice bottle of wine or liquor are appropriate.
- Taking a business associate to a nice meal or an evening sporting event, play, or symphony is always a nice gesture.
- Wait for your host to start a business conversation during or following a meal. Traditionally, business is not discussed during dinner; however, this is slowly changing.
- Use a firm handshake with good eye contact when meeting and leaving. Both French and English areas use and expect a firm handshake.
- Use a person's title if he or she has one. Otherwise, use Mr., Mrs., Miss and the surname.
- English is spoken in most of Canada. French is spoken in Quebec and some areas of Nova Scotia and New Brunswick.
- For French Canadians, print all material in French and English.

<http://www.cyborlink.com/besite/canada.htm>

## 2010 National Restaurant Association Show Food

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The National Restaurant Association (NRA) show was in full swing the last week of May in Chicago. The show takes place annually and is one of the largest shows dedicated to the restaurant industry.

In addition to the trade show floor there are many seminars hosted for suppliers to attend and learn from. This year's topics included mobile restaurants, expanding your brand into non-traditional locations, and many more.

The event attracts tens of thousands of attendees and visitors from all 50 states and more than 100 countries. NRA Show 2010 featured celebrity chefs and restaurateurs, leading industry experts and top restaurant executives.

Today's restaurant industry is growing rapidly. It employs 12.7 million Americans in 945,000 locations and 2010 sales are expected to reach \$580 billion.

One of the key features of the show is the International Wine, Spirits and Beer Event. This forum focuses exclusively on restaurant and hospitality beverage alcohol sales which are growing every year for hotels and restaurants.

The NRA is eligible for Branded Program participants and it is also eligible for the MAP funds through the North Dakota Department of Agriculture. The official trade show website is <http://show.restaurant.org/NRA10/public/enter.aspx> NRA will be May 21-24 in 2011 – make your plans to be there!

## NDDA Welcomes New Food Export – Midwest Intern

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Zoe Wergeland joined the Business Development team as our Food Export -Midwest Intern. Zoe is from Bismarck, North Dakota and is currently a junior at NDSU majoring in business administration and international studies.

The North Dakota Department of Agriculture is a participating member of the Food Export – Midwest Internship Program. Food Export – Midwest helps departments of agriculture in the Midwest fund a university student internship to help the department work with exporters in the state.

Zoe will be working from the Fargo office with Stephanie Sinner, located in NDSU Barry Hall.

## Food Export Education Webinars

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There are two webinars to put on your calendar:

### [How to Prepare for Meetings with Foreign Buyers](#)

**Thursday, June 10, Noon CST**

Registration deadline: June 8, 2010

Learn how to successfully prepare for meetings with international buyers so that you can approach them with confidence. As a webinar participant you will learn about:

- Selecting the right buyers and countries for your products
- The information and material you need to be adequately prepared
- Tips on proper meeting etiquette
- Keys to successful follow-up
- Our upcoming June "Fancy Food" and July "Food Ingredients" and "Midwest" Buyers Missions
- Q & A Session with Dennis Lynch

### [Export Essentials: An Introduction to the Harmonized System](#)

**Thursday, July 8, 2 p.m. CST**

Registration Deadline: July 6

This webinar is the second in a series of "Export Essentials" webinars about the fundamentals and logistics of exporting.

As a webinar participant you will learn about:

- The Harmonized System (HS) and its role in international trade
- Why having an accurate HS code is so important
- How to identify and tell the difference between an HS Code and Schedule B number
- Using export statistics to identify overseas opportunities
- Q & A session with Dennis Lynch

## China is the No. 1 Agricultural Export Market for the U.S.

China has purchased more than \$10 billion in U.S. farm goods in the first six months of the year making it our country's number one export market. The forecast now is \$100 billion for total U.S. agriculture exports for the fiscal year ending Sept. 30.

Private exporters reported to the U.S. Department of Agriculture the following activity:

- Export sales of 120,000 metric tons of soybeans for delivery to China during the 2010/2011 marketing year; and
- Export sales of 118,000 metric tons of corn for delivery to China during the 2009/2010 marketing year. Of the total, 58,000 metric tons were changed from unknown destinations.

The marketing year for soybeans and corn began Sept. 1. The market for exports to China continues to look strong for U.S. agriculture producers. China is the world's largest importer of cotton and soybeans and in May China made its largest purchase of U.S. corn buying 369,000 tons.

## Feature Food Export Program: Online Product Catalog

The new, free online product catalog effectively promotes your products to qualified buyers from around the world. By including your products in this virtual directory, overseas buyers easily locate your company and learn about products you have to offer. Its targeted promotion will help build your export business.

It's easy to take advantage of this free service. Simply click [here](#) to register.

You will be sent password information to access the catalog. From there you upload your product information and photo into the online product catalog within the Export Marketing Resource System. You can easily change or create a new posting if you introduce a new product, line extension or flavor. Each of your products can have a separate entry.

The international marketing executives promote the online product catalog to qualified buyers around the world. These buyers search the system based on product category, company name, brand name, label claims, market segment, or other criteria. Once they find you, the system generates an email sent directly to you with an easily identifiable subject line.

## MAP Funds Still Available for Summer 2010!

The Marketing Assistance Program (MAP) helps North Dakota food companies expand their markets by matching funds used for travel and lodging at various shows and events throughout the U.S. and around the world. If you would like to attend a trade show, this could be a perfect fit for you!

Application forms are available at :  
[www.agdepartment.com/Programs/MktgAsstProg.html](http://www.agdepartment.com/Programs/MktgAsstProg.html).

Please submit completed forms 30 days prior to the show by fax, 701-239-7212, or email, [ssinner@nd.gov](mailto:ssinner@nd.gov).



## Independent Study Concludes USDA Market Development Programs Added Billions to U.S. Exports in 2009

WASHINGTON— An independent study by IHS Global Insight, Inc. found that the U.S. Department of Agriculture's international market development programs have had a positive and significant impact on U.S. agricultural trade today. The study evaluated the effects of the Market Access Program (MAP) and the Foreign Market Development Program (FMD) administered by USDA's Foreign Agricultural Service (FAS).

The report updates a larger study conducted in 2006 and focuses on the period from 2002 through 2009. By 2009, the report concludes, the increase in market development spending since 2002 increased U.S. export market share by 1.3 percentage points and the annual value of U.S. agricultural exports by \$6.1 billion.

The study concluded that increased investment in market development resulted in the following:

- For every additional \$1 expended by government and industry on market development, U.S. food and agricultural exports increased by \$35;
- Without the increased investment in market development since 2002, U.S. agricultural exports would have been \$6.1 billion lower in 2009;
- Export gains associated with the programs increased the average annual level of U.S. farm cash receipts by \$4.4 billion and net cash farm income by \$1.5 billion. At the same time, U.S. domestic support payments were reduced by roughly \$54 million annually due to higher prices from increased demand abroad, thus reducing the net cost of the programs.

Through the MAP and FMD programs, USDA provides resources to U.S. non-profit agricultural trade organizations, State Regional Trade Groups, state agencies and cooperatives, in support of participant's overseas strategic objectives. Program activities include: market research; educational and promotional activities; in-country representation and trade servicing; and efforts to counter access issues.

The Global Insight study, "[A Cost-Benefit Analysis of USDA's International Market Development Programs](#)," followed the Office of Management and Budget (OMB) Circular A-94, which establishes the guidelines and discount rates for benefit-cost analysis of federal programs. FAS commissioned the study.

For more information about FAS's market development programs, contact the Office of Trade Programs at (202) 720-4327, or visit [www.fas.usda.gov/mos/marketdev.asp](http://www.fas.usda.gov/mos/marketdev.asp).



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