



International Newsletter

3RD QUARTER

AUGUST 2010

UPCOMING EVENTS

[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

[Feed Ingredients Buyers Mission at World Dairy Expo](#) Sept 29- Oct 1- Madison, WI

[Singapore Chef Tasting and Product Showcase](#) Oct 4-6- Singapore

[Convenience Products Buyers Mission at National Assn of Convenience Stores Show](#) Oct 6-8- New York NY, Atlanta GA

[Malaysia Chef Tasting and Product Showcase](#) Oct 7-9- Kuala Lumpur, Malaysia



Australian Consul-General Visits North Dakota

Australian Consul-General Elizabeth Schick and Agriculture

Commissioner Doug Goehring discussed trade and other topics during a courtesy call by the consul-general. Mrs. Schick, who is based in Chicago, represents

Australia in the Midwestern U.S. states. On her first visit to North Dakota, she also visited the North Dakota Trade Office, North Dakota State University, and met with Lt. Gov. Jack Dalrymple.



Agriculture Delegation from Kosovo Tours U.S.



Agriculture Commissioner Doug Goehring recently met with a delegation of six agriculture leaders from Kosovo. The delegation was interested in the

process and the role commodity groups, state governments, and federal governments play in creating agricultural policies. The delegation spent time in North Dakota, Minnesota, and Washington D.C. visiting Universities, commodity groups, and governmental agencies.

Announcing Food Export- Midwest's 2011 Program Year Launch!

The Food Export- Midwest 2011 program year is now open! You can now submit your pre-qualification for the 2011 Branded Program and register for all 2011 Buyers Missions, Focused Trade Missions, and Food Show PLUS!™ activities.

Go to www.brandedprogram.org to submit your Branded Program prequalification today. [Click here to view the Branded Program Manual.](#)

- [Follow this link to view Food Export- Midwest 2011 Activity Calendar to assist in planning your 2011 exporting activities.](#)
- [Visit the Food Export-Midwest Activities Page to register for our Buyers Missions, Focused Trade Missions, and Food Show PLUS!™ activities by following this link.](#)

Now you have all the tools you need to get a head start on your 2011 exporting endeavors!



Don't miss out on the Big Iron Farm Show!

September 13-16
West Fargo, ND

The Big Iron Farm Show is the must-see agricultural exhibition for farm operators who are interested in the latest technologies for large-scale agriculture production.

www.bigironfarmshow.com

Where Are You Taking Your Company?

Now is the perfect time to consider that question thoroughly. Whether you are an experienced exporter or considering it for the first time, the North Dakota Department of Agriculture (NDDA) is here to help.

We will set up one-on-one meetings with you to personally discuss options available to you. In these meetings we will go through the various programs available through NDDA and Food Export-Midwest. There are many programs available thru our office to help you learn about exporting, decide which markets are best for you, and fund some of your costs of exporting.

NDDA works closely with the Food Export Association of the Midwest USA. Through our relationship with Food Export-Midwest we are able to offer our North Dakota exporters a phenomenal set of programs and services to help make the most of your marketing efforts.

[Food Export- Midwest](#) exists to work directly through your state department of agriculture to facilitate trade between local

food companies and importers around the world. These services include: export promotion, customized export assistance, and a cost-share funding program. Additional information about these and other Food Export Association services can be accessed on their [Services Page](#).

The North Dakota Department of Agriculture will also connect you with other vital resources that will help you on your way to becoming an efficient exporter. Some of these agencies and resources we work with include:

- [North Dakota Trade Office](#)
- [USDA Foreign Agricultural Service](#)
- [Export.gov](#)
- [U.S. Commercial Service](#)
- [Small Business Association's Office of International Trade](#)
- [U.S. Export Import Bank](#)
- [Ag Export Links](#)

Please call or email our offices today to learn how we can help you grow by exporting in 2011.

Feature Market: India

The second most populated country's economy is rapidly expanding as it's moving towards an open-market economy and away from a self-sufficient one.

India at a Glance:

- India has 15 official languages, the most popular being Hindi with 41% percent of the population speaking it as their first language.
- Roughly 80% of the population practice Hinduism while 13% practice Islam and a nominal amount practice Christianity and Sikhism.
- Slightly more than half of India's workforce is in agriculture even though more than half of the output is in services such as software workers and technology services.
- Over 10% of the population is unemployed while 25% live below the poverty line.

<https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>

Consumer Trends:

- Food safety is becoming more of an issue in

India. 97% of Indian consumers value food safety. 30% believe that it is the government's duty to ensure safe food, while 60% feel it's the manufacturer's duty, and 8% feel it's the retailer's duty.

- Popularity of snacking between 5pm- 7pm is increasing in India, particularly among women and children. On average, 90% of women and children in metropolitan areas snack before dinner as a result of a fast-paced lifestyle.
- There is an increasing of coffee use in relation to tea use. From 2005 to 2008 there has been a 29% increase in Indians that have been introduced to coffee. Now Italian-style coffee bars can be seen on many urban street corners.

© Euromonitor International 2010



Indian Etiquette

When visiting or doing business in India it is important to keep these guidelines in mind:

- Physical contact in public between men and women is far less acceptable in India.
- Shaking hands with the opposite gender is inappropriate. Instead say "Namaste" (nah-mah-stay).
- The left hand is considered unclean. Therefore you should not eat or greet with your left hand.
- It is most proper to eat with your hands during meals. Often people eating at westernized restaurants use cutlery but if your dinner guests use their hands it is most appropriate to follow their lead.
- In the North of India, it is considered un-tasteful to dirty more than the first two segments of your hands. Wetter cuisine to the south makes such etiquette impossible and unexpected.
- It is customary to give a gift such as candy or flowers when invited to someone's home. Be cautionary when giving flowers as every flower has a different meaning in Indian culture.
- Most places in India disapprove of drinking alcohol, so a bottle of wine could be an offensive gift.
- Pointing is considered to be extremely rude.
- Patience is crucial when dealing with schedules that are running late or inefficient government offices.
- Bring plenty of business cards. Exchanging business cards is essential for business and social reasons India.

<http://www.a-to-z-of-manners-and-etiquette.com/indian-etiquette.html>

Food Export– Midwest Export Webinars



Among the many programs that Food Export - Midwest offers is an impressive line-up of Export Webinars. The Export 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 food and agricultural business. By participating you can learn about topics such as:

- Becoming a successful exporter
- Understanding how to enter the export market
- Creating an export marketing strategy

The Export Webinars also include information on specific Food Export-Midwest programs and services available to you and how they can optimize your export growth. Featured speakers with in-depth expertise on the exporting process are often included in the webinars. Upcoming webinars include:

- "Export Essentials: Putting Free Trade Agreements to Work for You" August 26, 2010

- "Export Essentials: An Overview of Export Documentation" October 21, 2010
- "How to Successfully Exhibit at Overseas Trade Shows" November 18, 2010
- "How to Prepare for Meetings with Foreign Buyers" December 9, 2010

If you have missed one of the past webinars or you want to review what you've learned, past webinars can be viewed at the [Food Export-Midwest](#) website. Past webinars that are currently available for viewing include:

- [Learn the Steps to Becoming a Successful Exporter - Webinar](#)
- [Extend Your Products' International Reach - Webinar](#)

If you would like more information on these programs please visit http://www.foodexport.org/us_food/services/index.htm.

Need Assistance Exporting?



The **Food Export Helpline™** offers one-on-one customized export assistance at no cost to the exporter. An expert will take into consideration the unique situation that the company is in and reply with detailed advice. The helpline is created to answer any question that an exporter may have when exporting for the first time, introducing a new product, or entering a new market.

Companies can expect to receive assistance with topics such as:

- Assessing your company's export readiness
- Analyzing your top export markets
- Helping to find and respond to trade leads
- Assisting with export pricing and quotations

- Explaining export documentation and correspondence
- Understanding NAFTA rules and regulations
- Making export payments and collections
- Providing secondary market research
- Locating export providers and referrals
- Assisting with trade event preparation

The Food Export Helpline™ also identifies a product's top 25 markets where the product is expected to do best in. New markets are often suggested that would not have been considered by the exporter.

If you are interested or would like more information on this program please call or visit http://www.foodexport.org/us_food/services/index.htm

Upcoming Events, Continued from page 1

[Korea Culinary Camp and Showcase for Food Service Products](#) Oct 11-12- Seoul, Korea

[Natural Products Expo East Buyers Mission](#) Oct 13-14- Boston MA

[Food Show PLUS! at SIAL Paris](#) Oct 17-21 - Paris, France

[Focused Trade Mission to Korea for "Better For You" Foods](#) Oct 18-20- Seoul, Korea

[Focused Trade Mission to India for Food Ingredients](#) Oct 20-23- Mumbai and New Delhi, India

[Focused Trade Mission to Japan for "Better For You" Foods](#) Oct 21-23- Tokyo, Japan

[Focused Trade Mission to Canada for Specialty and Natural Products](#) Nov 1-3- Toronto, Canada

[Focused Trade Mission to Hong Kong for Food Service Products](#) Nov 7-12- Hong Kong, China

[Retail Buyers Mission at Private Label Manufacturers Assn Show](#) Nov 14-16- Chicago IL

[Focused Trade Mission to Taiwan for Food Service Products](#) Nov 15-19- Taipei, Taiwan

[Food Show PLUS! at Health Ingredients Europe](#) Nov 16-18- Madrid, Spain

[Food Show PLUS! at SIAL Middle East](#) Nov 22-24- Abu Dhabi

[Focused Trade Mission to Dubai and Kuwait for Retail and Foodservice Products](#) Nov 25-28- Dubai and Kuwait



Doug Goehring
Agriculture
Commissioner

North Dakota
Department of
Agriculture

Doug Goehring
Agriculture Commissioner

600 East Boulevard, Department 602
Bismarck, ND 58505

Business Development Division

Chuck Fleming- cfleming@nd.gov

Stephanie Sinner- ssinner@nd.gov

Sara Kelsch – sakelsch@nd.gov

Intern: Zoe Wergeland -
agtrade@nd.gov

Contact ND Dept of Agriculture:

Voice: (701) 328-2231

Toll-free: 1-800-242-7535

Fax: (701) 328-4567

Email: ndda@nd.gov

Website: <http://www.agdepartment.com>