Global Opportunities for the Michigan Food and Agriculture Industry
2010 Michigan Exports
$1.75 Billion (Source: USDA)
## 2010 Top Michigan Food & Agriculture Export Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$769,186,158</td>
</tr>
<tr>
<td>Mexico</td>
<td>$68,026,612</td>
</tr>
<tr>
<td>Japan</td>
<td>$53,194,242</td>
</tr>
<tr>
<td>South Korea</td>
<td>$38,012,197</td>
</tr>
<tr>
<td>China</td>
<td>$23,097,240</td>
</tr>
<tr>
<td>Russia</td>
<td>$17,425,758</td>
</tr>
<tr>
<td>Taiwan</td>
<td>$16,289,623</td>
</tr>
<tr>
<td>Indonesia</td>
<td>$16,200,748</td>
</tr>
<tr>
<td>Netherlands</td>
<td>$14,122,907</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>$12,173,154</td>
</tr>
</tbody>
</table>
Export Program Assistance

- Finding Buyers
- Trade Leads
- Export Documentation
- Financing
- Transportation/Logistics
- Assistance navigating state and federal assistance programs
Food Export-Midwest and Food Export-Northeast

- Private, non-profit international trade organizations
- Members are State Agricultural Promotion Agencies
- Work with producers in the Midwest and Northeast
- Often work with small and medium-sized producers
- Focus on products that are value-added, consumer-oriented
- Governed by a Board of Directors and Board of Trustees consisting of Secretaries, Directors or Commissioners of Agriculture from member states
State Regional Trade Groups

WUSATA

Food Export Association of the Midwest U.S.A.

Food Export USA - Northeast

SUSTA
Export Education

- **Seminars**
  - Held around the state
  - Covers various topics

- **Webinars**
  - Various subjects and global markets
  - [www.foodexport.org](http://www.foodexport.org)

- **Export Essentials**
  - [www.exportessentials.org](http://www.exportessentials.org)

- **Food Export Helpline**
Food Export Helpline
Customized export assistance is just a phone call away!

- Provides assistance on a variety of topics
  - export readiness
  - NAFTA rules and regulations
  - top 25 markets
  - secondary market research
  - trade event preparation
  - documentation and correspondence
  - payment and collections
  - and many more
Market Builder

Determine your product’s export potential!

- Cost effective primary in-country research
- Primarily for retail and foodservice products
- Services include:
  - Store check and competitive product shopping
  - Importation analysis
  - Distributor referrals
  - In-market assistance
- Offered in numerous countries worldwide
- Best if used in conjunction with Food Export Helpline to determine best market(s)
- Market builder package (Market Scan and Rep Finder) $750 – or separately:
  - Market Scan: $400
  - Rep Finder: $500
In-Market Representatives

**Food Export-Midwest**
- China
- Hong Kong
- India
- Japan
- Korea
- South America
- Mexico
- Southeast Asia
- Taiwan
- Vietnam

**Food Export-Northeast**
- Canada
- Caribbean
- Central America
- France
- Germany
- United Kingdom
- Middle East
- Seafood Industry
Food Show PLUS!℠
Make the most of overseas trade shows!

- Offered at approximately 12 international trade shows per year.
- Cost is $200 and services typically include:
  - Pre-show research
  - Translation of company profile and product data
  - Interpreters at your booth
  - One-on-one meetings with targeted, invited buyers
  - Site visits, industry tours
  - Qualification of leads at the show
  - Follow-up letter to leads in local language
Buyers Missions
Meet Pre-qualified Buyers

- Food Export - Midwest invites buyers to the U.S. to meet with Midwest food and agriculture companies
- One-on-one meetings with pre-qualified buyers
- Receive feedback on your product
- Establish new contacts with long-term sales potential
- Often in conjunction with trade shows - e.g. FMI, Fancy Food Shows, NRA
- Early registration fees: $100
  - After early registration: $150
2012 Buyers’ Mission

- **FMI Buyers Mission**
  - May 1-3 – Dallas, TX
  - 6 buyers from major retailers

- **Food Service Buyers Mission at NRA**
  - May 5-8 – Chicago, IL
  - 8 buyers from Europe, C. America, Japan, Middle East, Hong Kong & S. Korea

- **Sweets & Snacks Buyers Mission**
  - May 8-10 – Chicago, IL

- **Food Ingredients Buyers Mission**
  - June 25-27 – Las Vegas, NV

- **Midwest Buyers Mission**
  - July 24 – Grand Rapids, MI
  - 15 buyers from around the world
Trade Missions

- 3-day activity to bring suppliers to various countries
- Receive import analysis and competitive store check
- Seminars on product label requirements
- Table-top reception – your products and interested buyers
- Schedule one-on-one meetings with buyers
- Companies are featured in brochures that are printed in local language
- Ground transportation and interpreters throughout mission
- Usual cost: $600
2012 Trade Missions

- Caribbean – Retail & Food Service
  - Santo Domingo, Dominican Republic
  - Aug. 20-23
- S. Korea – Bakery Ingredients
  - Seoul, S. Korea
  - Aug. 27-29
- Canada – Specialty & Natural Products
  - Toronto, Canada
  - September 5-6
- Middle East
  - Dubai, UAE, Qatar
  - Nov. 5-7
Branded Program

- Cost share assistance for branded products sold in foreign markets
  - 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
  - Minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies only (<500 employees)
- Application from a U.S. company
What Are Eligible Expenses?

- Advertisements and publications
- Public relations and seminars
- Promotions and demonstrations
- International tradeshows
  - including limited travel costs
- Certain tradeshows held in the U.S.
- Package and label changes
The Foreign Agricultural Service
Market Research & More

- International marketing division of the USDA
- Known as “FAS”
- [www.fas.usda.gov](http://www.fas.usda.gov)
- U.S. and overseas offices
  - “ATO’s” – Agricultural Trade Office
  - Also referred to as the “Post”
THANK YOU

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