Global Opportunities for the Michigan Food and Agriculture Industry
2011 Michigan Exports
$2.77 Billion (Source: USDA, based on calendar year)
### 2011 Top Michigan Food & Ag Export Markets

(Source: Euromonitor)

<table>
<thead>
<tr>
<th>Country</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$908,864,609</td>
</tr>
<tr>
<td>Mexico</td>
<td>$62,738,988</td>
</tr>
<tr>
<td>Japan</td>
<td>$54,672,869</td>
</tr>
<tr>
<td>South Korea</td>
<td>$39,382,859</td>
</tr>
<tr>
<td>China</td>
<td>$23,421,110</td>
</tr>
<tr>
<td>Egypt</td>
<td>$13,809,729</td>
</tr>
<tr>
<td>Russia</td>
<td>$12,605,131</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>$12,933,578</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>$12,909,854</td>
</tr>
<tr>
<td>Taiwan</td>
<td>$11,547,394</td>
</tr>
<tr>
<td>Netherlands</td>
<td>$10,790,604</td>
</tr>
</tbody>
</table>
Export Program Assistance

- Export Education
- Finding Buyers (buyers missions, trade mission, trade shows, etc.)
- 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
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
2013 Food Show Plus!

- **Foodex**
  - March 5-8, Chiba, Japan

- **ANTAD**
  - March 13 – 15, Guadalajara

- **SIAL Canada**
  - April 30 – May 2, Toronto

- **SIAL China**
  - May 7-9
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
2013 Buyers’ Mission

- Natural Products Buyers Mission at Natural Products Expo West
  - Mar 7-10, Anaheim, CA
- Food Service Buyers Mission at NRA
  - May 17-21 – Chicago, IL
- Sweets & Snacks Buyers Mission
  - May 20-23 – Chicago, IL
- Food Ingredients Buyers Mission
  - July 12-16 – Chicago, IL
- Midwest Buyers Mission
  - Summer/Fall– Ohio, Minneapolis, Chicago, IL
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
2013 Trade Missions

- Panama & Guatemala for Retail & Foodservice
  - April 25-30
- Colombia for Foodservice & Retail
  - April 30 – May 2
- Mexico – Bakery Ingredients
  - Aug. 13-15
- Canada – Retail & Private Label
  - Sept. 5-6 - Toronto
- S. Korea – Bakery Ingredients
  - Dec. 1-3 - Seoul
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
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<tr>
<th>Activity</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>Export Seminar</td>
<td>Feb. 13</td>
<td>East Lansing, MI</td>
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<tr>
<td>Trade Mission to Brazil &amp; Columbia</td>
<td>March 4-8</td>
<td>Sao Paulo, Brazil Bogota</td>
</tr>
<tr>
<td>MI Pavilion at NRA Show</td>
<td>May 18-21</td>
<td>Chicago, IL</td>
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<tr>
<td>MI Booth at ANUGA (specialty crops)</td>
<td>Oct. 5-9</td>
<td>Cologne, Germany</td>
</tr>
<tr>
<td>MI Pavilion at American Food &amp; Beverage Show</td>
<td>Oct. 28-29</td>
<td>Miami, FL</td>
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International marketing division of the USDA

Known as “FAS”

www.fas.usda.gov

U.S. and overseas offices

“ATO’s” – Agricultural Trade Office

Also referred to as the “Post”
www.michigan.gov/agexport
MI Ag Exporter of the Year

- Applications due March 12
- Committee reviews applications and recommends company to Director
- 2011 – Graceland Fruit
THANK YOU

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www.michigan.gov/agexport
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