

# Global Opportunities for the Michigan Food and Agriculture Industry

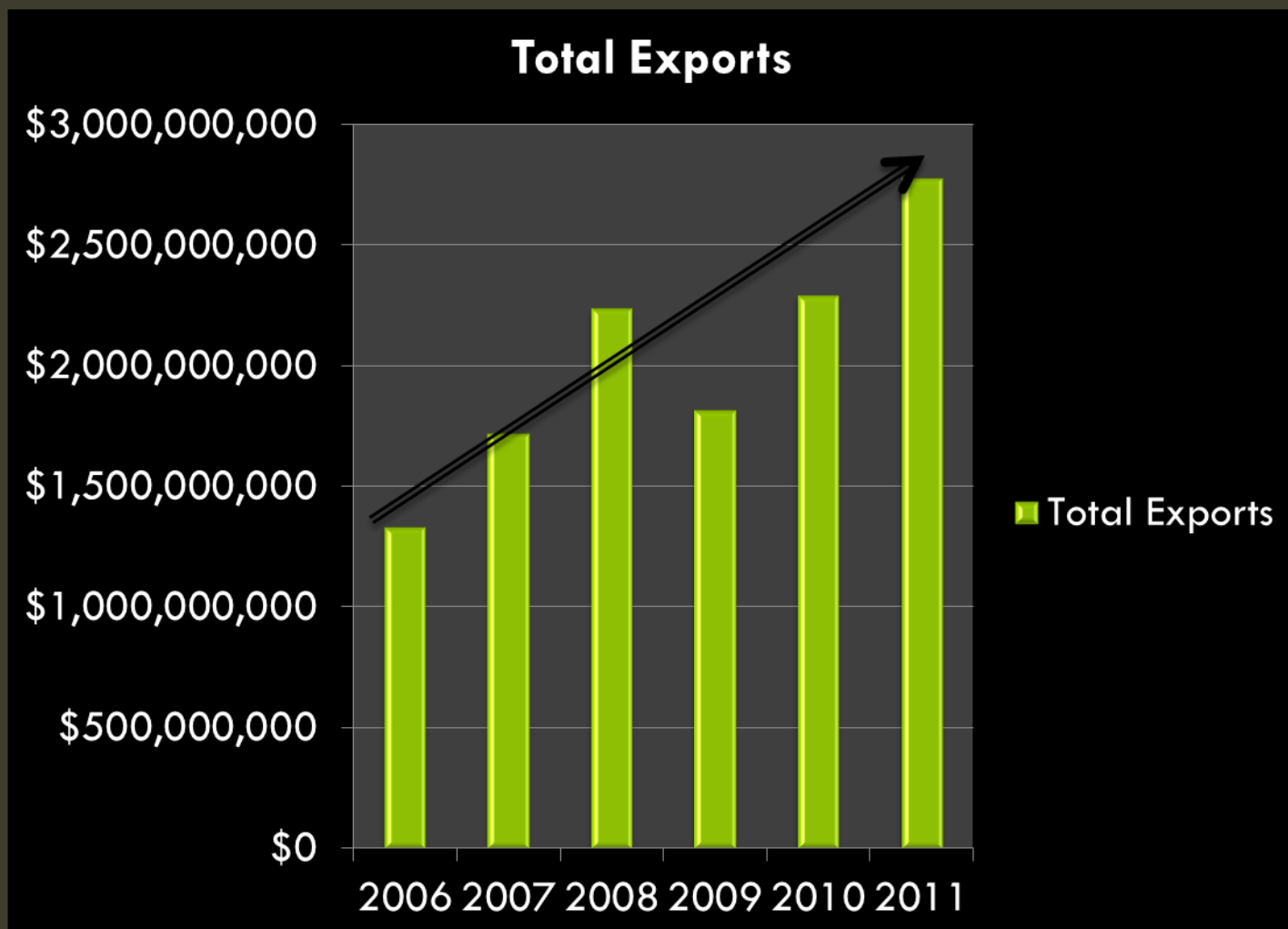


Michigan Food and Agriculture Exports:  
A World of Opportunity

# 2011 Michigan Exports

## \$2.77 Billion

(Source: USDA, based on calendar year)



# 2011 Top Michigan Food & Ag Export Markets

(Source: Euromonitor)



Canada	\$908,864,609
Mexico	\$ 62,738,988
Japan	\$ 54,672,869
South Korea	\$ 39,382,859
China	\$ 23,421,110
Egypt	\$ 13,809,729
Russia	\$ 12,605,131
Dominican Republic	\$ 12,933,578
United Kingdom	\$ 12,909,854
Taiwan	\$ 11,547,394
Netherlands	\$ 10,790,604

# Export Program Assistance



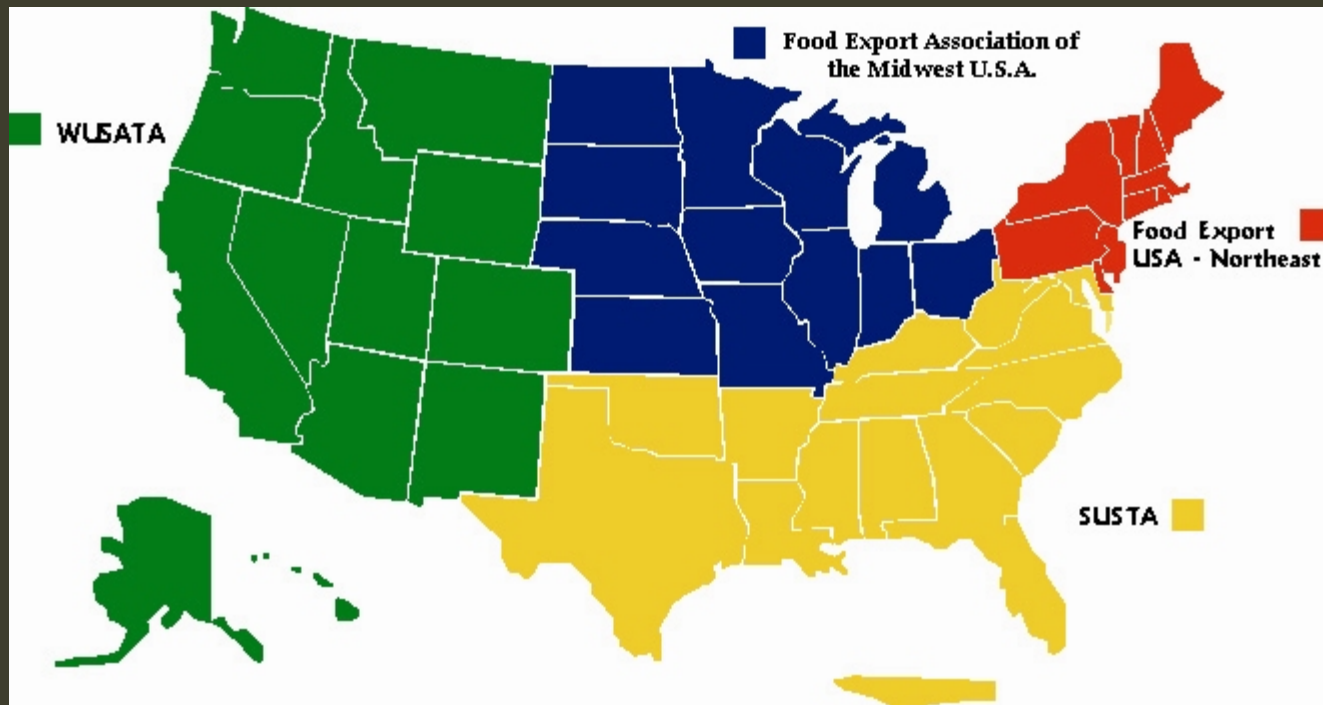
- Export Education
- Finding Buyers (buyers missions, trade mission, trade shows, etc.)
- Trade Leads
- Export Documentation
- Financing
- Transportation/Logistics
- Assistance navigating state and federal assistance programs

# 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!<sup>SM</sup>

*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

**2012 BRANDED PROGRAM EXPORTER MANUAL**

Your Complete Guide to Managing the Food Export Association of the Midwest USA and Food Export USA–Northeast Branded Program

MARKET YOUR PRODUCTS INTERNATIONALLY AND RECEIVE 50% REIMBURSEMENT WHILE YOU DO IT!

ELIGIBLE ACTIVITIES INCLUDE: ADVERTISEMENTS • MARKETING AND PROMOTIONS • INTERNATIONAL TRADESHOWS • PUBLIC RELATIONS • PACKAGE AND LABEL MODIFICATIONS • AND MORE...



# What Are Eligible Expenses?



- Advertisements and publications
- Public relations and seminars
- Promotions and demonstrations
- International tradeshow
  - including limited travel costs
- Certain tradeshow held in the U.S.
- Package and label changes

# 2013 Activities



Activity	Date	Location
Export Seminar	Feb. 13	East Lansing, MI
Trade Mission to Brazil & Columbia	March 4-8	Sao Paulo, Brazil Bogota
MI Pavilion at NRA Show	May 18-21	Chicago, IL
MI Booth at ANUGA (specialty crops)	Oct. 5-9	Cologne, Germany
MI Pavilion at American Food & Beverage Show	Oct. 28-29	Miami, FL

# 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”


The screenshot shows the USDA Foreign Agricultural Service (FAS) homepage. The browser title is "USDA Foreign Agricultural Service (FAS) - Homepage - Windows Internet Explorer". The URL is "http://www.fas.usda.gov". The page content includes:

- Search FAS:** A search bar with a "Go" button and options to search all USDA, search tips, and detailed search results.
- Spotlights:** A section titled "EU Market Grows but U.S. Loss Share" with a line graph showing market share from 2000 to 2009. The graph has two lines: a red line for "EU Market Share" and a blue line for "U.S. Market Share". The EU market share generally increases over the period, while the U.S. market share fluctuates but shows a downward trend towards the end.
- In the News:** A section titled "Marketing and Trade Events" listing the "9th Annual AGOA Conference" and "2010 USDA & USAID International Food Aid Conference".
- Reports and Forecasts:** A section listing several reports such as "World Agricultural Supply and Demand Estimates (WASDE)", "Exporter Wheat Ending Stocks Shrink", "China's Soybean Meal and Oil Prices Tumble on Ample Supplies", "Favor: East Africa Exportable Supplies Stabilize", and "Russia Vodka Districts Withering Drought Reduces Yield Prospects for Wheat".
- Navigation and Links:** A top navigation bar with links for Home, About, Newsroom, Commodities, Careers, Trade Programs, FAS Offices, Help, and Contact Us. A right-hand sidebar contains sections like "I Want To..." with links for finding commodity reports, locating trade data, and using FAS Drop Explainer, and "Stay Connected" with links to FAS Twitter and USDA Blog.





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### International Markets

- Contact Us - Email: [zmitko@michigan.gov](mailto:zmitko@michigan.gov)
- Food and Agriculture Export Marketing Services  
Listing of services provided by the International Marketing Program
- International Marketing - Cash Reimbursement for Export Activities  
Looking for Assistance with International Marketing Costs?
- Export Consulting and Assistance Services  
Looking for one-on-one help with an exporting issue?
- In Market Consulting Services  
Looking for assistance breaking into a particular market?
- Introductions to International Buyers Without Leaving the USA  
Looking to meet buyers without traveling out of the country?
- Introductions to International Buyers Abroad  
Looking to meet buyers while traveling to international markets?
- Export Training Resources  
Looking for a how-to guide on the exporting process?

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Join the conversation

### New Market Developer

- The New Market Developer, Issue 1 - January - February, 2012 [View](#)  
Read the New Market Developer to remain informed on the Michigan agricultural business scene, with an emphasis on export development.
- The New Market Developer, Issue 6 - November-December, 2011 [View](#)
- The New Market Developer, Issue 5 - September-October, 2011 [View](#)
- The New Market Developer, Issue 4 - July-August, 2011 [View](#)
- Past Issues

<b>MI Food and Ag Exporter Directory</b>	Export Documentation/Certificates
Search for information on Michigan Food and Agricultural Exporting Companies	Export Documentation and Certificates Links and Information
<b>MI Ag Exports in the News</b>	Upcoming Export Activities
Summer Student Internship 2012	2011 Michigan Ag Exporter of the Year Application
New Export State Show Michigan Agriculture's Ag exports grew 10 percent since 2009	Upcoming International Marketing Events: Trade Shows, Buyer's Missions and other export activities
State Selects Cherry Central, Inc. as Michigan Agriculture Exporter of the Year	Foreign Agricultural Service(FAS) 2011-2012 Trade Show Calendar <a href="#">View</a>
	Food Export Association of the Midwest USA Events Calendar for 2012 <a href="#">View</a>

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# MI Ag Exporter of the Year



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



# THANK YOU



Jamie Zmitko-Somers  
International Marketing Manager  
517-241-3628  
[zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov)

[www.michigan.gov/agexport](http://www.michigan.gov/agexport)

Twitter – @MiAgExport