



New Market Developer

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A Michigan Department of Agriculture Publication Linking You to the Potential of Overseas Markets

Jamie Zmitko-Somers | zmitkoj@michigan.gov
International Marketing Manager

www.foodexport.org | www.michigan.gov/agexport | www.twitter.com/MIAgExport | www.fas.usda.gov

UPCOMING EVENTS



Food Service Buyers
Mission at National
Restaurant Association
Chicago, IL
May 21 - 24
[CLICK HERE](#)

Sweets and Snacks Buyers
Mission at Sweets and
Snacks Expo
Chicago, IL
May 24 - 26
[CLICK HERE](#)

Specialty Foods Buyers
Mission at the Summer
Fancy Food Show
Washington D.C.
July 9 - 12
[CLICK HERE](#)

Midwest Buyers Mission
Columbus, Minneapolis,
Chicago
July 25 - 29
[CLICK HERE](#)

Focused Trade Mission to
the Caribbean for Retail
and Food Service Products
Trinidad and Tabago and
Barbados
September 12 - 15
[CLICK HERE](#)

For a full listing of upcoming
events, visit www.FoodExport.org

Booth Space available in Michigan Pavilion at 2011 NRA Show

The American Food Fair Pavilion at the National Restaurant Association's annual NRA Show is May 21-24, 2011 in Chicago.

NRA attracts buyers from around the United States and abroad. Michigan companies exhibiting at the 2010 show reported an expected increase in domestic sales of \$1.6 million and an increase of exports sales of \$650,000. Visit the NRA Show web site, at <http://restaurant.org>, for more information.

Food Export Association also offers a Buyer's Mission allowing you to formally meet with up to 10 qualified international buyers at the NRA show, [CLICK HERE](#) for more information.

If you are interested in exhibiting at the American Food Fair Pavilion at NRA in 2011 or have questions about the buyers' mission please contact Jamie Zmitko-Somers at (517) 241-3628.



Take the Confusion out of Export Certification

Most agriculture exports require some type of certification or documentation. The industry has expressed concern that certification, documentation and registration issues can be confusing and adversely impact trade.

As a result, USDA has launched a trade facilitation desk to provide stakeholders with more information on foreign import requirements such as: certification, documentation, registration, etc.

The trade facilitation desk is designed to provide a "one stop shop" approach for U.S. exporters and relevant stakeholders, where they can obtain technical information.

For more information [CLICK HERE](#) or visit www.fas.usda.gov.

Benefits of the Trade Facilitation Desk

Serve as a key point of contact for exporters/ industry cooperator groups seeking assistance and guidance on foreign import requirements.

Provide assistance with shipments that are detained at foreign port of entry: including expeditious outreach to foreign governments and U.S. regulatory agencies.

Liaison with U.S. and foreign food and agriculture regulatory authorities on trade issues on behalf of U.S. exporters.



Page Two A closer look into markets and services

Canadian Market Seminar Recap

The Canadian Export Seminar and Global Business Club Lunch on February 17th was a huge success with over 30 Michigan companies and industry representatives attending the event.

The seminar featured Kathy Boyce, a Canadian food industry expert, and Brian Chillman from Shibley Righton LLP, a law firm in Canada. A panel discussion with Zeeland Farm Services, Dawn Food Products, and Select Soy LLC/Natures Select wrapped up the morning session with attendees learning from the companies about their experiences in the Canadian market.

The featured lunch speaker was Dan Meeusen from Zeeland Farm Services (ZFS), the 2009 Michigan Agriculture Exporter of the Year winner. Dan talked about the importance of exporting to ZFS and how

companies need to do their homework on potential export markets. He also stressed the importance of knowing the culture of the country as, it affects how they conduct business transactions.

For information on other upcoming international and export activities visit, <http://michigan.gov/agexport>.



Market Spotlight **CHINA**

The Chinese are consuming more U.S. food products as a result of increased disposable income, urbanization and food safety concerns. The Chinese economy is growing faster than any other major economy.

In response to rising inflation and food safety concerns, more Chinese people are cutting back on eating out and are now cooking more and more at home.

Consumption of western style products continues to grow as they generally are regarded as good quality, nutritious and safe. Some products, such as fresh fruit, frozen vegetables and nuts have become much more popular. Many supermarkets and convenience stores are becoming more interested in imported products.

Rapid economic growth has caused the total U.S. dollar sales value of food and beverages to rise by 26.2% to 132 billion in 2008. [CLICK HERE](#) to view complete USDA report on China markets.

If you are interested in exploring the Chinese market attend the *China Chef Tasting and Product Showcase, September 1 - 4*.

Local key importers and chefs will be invited to a product sampling and display of your products during a product

SEMINAR OPPORTUNITY

The Van Andel Global Trade Center is hosting a half-day seminar, "Michigan Food Industry: Exporting to Global Markets" on Thursday March 17, 2011.

Sessions will feature a panel of successful exporters from various sectors of the industry, financing opportunities, benefits from free trade agreements, and local assistance and resources.

Space is limited, so register today! Register at www.vagtc.org or call (616) 331-6811.

EXPORT SUCCESS STORY

We appreciate your active participation with us, and we're hoping you would contribute a brief export success story.

As state and federal budgets tighten, we need to express the value of our products and services. In order to complete a success story, simply contact us at (517) 241-4835.

Thank you for your assistance with this and your sustained participation in our programs and services.

If you have questions regarding how this information is used, please be sure to let us know.

showcase and chef tasting. Not only will you meet one-on-one with buyers and learn more about opportunities in China, but also receive a market analysis of your product prior to the visit, an in-market briefing, tours of restaurants and food service venues, receive assistance with lead follow-up, and attend a networking reception. Registration ends June 9; [CLICK HERE](#) to register.



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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov
Newsletter suggestions?
Contact Elizabeth Krhovsky by e-mail at KrhovskyE@michigan.gov.