



New Market Developer

Issue 6: November - December 2010

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

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UPCOMING EVENTS



“How to Prepare for Meetings with Foreign Buyers” Webinar
December 9
[CLICK HERE](#)

Winter Fancy Food Show Buyers Mission
January 15 - 17
San Francisco, CA
[CLICK HERE](#)

Focused Trade Mission to Columbia
April 11 - 14
Bogota and Medellin, Colombia
[CLICK HERE](#)

Food Show PLUS! at Canadian Produce Marketing Association Show
April 13 - 15
Montreal, Canada
[CLICK HERE](#)

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

Michigan Companies Attended Caribbean Market Seminar

The International Marketing Program partnered with the Food Export Association of the Midwest and hosted “Opportunities in the Caribbean Market” Export Seminar on August 26 at the Kellogg Center in East Lansing.

Eight companies attended to learn more about



Above: Caribbean In-Market Representative Pamela Wells Russell discusses tariff elimination schedules with participants at the seminar

guidelines for exporting to the Caribbean, how to obtain legal export documentation, and basic exporting guidelines.

Speakers included Caribbean in-market representative Pamela Wells-Russell, Michigan Department of Agriculture (MDA) Compliance Manager Byron Beerbower, USDA Deputy District Manager Todd Gerwig, MDA Region 6 Inspector Carolyn Diamond, and Food Export Association representative Will Smith.

As a result of the seminar, companies now understand their exporting capacity and many are considering expanding their exports to the expanding Caribbean market. To learn more about market potential in the Caribbean contact Jamie Zmitko-Somers at 517-241-3628.

Throughout the year the International Marketing Program and Food Export Association offer an array of seminars and webinars. For a full listing of upcoming seminars and webinars visit www.foodexportalliance.org or [Click Here](#).

NRA Show and Buyers Mission in 2011

Now is the time to start planning for the Food Service buyers mission at the National Restaurant Show in Chicago, Illinois. The buyers mission is held in conjunction with the National Restaurant Show on May 21-24.

Meetings are conveniently held right on the show floor and it is a great opportunity to meet with international buyers without the expense and hassle of traveling. Meeting times are very flexible based upon your availability. The buyers are primarily interested in HRI/Foodservice products.

Participants from the 2010 Buyers Mission reported \$1.3 million of projected on-site export sales, while the show itself brought in over 42,000 buyers from 115 countries! Michigan had nine companies exhibit in the Michigan pavilion at the show in 2010. Michigan companies reported an expected \$650,000 in export sales and \$1,650,000

in domestic sales because of the NRA show.

The NRA show is one of the largest food shows of its kind. Registration for this buyers mission ends May 10th. The early registration fee is only \$100! For more information on the NRA buyers mission [Click Here](#) or contact Jamie Zmitko-Somers by email at zmitkoj@michigan.gov.



Above: Participants at the 2010 NRA Show



Page Two A closer look into markets and services

Food Export Association of the Midwest *Take Advantage of Our Programs and Services in 2011*

With the New Year just around the corner, now is the perfect time to jump start your exporting success by utilizing Food Export Association Services and Programs. Food Export has an event filled 2011 activity calendar, which now available; [CLICK HERE](#) to download it now. Be sure to take advantage of these great services!

FOOD EXPORT HELPLINE

A free service designed to assist both first time and experienced exporters with market research and export logistics. There are always specific issues and questions that are unique to your company, products, and export markets. With the Food Export Helpline™, you'll speak with an industry expert who will put his more than 20 years of experience to work for you. Receive insightful, customized advice specifically for you. To register for the Food Export Helpline [Click Here](#).

EXPORT ESSENTIALS

This service is an educational introduction to the fundamentals and logistics of the exporting business. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting such as market research, payment procedures and more. Export Essentials can help your company determine your export readiness, research and target your top markets and even create an export marketing strategy. [Click Here](#) to view Export Essentials online.

BUYERS MISSIONS

Allow you to meet one-on-one with foreign buyers who have expressed interest in a wide variety of U.S. agricultural products. Buyers Missions give you the opportunity to receive instant feedback on your product's export potential without having to travel outside the U.S. This is a cost effective, convenient way to make an international impact with your products and to generate new sales leads. [Click Here](#) for a complete listing of upcoming buyers missions.

MARKET SPOTLIGHT: *El Salvador*

Despite being the smallest country geographically in Central America, El Salvador has the third largest economy. El Salvador was the first country to ratify the Central America-Dominican Republic Free Trade Agreement (CAFTA). CAFTA has bolstered exports of processed foods, sugar, and ethanol.

Opportunities for increased sales of consumer oriented foods/beverages and edible fishery products are most notable in the retail sector. The main reason is the rapid expansion of the supermarket industry in this market. Supermarkets currently have 40% of the food retail market.

Supermarket growth in working-class areas and smaller cities outside the capital of San Salvador is impressive. Consumers are switching from the traditional open-

air markets and mom-and-pop stores to the convenience of U.S. style supermarkets.

The imports with the best high-value product prospects are processed fruits and vegetables, breakfast cereals, meat sausages, dairy products, snacks (including candies and chocolates), cookies, wine, and ramen style soups.

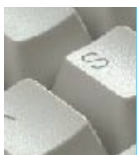
Food Export Association is offering a focused trade mission to Panama and El Salvador for retail and foodservice products, May 9-11, 2011.



For more information or to register for this event [Click Here](#) or contact Jamie Zmitko-Somers at 517-241-3628.

Webinar Opportunity

Exhibiting at international trade shows can be one of the most effective ways to gain international exposure and promote your products in a foreign market. Sometimes, however, exhibitors don't take full advantage of the opportunity. Join Food Export on November 18 as they explore some of the ways you can maximize your trade show experience and be a more effective and successful exhibitor; [Click Here](#) for more information.



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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.