



New Market Developer

Issue 2: August-September 2009

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

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UPCOMING EVENTS



“Tapping into the Mexican Market” Export Seminar
East Lansing, MI | August 18

Canada Retail and Private Label
Toronto | Sept 20-22

Food Show Plus! at Anuga
Cologne, Germany | Oct 10-14

Food Service Products Trade Mission
Monterrey, Mexico | Nov 9-12

Americas Food and Bev
Miami, FL | Nov 11-13

[CLICK HERE](#) to learn more or visit foodexport.org and click on Upcoming Events



CONTACT US

For more information regarding international marketing opportunities, contact Jamie Zmitko-Somers, at (517) 241-3628 or e-mail zmitkoj@michigan.gov. If you have newsletter suggestions or an export success story that you would like to share, contact Amanda VanderMeulen, Food Export Intern at (517) 241-4835 or e-mail vandermeulena@michigan.gov.

Attend the Mexican Market Export Seminar

Registration is now open for “Tapping into the Mexican Market” Exporting Seminar held in East Lansing, Michigan on August 18.

This all day event will provide you with the information needed to access the Mexican market whether your company is just starting to export or has experience in this market.

Raul Caballero, Food Export Association’s In-Market Representative and President of Marketing Solutions

Firm, will address issues such as labeling and marketing, customs, and market-specific business practices.

Mr. Caballero will be available for brief one-on-one consultations.

Scott Hibbard, Vice President of International Trade Finance at Comerica Bank, will discuss how to finance your export endeavors including how to work with the EXIM bank.

Additionally, Tammy Loman of Kuehne + Nagel, a

logistics company, will address issues such as transportation, the supply chain, and logistics of exporting to Mexico.

The conference is August 18, 2009 8:30-4:30 at the Kellogg Hotel and Conference Center.

The cost to attend is \$50. Register today, space is very limited for this event. To register, [CLICK HERE](#). If you have questions or problems registering, please email me at zmitkoj@michigan.gov.

Report Indicates Michigan Exports Increased in 2008

The USDA reported that Michigan agricultural exports increased by 35.9% in fiscal year 2008 over 2007 figures. According to a recent USDA Agricultural Trade Update report, Michigan’s agricultural exports generated more than \$1.68 billion and supported over 13,000 jobs.

Exports were pushed higher due to growing world demand for U.S. products and higher commodity prices in 2008. Exports are critical to the state’s \$71.3 billion a year industry with the state exporting about one-third

of its 200 agricultural commodities each year.

“This report proves that Michigan products are in demand in the global economy due to processors’ and growers’ commitment to delivering the highest-quality products possible,” said Koivisto.

“Now more than ever, expanding into international markets is critical to growing our second largest industry and diversifying the state’s economy,” he said.

To expand your export potential in 2009 and 2010, visit mdainternational.com.



Total US Ag-Exports
\$115 billion

Total US agriculture exports increased by
\$25.1 million over 2007 figures

Top Five Michigan Exports in 2008

1. Soybeans & Products: \$456.8
 2. Feed & Grains: \$393.9
 3. Other: \$245.3
 4. Vegetables: \$143.7
 5. Fruit: \$145.4
- (in millions of dollars)

[CLICK HERE](#) for more export statistics

EXPORTS AT A GLANCE



Page Two A closer look into markets and services

Double your Budget: Receive Funding for Your International Marketing Activities

Food Export Association offers an extensive cost-share reimbursement program to help companies offset costs and expand their marketing budgets.

The Branded Program provides 44% reimbursement for international marketing and promotional activities up to \$300,000 a year. Your value-added products must contain 50% or more US agricultural ingredients and must be labeled as a US product.



Some applicable marketing activities include travel and costs for international trade shows, cost of trans-

lators, freight costs to international shows, promotional costs, packaging and label modifications, and costs of domestic trade shows that highlight an international audience.

To enroll in the Branded Program and to find out if you are eligible, visit www.brandedprogram.org to complete the Pre-Qualification Worksheet.

The 2009 program year is from January 1 to December 31. Early application

is important, as funding is competitive. [CLICK HERE](#) for more information and to find out if you are eligible.

Register for the Free Online Product Catalog

A service of the Food Export Association, the Online Product Catalog can help you promote your products directly to international buyers. Buyers can easily locate your company by searching on the basis of products or your company name.

Your inclusion is one of the simplest means of market entry and a cost-free way to increase your corporate exposure. It can also help increase your name recognition among the most prominent of buyers.

When an interested buyer finds your company, the system automatically generates an email and notifies you. Visit foodexport.org or [CLICK HERE](#).

Market Spotlight MEXICO

Mexico is the second largest agricultural trading partner of the United States with bilateral trade totalling over \$20 billion, and is the top export destination for beef, rice, soybean meal, sugars and sweeteners, apples and dry edible beans.

Staple goods such as corn and soybeans continue to be important to the maintenance of the Mexican diet and therefore make Mexico an ideal market for basic crops. However, as Mexico continues to gain global market share and consumers grow more affluent, tastes become more sophisticated. Mexican buyer preferences

are increasingly resembling those in more industrialized, wealthier countries.

There is an increased consumption of more expensive and specialty, prepackaged goods, individually packaged goods, and supermarket-ready goods.

To learn more about the Mexico market (trends, financing, logistics) be sure to attend "Tapping into the Mexican Market" Export Seminar in Lansing, Michigan on August 18.

For more information on the topic areas of the seminar, see the article on page one. To register for the event, [CLICK HERE](#).

Capitalize on International Business Services in Lansing

globalEDGE™, a service of the International Business program at Michigan State University, is the world's leading source for International Business providing a wealth of relevant marketing information.

It features trade statistics, market history reports, and country information pertinent to exporting. Also, the "Global Edge Online Course" is a free tutorial regarding common exporting issues like market research,

legalities, micro finance, and more. It is a great resource, especially if your company is just starting the export process or has encountered difficulty in the past. Visit globaledge.msu.edu.

Also, be sure to check out The Global Business Club of Mid-Michigan at MSU. The club offers luncheons, seminars, and speakers focusing on the global opportunities for Michigan industries. To learn more about the Global Business Club, [CLICK HERE](#).



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