



New Market Developer

Issue 3: May- June 2010

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

Michigan-Ohio Exporting to Canada and Vietnam Seminar
Toledo, OH
June 16

Midwest Buyers Mission
East Lansing, MI
July 26-30

Focused Trade Mission to Mexico for Food Service Products
August 2-5

Food Export Marketing Forum: Buyers Missions and Education Sessions
Chicago
September 27-29

Focused Trade Mission to Northern Mexico for Retail Products
October 25-28

Focused Trade Mission: Canada for Specialty and Natural Products
Nov 1-3

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

Midwest Buyers Mission: Meet twenty qualified global buyers in Michigan

The International Marketing Program at MDA would like to invite you to meet with interested and pre-qualified buyers for your products. The Midwest Buyers Mission is a valuable chance to forge new trade ties with global buyers.

Meetings with international buyers from over twenty international markets including Canada, Central and South America, Asia, and the Middle East will last 30 minutes and are prearranged based on your preferred markets.

Meetings are conveniently held here in Michigan making this a great opportunity to meet with international buyers without the expense and hassle of traveling abroad.

Buyers are looking for a wide range of products including processed products, gourmet, food service, bulk, ingredients, and retail.

Buyer profiles will be available by the end of May, which will provide more information on the buyers, meeting logistics, and products of interest.

This unique event is coming to East Lansing, Michigan on July 26.

The cost to participate is only \$100 if you register before June 14. To request more information, please call (517) 241-4835. Visit foodexport.org and click on Upcoming Events, and then select Buyers Missions.

"Refining Your Exporting Skills" Featured Ag Exporter of the Year: Walters Gardens

MDA's International Marketing Program, along with the Global Business Club of Mid-Michigan hosted an informative workshop and luncheon addressing issues surrounding exporting.

Pat McRae of the US Commercial Service and Sonja Johnson from the Van Andel Global Trade Center discussed products and resources for running credit and background checks on potential foreign buyers.

Alessandra Capritto, FX Specialist at JP Morgan Chase discussed the options to hedge against the foreign exchange risk that may result from exporting.

An informative panel of successful ag and non-ag companies discussed best practices for finding, sorting, and following up with trade

leads.

Walter's Gardens (2008 Agriculture Exporter of the Year) was the keynote speaker with Evan Elenbaas, President of Walter's Gardens delivering the keynote address.





Page Two A closer look into markets and services

Market Spotlight: Canada

Canada is Michigan's largest exporting partner. Proximity and NAFTA have made it a primary export market for many state agricultural producers including exporters of horticulture, floriculture, and processed goods.

Since the national languages in Canada are both French and English, many producers find Canada to be a good first export market (although it necessitates label changes into the metric system and French).

Additionally, NAFTA has eliminated all tariffs with the exception of tariff-rate quotas on domestic "supply-managed" agricultural products such as poultry and eggs and dairy products.

Michigan exports to Canada in 2009 totaled over \$753 million.

Top U.S. exports to Canada are fresh vegetables and fruit, snack foods, red meat, and processed fruit and vegetables. Sectors of fresh vegetables, fresh fruits, processed fruits and vegetables are considered to be best prospects for U.S. exports of food and agricultural products to Canada.

Considering Canada or Other Markets?

Even once you are familiar to the export process, it is still essential to understand the complexities when exporting to a new country. The Michigan Department of Agriculture has resources and tools to help you understand new markets, conduct market research, and capitalize on trade leads.

Step 1: Food Export Helpline:

Free one-on-one consultation services can help you determine if Canada is the right market for your product. Get the insight needed to succeed in the market and identify other areas of potential. To register, [CLICK HERE](#)

Step 2: Market Builder:

Customized, in-market research to help you determine if Canada is right for your products. Insights about the distribution process, import regulations, and potential distributor contacts are essential to success. Our contacts can not only provide you with this information, but also schedule meetings with targeted buyers, arrange for interpreters in meetings, and more. To register for the MarketScan, RepFinder, or both, [CLICK HERE](#)

Step 3: Seminars:

When considering a new market or working in a market for the first time, understanding potential complexities is essential. MDA hosts seminars with Food Export Association and some of our regional

partners to help prepare you for the export process. In preparation for the Midwest Buyers Mission, MDA is hosting an event in conjunction with Ohio Department of Agriculture (June 16). For more information, call (517) 241-4835.

Step 3: Buyers Missions:

If you are considering Canada, or any other market for that matter, attending a Buyers Mission domestically can connect you with prospective and pre-qualified buyers. This year, the Midwest Buyers Mission is coming to Michigan. To register, [CLICK HERE](#)

Step 4: Focused Trade Mission:

Food Export Association is hosting a Focused Trade Mission to Canada for Specialty and Natural Products, November 1-3. This will include a market analysis of your product before visiting, an in-market briefing, tours of retail and food service providers, buyers meetings, product showcases, assistance with lead follow-up, and a networking reception. To register or to learn about other upcoming trade missions to potential markets, [CLICK HERE](#)

June 16: Export and Buyers Mission Preparation Seminar in Toledo, Ohio with In-Market Reps!

Learn about the Canadian Market and prepare for the Midwest Buyers Mission at the Michigan-Ohio Exporting Seminar! Jointly hosted in Toledo, Ohio, this seminar will feature Food Export Association's In-Market Representatives from Canada and Vietnam as they discuss how to best export including terms of trade, export regulation, documentation, consumer trends, and navigating in-market supply chain and distribution channels. Mark your calendar for June 16 and look for more information to follow. If you are attending the Midwest Buyers Mission or are looking to export, this seminar will provide you with the information necessary to begin the process. Call (517) 241-4835.

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 fill out a short form [HERE](#) or 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.

EXPORT SUCCESSSES



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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
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