



New Market Developer

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

GBC's "Lansing's Foreign Trade Zone"

Michigan State University
East Lansing, MI | Oct 20*

Food Service Products Trade Mission

Monterrey, Mexico | Nov 9-12

Americas Food and Bev

Miami, FL | Nov 11-13

Private Label Buyers Mission at Private Label Manufacturers' Assoc.

Chicago, IL | Nov 15-17

GBC's "Taking Your Business Global Through Foreign Partners"

Michigan State University
East Lansing, MI | Nov 17*

Food Show Plus! at Food Ingredients Europe (FiE)

Frankfort, Germany | Nov 17-19

"Branded Program" Applications

Visit the website [HERE](#) | ongoing

[CLICK HERE](#) for more information on GBC (Global Business Club of Mid Michigan) Events and Services (designated by * above)

[CLICK HERE](#) to download Food Export Association's 2010 Events Calendar or call Amanda VanderMeulen, Food Export Intern at (517) 241-4835 to request a hardcopy version.

Walters Gardens is "Exporter of the Year"



Presentation of the "2008 Exporter of the Year" Award at Walters Gardens.

Governor Jennifer M. Granholm and Michigan Department of Agriculture (MDA) Director Don Koivisto have selected Walters Gardens, Inc., of Zeeland, as the "2008 Michigan Agriculture Exporter of the Year."

Walters Gardens, Inc, North America's leading wholesale perennial grower, saw export sales growth of 25 percent from 2006 to 2007 sales figures and 34 percent from 2007 to 2008. The exporting sector of their company accounts for nine percent of their annual sales. The company cites their exporting success for helping them expand and keep jobs in the area. Visit www.waltersgardens.com



Want to be the next "Exporter of the Year"?

Watch for nomination forms coming soon and in the mean time, take advantage of these valuable export services below:

The Branded Program

50% reimbursement on eligible foreign marketing and promotional expenses visit: BrandedProgram.org

Food Export Helpline

A free personalized service that can answer specific questions, plus receive a customized Top-25 Market Report for your products.

Online Product Catalog

Promote your products internationally without even leaving Michigan. Visit foodexport.org for

NURSERY / WOOD SERVICES

August event highlighted Mexico's market potential

The International Marketing program, in tandem with the Food Export Association of the Midwest, hosted "Tapping into the Mexican Market" Export Seminar on August 18 at the Kellogg Center.

Eighteen companies attended to learn more about the possibilities of exporting to Mexico. Speakers included a market expert, financier, Food Export Association Representative, and a

logistics provider.

Raul Caballero, Food Export Association's "In-Market" representative presented on the Mexican market potential and export considerations.

Scott Hibbard, VP of Financing at Comerica bank in Grand Rapids, spoke on the importance of financing in the exporting process. He detailed the payment methods, how to ensure payment and how to work

with credit and the EXIM bank.

Tammy Loeman of Kuehn + Nagel Global Logistics spoke about cross boarder transit and logistical concerns.

Jasmine Scott, of the Food Export Association- Midwest presented on the various services and upcoming events to promote your product internationally.

To learn more about market potential, call (517) 241-3628.



Page Two A closer look into markets and services

Booth Space available at upcoming Michigan pavilions

Mark your calendar for upcoming Michigan pavilion opportunities at upcoming trade shows.

Food Marketing Institute at the Mandalay Bay Convention Center in May 2010 is home to the U.S. Food Export Showcase (USFES). To learn more about FMI 2010, visit their web site [HERE](#). The American Food Fair Pavilion at the National Restaurant Association's annual NRA Show is May 22-25, 2010 in Chicago. NRA attracts buyers from around the United States and abroad and participation

in the Michigan pavilion can link you to retail buyers from the U.S. and abroad. Visit the NRA Show web site [HERE](#) for more information. Food Export Association also offers a Buyer's Mission allowing you to formally meet with qualified and interested international buyers at the NRA show.

If you are interested in exhibiting at FMI or the American Food Fair Pavilion at NRA in 2010, please contact Jamie Zmitko-Somers at (517) 241-3628.

More information will follow; watch for updates via e-mail.

Focused Trade Mission yields strong trade connections



Three US companies traveled as part of the Focused Trade Mission to Philippines and Thailand in early August. A total of 11 companies sent product for market analysis. Graceland Fruit Inc., of Frankfort, Michigan sent dried fruit products for market analysis and buyer meetings. The event included informational seminars, retail tours, one-on-one buyers meet-



ings, access to in-market representatives, a chef demonstration by David Feder highlighting U.S. products. There is great market potential in the Philippines and Thailand due to consumer preferences for US goods and market development. The Philippine and Thai markets are becoming more consumer oriented with a focus on value-added goods.



Market Spotlight JAPAN

Japan is the largest food importer in the world making it a very receptive market to U.S. goods. In fact, the United States is Japan's largest and most reliable supplier of food – a critical and mutually beneficial relationship for both countries. Japan imported \$14.5 billion of U.S. agricultural products in fiscal year 2008, more than the EU27 combined.

Additionally Japanese consumers are regarded as "trend-setters" among the Asian countries and are increasingly interested in a diverse variety of foods. Japanese have long been willing to pay a premium for high quality food products. Japanese prefer specialty goods and consumer oriented products. But, with the recent economic downturn, luxury and

expensive imports are becoming less attractive.

In seven years operating in Japan, through a subsidiary called Seiyu, Wal-Mart Stores has never turned a profit. But sales have risen every month since November, and this year, the retailer expects to make a profit. Retail analysts, economists and consumers all say that the shift away from luxury could be a permanent one.

In supermarket aisles, sales of lowly common vegetables – like bean sprouts, onions and local mushrooms – are up.

Instead of the famed \$100 melons, Japanese shoppers are buying cheap bananas, pushing imports up to records.

Branding and packaging are becoming less important as a newly cost conscious market emerges.

Free export consulting through the Michigan Export Growth Program

The Michigan Export Growth Program, a service of Michigan State University's Center for International Business Education and Research (MSU-CIBER), helps small and medium sized companies develop both short-term export goals and a long-term sustainable plan. With grant assistance from the Ford Foundation, these services are **free of charge**. A well equipped staff of full-time international business faculty, MBA candidates, and undergraduate students works with your company to develop a marketing plan free of charge. Some agricultural and food companies have already taken advantage of this service and space is running out. Increase your international competitiveness, call the MSU-CIBER today at (517) 353-4336 or visit their website [HERE](#).



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

www.twitter.com/MIAgExport.

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

Newsletter suggestions?
Contact Amanda VanderMeulen via email at vandermeulena@michigan.gov.