



# New Market Developer

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[www.foodexport.org](http://www.foodexport.org) | [www.michigan.gov/agexport](http://www.michigan.gov/agexport) | [www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport) | [www.fas.usda.gov](http://www.fas.usda.gov)

UPCOMING EVENTS



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

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

China Chef Tasting and Product Showcase  
Aug. 30 - Sept. 2  
China

Food Export Marketing Forum  
September 27 - 28  
Boston, Massachusetts  
[CLICK HERE](#)

Buyers Mission at ANUGA  
October 8 - 12  
Germany

For a full listing of upcoming events, visit [www.FoodExport.org](http://www.FoodExport.org)

## Register to Meet With International Buyers at the Midwest Buyers Mission

Taking place July 25 – 29 in Ohio, Minnesota and Illinois, the 2011 Midwest Buyers Mission is a great avenue to establish new relationships with international buyers and initiate new export sales.

Over twenty buyers from around the world are expected to attend the Midwest Buyers Mission. Participating companies may choose to attend one of the three meeting locations.

The one-on-one meetings last approximately 30 minutes each and are prearranged based on your preferred markets.

Meetings are conveniently being held in Columbus, Ohio and Chicago, Illinois making this a great opportunity for Michigan companies 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, retail and much more. Buyer profiles will be available at [foodexportalliance.org](http://foodexportalliance.org). The profiles provide more information on the buyer's products of interest.

The 2010 Buyers Mission saw an actual increase

in export sales of \$1.7 million with a projected increase in export sales of over \$76.5 million! Don't miss out on this low-cost opportunity! Early registration is only \$100 and ends May 30. The final registration deadline is July 11 for \$150.

To request more information, please call (517) 241-3628 or email Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) or [CLICK HERE](#) to register.



Above: Representatives from Michigan Company, LorAnn Oils, meet with two Canadian Buyers at the 2010 Midwest Buyers Mission.

## Promote Your Products to International Buyers, Without Leaving Your Desk!

The Online Product Catalog is a web-based catalog that is used to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

To use and benefit from the online product catalog upload your product information and photo into the Online Product Catalog by [CLICKING HERE](#). You can change or create a new posting

if you introduce a new product, line extension, or flavor. Each of your products can have a separate entry. It's simple and there's no charge.

Food Export has International Marketing Representatives promote the Online Product Catalog to qualified buyers around the world. Upon finding a product of interest, the system generates an email sent directly to you with an easily identifiable subject line.

For more information contact Jamie Zmitko-Somers at [zmitko@michigan.gov](mailto:zmitko@michigan.gov) or (517)241-3628.



## MARKET SPOTLIGHT: SOUTH KOREA

South Korea is the fifth largest market for American agricultural products. The United States is expected to increase its market share and supply by more than \$6 billion in food and agricultural products.

The outlook for U.S. exports remains strong because demand for U.S. products is driven by Korean consumer trends which are converging with consumer trends in other developed economies including the United States.

Korean consumers place value on high quality, low cost, health and convenience in the course of making food purchasing decisions. Increasing affluence, more women in the workforce and a well-traveled younger generation seeking goods with an international flavor are promoting the rise of convenience stores, bulk retail outlets and western-style family restaurants.

When considering the Korean market, exporters should conduct preliminary research to determine if the market is appropriate for their product. It may not be possible to market the exact same product in Korea as in the United States.



Korean consumers may have different demands and Korean regulations differ for some additives and preservatives.

Another way of finding potential importers is to participate in a local food show in order to showcase your products to a larger audience. Many Korean importers attending these shows are looking to establish reliable long-term trading relationships. Show participation enhances initial contacts with importers, agents, wholesalers, distributors, retailers and others in the food and beverage industry.

Food Export is offering a Focused Trade Mission to Korea for Specialty Foods. This is an ideal way to make contacts and develop relationships with Korean importers. For more information on exporting to Korea [CLICK HERE](#), to view to the FAS Exporting Guide.

### Focused Trade Mission to South Korea for Specialty Foods

Attend the focused trade mission to South Korea and participate in one-on-one meetings with prequalified buyers, a retail tour of several facilities that carry specialty food items, a table-top products show case, interpreter services and much more!

The focused trade mission will take place August 29 through September 1. The cost to attend is \$600 and registration ends July 6. For more information [CLICK HERE](#) or contact Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov).

### New Addition to the MDARD Family

Please welcome Mason William Somers, son of Jamie Zmitko-Somers and her husband Don Somers. Mason arrived on Monday, April 11 and weighed 7 lbs, 5 ounces.



### Free Export Consulting through Food Export Helpline

Whether you're new to exporting or you have been exporting for years, there are always specific issues and questions that are unique to your company, products and export markets. The Food Export Helpline is a complimentary service that provides one-on-one assistance on a wide variety of export-related topics, with insightful and customized export advice specifically for you.

The Food Export Helpline can go a long way in helping new-to-export companies determine their top export prospects. It provides your company with a top 25 product/market evaluation for your product(s). You will also receive an executive summary analyzing the data and explaining what it means for your company.

To register or for more information visit [www.foodexportalliance.org](http://www.foodexportalliance.org) or [CLICK HERE](#).

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

[www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport).

Become a Fan of Michigan Department of Agriculture on Facebook.



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

Newsletter suggestions?  
Contact Elizabeth Krhovsky by e-mail at [KrhovskyE@michigan.gov](mailto:KrhovskyE@michigan.gov)