



New Market Developer

Issue 1: June 2009

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

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Welcome!

The "New Market Developer" is the Michigan Department of Agriculture's bimonthly international marketing newsletter. In each issue, you will find country profiles, information on upcoming events, and articles detailing useful export services. *Enjoy.*

Upcoming Events

Specialty Foods Buyers Mission

June 25-29 | New York, NY
Click [Here](#) to Register

Midwest Buyers Mission

July 20-24 | Chicago and Others
Click [Here](#) to Register
& see the story on this page

South East Asia Trade Mission

Aug 3-6 | Philippines & Thailand
Click [Here](#) to Register

Focused Trade Mission to Canada

Sept 20-22 | Toronto, Canada
Click [Here](#) to Register

International Food and Drink Exhibition (IFE)

Nov. 11-13 | Miami, FL
Click [Here](#) to Register

Food Ingredients Europe

Nov. 17-19 | Germany
Click [Here](#) to Register

Meet with buyers in Southeast Asia and Europe

Upcoming events highlight rising markets with trade opportunities

The Focused Trade Mission to the Philippines and Thailand for Bakery Ingredients and the Food Show Plus! at Food Ingredients Europe are two excellent opportunities to expand trade to these markets.

The South East Asia Focused Trade Mission is August 3-6. Food Ingredients Europe is Nov. 17- 19.

Buyers at the Southeast Asia Focused Trade Mission are interested in additives,

cereals/grains, dried fruits, processed products, flour/mixes, and flavorings. Registration and payment (\$475) is due June 8. To view the details and register, click [here](#).

The Food Show Plus! event at Food Ingredients Europe is held in Germany. Buyers are interested in ingredients and additives. A food Show Plus! event provides pre-event preparation, during event assistance, and post-event follow up. Visit

Food Export Association's Activity Page [here](#) for more information regarding this event.

Financing issues? The Branded Program can help! Check out this helpful service provided by the Food Export Association at www.brandedprogram.org. This service of the Food Export Association can reimburse you for some associated costs like attending trade missions and foreign marketing.

Attend the Midwest Buyers Mission

Register today for the Midwest Buyers Mission. Held in three cities: Chicago, Minneapolis, and Cleveland, the Midwest Buyer's Mission is July 20-24.

The largest event of the summer, it is a cost-conscious and convenient way to increase your visibility in both the foreign and domestic markets. As your company's budget may be tightening, an affordable way to access new markets is ever-more important.

The event will feature meetings with pre-selected buyers from multiple countries. Companies who attended the 2008 event result-

ed in over \$850,000 of actual sales increases.

The early registration deadline is June 8 with a fee of \$100. After that date, the registration fee is \$150 until July 6.

Registration also includes the Trade Event Preparation Service to help you adequately prepare and get the absolute most out of your meetings with the buyers at this event.

To register and to learn more visit the activities page at www.foodexport.org.

If you have further questions, please contact Jamie Zmitko-Somers, at (517) 241-3628 for more information.



Update your company information

Updating your company's contact information is one of the simplest ways to improve export relations as it allows buyers to connect with your company via the Michigan Department of Agriculture web site.

Please take a moment to review your company's information: at www.mdainternational.com. Your correct information links you to both producers and services, mailings, and events throughout the year.

You may e-mail your changes to Amanda VanderMeulen, Food Export Intern at vandermeulena@michigan.gov, fax your changes: (517) 335-0628, or call with your changes: (517) 241-4835.



Page Two:

A closer look into markets and services

The Philippine market: A closer look at potential

With a population of 96 million, the Philippines has been a key market in South-east Asia for U.S. agricultural exports.

In 2008, imports of U.S. agricultural, fish and forestry products into the Philippines reached \$1.77 billion, a surge of 53 percent from the previous year's level--the highest U.S. agricultural export level into the Philippines ever recorded.

It indicates that the resiliency of the Philippine economy during the time of global economic crisis, and therefore is an ideal market for your Michigan agricultural product.

Generally speaking, the Philippines has certain attractive market advantages to the United States.

It is a relatively open trading system with some of the lowest applied tariffs in the Southeast Asian region.

The well-educated, largely English-speaking, and rapidly growing population of the Philippines also makes it a prime market for U.S. agricultural goods. An ever-growing middle class has fueled a demand for manufactured and ingredient products as well.

However, importers need to be aware of the ongoing issues of poverty and infra-

structure in the Philippines.

Major U.S. Agricultural Exports to the Philippines include grains, wheat, soybean meal, dairy products, and red meats.

Given that the soybeans, feed grains and their related products are the top agricultural exports of Michigan, the Philippines is a promising exportation market for Michigan agriculture.

Open trade, emerging markets, and increased consumerism can lead your company to significant sales in the region.

For more details on the upcoming Southeast Asia trade mission, see page one.

Foreign Agriculture Service: Philippines Profile

A valuable resource, detailing market potential and demographics.

Click [here](#) to learn more.

Requirements for Animal & Plant Exports to the Philippines

Provided by the Animal & Plant Health Inspection Service.

Click [here](#) to learn more.

Import Regulations and Business Information

Provided by the Asia-Pacific Economic Cooperation

Click [here](#) to learn more.

While these resources are valuable, they are by no means exhaustive; the Food Export Association provides additional market research before the South East Asia Buyers Mission.

Related Links

Michigan Pavilion at NRA increased sales and forged trade leads

The 90th National Restaurant Association Show (NRA) saw thousands of restaurant and hospitality professions. The NRA show is the largest gathering of restaurant, food service and lodging professions. Industry professionals from the fifty states and around the world connected with Michigan companies during the four day event in Chicago, IL, May 15-18, 2009.

The show attracted 54,000 industry professionals including buyers from all segments of the restaurant and hospitality industry.

The Michigan Department of Agriculture (MDA) hosted a Michigan Pavilion where Michigan companies and products were highlighted. Companies exhibiting in the Michigan Pavil-

ion included: Cherry Marketing Institute, DeWitt; Cole's Quality Foods, Inc., Grand Rapids; Flatout Flatbreads, Saline; Hudsonville Ice Cream, Holland; Michigan Apple Committee, DeWitt; Shoreline Fruit Growers, Traverse City; and Zeeland Food Service, Zeeland.

In conjunction with the NRA Show MDA and the Food Export Association of the Midwest held a food service buyers mission.

Twelve international buyers from Mexico, South Korea, Singapore, Unit-

ed Kingdom, China, Bermuda, Saint Martin, Grand Cayman Islands, Dominican Republic, and Dubai traveled to Chicago for meetings with U.S. companies.

MiDAS Foods International, Oak Park and Hudsonville Ice Cream, Holland participated in the buyers mission and had the opportunity to meet one-on-one with the international buyers, providing the companies with a valuable network of trade leads.

The companies also had an opportunity to send products that were highlighted during a culinary event in which the buyers were able to sample foods prepared with the Michigan companies products.

See the calendar for similar upcoming events (page 1).



Beautiful displays highlight Michigan Agricultural products at the Michigan Pavilion at the National Restaurant Association show in Chicago.



Bruce Kratt (right) of Hudsonville Ice Cream meets with an buyer from Mexico at the Food Service Buyers Mission in Chicago.