

Michigan's Food and Agriculture Industry: Accomplishments in Asia

September 2011

Michigan's Asia Trade Mission



Governor Snyder

MI Economic
Development
Corporation

MI Dept. of
Agriculture & Rural
Development

Wayne County

Michigan's Food and Agriculture Impact in the Global Marketplace

- Michigan currently exports agricultural products valued at \$1.75 billion.
- Governor has challenged Michigan to double its Ag exports in five years.
- Michigan exports almost one-third of the crops grown here.
- Top markets include: Canada, Japan, Mexico, Korea, and Taiwan.
- Top Ag exports: soybeans, feed grains, vegetables, fruits, and dairy products.

Opportunities in Japan



- Approximately 57,000 acres of agricultural land in several prefectures were damaged and are no longer tillable land due to the March 11, 2011 tsunami and 9.0 earthquake.
- There are numerous opportunities to help feed the Japanese people while they recover from this disaster.

Exports to Japan

Top Five Michigan Exports:

- Soybeans - \$21.7 million
- Flour, meal of oleaginous fruits - \$8.3 million
- Fresh/Chilled bovine meat - \$5.1 million
- Edible Offal - \$3.9 million
- Lac (natural gums) - \$3.3 million



Tokyo: Success Stories



- Nutraceutical dried fruit products
- Soy Joy bars
- Cherries, blueberries, apples and cranberries are not widely available in Japan.

Tokyo: Success Stories



MSU College of Ag and Natural Resources
&
Tokyo University of Agriculture Partnership

Exports to China



Top 5 Michigan Exports:

- Malt extract, flour - \$5.2 million
- Vegetable saps - \$5.2 million
- Cheese and curd - \$3.3 million
- Food preps, nesoi - \$3.2 million
- Starch, sugar, brew - \$2.3 million

Opportunities in China



- Mead Johnson
- Food Safety
- Partnership with IFPTI
- Research & Development
- Functional Foods
- Wine

China: Success Stories



- Mead Johnson of Zeeland has been in production since the 1920s and exports its Enfamil infant formula into the Chinese markets.
- Mead Johnson is a major supplier of infant formula to the U.S. and Canada.
- The Zeeland plant employs 350 people.

China: Success Stories



- Chateau Grand Traverse has shipped 360 cases.
- This month, it will ship its 4th commercial order to China.
- Is working with Shanghai-based Hengbang Wine Distributors.

Exports to Korea



Top 5 Michigan Exports:

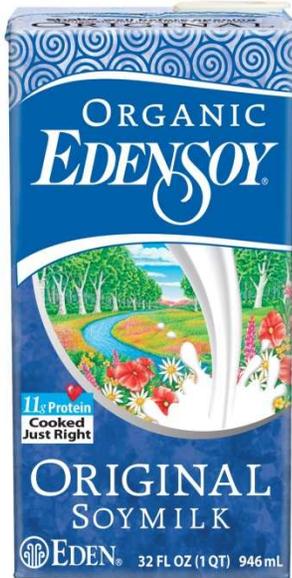
- Frozen bovine meat - \$9.4 million
- Food preps, nesoi - \$9.3 million
- Cheese and curd - \$6 million
- Lac, natural gums - \$2.3 million
- Edible offal - \$2.2 million

Opportunities in Korea



- U.S. – Korea Free Trade Agreement
- New market opportunities
- Michigan wine imports

Opportunities for Michigan Companies in Asia



Questions?

