



# New Market Developer

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A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

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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)

## Michigan Department of Agricultural and Rural Development International Marketing Program Hosts Export Seminar

On Wednesday, February 13, 2013, The Michigan Department of Agricultural and Rural Development (MDARD) International Marketing Program held an export seminar in conjunction with the Mid-Michigan Global Business Club. Approximately 25 people attended the seminar that focused on export documentation, freight forwarders, and due diligence.

Speakers included: Vandana Bahl, President of Vanik International, an international freight forwarding company, who discussed logistics and getting product to market; representatives from MDARD Food and Dairy and Pesticide and Plant Pest Management Divisions, who provided information on export certification requirements and services; and a panel discussion on buyer due diligence and background checks featuring the Van Andel Global Trade Center, the Michigan State University International Business Center, and Rehmann Corporate Investigation Services. Brent Bradley, from Graceland Fruit, the 2011 Michigan Ag Exporter of the Year, shared some of his company's experiences and advice on exporting during an excellent keynote luncheon speech.



*Attendees listen to updates on the current export outlook for the state of Michigan in addition to topics such as logistics, documentation and due diligence*

The International Marketing Program at MDARD typically hosts several export seminars throughout the year, and can provide a variety of resources to Michigan firms interested in exporting. For more information please visit the MDARD International Marketing Program website at: [www.michigan.gov/agexport](http://www.michigan.gov/agexport)

### Food Service Buyers Mission at National Restaurant Association Show

May 18-21, 2013  
Chicago, IL

[Click Here for more Info](#)

### Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo

May 21-23, 2013  
Chicago, IL

[Click Here for more Info](#)

### Food Show PLUS! at SIAL Brazil

June 24-26, 2013  
Sao Paulo, Brazil

[Click Here for more Info](#)

UPCOMING EVENTS

## International Marketing Program Welcomes John Kelly

The international marketing program at the Michigan Department of Agriculture and Rural Development (MDARD) would like to welcome John Kelly as the new International Marketing Specialist, while saying good bye and sending our best wishes to Joanne Jansz as she and her family move to Texas. John joined the International Marketing Program in the beginning of February and is eager to assist Michigan food and agricultural companies export.



John comes to us with an extensive background in both Michigan agriculture as well as international trade. He grew up on his family's dairy farm in St. Johns, MI and earned a Bachelor of Arts in International Relations from Michigan State University's James Madison College, as well as a Bachelor of Arts in Marketing with a specialization in international business from the Eli Broad College of Business.

Previously, John was employed with the International Dairy Foods Association (IDFA) as the director of international affairs. There he worked on international import and export issues, and oversaw the association's international trade committee. Prior to joining IDFA, John worked for the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service, where he helped to manage and coordinate USDA's international technical assistance to enhance U.S. export opportunities, promote food security and support U.S. national security objectives.

John can be reached at (517) 373-2469 or at [KellyJ2@michigan.gov](mailto:KellyJ2@michigan.gov).



# Page Two

## A closer look into markets and services

### FAS Launches New Taste US! Canada Website to Promote U.S. Food and Agricultural Products

The USDA Foreign Agricultural Service (FAS) office in Ottawa, Canada, recently launched a new website that provides Canadians with information on top quality U.S. food and agricultural products.

Found at [www.tasteUS.ca](http://www.tasteUS.ca), the website has detailed information on tasteUS! affiliated organizations, including Michigan Department of Agriculture and Rural Development's (MDARD) partner organization, Food Export Association of the Midwest. This information includes relevant news articles, recipes, facts on nutrition, and allows Canadians to educate themselves about the food and beverages imported into Canada from the United States and the producers and processors behind it all.



The FAS developed the easy-to-navigate [www.tasteUS.ca](http://www.tasteUS.ca) site to encourage Canadians to not only learn more about U.S. agricultural commodities, but to also highlight the various events taking place.

Through the site, commodity brokers and buyers will have the ability to access cooperator websites from one place, but also easily link to the USDA trade lead system to find out more about exploring importation options.

For more information about how your firm can benefit from the services offered by FAS cooperators such as Food Export-Midwest, please contact the MDARD International Marketing Program at 517-241-3628 or [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov).

### Market Spotlight Brazil

Brazil features stable economic growth, relatively low inflation rates and class mobility. Today 53 percent of the country's population is considered middle class compared to 38 percent ten years ago. Retailers and importers are diversifying their portfolio as the new middle class rises and can now afford more luxuries.

Brazilian income growth has led to gains in consumer spending on food. More consumers are participating in formal markets, expanding the quantity and quality of food products demanded. As household incomes continuously increase, the structure of Brazilian food expenditures is changing, with demand shifting toward more sophisticated items. Two specific events, the soccer World Cup in 2014 and the Olympics in 2016 are combining to drive sales of various consumer goods categories.



Exporters from other countries, such as EU countries and the U.S., face more difficulties to compete with the local industry and nearby exporters. For this reason, products from the U.S. and the EU, for instance, tend to be positioned within the premium price category. From the consumer perspective, premium price translates into high-end. Michigan food processors have the ability to offer wide variety, exceptional quality and standards to consistently gain market share.

Click [HERE](#) to access the Brazil Exporter Guide

### USDA Projects 2013 as Another Record Year for U.S. Ag Exports

In his February audio column, USDA Secretary Tom Vilsack noted that 2009-2012 were the strongest four years in history for U.S. agriculture trade, with U.S. agriculture products exports exceeding \$478 billion over those years. He also announced that 2013 agriculture exports were off to another record setting pace.

Michigan food and agriculture exports have also increased to record levels since 2009. During 2011, Michigan exported nearly \$2.8 billion of agricultural products, an increase of almost \$1 billion from 2009.

In his remarks, Secretary Vilsack also singled out the important role of export assistance, such as participation in trade shows by small and medium-sized business, in increasing U.S. agriculture exports. The Michigan Department of Agriculture and Rural Development (MDARD) International Marketing Program provides a number of services that assist Michigan small and medium-sized businesses in establishing and growing export sales, including showcasing Michigan products through trade shows and foreign buyers missions. For more information contact Jamie Zmitko-Somers at 517-241-3628 or [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov). To listen to Secretary Vilsack's audio column click [here](#).



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

Newsletter suggestions?  
Contact Hannah Bollinger by e-mail at [BollingerH@michigan.gov](mailto:BollingerH@michigan.gov)

