

Global Opportunities for the Michigan Food and Agriculture Industry



Michigan Food and Agriculture Exports:
A World of Opportunity

2010 Michigan Exports

\$1.75 Billion

(Source: USDA)



2010 Top Michigan Food & Agriculture Export Markets



| | |
|----------------|---------------|
| Canada | \$769,186,158 |
| Mexico | \$68,026,612 |
| Japan | \$53,194,242 |
| South Korea | \$38,012,197 |
| China | \$23,097,240 |
| Russia | \$17,425,758 |
| Taiwan | \$16,289,623 |
| Indonesia | \$16,200,748 |
| Netherlands | \$14,122,907 |
| United Kingdom | \$12,173,154 |

Source: Euromonitor

Top Products Exported



| Top Michigan Agriculture Exports, FY 2010 (USDA) | Rank Among States | Value Million \$ |
|--|-------------------|------------------|
| 1.) Soybeans & Products | 12 | 588.7 |
| 2.) Feed grains & Products | 13 | 276.3 |
| 3.) Wheat & Products | 16 | 194.3 |
| 4.) Other | 6 | 175.4 |
| 5.) Vegetables & Preparations | 9 | 158.0 |
| 6.) Fruit & Preparations | 7 | 144.6 |
| | | |
| Total Export Value | 18 | 1,754.1 |

Other = Sugar and tropical products, minor oilseeds, essential oils, beverages other than juice, nursery and greenhouse, wine, and misc. vegetable products.

Export Program Assistance



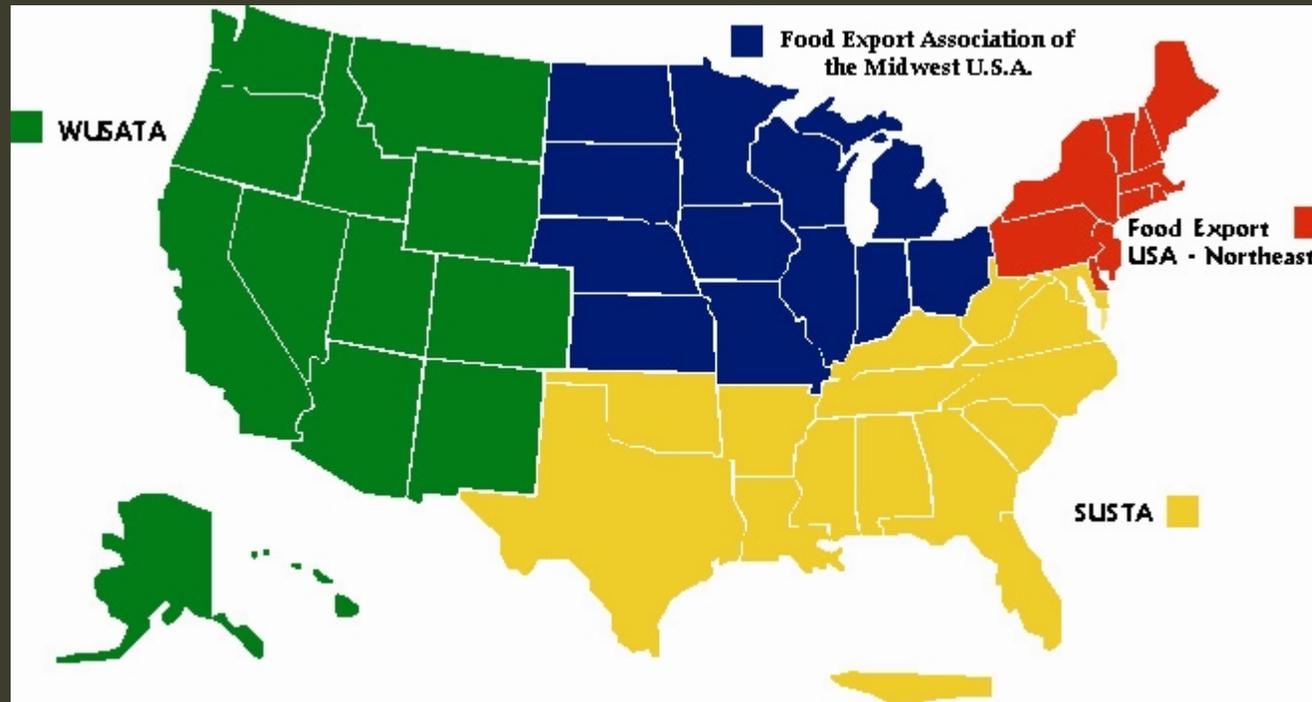
- Export Education
- Finding Buyers (buyers missions, trade mission, trade shows, etc.)
- Trade Leads
- Export Documentation
- Financing
- Transportation/Logistics
- Assistance navigating state and federal assistance programs

Food Export-Midwest and Food Export-Northeast



- Private, non-profit international trade organizations
- Members are State Agricultural Promotion Agencies
- Work with producers in the Midwest and Northeast
- Often work with small and medium-sized producers
- Focus on products that are value-added, consumer-oriented
- Governed by a Board of Directors and Board of Trustees consisting of Secretaries, Directors or Commissioners of Agriculture from member states

State Regional Trade Groups



Export Education



- Seminars
 - Held around the state
 - Covers various topics
- Webinars
 - Various subjects and global markets
 - www.foodexport.org
- Export Essentials
 - www.exportessentials.org
- Food Export Helpline



Food Export Helpline

Customized export assistance is just a phone call away!



- Provides assistance on a variety of topics
 - export readiness
 - NAFTA rules and regulations
 - top 25 markets
 - secondary market research
 - trade event preparation
 - documentation and correspondence
 - payment and collections
 - and many more

Market Builder

Determine your product's export potential!



- Cost effective primary in-country research
- Primarily for retail and foodservice products
- Services include:
 - Store check and competitive product shopping
 - Importation analysis
 - Distributor referrals
 - In-market assistance
- Offered in numerous countries worldwide
- Best if used in conjunction with Food Export Helpline to determine best market(s)
- Market builder package (Market Scan and Rep Finder) \$750 – or separately:
 - Market Scan: \$400
 - Rep Finder: \$500

In-Market Representatives



Food Export-Midwest

- China
- Hong Kong
- India
- Japan
- Korea
- South America
- Mexico
- Southeast Asia
- Taiwan
- Vietnam



Food Export-Northeast

- Canada
- Caribbean
- Central America
- France
- Germany
- United Kingdom
- Middle East
- Seafood Industry

Food Show PLUS!SM

Make the most of overseas trade shows!



- Offered at approximately 12 international trade shows per year.
- Cost is \$200 and services typically include:
 - Pre-show research
 - Translation of company profile and product data
 - Interpreters at your booth
 - One-on-one meetings with targeted, invited buyers
 - Site visits, industry tours
 - Qualification of leads at the show
 - Follow-up letter to leads in local language

Buyers Missions

Meet Pre-qualified Buyers



- Food Export - Midwest invites buyers to the U.S. to meet with Midwest food and agriculture companies
- One-on-one meetings with pre-qualified buyers
- Receive feedback on your product
- Establish new contacts with long-term sales potential
- Often in conjunction with trade shows - e.g. FMI, Fancy Food Shows, NRA
- Early registration fees: \$100
 - After early registration: \$150

2012 Buyers' Mission



- **FMI Buyers Mission**
 - May 1-3 – Dallas, TX
 - 6 buyers from major retailers
- **Food Service Buyers Mission at NRA**
 - May 5-8 – Chicago, IL
 - 8 buyers from Europe, C. America, Japan, Middle East, Hong Kong & S. Korea
- **Sweets & Snacks Buyers Mission**
 - May 8-10 – Chicago, IL
- **Food Ingredients Buyers Mission**
 - June 25-27 – Las Vegas, NV
- **Midwest Buyers Mission**
 - July 24 – Grand Rapids, MI
 - 15 buyers from around the world



Trade Missions



- 3-day activity to bring suppliers to various countries
- Receive import analysis and competitive store check
- Seminars on product label requirements
- Table-top reception – your products and interested buyers
- Schedule one-on-one meetings with buyers
- Companies are featured in brochures that are printed in local language
- Ground transportation and interpreters throughout mission
- Usual cost: \$600

2012 Trade Missions



- Caribbean – Retail & Food Service
 - Santo Domingo, Dominican Republic
 - Aug. 20-23
- S. Korea – Bakery Ingredients
 - Seoul, S. Korea
 - Aug. 27-29
- Canada – Specialty & Natural Products
 - Toronto, Canada
 - September 5-6
- Middle East
 - Dubai, UAE, Qatar
 - Nov. 5-7



What Are Eligible Expenses?



- Advertisements and publications
- Public relations and seminars
- Promotions and demonstrations
- International tradeshows
 - including limited travel costs
- Certain tradeshows held in the U.S.
- Package and label changes

Finding New Export Opportunities

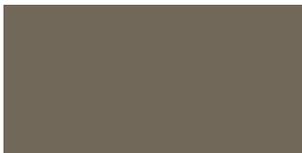
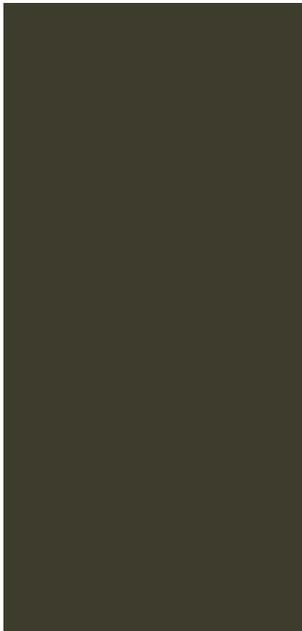


Columbia



Dominican Republic





Columbia



North Bay Produce



Central Market in Medellín

Washington Apples





Central Market Medellin

Phil Korson & Bob Green looking at dry beans





Bakery in Santo Domingo, Dominican Republic

cheese cake with tart cherry topping



www.michigan.gov/agexport



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International Markets

- [Contact Us - Email: \[zmitko@michigan.gov\]\(mailto:zmitko@michigan.gov\)](#)
- [Food and Agriculture Export Marketing Services](#)
Listing of services provided by the International Marketing Program
- [International Marketing - Cash Reimbursement for Export Activities](#)
Looking for Assistance with International Marketing Costs? [More](#)
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New Market Developer

- [The New Market Developer, Issue 1 - January - February, 2012](#) [PDF](#)
- [The New Market Developer, Issue 6 - November-December, 2011](#) [PDF](#)
- [The New Market Developer, Issue 5 - September-October, 2011](#) [PDF](#)
- [The New Market Developer, Issue 4 - July-August, 2011](#) [PDF](#)
- [Past Issues](#)

MI Food and Ag Exporter Directory

- [Search for information on Michigan Food and Agricultural Exporting Companies](#)

MI Ag Exports in the News

- [Summer Student Internship 2012](#)
- [New Export State Show: Michigan Agriculture Exports Growing](#)
- [Michigan's Ag exports grew 10 percent since 2009](#)
- [State Selects Cherry Central, Inc. as "Michigan Agriculture Exporter of the Year"](#)

Export Documentation/Certificates

- [Export Documentation and Certificates Links and Information](#)

Upcoming Export Activities

- [2011 Michigan Ag Exporter of the Year Application](#)
- [Upcoming International Marketing Events: Trade Shows, Buyers' Missions and other export activities](#)
- [Foreign Agricultural Service\(FAS\) 2011-2012 Trade Show Calendar](#) [PDF](#)
- [Food Export Association of the Midwest USA Events Calendar for 2012](#) [PDF](#)

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THANK YOU



Jamie Zmitko-Somers
International Marketing Manager
517-241-3628
zmitkoj@michigan.gov
www.michigan.gov/agexport
Twitter – @MiAgExport