



*Massachusetts Department of Agricultural Resources*

*Scott J. Soares, Commissioner*  
*Bonita Oehlke, Export Development*

**Extend your products' reach:  
Export development strategies and  
assistance for Massachusetts food,  
seafood and agricultural businesses**

**New England Trade Development  
Summit October 18, 2011**



*March 11, 2010*

*“The NEI will help meet my Administration's goal of doubling exports over the next 5 years by working to remove trade barriers abroad, by helping firms -- especially small businesses -- overcome the hurdles to entering new export markets, by assisting with financing, and in general by pursuing a Government-wide approach to export advocacy abroad, among other steps.”*

- The export forecast for FY 11 is an all-time record of **\$126.5 billion**, up \$17.8 billion from the \$108.7 billion level of FY 10, and up \$11.6 billion from the current record level of \$114.9 billion in FY 08.
- Agriculture's trade surplus was \$23 billion in FY 09, \$29.7 billion for FY 10, and forecast at **\$41 billion** for FY 11. (USDA)
- Agriculture is one of the few sectors of the American economy to enjoy a trade surplus.
- Every billion dollars in U.S. agricultural exports supports around **8,000 American jobs**. (USDA)

- Expanding growth of middle class in many international markets
- Lower value of U.S. dollar vis-à-vis other currencies will continue to support the growth of U.S. exports
- Retail Sales of Packaged Foods are estimated to grow by 9% over the period 2009 – 2014

- Full Market Access Program (MAP) funding of \$200 million as authorized by the 2008 Farm Bill
- Funds allocated to some 60 cooperator groups including Food Export USA Northeast, a partner with the MA Department of Agricultural Resources
- 2010 Branded allocations to MA companies of \$777,400 including seafood companies
- MA producers also get support from US Apple Export Council and the Cranberry Marketing Committee

- Seek qualified export counseling
- Develop an international marketing plan before exporting
- Select overseas partners after thorough investigations
- Treat international and domestic customers on an equal basis
- Modify products to meet export market regulations and preferences
- Consider using Export Management Company in some markets

**MDAR and Food Export has 18 in-country marketing representatives for up to date, relevant market research, industry contacts for Buyer Missions and trade servicing**

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

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

**For new and existing exporters of food, seafood and agricultural products:**

- Food Export Helpline <sup>™</sup>
- Export Essentials Online
- Export Seminars and Webinars
- Global Food Marketer <sup>™</sup> Newsletter

DAR and Food Export USA offer:

### **Food Export Helpline™**

- Customized, one-on-one assistance to suppliers
- Short-term or long-term support
- Evaluating product potential in other countries
- Receive a Top Market/Product Evaluation
- Assessing export readiness
- Rules and regulations for NAFTA and other FTAs
- Secondary market research
- Trade event preparation
- Documentation and correspondence
- Payment and collections and more

### Export Essentials Online

- Identify sources of secondary and primary market research
- Use a template to develop a strategic export plan
- Review an example of a completed plan
- Take the Export Readiness assessment

[www.exportessentials.org](http://www.exportessentials.org)

- Market research
- Strategic planning
- International marketing activities
- Pricing, quoting & terms of sale
- And more

### Market Entry

- Online Product Catalog
- Market Builder
- Buyers Missions
- Focused Trade Missions
- Food Show PLUS!™

### **Market Builder**

- Researches a product's potential in a specific market
- Helps develop a strategic marketing plan to grow international business

*Components:*

### **Market Scan**

- Store check & distribution analysis
- Competitive product shopping
  - Importation analysis
  - Distributor referrals

### **Rep Finder**

- Distributor research and referrals
- Market visits

### **BUYERS MISSIONS IN THE U.S.**

- Brings buyers from target countries to U.S.
- One-on-one meetings with buyers & suppliers
- Organized often in conjunction with a tradeshow

### **FOCUSED TRADE MISSIONS TO EXPORT MARKETS**

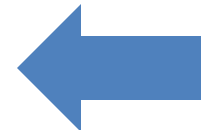
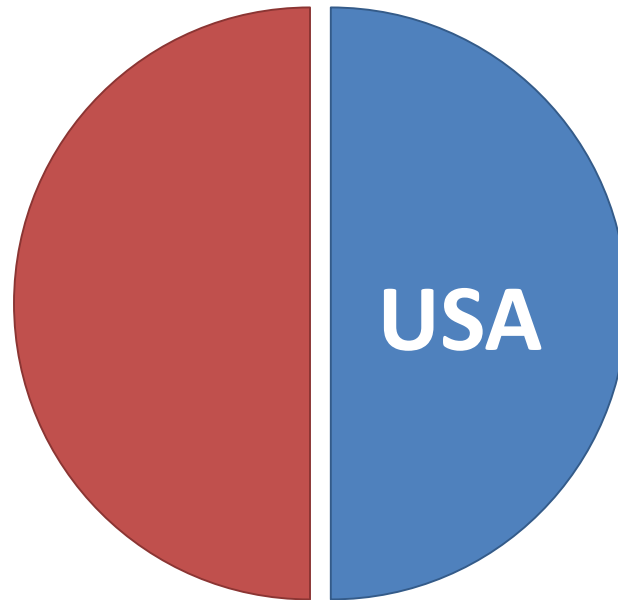
- Obtain import analysis and competitive store check
- Receive export market briefing
- Visit local retail stores and supermarkets
- Participate in a table-top reception featuring products
- Meet one-on-one with local buyers

### **FOOD SHOW PLUS!™ services are provided to US international tradeshow exhibitors**

- Targeted invitation of qualified buyers to visit exhibitor booths and meet one-on-one
- In-market briefing and local industry tours
- Pre-show product research
- Translation and Interpreter services
- Qualification of leads from the show
- Writing and sending a follow-up letter in the local language to all contacts

- Cost share assistance for branded products sold in foreign markets
- 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
- Products not covered by another industry group
- Small companies only (<500 employees) or agricultural cooperatives
- Application from a U.S. company

## Branded Program requires 50% US ingredients



**Minimum of 50%  
US Ingredients**

*By Weight, Excluding:  
Water and Packaging*

**Company Products**

### **Provides 50% cost reimbursement for a variety of international marketing activities including:**

- Public relations
- Marketing and point-of-sale materials
- Freight cost for samples

*(Eligible companies are small, as defined by the U.S. Small Business Administration, as well as agricultural producer cooperatives).*

### **Provides 50% cost reimbursement for a variety of international marketing activities including:**

- Package and label modifications
- Advertising
- In-store promotions and product demonstrations
- Fees for exhibiting at USDA endorsed overseas tradeshow and approved tradeshow held in the U.S.

## Massachusetts Department of Agricultural Resources

**Bonita Oehlke**

[Bonita.Oehlke@state.ma.us](mailto:Bonita.Oehlke@state.ma.us) 617-626-1753

<http://www.mass.gov/agr/index.htm>

Food Export USA Northeast

<http://www.foodexport.org/>

