



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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UPCOMING EVENTS



Ingredients Buyers Mission
at Wold Dairy Expo
October 2-6
Madison, WI
[CLICK HERE](#)

Focused Trade Mission
to Northern Mexico
November 4-7
Mexico City, Mexico
[CLICK HERE](#)

Retail Buyers Mission
at Private Label
Manufacturers
Association Show
November 11-13
Rosemont IL
[CLICK HERE](#)

Food Show PLUS! at
Health Ingredients Europe
November 13 - 15
Frankfurt, Germany
[CLICK HERE](#)

Focused Trade Mission to
the Middle East
November 17- 21
Jeddah, Saudi Arabia and
Dubai, UAE
[CLICK HERE](#)

For a full listing of upcoming
events, visit www.FoodExport.org

Midwest Buyers Mission 2012

Fourteen international buyers made their way to Grand Rapids, MI in late July as part of the Midwest Buyers Mission. These buyers had a chance to meet with 18 food and ag companies, mostly from Michigan, with interest in importing US product. The countries represented included major U.S. importers such as China, Japan, Korea, Hong Kong, Canada, Mexico as well as newer import markets such as Israel, Libya and Saudi Arabia.

Companies were able to meet with up to ten of the buyers, allowing them to foster numerous international relationships within one day. The event was successful with reports of \$218,000 in immediate sales and \$272,500 in projected sales.

In addition to meeting U.S. food and ag companies, the buyers also participated in a retail tour in Grand Rapids. They visited Gordan Food Service, Meijer, Costco, Save-A-Lot, G.B. Russo & Son, and D&W who graciously hosted lunch in their deli. During these visits, the buyers were able to walk the store, observe different displays and products, as well as listen to store managers share information about their store operations.



Dave Wiersum from Kent Quality Foods meets with buyer Sathesha Venkatramana from Dubai during the Midwest Buyers Mission

Helping Michigan Businesses Export: The New International Trade Crossing

In June, Governor Snyder announced an agreement with Canada laying the groundwork for a new, interstate-to-interstate bridge connecting Detroit to Windsor. This bridge, known as the New International Trade Crossing is an exciting development for Michigan exports, especially those relating to food and ag products. Already Canada is Michigan's largest trading partner, accounting for 11.7 percent of total U.S. trade with Canada and totaling \$70.2 billion in 2011. Of that, nearly \$909 million comes from Michigan food and ag exports.

For more information on the bridge, [please visit here](#)

Health Conscious Consumers in Asia Looking to Buy American Products

As health care costs increase and nutrition becomes more of a concern, many consumers are looking for healthier alternatives to the foods they may already be eating. This trend isn't new in the United States, but it is becoming popular abroad, specifically in China, Japan and Korea.

Food Export is offering a way to learn more about these markets and reach out to potential customers through a three-country Trade Mission starting on November 29th and wrapping up on December 7th. Each stop will include meetings, tours, an in market briefing as well as interpreters. U.S. companies will have the option of choosing how many countries they visit and cost of participation varies accordingly. Specific products in demand include, but are not limited to; packaged foods, organic and natural foods, snack foods, ingredients, food preparation products, and much more!

For more information, please [CLICK HERE](#). The registration deadline is September 28, 2012.



Double your 2013 Marketing Budget with the Branded Program

It's time to start thinking about your company's exporting goals for next year. If you're planning any trade shows, promotions, demonstrations, seminars, advertising, or package & label changes you should consider applying for the 2013 Branded Program. Through this program up to half the costs of the eligible export marketing expenses are eligible for reimbursement. Reimbursement can range anywhere from \$2,500 to \$300,000 a year. There are certain requirements a business must meet for this program, including: less than 500 employees; products must be at least 50% US ag ingredients (excluding water); and packaging must be clearly labeled as "Product of the USA".

To learn more about this program and how it applies to your business, please call Jamie Zmitko-Sommers at (517) 241-3628.

Market Focus: China

As the most populous country with roughly 20% of the world's population and a rapidly growing middle class, China is great market for US exports, specifically those of food and agricultural products. In fact, China is the largest importer of soybeans and cotton in the world.

China is home to approximately 1.7 billion people, yet has 75% less available cropland than the United States. This makes them dependent on importing land-dependent commodities such as soybeans, cotton, barley, rubber, and oils made from soybeans and palm kernels. Also because of their high population, labor-intensive products such as fruit, vegetables, fish and processed goods are all easier to produce. However, that's not to say China doesn't import those same products. Cultural aspects of China are changing, including diets and incomes. Through this change, a wealthier middle class is beginning to adopt a more Western diet. This means there is an increase in dairy, red meat as well as U.S. processed foods. Most consumers look to U.S. food products as higher quality and are therefore in demand.

If you are interested in learning more about China, or how to export to China, please visit the following links:

[USDA Economic Research Service](#) [US Dept of State Blog](#) [Global Edge](#)

Welcome Joanne Jansz

New International Marketing Specialist

The International Marketing Program of the Michigan Department of Agriculture and Rural Development (MDARD) would like to welcome Joanne Jansz as the new International Marketing Specialist. Joanne will work in the Office of Ag Development to support and increase contact with Michigan companies and to assist them in developing their abilities and interest in exporting. She will assist with trade shows, buyers missions, The Branded Program,

and more. Joanne, a Lansing native, comes to us with an impressive background. She first earned a B.A. in Journalism from Michigan State University



before going to Pace University in New York City where she completed her Masters in Publishing. Following that, she earned her MBA from Northwood University.

Professionally, she served as a community journalist for eight years covering and assisting local, small business. She was previously Michigan's Small Business Advocate Assistant for the Michigan Economic Development Corporation. She was also the assistant editor for The Greater Lansing Business Monthly. More recently, she was a promotional agent at MDARD focusing on domestic food and ag marketing.



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Exporting Questions?
Contact Jamie Zmitko-Sommers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
Contact Hannah Bollinger by e-mail at BollingerH@michigan.gov

