The Ohio Global Connector

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Food Export Forum

Showcase your products at the Food Export marketing forum on April 28 – 30, 2009 in Philadelphia, PA. The Food Export Marketing Forum includes everything you need to learn how to create sales and grow your exporting business. The Food Export Association has created an excellent opportunity for U.S. suppliers to showcase products during the event to international buyers.

By attending the Forum your company can, learn about the market trends through a series of education sessions which will help you learn more about 20 international regions and the growing demand for American products, take advantage of meetings with our international marketing experts to learn about the opportunities for your products overseas, and participate in the Food and Beverage Buyers Mission which includes one-on-one meetings with pre-screened, qualified importers, and an opportunity to network with Food Export and State Agricultural Promotion Agency staff.

Many participating retailers attend the Buyers Mission with importers, which helps produce immediate sales and widens your global network. The Educational Sessions will offer an unparalleled opportunity for each participant to learn more about export marketing, requirements, strategies, opportunities, and regulations.

For more information and to register go to www.foodexportalliance.com or contact Tim Sword.

Understanding Foreign Markets

Do you wish that you could get customized market research for your product without leaving the country? With the Food Export Association's MarketBuilder program you can get trusted and professional market research at a subsidized rate. This market research is offered for 33 different markets and is done by 18 in-market representatives who live and work in their markets.

The MarketBuilder has two optional parts: MarketScan and RepFinder. In the MarketScan program the in-market representative will do a store check and distribution analysis, competitive product shopping, importation analysis, distributor referrals, and create a targeted importer list. With the information provided to your company about the country, prices of competition, regulations and fees, and a list of potential importers your company can make an informed decision about whether to pursue the market.

The RepFinder portion will use the in-market representative's knowledge and contacts to give your company distributor referrals, target importer list, and in-market assistance. This valuable service also includes information about packaging feedback, list of potential importers, and interpreter and guide for at least three one-on-one meetings with importers set up by the in-market representatives.

The invaluable service will assist your company narrow down the list of targeted countries, company your product to those in the market, and assist your company while you are in the market.

Cost-Share Program Available

The Branded Program is a cost-share program providing financial assistance to help Midwestern food and agricultural exporters promote their products in international markets. Participants receive 50% cost reimbursement for a vari-

The Mexican Market

Mexico has been a primary market of the United States and Ohio for the last several years. Some of the reasons for this are because of its close proximity and the North America Free Trade Agreement.

The US exported $12.3 billion of agricultural and food goods to Mexico in 2007. Mexico is the US's second largest agricultural trade partner and has been for the last three years. Mexico has been a growing part of the US's food and agricultural exports; it grew 18 percent last year. Over the last five year the Mexican market has grown by 65 percent.

Ohio exported $31.0 million worth of food and agricultural products to Mexico in 2007 which was up 15 percent from 2006.

Mexican's spending on food has increased 31 percent from 2003 to 2007. But the spending increase has been slowing or remained stagnate within the last year across the industry.

Top US Exports

- Cereals
- Fresh or chilled meats
- Oil Seeds
- Dairy, dairy products, eggs

Top Ohio Exports

- Animal feed, food residues
- Cereal, flour, starch products
- Sugars, confections, lactose
- Prepared/processed meats
- Animal Products

For more information:

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