

Trade Notes...

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Caribbean Markets Spell Opportunity For U.S. Meat and Poultry Exports

With access to the Cuban market and renewed hotel and restaurant sector growth throughout the Caribbean, U.S. meat and poultry exporters see new opportunities. In 2001, Caribbean meat imports of poultry, pork and beef totaled slightly more than 200,000 tons, valued at \$219 million, up 10 and 7 percent, respectively, from the previous year. Preliminary midyear data for 2002 Caribbean meat imports suggests that the volumes of both beef and broilers have surpassed 2001 midyear levels. Broiler meat alone accounted for close to half of the value and three-quarters of the volume of total Caribbean meat imports in 2001. The opening of the Cuban market to the United States in late 2001 accounted for \$2 million of U.S. exports. U.S. broiler meat exporters are beginning to establish a presence in Cuba. The U.S. Trade Sanctions Reform and Export Enhancement Act of 2000, which restored the possibility of direct commercial exports of U.S. food and agricultural products to Cuba, requires that transactions be made on a cash basis.

Canada Remains Key Market for U.S. Horticultural Exports

Canada continues to be the leading customer for U.S. exports of horticultural products. Since the U.S.-Canada Free Trade Agreement of 1987, U.S. horticultural exports to Canada have increased steadily and reached a record \$3.3 billion in calendar year 2001. This accounted for almost a third of the value of U.S. global horticultural shipments. Fresh fruits, tree nuts and fresh vegetables comprise nearly half the value of all U.S. horticultural exports to Canada. Citrus, grapes and strawberries are the leading U.S. fresh fruits demanded by Canadians. Shelled almonds, pecans and walnuts are the major tree nuts exported. Top U.S. fresh vegetable sellers to Canada include lettuce, tomatoes and potatoes. U.S. and Canadian fruit and vegetable industries, as well as consumers, have benefitted from new market opportunities offered by lower tariffs, elimination of import licenses and the development of a more transparent business environment as a result of the trade agreement.

FAS To Promote American Products At London Grocery Trade Show

FAS has endorsed the International Food and Drink Exhibition (IFE), a trade show to be held March 23-26, 2003, in London. IFE had over 25,000 visitors in 2001, mainly from the catering and food and drink manufacturing sectors. Wholesalers also make up a strong presence. IFE is the United Kingdom's largest international food and drink trade show. The U.S. Pavilion was the largest non-European exhibition area at the 2001 show. FAS will offer a selection of booth packages for the 2003 show. Participants will also have access to a business lounge and other assistance. The United Kingdom's imports of U.S. foods and other goods make it the ninth most important destination for U.S. agricultural products. With a common language and strong economy, the United Kingdom is a promising market for many products, especially U.S. wines and beers. Participants should research the market carefully to learn of any ingredient restrictions for their products. For more information on exhibiting products at IFE or for information on other USDA-endorsed shows, contact Sharon Cook, FAS Trade Show Office. Tel.: (202) 720-3425; Fax: (202) 690-4374; E-mail: Sharon.Cook@fas.usda.gov

For questions on ingredients and other export details, contact Jennifer Jones at the U.S. Embassy in London, England. Tel.: (011-44-20) 7894-0464; Fax: (011-44-20) 7894-0031; E-mail: aglondon@fas.usda.gov