

The Monthly Magazine for Food and Agricultural Exporters

AgExporter

United States Department of Agriculture
Foreign Agricultural Service

February 2004

At a Crossroads in Morocco:

FTA could improve U.S. consumer product sales

Austria's appetite for organics

Hong Kong's healthy import market

TRADE SHOW OPPORTUNITY

IFE POLAND 2004

WARSAW, POLAND

The Show: IFE (the International Food, Drink and Hospitality Exhibition) is Poland's only trade show dedicated to the food, drink and hospitality industries. The USA Pavilion at IFE Poland 2004 is endorsed by FAS and organized by B-FOR International.

Location: Warsaw, Poland

Dates: May 18-20, 2004

Deadline: March 12, 2004

The Market: On May 1, 2004, Poland will become a full member of the EU (European Union), an event expected to further open Central Europe's largest economy to international trade, economic stimulation, investment and imports. In fiscal 2002, Poland's food imports totaled \$3.5 billion, with imports from the United States amounting to \$55 million.

IFE Poland 2004 is the gateway to this burgeoning market, offering U.S. exporters access to the growing Polish market and the rest of Central Europe. At IFE Poland 2003, 173 exhibitors from 16 countries established and renewed business relationships with some 3,100 trade professionals. IFE Poland 2004 presents an opportunity to promote your products and establish trade links and distributor networks to capture a share of the Central and East European markets.

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A small company in rural Tennessee has worked with federal, state and regional organizations to mount a successful exporting strategy, reaching markets around the world and creating jobs at home.



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FTA Stirs Prospects in Morocco

By Aziz Abdelali

The United States and Morocco are pursuing negotiations to form an FTA (free trade agreement). This agreement should provide U.S. food exporters with new opportunities and significant advantages over other suppliers that will still face high customs duties.

Located in the northwest corner of Africa, Morocco is a middle-income, largely Muslim country. The U.S.-Morocco FTA will be the first under the U.S.-Middle East Trade Initiative and

exemplifies a commitment to forge close ties with the Arab world.

A Matter of Time

The upcoming FTA with Morocco promises to trigger larger trade flows, opening new markets for U.S. products as well as increasing market share for existing exports. Now is the time for new-to-market U.S. exporters to start establishing links with Moroccan importers to ensure early entry in the post-FTA market.

Doing Business in Morocco

Morocco's 30 million people speak mostly Arabic, with French the common language of business. However, Moroccan business persons increasingly are speaking English.

FTA Not a First

An international treaty with Morocco is not a novel concept. Morocco was the first country to officially recognize the United States in 1777. The 1787 Treaty of Peace and Friendship constitutes the longest unbroken treaty relationship in U.S. history. Now this long-standing relationship will be further strengthened through the new FTA.

The banking business in Morocco is well developed, and foreign currencies are readily available to importers with appropriate import documents. Although letters of credit are commonly used, many importers prefer the use of "payments against documents" after the first few



transactions. Advance payments are prohibited by current exchange regulations.

Morocco has been liberalizing its economy and trade. With little government involvement in imports and food processing, prices of most consumer-oriented products are market-driven.

Traditionally, most U.S. agricultural exports to Morocco have been basic commodities—corn, wheat, soybeans and soy products—at \$123 million in calendar 2002.

With a steady Western influence on the Moroccan lifestyle, and rising demand for consistent, high-quality, consumer-oriented products, the Moroccan marketplace offers a great opportunity for U.S. food exporters.

Demand is generated not only by the retail sector, but also by an increasing number of hotels and restaurants. The local food industry will find it difficult to keep up with the high and increasingly diversified demand.

Food distributors are modernizing rapidly, but traditional distribution channels are still prevalent. In the large cities, growing numbers of supermarkets are helping to bring rapid change in consumers' buying habits.

Supermarkets are privately owned. Foreign investors own some; joint ventures with multinational chains have developed other stores.

Most supermarkets today buy from importers. Thus importers play a major role in introducing, marketing and promoting new food products. Importers like to make purchasing decisions based on samples, because they are not always familiar with U.S. food products. They also like to confirm that the product complies with regulations before purchasing large amounts.

Best Prospects

- **Dairy products.** Skim milk powder, unsalted butter, cheeses for processing
- **Dried fruits and nuts.** Almonds, walnuts, pistachios, raisins, nonpitted prunes, dried apricots
- **Honey**
- **Confectionery items**
- **Canned vegetables and fruits.** Tropical fruits, fruit mixes, mushrooms, asparagus, canned red beans
- **Popcorn, bulk and microwave**
- **Edible dried beans.** White kidney beans, lentils, chickpeas, green split beans
- **Sauces and condiments**
- **Fresh apples and pears.** Niche market for high-quality red and golden delicious and Fuji apples during March-June
- **Processed eggs**

New Labeling Taking Effect

Implementation of some requirements of the June 2002 labeling law—Arabic language, importer name and production date—was delayed until March 2004 to allow exporters time to comply.

The law encourages a straightforward description of product contents. Some products may require additional labeling, but these are the general requirements:

- Arabic language
- Name of product
- List of ingredients by decreasing weight
- Net quantity or weight in metric units
- Production and expiration dates
- Any special storage requirements
- Name and address of manufacturer, packager or importer
- Place of origin as appropriate
- Notice of use if appropriate
- Alcoholic content if more than 1.2 percent

Shelf-life dates for perishables are set by law. Though not mandatory, a best-use

date can be added for products considered nonperishable, and for other pre-packed foods not covered by regulations.

All stick-on labels must be pre-approved, and cannot be added after the product arrives in Morocco. Regulations limit food health claims, and while not required, U.S. nutritional labels are acceptable.

Let FAS Help

Besides conducting specially designed market tours to illustrate the full scope of the Moroccan market, FAS organizes the Casablanca American Café, a targeted, invitation-only U.S. food show in Casablanca. The annual event, held each June, provides an opportunity for U.S. exporters of shelf-stable foods to display, at minimal cost, their products to Moroccan buyers and to meet with potential importers and distributors. ■

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To help familiarize U.S. exporters with Morocco's promising market, the FAS Office of Agricultural Affairs in Rabat has prepared detailed reports on conducting business, retail food distribution and food and agricultural import regulations. The most recent information on the marketplace can be found in FAS Reports MO3018, MO2022 and MO3016. All of the reports are available on the Web at www.fas.usda.gov.



Organics in Austria: From Niche Market to Mainstream

By Roswitha Krautgartner

Austria, where organic production has been used since 1927, now has the highest percentage of organically farmed agricultural land in Europe. Today, about 10 percent of Austrian farms are certified organic. Approximately 66,900 acres, 8.3

percent of Austrian agricultural land, are under organic management.

On average, organic food production has more than doubled in Austria over the past five years. The biggest increases are in pork, potatoes, onions and carrots.

Strong Government Support

There is strong governmental support for organics in Austria under both national policies and the EU (European Union) Common Agricultural Policy. In addition, the Austrian government subsidizes

organic consulting services, education, research and marketing. The government also plans to create a new center of expertise on organic farming called BioAustria, an umbrella organization serving all Austrian organic companies and associations. It will conduct product promotion, quality assurance and public relations activities.

For 2002 through 2004, both the Austrian government and the EU are spending a combined \$4.5 million on an organic marketing campaign. This amount

EVEN WITH THE EXPANSION OF AUSTRIA'S ORGANIC ACREAGE, IMPORTS ACCOUNT FOR ROUGHLY 30 PERCENT OF ORGANIC FOODS CONSUMED HERE.



DEMAND FOR U.S. ORGANICALLY PRODUCED DRIED FRUITS AND NUTS IS STEADILY RISING.

is in addition to subsidies organic producers receive, which in 2002 amounted to \$242 million. This includes subsidies that are not specific to organic farming but can be received by conventional farmers as well.

The Austrian government aims to lead Europe in organic production and organic-friendly policies. Through marketing programs, the government is trying to increase acreage under organic production (acreage increased by 50 percent in 2002) and to boost consumer demand for organic products by 33 percent in the next two years.

Market Demands

Even with the expansion of Austria's organic acreage, imports account for roughly 30 percent of organic foods consumed. The primary organic suppliers are the Netherlands, France, Germany and Italy. Fruits and vegetables are the most popular organic imports.

The main marketing channels for importing organics are direct imports by supermarkets, imports by a wholesaler under contract with a supermarket and specialized imports. Some big supermarket chains such as SPAR conduct their own import business. REWE Austria sources through wholesalers who also import conventional foods. Specialized organic importers supply natural food stores, organic shops and health food stores. Most specialized importers are either subsidiaries of German importers or operate directly from Germany. Conventional importers have a very limited share of the organic food market, but their interest is growing.

The large supermarket chains, all of which have their own organic labels, dominate the Austrian organic market.



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Perhaps unique to Austria, retailers focus their marketing resources on organic foods to shape the overall image of the chain. In short, organic foods are promoted to build consumer confidence in all products the food chain sells.

In 2002, organic foods accounted for about 3 percent of the total Austrian food market sales and are expected to reach 4 percent in 2004. The demand for organic products in restaurants, hospitals, kindergartens and other public facilities is growing.

Opportunity for U.S. Organic Suppliers

Although Europe is largely self-sufficient in organic production, there are some opportunities for U.S. organic exporters. Demand for dried fruits and nuts, mostly as ingredients for cereals or dried fruit and nut mixtures, is steadily rising. Since U.S. producers already dominate the market for conventional dried fruits and nuts (almonds, prunes and raisins), there is a parallel opportunity for organic counterparts. Austrian production of dried fruits and nuts is limited to apples and walnuts. Other U.S. organic products with good prospects are soybeans, popcorn, chocolates and snack foods.

Import Regulations

Ongoing negotiations between the EU and the United States on equivalent

standards for organically produced products could result in an agreement that would ease import procedures for U.S. organic foods.

U.S. organic exporters seeking to enter the market should use Austrian importers to apply for permits. Provincial governments in Austria issue these permits, which authorize importers to bring in and sell U.S. organic products. The permit application has to be accompanied by documentation on the equivalency of standards and control measures. The producer and exporter must be certified in accordance with EU procedures. Today, many U.S. organic products sold in Austria clear customs in another country (often Germany) and then are shipped to Austria for sale outside of Austrian import procedures. ■

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For details, see FAS Report AU3008. To find it on the Web, start at www.fas.usda.gov, select **Attaché Reports** and follow the prompts.



Allegro Fine Foods: Exporting Good Taste

By Dawn Bruno

Paris, France, may be the gourmet capital of the world, but Paris, TN, is making its own mark on international food and flavor. Allegro Fine Foods of Paris was founded in 1978 by Betsy and Dave Wilcox, who saw a market for their homemade marinades.

The Wilcoxes developed their first recipe in 1955, when they were looking for an inexpensive and easy way to spice up their meals. It wasn't long before it became popular in Paris. Almost 50 years later, Allegro Fine Foods proudly distributes its marinades throughout the United States and has expanded to international markets. Its products are kosher certified and available in original, hot-and-spicy, teriyaki and hickory smoke flavors.

Allegro has employed creative strategies to make exporting easier. And they're not just doing it for themselves. "Exporting is good for our community," says Allegro's international marketing director Rick Horiuchi, who recognizes that more sales mean more jobs for Paris, a rural town with a population of fewer than 10,000 people. This community focus has allowed Allegro to expand internationally while maintaining a small-town approach to building personal relationships and trust among clients and distributors.

Allegro attributes its aggressive international expansion in part to its dedication to using the resources available to small businesses. As a small business, Allegro has had to work harder than larger companies to enter the global market-



U.S. Commercial Service

ALLEGRO ATTRIBUTES ITS AGGRESSIVE INTERNATIONAL EXPANSION IN PART TO ITS DEDICATION TO USING THE RESOURCES AVAILABLE TO SMALL BUSINESSES.

place. It has taken advantage of services and information offered by the U.S. Dept. of Commerce's Commercial Service, the Tennessee Dept. of Agriculture, FAS and SUSTA (the Southern United States Trade Association) to expand its business to Hong Kong, Singapore and Japan, and has started pursuing the Mexican and Canadian markets.

From Paris to Mexico and Beyond

Through the MAP (Market Access Program), administered by FAS, SUSTA

has assisted Allegro in penetrating the Mexican market. During the past three years, the company has targeted Mexican supermarkets to distribute its products. Allegro's main supermarket chain customer is HEB/Mexico, with 20 stores in northern Mexico. The company also distributes products to Super Gigante in Monterrey, Mexico, and is looking to expand into southern Mexico. The FAS Agricultural Trade Office in Monterrey sponsored the perfect MAP activity, allowing companies like Allegro a chance

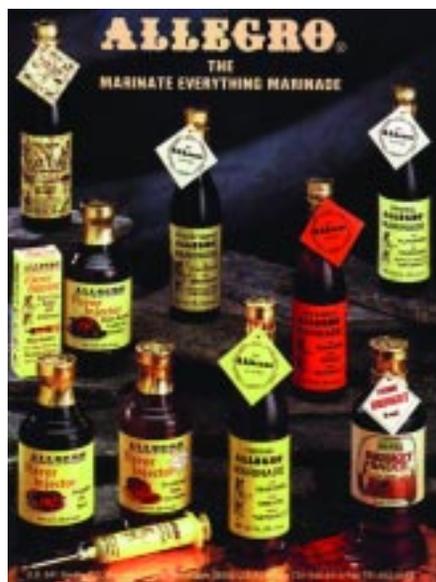
to gain exposure in the Mexican market through a private label promotion with HEB.

Allegro has translated its labels into Spanish and implemented direct mailings and promotional campaigns. “The MAP has been very beneficial to Allegro, and I would recommend this for other small companies,” says Horiuchi.

“Allegro exemplifies the best kind of company,” says Paul Nordstrom of the Tennessee Dept. of Agriculture. “It has a high-quality product that anybody can relate to and use with ease. They’ve always understood that an investment is necessary—of time, of participation, of product—to get results. We’re proud to claim Allegro as a true Tennessee product.”

While FAS is the government organization primarily responsible for assisting U.S. food and agricultural product exporters, the Commercial Service can provide assistance to food companies through its district offices across the United States. In addition to placing these companies in contact with FAS foreign offices or the appropriate state-regional trade association such as SUSTA, the district offices may offer advice on exporting and information on promotional activities sponsored by FAS and other organizations.

Since 2000, Allegro has also worked closely with the Memphis USEAC (U.S. Export Assistance Center), one of the Commercial Service’s offices. The Memphis USEAC provides market information, suggests trade events and promotes products, usually charging small fees for its services. At some events, like the North American Free Trade Agreement Conference in October 2002, Horiuchi has served as a panel speaker and met key Canadian and Mexican gov-



U.S. Commercial Service

ernment representatives. The event was held at the University of Tennessee in Martin, part of the rural community that includes Paris.

Spicing Up Exporting Opportunities

Allegro is looking into exporting opportunities in Australia, New Zealand and various European countries. Horiuchi’s advice for other small or rural businesses includes focusing on exporting and consistently attending foreign trade shows. He also recommends that companies take part in the MAP, advice echoed by Nordstrom.

“I would encourage any company that is already exporting or even thinking about exporting to investigate the MAP,” Nordstrom says. “The program can open doors that companies never could by themselves, and gives a company a chance to really think out, plan and execute its export strategy. In these tight markets, companies need to use every edge they can to succeed, and I believe the MAP gives many companies that edge.”

Horiuchi warns companies that they must be committed and focused if they are to be successful exporters. He stresses the need for patience, diligence and trust. “It is necessary for companies to have at least one or more persons dedicated to international business and marketing,” says Horiuchi. “Plus, there must be an upper management commitment to international business.”

Such efforts have enabled a small company to export marinade based on a family recipe to several countries, success that can be replicated by other firms. “With the rapid diffusion of technology, aggressive marketing strategies and programs such as the MAP, it is now possible for small businesses to reach the other side of the world in a way that they could not before,” Horiuchi concludes. ■

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Hong Kong Retains Market Opportunities

By Caroline Yuen

Although it returned to China's rule in 1997, Hong Kong still retains its status as a customs territory separate from mainland China for 50 years. With this unique trade arrangement, Hong Kong controls all facets of trade and works directly with the international community. It remains a free port with its traditional free trade policies.

Hong Kong's essentially duty-free import zone made it a premier market for \$1.1 billion worth of U.S. exports in 2002. Only four products have duties—liquor (including wines), tobacco, hydrocarbon oils and methyl alcohol.

Binding Ties Free Up Trade

A sluggish economy has encouraged government and commercial sectors to push further economic integration between Hong Kong and the Pearl River Delta region in southern China. The Hong Kong and mainland Chinese governments signed the Closer Economic Partnership Arrangement in June 2003.

Rules Via Mail or Internet

A recent trademark ordinance provides an added bonus for exporters—more protection for brands and other intellectual property. As a service to importers, Hong Kong has an online site that contains all registered trademarks and the trademark applications in force at:

www.ipsearch.ipd.gov.hk

Effective Jan. 1, 2004, China cut tariffs on 273 Hong Kong-origin products to zero, with a phase-out of additional tariffs by 2006. Food and agricultural products were not included, except for ice cream. Both sides also agreed to promote cooperation in market access.

Getting Ready for Hong Kong

The FEHD (Food and Environmental Hygiene Department) calls the shots on Hong Kong food safety and enforces food-related legislation. The FEHD decides what products need health certificates from the country of origin or should be analyzed for bacteriological or chemical content.

Imports of frozen or chilled meats are subject to import licensing control. The FEHD recognizes country-of-origin certificates issued by USDA, but still requires permits for ground and chilled meats.

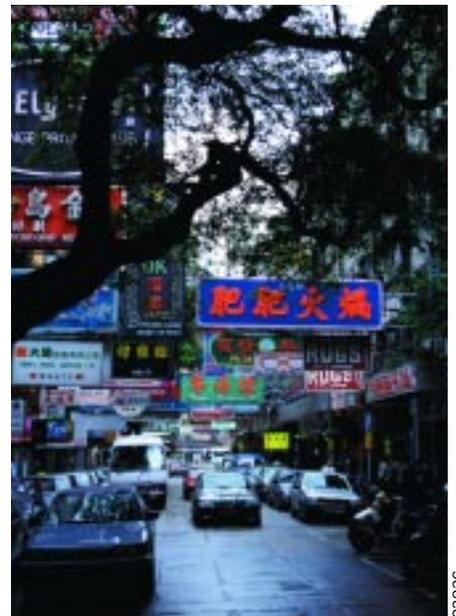
Dairy products and frozen confections also are subject to special approvals before entry.

The FEHD encourages importers of fish and seafood to obtain country-of-origin health certificates. Considered high-risk, seafood products are subject to random inspection and sampling.

There are few restrictions or requirements for entry of horticultural products.

U.S. exporters can purchase Hong Kong's basic (main) ordinance and subsidiary legislation from:

Publications Sales Section
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Room 402, 4/F, Murray Building
Garden Road, Hong Kong
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Licenses or phytosanitary certificates are not usually required for fruits and vegetables, cut flowers, grains, timber or tobacco. Exceptions are plants for propagation that require import licenses in advance.

Live animals require permits in advance and must be imported by a Hong Kong-based importer. Some live animals are subject to quarantine.

The humane treatment of imported animals is regulated. Specific requirements direct imports of breeding pigs, horses, birds, dogs and cats. All animals must have valid veterinary health certificates issued by the country of origin.

Imports of exotic meats and endangered species of animals and plants face strict regulation. Chemical residues in food animals are also closely monitored.

Labeling? Chinese or English OK

Food and drug regulations require uniform labeling on prepackaged foods. Labeling can be in English, Chinese or both. Stick-on labels are acceptable if they



meet local requirements. Nutritional labeling is not required, but these designations are:

- Food name
- Ingredients
- Expiration or “use by” date
- Special conditions of storage or use, if any
- Name and address of manufacturer or packer
- Weight or volume

Health foods are subject to several ordinances, but generally should meet the labeling requirements for pre-packaged foods.

Some products are exempt from labeling, such as individually wrapped confectionery items or preserved fruit products intended for sale as single items, pre-packaged foods for catering use and products containing more than 1.2 percent alcohol by volume.

Labeling Changes in the Works

The Hong Kong government has proposed some amendments to its food regulations that may affect labeling: listing allergenic substances or food additives, a more flexible expiration date format and strengthened alcoholic beverage rules.

The labeling of foods from biotechnology has been under discussion since 1999. At this time, no legislation has been passed, but a request for voluntary labeling, supplemented by a mandatory pre-market safety assessment, will likely occur.

Though not yet proposed officially, legislation for nutrition labeling requirements is also expected in two phases—on a voluntary basis first that will allow suppliers to become familiar with the prescribed format, followed by a mandatory system.

Expect beefed up standards of import controls for fish, fodder, carcasses and parts

“One Country, Two Systems”

When the United Kingdom relinquished its claim on Hong Kong on July 1, 1997, the Hong Kong Special Administrative Region was created.

A constitutional framework was written and incorporated into Hong Kong’s Basic Law. The framework institutionalized the concept of “one country, two systems,” effective until the year 2047.

This framework prescribes that the social, economic and political systems in Hong Kong will be different from those in mainland China. Apart from foreign affairs and defense, the Basic Law guarantees Hong Kong residents their independence.

of animals, birds and fish, especially from countries with serious veterinary diseases.

Some Additives Have Specific Standards

Though Hong Kong currently has no requirements for listing added vitamins and minerals and seasoning substances, there is a list of permitted food preservatives, coloring matter and artificial sweeteners (and the allowed amounts). Pesticide residue tolerances adhere to Codex Alimentarius levels. ■

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For details, see FAS Report HK3024. To find it on the Web, start at www.fas.usda.gov, select **Attaché Reports** and follow the prompts.



THAILAND TRADE MISSION

What: FAS is sponsoring a trade mission to Bangkok and Phuket, Thailand, that will provide a unique opportunity to learn first-hand about the Thai market for U.S. food products. Activities include tours, industry speakers, a product display and one-on-one meetings with importers in each city. Space is limited to 10 participants. Eligible expenses are reimbursable through the branded initiative of the Market Access Program, administered by FAS, commodity organizations and state-regional trade groups.

When: April 24-27 in Bangkok, April 28 in Phuket—directly after Singapore's Food & Hotel Asia 2004



The Market: Covering 198,114 square miles, Thailand has a population of 64 million. The country has Southeast Asia's second largest economy, with economic growth of 5.3 percent in 2002. It is the 16th largest export market for U.S. agricultural products. It is also one of the world's most beautiful tourist destinations, attracting about 11 million tourists annually. High growth in the number of hotels, resorts and other tourist accommodations will continue to spur large increases in food imports.



Thailand imported nearly \$80 million in U.S. consumer-oriented agricultural products in fiscal 2003. Thailand's imports of food products from all sources totaled \$3.5 billion, with fish and seafood products, dairy products, fresh and processed fruits and vegetables, flour and starch, oilseeds, edible dried beans, confectionery items and snack foods leading the way. The upper and middle-income groups, which can afford imported foods and are very aware of U.S. brands, tastes and quality, make up 25 percent of the population. This mission is an excellent opportunity for U.S. exporters to introduce new products and expand their exports to Thailand.

Best Products: Spices, seasonings and sauces; processed meats, dairy products, snack foods; fresh and processed fruits; fruit juices; nutritional products; dried fruits and nuts; flour; frozen seafood; breakfast cereals, pancake mixes and waffles; soups and condiments; wines and spirits; jams and jellies; ready-to-eat desserts; food service products; and pet foods

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TRADE SHOW OPPORTUNITY

WORLD'S FINEST FOODS

MANILA, PHILIPPINES

The Show:

World's Finest Foods is organized by the embassies of the United States, Australia, Canada and New Zealand to showcase high-quality foods and beverages. This is a low-cost opportunity to promote to key retail and food service buyers in one of the most promising growth markets for U.S. foods.

The Dates:

April 27-28, 2004



The Market:

In a typical year, the Philippines is a \$1 billion market for consumer food and beverage imports. In fiscal 2003, the United States exported \$164 million in consumer-oriented agricultural products to the Philippines, making it the 17th largest market in this category for the United States.

**Best
Prospects:**

Chocolate candies, fresh fruits and vegetables, chicken, dairy-based food ingredients, chips and other savory snacks, sauces, dressings and condiments, dog and cat food, cheeses, juices, wines, beef, tree nuts and dried fruits

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TRADE SHOW OPPORTUNITY

IFIA JAPAN 2004

TOKYO, JAPAN

What: International Food Ingredients & Additives Exhibition, a food and beverage ingredient trade event

When: May 26-28, 2004

Where: International Exhibition Center
Tokyo, Japan



The Market: Japanese consumers are increasingly interested in eating well-balanced, healthful diets, and they carefully consider specific characteristics in nutritional foods, such as taste, packaging and safety. U.S. food, beverage and ingredient producers and processors should find new market opportunities in Japan's current nutritional food boom. Japan is one of the United States' largest trading partners, and ranks as the world's third largest market for food additives and ingredients.

Best Products: Foods, beverages and ingredients with healthful attributes

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USDA Grants Trade Assistance to Catfish Producers in 18 States

In November, USDA certified a petition for catfish producers in 18 states under the TAA (Trade Adjustment Assistance) for Farmers program. The 18 states are Alabama, Arkansas, Florida, Georgia, Idaho, Illinois, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Nevada, North Carolina, Ohio, Oklahoma, South Carolina, Texas and Utah. Under the TAA program, USDA provides technical assistance and cash benefits to producers if an increase in imports of a like commodity has contributed importantly to a decline in price and a loss of income. FAS determined that in 2002, increased imports of catfish and imports of Vietnamese basa and tra fillets contributed importantly to a decline in domestic prices for catfish producers.

USDA Allocates \$2 Million Under Program for Specialty Crops

In November, USDA provided \$2 million to 16 organizations under TASC (the Technical Assistance for Specialty Crops) program to help open, retain and expand markets for U.S. specialty crops. The Farm Security and Rural Investment Act of 2002 created the TASC program and authorized \$2 million of Commodity Credit Corporation resources in each fiscal year from 2002 through 2007 to address barriers that prohibit or threaten exports of U.S. fruits, vegetables and other specialty crops. These crops include all cultivated plants and their products produced in the United States except wheat, feed grains, oilseeds, cotton, rice, peanuts, sugar and tobacco. For further information on the TASC program, contact: USDA/FAS Marketing Operations Staff, Room 4932-S, Stop 1042, 14th and Independence Ave., S.W., Washington, DC 20250-1042; Tel.: (202) 720-4327; Web site: www.fas.usda.gov/export.html

Philippines Removes Newcastle Ban on U.S. Poultry

In October, the Philippines Department of Agriculture lifted its import ban on poultry products from California, Nevada and Texas. The import ban, due to the detection of Exotic Newcastle Disease, was lifted after USDA reported the total eradication of the disease in the three states. In fiscal 2003, the Philippines bought \$13 million in poultry meat from the United States. The United States is the largest supplier of poultry meat to the Philippines, holding a 40-percent market share.

China Fisheries and Seafood Expo Nets Opportunities for U.S. Exhibitors

In October 2003, the 8th China Fisheries and Seafood Expo Show was held in Shanghai. Ten exhibitors joined the FAS Agricultural Trade Office staff in the U.S. Pavilion, which featured products such as wild and farmed salmon; black cod; Dungeness, snow and king crab; geoducks; fresh oysters; squid; and halibut. The FAS service center provided U.S. exhibitors with market information and assisted in setting up appointments with local traders. This year, the seafood show will return to Qingdao, in Shangdong Province.



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