

DateLine Calendar

Below Are SUSTA's Upcoming
Global Events:

FoodEx Japan

Tokyo, Japan
March 10-13, 2020

Expo Antad & Alimentaria

Guadalajara, Mexico
March 31-April 2, 2020

GastroNord

Stockholm, Sweden
March 31-April 2, 2020

Food Hotel Asia

Singapore
March 31-April 3, 2020

Seafood Expo Global

Brussels, Belgium
April 21-23, 2020

Canada Inbound Beer, Wine and Spirits Trade Mission

Raleigh & Charlotte,
North Carolina and
New Orleans, Louisiana
May 6-9, 2020

Canadian Produce Marketing Association (CPMA) Show

Toronto, Canada
May 12-14, 2020

SIAL China

Shanghai, China
May 13-15, 2020

Seoul Food and Hotel

Seoul, Korea
May 19-22, 2020

China & Hong Kong Trade Mission

North Carolina & Texas
June 1-5, 2020

Caribbean & Central American Trade Mission

Miami, Florida
June 9-11, 2020

Summer Fancy Food

New York, New York
June 28-30, 2020

InSight

SUSTA
Southern United States Trade Association

Global News, Perspectives & Updates
for the International Agribusiness Trade

A Publication of the Southern
United States Trade Association

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Out with the Old, In with the New...

Incoterms® 2020

The International Chamber of Commerce (ICC) has updated and released its new Incoterms® 2020. The ICC's International Commercial Terms (INCOTERMS) are used around the world and are three-letter abbreviations that spell out the responsibilities for the delivery of goods between the buyer and seller in import export transactions. The new version takes effect on January 1, 2020. It's been ten

years since Incoterms® 2010 was released and 83 years since the first version was published in 1936.

International traders use Incoterms such as EXW, FOB, and CIF when preparing price quotations and selling in foreign markets. These go-to abbreviations help sellers and buyers spell out and communicate the price of the goods based on delivery to a named location. Incoterms clarify where the goods be delivered to,

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Out with the Old, In with the New...

Incoterms® 2020



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who will pay for the transportation costs, who will clear the goods through customs, and who will pay the duties.

With the release of the new 2020 version, SUSTA exporters should examine the changes and incorporate into their policies and procedures for international sales. Exporters may still choose to reference or use earlier versions of Incoterms, but the exact version should be specified; for example, CIF Rotterdam, Incoterms 2010. In the absence of specifying which version of Incoterms are referenced, the rules for Incoterms 2020 will apply to the transaction.

Changes

There are very few substantial changes from the Incoterms® 2010 version to

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The eleven Incoterms® 2020 are divided into terms used for any mode of transportation (air, truck, rail, ocean, and multi-modal) and terms that are used for ocean or inland waterway transportation.

Terms for any mode of transportation

Departure

- EXW Ex Works, named place of delivery
- FCA Free Carrier, named place of delivery
- CPT Carriage Paid to, named place of destination
- CIP Carriage and Insurance Paid to, named place of destination

Arrival

- DAP Delivered at Place, named place of destination
- DPU Delivered at Place Unloaded, named place of destination
- DDP Delivered Duty Paid, named place of destination

Terms for ocean and inland waterway transportation

Departure

- FAS Free Alongside Ship, named port of shipment
- FOB Free on Board, named port of shipment

Arrival

- CFR Cost and Freight, named port of destination
- CIF Cost, Insurance, and Freight, named port of destination



Canadian Produce Marketing Association (CPMA) Show

Canada was the number one overseas market for U.S. food and agricultural exports in 2017, with exports of more than \$16 billion. For new-to-market and new-to-export companies, Canada offers stable financial markets and a sophisticated logistics network that supports \$120 million worth of daily two-way trade in food and agricultural products. The U.S. and Canada maintain the world's largest bilateral trade relationship. Canada relies heavily on imported produce due to limited growing seasons. SUSTA companies with produce that cater to various ethnic palates and health conscientious consumers have potential to do well in this market.

The Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. The CPMA Show is Canada's largest event dedicated to the fruit and vegetable industry.



Toronto, Canada May 12-14, 2020

Participation Fee: \$1,525
Early Bird Special: \$1,325
(if you register and pay before December 12, 2019)

Fee Includes

- 10' x 10' booth and standard furniture package
- Retail Market Tour
- Includes reimbursement of up to \$500 in sample shipping costs, with proper documentation

Registration Deadline February 12, 2020

(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Natural/Health, Nutraceutical, Organic, Produce, Retail Products

Product Description

(suitable products for event): fresh fruits and vegetables, as well as any: Herbs, Nuts & Dried Fruit, Edible Flowers, Organic and Fair-Trade Products, Sweet potatoes, Tropical Fruits, Blueberries, Strawberries, Green Beans, Organic Fresh Fruits and Vegetables

50% CostShare

Apply now for **SUSTA's 50% CostShare** to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

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SIAL China 2020

China has become the largest export destination of U.S. agriculture and food products with a value of USD 24.11 billion. The Chinese consumer market is also in the midst of a transformation that offers tremendous new opportunities. Among the \$13 billion of U.S. agricultural and related products shipped to China, roughly \$1.8 billion were from southern U.S., according to USDA statistics. Even under the harsh trading environment, many consumer-oriented products such as beef, eggs, chocolate, tree nut, prepared food and non-alcohol beverages increased in 2018. In addition to traditionally popular items like snacks, dried fruits, confectionery etc., the ever-improving and expanding cold chain logistics network in China is also helping specialty product like the fresh produce, chilled and frozen items find potential on the market, marching into the far and inland regions beyond the affluent coastal cities.

SIAL China is growing to be the most prestigious trade show in China for international food and beverage suppliers. The 2018 edition attracted 110,635 professional visitors from all over the country and surrounding regions. In 2019, the registered number of exhibitors has exceeded 4,300, a year-on-year growth of 26%.



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Shanghai, China May 13-15, 2020

Participation Fee

Corner Booth: \$5,359;
Early Bird Special: \$5,159
*(if you register and pay
before December 13, 2019)*

In-line Booth: \$5,111;
Early Bird Special: \$4,911
*(if you register and pay
before December 13, 2019)*

Fee Includes

- 9m² booth and standard furniture package
- Market Briefing & Tour
- Prearranged one-on-one meetings with Chinese Buyers
- Interpreter for your booth (please request in advance if needed)
- Sample shipping of up to 100 lbs. gross weight (which includes the weight of all packing materials) from a US consolidation point to the show using SUSTA's designated freight forwarder*

* Fresh/frozen/chilled products may be subject to separate allowances

Registration Deadline February 13, 2020

(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description

Suitable products include, but are not limited to: Organic/Health Foods, Grocery & Canned Foods, Ethnic Foods, Value-added Food, Sauces, Condiments & Seasonings, Dairy Products, Juices & Other Beverages, Nuts

50% CostShare

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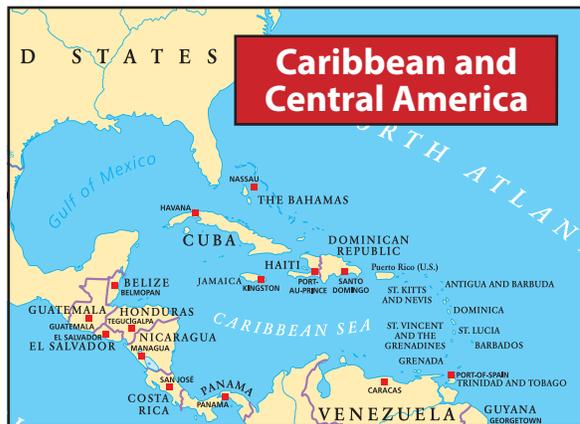
to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!



Caribbean and Central American Inbound Trade Mission

The Caribbean value-added food market is characterized by a strong dependence on foreign food products, especially from the United States due to the region's little arable land, limited supply of water, and no economies of scale and economies of experience. Furthermore, the proximity between some of these Caribbean countries and the US also boosts demand for US value added food products. For example, each year between six and seven million tourists (over half of which are from the United States) visit the Caribbean fueling the demand for US products. In 2016, the United States exported \$1 Billion worth of consumer-oriented foods and dish products to the Caribbean Basin, maintaining the high levels in that category from 2015. Preliminary data indicate that a similar level may be reached in 2017.

The Central American value added for market is also very promising for US suppliers. US food products are sought after by consumers in these countries due to their health standards, quality and novelty. Since the exercise of CAFTA-DR bilateral trade between



the US and Central America (and the Dominican Republic) has increased. A trade treaty between Panama and the US, which came into effect in 2012, has also simplified requirements for the importation of US food products. US suppliers that register with SUSTA for this activity will enjoy several benefits such as the opportunity to advertise their products through one-on-one meetings with buyers from the Caribbean and Central America in Miami.

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Miami, Florida
June 9-11, 2020

Participation Fee: \$225
Early Bird Special: \$150
(if you register before January 9, 2020)

Fee Includes

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from the Caribbean and Central America
- Space will be provided for a small tabletop display of products and information

Registration Deadline
March 9, 2020

(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Ingredient, Produce and Retail Products

Product Description

Beverages, Deli Products, Ethnic and Specialty Foods, French Fries, Fruits and Vegetables, Juices, Poultry Meat and Products (Excluding Eggs), Prepared Foods, Red Meat and Red Meat Products, Seafood, Snacks, Tomato Paste and Sauces, Wine



Summer Fancy Food Show

For decades the Summer Fancy Food Show has been the largest specialty food show in North America. First organized in 1952, the Fancy Food Show invites buyers not only from the US but from other parts of the world such as Canada, Europe and China into a one-of-a-kind tradeshow held in New York City. Every year SUSTA sponsors a 19-booth pavilion, allowing new companies to showcase their products to international buyers from across the world! This show provides SUSTA region companies a cost-effective opportunity to introduce their products to mix of national and foreign buyers without leaving the United States. The show is the perfect venue to establish meaningful business relationships, and it also allows exhibitors to participate in educational activities including our SUSTA webinar on the basics of exporting.



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New York City, NY June 28-30, 2020

Participation Fee

Corner Booth: \$1,230

Early Bird Special: \$1,030

(if you register and pay before January 28, 2020)

In-Line Booth: \$1,110

Early Bird Special: \$910

(if you register and pay before January 28, 2020)

Fee Includes

- 10ft. x 10ft. booth space
- One half shelf in the "What's New! What's Hot!" show case
- Lead System Retrieval

Membership Requirement

- SUSTA exhibitors at this show must be members of the Specialty Food Association*
 * SUSTA exhibitors who are not yet members of the Specialty Food Association must start the membership application process within one (1) week of registration with SUSTA or booth space may be forfeited. Proof of membership application may be requested.
- SUSTA companies must be a first-time exhibitor in the SUSTA Pavilion
- Participants should be prepared to explore international sales and must participate in SUSTA's educational export webinar in advance of the show

Registration Deadline

March 28, 2020

(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description

Artisanal, Beverages, Cocktail Drink Mixes, Condiments, GMO and Gluten-free, Ethnic foods, Frozen Deserts and Entrees, Organic and Natural, Nut Butters

50% CostShare

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Out with the Old, In with the New...

Incoterms® 2020

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the newly released Incoterms® 2020 version. The main changes are highlighted below.

Free Carrier (FCA) has been updated to incorporate language that will help the seller to obtain an on-board bill of lading. Under FCA terms, the buyer is responsible for arranging the international transportation and the seller has no control over the shipping documents. In transactions where a letter of credit is the method of payment, the seller needs an on-board bill of lading to present to its bank to begin the process of getting paid for the goods. The bill of lading is the evidence that the seller has shipped the goods. The revision of the FCA term specifies that the buyer can encourage the carrier to issue the bill of lading to the seller.

Delivered at Terminal (DAT) in Incoterms® 2010 has been changed to or replaced with **Delivered at Place Unloaded (DPU)**. This allows sellers and buyers the flexibility to specify a delivery point other than a port terminal location. Using the term DPU means the seller is responsible for arranging for the unloading of the goods at the place specified.

Carriage and Insurance Paid to (CIP) spells out that the seller is responsible for cargo insurance at 110% of the value of goods. This is new. Under the **Cost Insurance and Freight (CIF)** term, the insurance provision has not changed from the previous Incoterms 2010 version, in that the seller is responsible for getting a minimum level of insurance coverage.

Resources for more information

Exporters should review Incoterms® 2020, consult with their transportation specialists, and where applicable, incorporate into their standard export practices. Resources to learn about incoterms include webinars and certification courses. The official ICC Incoterms® 2020 book is available from the International Business Bookstore of the U.S. Council for International Business (<https://www.uscib.org/international-business-bookstore/>). Other helpful aides from the IB bookstore are *Guide to Incoterms*, the *ICC Guide to Export Import*, and the ever-popular Incoterms® wall chart for the office. ■

By Brian Davis

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USDA Tariff Tracker

Companies often ask us what foreign market is best for their product. There is no quick and easy answer as thorough market research means assessing a good bit of data.

But USDA is making one of those data sets much easier to research. The recently launched Tariff Tracker allows you to search by countries where we have a Free Trade Agreement (options are: Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Korea, Nicaragua, Panama and Peru) and product type. For the latter, you can either enter your HS Code, or you can select a commodity group or type your product in the search field. Find the Tariff Tracker at apps.fas.usda.gov/agtariiftracker. ■

