

# DateLine Calendar

SUSTA has a calendar full of trade events. Most are scheduled to be in-person, but as events change, we are updating our website: [susta.org/events](https://susta.org/events). Trade missions are easier to shift to a virtual format than trade shows. Here is a list of Q4 Trade Missions:

**Central American Outbound Trade Mission**  
October 4-8, 2021  
Guatemala & El Salvador

**Europe Beer, Wine & Spirits Inbound Trade Mission**  
October 25-28, 2021  
Tennessee & Kentucky

**Caribbean & Central American Trade Mission**  
November 1-4, 2021  
Virtual

**Europe Horticulture Outbound Trade Mission & International Floriculture Trade Fair**  
November 1-5, 2021  
Netherlands

**Poland Trade Mission & Showcase at Horeca Show**  
November 3-12, 2021  
Virtual

**Europe Produce Inbound Trade Mission**  
November 8-11, 2021  
North Carolina & Florida

**China, India and Vietnam Yellow Pine Log Inbound Trade Mission**  
November 15-18, 2021  
Maryland & Georgia

2022 Global Events will start opening for registration on August 16, 2021.

# InSight

**SUSTA**  
Southern United States Trade Association

Summer 2021

Global News, Perspectives & Updates  
for the International Agribusiness Trade

A Publication of the Southern  
United States Trade Association

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## Targeted Research Leads to Successful Exporting

**A**fter launching SUSTA's Export Helpline, we realize there is a common misperception among exporters (and hopeful exporters). We are often asked questions that suggest there is a database or website that has information on all of the regulations, required documents and tariffs levied by all of the countries on all of the products. The truth is that it is unique by country and by product. There is no one-stop shop!

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# Targeted Research Leads to Successful Exporting

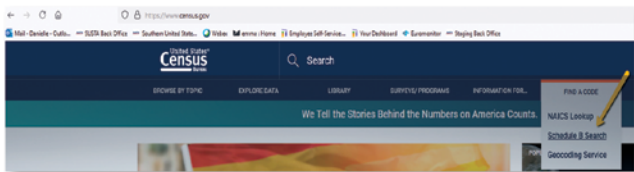
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The good news is that the information you need is available once you narrow down your country of interest.

The first step is determining your product's Harmonized System (HS) Code, which is a standardized numerical method of classifying traded products. Customs authorities around the world assess tariffs, duties and taxes and gather statistics based on the HS Codes of products moving internationally – from paperclips to peanut butter.

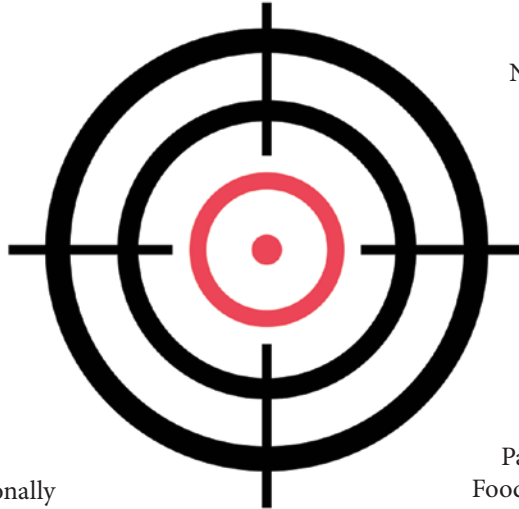
## How do you determine your HS Code(s)?

An easy tool is on the U.S. Census Bureau website ([census.gov](https://www.census.gov)). If you navigate to 'Find a Code' and select 'Schedule B Search', you will be given an option to search by keyword for your product type. Note that other names for HS Codes include Schedule B, HSC, HTS, HTSC and BTN.



## Import Regulations

The next step is downloading the Food and Agricultural Import Regulations and Standards (FAIRS) Report of the country you are researching. The USDA's Foreign Agricultural Service (FAS) provides FAIRS and other reports through their Global Agriculture Information

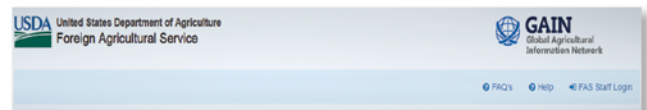


Network (GAIN) website. An average of 2,000 reports are added each year!

For example, if you are trying to understand what is required for your products to get into Panama, you could download the FAIRS Annual Country Report on Panama, published February 21, 2021. In the 34-page report, you will find information on the following:

Food laws, Labeling requirements, Packaging and container regulations, Food additive regulations, Pesticide and other contaminants, Other requirements, regulations, and registration measures (including facility registration and product registration), Trademarks, brand names and intellectual property rights, Import procedures and Trade facilitation.

You will need more information than what is included in the FAIRS Report, which is why the



report includes contact information for key agencies. In the example of the FAIRS Report on Panama, it includes contact information for the Panamanian Food Safety Authority, the Ministry of Health, the National Customs Authority and others. Your targeted research has just begun!

The bottom line is that there are great resources available once you narrow down your search. Of course, SUSTA's Helpline is available to help you navigate the research process. ■



*General Joe Spraggins, Director of the Mississippi Department of Marine Resources; Commissioner Gipson; Bernadette Wiltz-Lang, Executive Director of SUSTA; and Mike McCormick, President of Mississippi Farm Bureau Federation.*

## New International Trade Office on the Mississippi Gulf Coast

This summer, Mississippi Commissioner of Agriculture and Commerce Andy Gipson announced the opening of a new international trade office on the Mississippi Gulf Coast. The office, located in Biloxi, will enhance the Mississippi Department of Agriculture and Commerce's international marketing efforts through the promotion of Mississippi's commodities and goods, including aquaculture. For the announcement, Commissioner Gipson was joined by Mike McCormick, President of Mississippi Farm Bureau Federation; General Joe Spraggins, Director of the Mississippi Department of Marine Resources; and Bernadette Wiltz-Lang, Executive Director of the Southern U.S. Trade Association.

"I am pleased to announce today that the Mississippi Department of Agriculture and Commerce will

be expanding our presence in the state with an office on the Mississippi Gulf Coast. The Gulf Coast is at the heart of much of our state's international trade efforts. This additional office will generate an increased interest in the state's agriculture and aquaculture commodities, particularly for exports, and will allow us to have a closer pulse on the agriculture and commerce issues constituents in South Mississippi are facing," said Commissioner Gipson.

The international trade office will conduct trainings for local businesses interested in exploring international markets and will educate agricultural and food business on the marketing and financial opportunities offered through SUSTA. Mississippi businesses interested in learning more can contact the Market Development Division of MDAC at 601-359-1159. ■

### SUSTA's Executive Board Officers

SUSTA's board elected its Executive officers during the Southern Association of State Departments of Agriculture's annual meeting in June 2021.

**President:**

Andy Gipson, Commissioner, Mississippi Department of Agriculture and Commerce

**Vice President:**

Rick Pate, Commissioner, Alabama Department of Agriculture and Industries

**Secretary/Treasurer:**

Bradley Copenhaver, Commissioner, Virginia Department of Agriculture and Consumer Services

**Past President:**

Sid Miller, Commissioner, Texas Department of Agriculture



701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139  
Tel: 504-568-5986  
Fax: 504-568-6010  
[www.susta.org](http://www.susta.org)  
[susta@susta.org](mailto:susta@susta.org)

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**InSight** is a publication of the Southern United States Trade Association. SUSTA is headquartered in New Orleans and works to promote the export of agricultural and food products from 14 southern states and Puerto Rico. The organization helps food and agricultural producers and distributors target potential overseas markets and assists their marketing efforts by administering federal funds for international market development.

**SUSTA Member States**

Alabama • Arkansas • Florida • Georgia • Kentucky • Louisiana • Maryland • Mississippi • North Carolina • Puerto Rico • South Carolina • Tennessee • Texas • Virginia • West Virginia

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: [program.intake@usda.gov](mailto:program.intake@usda.gov). Persons who require reasonable accommodations or alternative means of communication should contact SUSTA.

**From Local To Global**

Starting August 1, 2021, when you log into your MYSUSTA account you will be prompted to confirm your account details for 2022 programs.

Go to: [www.susta.org](http://www.susta.org)

Check off the programs in which you are interested for 2022. Update all other account information.

- If approved for 2022 Global Events, you can register for 2022 events starting **August 16, 2021**.
- You can start the 2022 CostShare application after August 1st, once given access by the CostShare Director.

**Global Events**

**50% CostShare**