

DateLine Calendar

Upcoming Global Events are listed below. Dates and locations are subject to change. The full list is up-to-date at susta.org/events.

Canada Horticulture Inbound Trade Mission

Jul 12 - 16, 2021
Virginia & Tennessee

Seoul Food and Hotel

Jul 27 - 30, 2021
Seoul

China Outbound Trade Mission

Aug 16 - 20, 2021
Dalian, Shenyang
and Guangzhou

Hong Kong Outbound Trade Mission

Aug 22 - 24, 2021
Hong Kong & Macau

Colombia Outbound Trade Mission

Aug 23 - 24, 2021
Bogota

India Yellow Pine Log Outbound Trade Mission

Aug 23 - 27, 2021
New Delhi and Mumbai

Peru Outbound Trade Mission

Aug 26 - 27, 2021
Lima

Virtual Consultations

Register for virtual one-on-one meetings with SUSTA's foreign consultants from Canada, China, Europe, Hong Kong, India and Mexico throughout 2021.

SUSTA
Southern United States Trade Association

Winter 2021

InSight

Global News, Perspectives & Updates
for the International Agribusiness Trade

A Publication of the Southern
United States Trade Association

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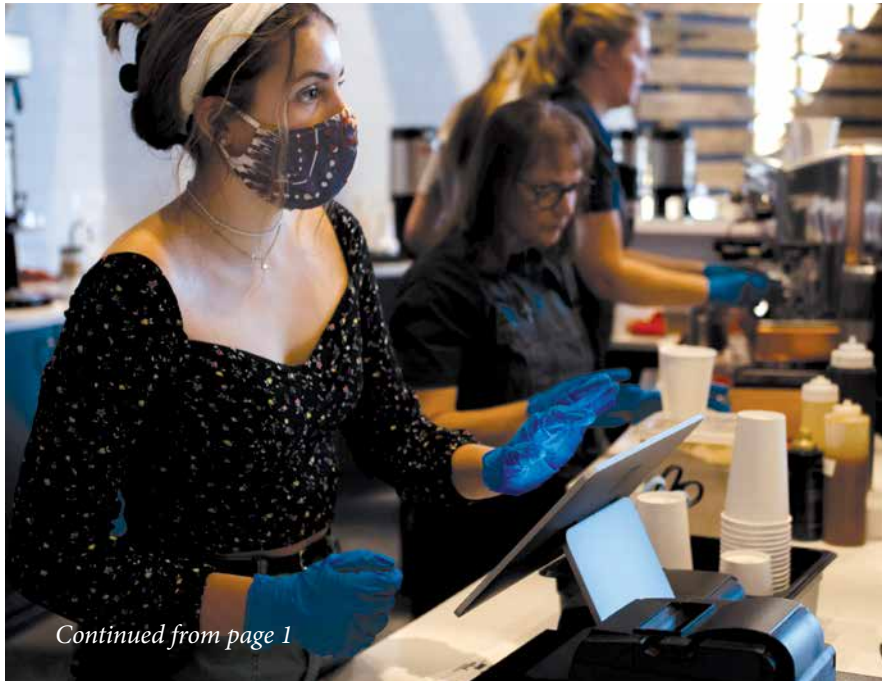
2021 Food Trends: From the International Food Information Council

According to a food and health survey conducted last year by the International Food Information Council (IFIC), 85% of Americans said they had experienced at least some change in their eating or food preparation habits because of COVID-19, and we don't anticipate that effect to fade much in 2021.

"COVID-19 has upended virtually every aspect of our daily lives," said Joseph Clayton, IFIC's chief executive officer. "While new vaccines and treatments will hopefully help turn the tide, IFIC's survey data suggest that some of the changes we've undergone are proving durable, even many months later."

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2021 Food Trends: From the Inter



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A Focus on Food Safety

IFIC surveys historically have shown little variation in consumers' biggest concerns about food safety, with foodborne illness from bacteria topping the list almost every year. But that changed dramatically in 2020, when the risk to food handling and preparation related to COVID-19 was ranked the top food safety concern. Despite there being no evidence of transmission of COVID-19 from food or food packaging, the IFIC predicts food safety will continue to be top-of-mind in 2021.

This trend will likely be reflected in technologies and innovations. For example, restaurant customers can expect experiences that minimize face-to-face interaction, such as robotic or automated food handling. Food take-out will also offer more and more contactless options. Home food-delivery apps and services will make greater use of artificial intelligence and machine learning to meet customer needs and expectations around food safety.

Easy Does It: Convenience and Affordability Are in Favor

We've all heard stories and seen photos documenting culinary ambitions that were booming in quarantine, such as a proliferation of budding bakers and sourdough starters. But these kitchen projects may have run their course with consumers' food priorities shifting toward convenience and affordability, and away from time-consuming and labor-intensive endeavors.

In the New Year, we can expect to see simpler, more "semi-homemade"

meals that incorporate affordable options like canned or frozen foods, along with convenient staples such as rice and pasta that can be quickly assembled for a well-balanced and budget-conscious meal.

Health Goals Are Also Simpler, Less Ambitious

Usually the New Year ushers in changes to eating or drinking habits such as limiting sugars, "clean eating," losing weight, or following other diets. In the coming year, the focus will be more on general health, rather than adopting drastic diets or resolutions.

If there is one place people *will* focus on, it is immunity.

The Staying Power of Snacks

How often do you snack? For many, the answer seems to be "more and more." The 2020 Food & Health Survey, conducted in April, reported that one-quarter of Americans (26%) snacked multiple times a day, which was unchanged from 2019. By August 2020, that number had increased to over one-third (36%)!

In addition, 33% said they're snacking more often when they're bored or not hungry, and 32% are more often eating snacks alone—all possible indicators of the personal and professional lifestyle shifts many have undergone as a result of COVID-19.



International Food Information Council

Some Americans reported more positive snacking trends, with 30% saying they have been eating healthy snacks or snacking on fruits and vegetables more often since the pandemic began.

In 2021, since nearly 4 in 10 report replacing meals with snacks, expect to see more substantial snacks (think protein, healthy fats and whole grains) serving as meal replacements.

Caffeine Craze: The Climb Continues

Americans in 2020 have had to juggle competing priorities and take on new roles and responsibilities. For many of us, it appears that the frenetic pace is increasingly powered by caffeine.

Nearly 3 in 10 respondents (28%) in December said they were consuming more caffeinated beverages than they did the previous January. Parents

of children under age 18 reported that they were more likely to need caffeine with lunch in comparison to those without children, with 67% of those parents saying that they consume caffeine in multiple ways vs. 55% of adults without young children.

Remember These Food Trends? They're Baaack...

In January 2020, the IFIC predicted that sustainability and plant-based eating would be among the top trends of the coming year. While these trends took a backseat to COVID-19, all indicators are pointing to their resurgence in 2021.

Plant-based protein has been blossoming everywhere from restaurants to grocery store meat cases. IFIC research to be released this month indicates that the majority

of Americans have tried at least one new type of plant protein over the past year, demonstrating that this trend has staying power.

Plant-based protein and sustainability go hand in hand, and we anticipate that interest in them will only continue to grow in 2021, along with the emerging technologies and innovations that make them possible. ■

The mission of International Food Information Council, a 501(c)(3) nonprofit, is to effectively communicate science-based information on health, nutrition and food safety. We envision a global environment where credible science drives food policy and consumer choice. IFIC is supported primarily by the broad-based food, beverage and agricultural industries. For more information, visit <https://ific.org/>.

Don't Skip the GAIN Report!

When doing your homework on a foreign market, don't overlook one of the most valuable (and free) resources available, the Global Agricultural Information Network (GAIN) Reports. An average of 2,000 reports are added each year, with reports going back to 1995.

Who is writing these reports? The USDA's Foreign Agricultural Service has a global market intelligence network, which includes Agricultural Trade Offices with FAS foreign service officers and locally engaged staff in over 90 overseas offices world-wide. They provide on-the-ground intelligence, insight, and analysis on nearly 200 countries, delivering updated and thorough information on a variety of topics.

One of the categories we recommend is 'Export Assistance', which includes Exporter Guides, Competitor Reports, Retail Food Reports, Food Service - Hotel

Restaurant Institutional, Food Processing Ingredients, and Product Briefs – all of which you can filter by country. The other category of reports you may want to explore is the 'Food and Agricultural Import Regulations and Standard Reports' (FAIRS).

Go to gain.fas.usda.gov and click 'Search' to search FAS' full database

of reports. SUSTA also posts the Exporter Guides on many of our key markets on our website (susta.org). Just navigate to 'Resources', then to 'Market Research'. ■

The Beijing Agriculture Trade Office published the China Exporter Guide on January 5, 2021.





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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.

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Do you have a success story to share? Contact Danielle@susta.org

SUSTA Board Member Nominated to USDA Role



President Joe Biden announced the nomination of Dr. Jewel Bronaugh to serve as Deputy Secretary of Agriculture. Dr. Bronaugh's work as commissioner of the Virginia Department of Agriculture and Consumer Services and her previous experience as state director of USDA's Farm Service Agency

have uniquely prepared her to take on this vital position at USDA. American farmers, ranchers and agribusinesses are lucky to have her in this leadership role. SUSTA would like to wish Dr. Bronaugh great success. ■

Creative Ways to use the CostShare Program Now

If you already have distribution in a foreign country, consider supporting your brands with all of the digital tools that are at our fingertips...and share the cost with SUSTA! You do not need to be a digital ad guru. In fact, the most effective campaign will be generated by someone in-country. So hire a firm to help you create a digital strategy. Keep in mind that professional photography and videography may be eligible with supporting documentation.

Great ideas we have seen include:

- Display ads appearing on the web pages of a target audience.
- Social media campaigns to reach a target through paid advertisements and organic content.
- Influencers lend credibility to a brand. (They are not as popular in America, but in many countries they are how brands are built)
- Sold on e-commerce? Advertise on the platform.
- Translate pages on your website; it is the first place a perspective importer will look.
- Exhibit at virtual trade shows.