

DateLine Calendar

Below are upcoming Global Events:

Canada Inbound Produce Trade Mission

Maryland & North Carolina
August 12 - 15, 2019

Fine Food Australia

Sydney
September 9 - 12, 2019

Scandinavian Outbound Trade Mission

Copenhagen, Denmark & Malmö, Sweden
September 22 - 26, 2019

Brazil, Philippines and South Africa Inbound Trade Mission

Miami, Florida
September 23, 2019

Dominican Republic Outbound Trade Mission

Santo Domingo
October 16 - 17, 2019

Europe Beer & Wine Inbound Trade Mission

North Carolina and Maryland
November 4 - 9, 2019

Hong Kong International Wine & Spirits Fair 2019

November 7 - 9, 2019

Food Hotel China 2019

Shanghai
November 12 - 14, 2019

China, India and Vietnam Yellow Pine Log Inbound Mission

Mississippi, Tennessee, North Carolina, Virginia & South Carolina
December 2 - 13, 2019

InSight



Global News, Perspectives & Updates
for the International Agribusiness Trade

A Publication of the Southern
United States Trade Association

- 1 **Game of Documents: Dealing with Regulations on Exporting Food Products**
- 2 **Prepare for 2020 Now**
- 3 **Global Event: Scandinavian Outbound Trade Mission**
- 4 **Global Event: Dominican Republic Outbound Trade Mission**
- 5 **Global Event: Hong Kong International Wine & Spirits Fair**
- 6 **Global Event: Food Hotel China**
- 7 **Intellectual Property Considerations**
- 8 **2018 SUSTA Participant Report Infographic**

GAME OF DOCUMENTS

Dealing with Regulations on Exporting Food Products

By Brian Davis, Alabama International Trade Center, The University of Alabama

Sending samples overseas to a potential importer is often the first brush an exporter has with a foreign country's import regulations. Many countries don't allow food product samples into the market, unless accompanied by a 'certificate of analysis' document from an approved laboratory that discloses the ingredients and potentially restricted items like dyes, additives, and preservatives.

This is only the tip of the iceberg when it comes to dealing with regulatory affairs. Exporting food products involves securing numerous documents to prove that products comply

with U.S. export regulations and the laws of the foreign country. And importers need the documents to be able to clear products

through customs and get other approvals required to legally sell your goods in the country.

Knowing which regulations and documents apply to your products, where to obtain the approvals, and the costs for those documents are all part of meeting the challenges of market entry and building on-going export sales in an overseas market. Read on for a brief overview of a few

documents required by U.S. agencies and foreign country agencies.



Continued on page 2

GAME OF DOCUMENTS

Dealing with Regulations on Exporting Food Products

SUSTA's CostShare program may be used to defray some of the costs associated with foreign regulatory compliance. See SUSTA's CostShare manual or contact costshare@susta.org for more details.

Continued from page 1

U.S. agencies such as the U.S. Department of Agriculture, Food and Drug Administration, National Oceanic and Atmospheric Administration, and the Alcohol and Tobacco Tax and Trade Bureau are all involved in helping U.S. exporters understand U.S. export laws and foreign import regulations.

- Export certificates for dairy, meat, seafood, honey, egg products, and alcoholic beverages
- Phytosanitary certificates for plants, plant related products, and animals
- Registration of your production facility and inclusion on approved exporter lists for food product shipments to the EU and China.
- Certificate of Free Sale to prove the products are sold on the U.S. market

Foreign country agencies such as the Ministry of Agriculture and the in-country counterpart to the FDA regulate imported food products to protect consumers and enforce their country's food laws.

- Import licenses - the importer must be pre-approved by the government to import food products
- Certificate of analysis for ingredients and approved additives and preservatives
- Standards for labeling, ingredients, and packaging materials
- Certifications related to product claims for non-GMO, Organic, Natural, Vegan, Kosher, and Halal standards within the country
- Registrations for each product to be sold in the market

Continued on page 7



Prepare for 2020 Now

Starting August 1st, when you log into your MySUSTA account you will be asked to update your company information and recertify your account information. Once you do this, we will review your account for 2020 program eligibility.

Make sure that the program(s) you are interested in are checked off so that you are reviewed accordingly.

- ✓ Global Events
- ✓ CostShare

Our 2020 Global Events start going live at midnight on August 12th, so recertify your account before then! Remember that booth selection is first come, first served.

2020 CostShare applications will be available once you recertify your account and are reviewed for basic eligibility. Now is the time to start making your plans, because the most successful companies have a solid export strategy. Things to think about:

- In what foreign countries do I want to promote my product?
- What kinds of promotions will I be doing?
- How much will it cost?

Even the best strategy can change, so keep in mind that you can amend your contract to request more funds, to move funds from one country to another or to add more products. ■



Scandinavian Outbound Trade Mission

Denmark is a small country in Northwest Europe and totals only one percent of total EU population, but it has one of the highest GDP's in the world and low unemployment and inflation rate. Due to its small size and climate, Denmark depends on imports for items such as fresh produce. The economy is highly dependent on foreign trade, with exports comprising the largest component of GDP. The United States is Denmark's third largest trading partner and its largest non-European trading partner. With an increasing interest in Denmark in living a healthier lifestyle, there is also a growing demand for fresh and processed food products, and organic and sustainable products. With the favorable view of U.S. products mixed with the interest in trying new and innovated products, more opportunities are available to Southern companies.

As the largest country in the Nordic region and with a population totaling almost ten million, Sweden relies heavily on imports due to the severe winters and short growing season. The Swedish economy has experienced growth over the past few years, specifically in 2015 experiencing a 4.1% GDP growth, with an expected growth of 5.2% in 2016. Almost 60 percent of the imports came from Norway, Denmark, the Netherlands and Germany. The Swedish market is sophisticated with affluent and well-educated consumers that have a favorable outlook on U.S. goods and products. With greater interest in maintaining a healthy lifestyle, and interest in trying new and innovative products which are fresh and organic, the Southern region has many options to offer to the Swedish consumer.



Activity Managers

Tennessee Department of Agriculture
Whitney Flatt
International Marketing Consultant
(615) 837-5334
Whitney.Flatt@TN.gov

Louisiana Department of Agriculture & Forestry
Deana Erdey
Assistant Director of LAFA
(225) 922-2903
DErdey@ldaf.la.gov

Copenhagen, Denmark & Malmö, Sweden September 22-26, 2019

Participation Fee: \$200

Fee Includes

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- In-country transportation to meeting locations;
- Up to \$500 reimbursement for shipping product samples with proper documentation

Registration Deadline

August 16, 2019

No refunds for cancellation after this date

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!

Industry Focus

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

Product Description

Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine



Dominican Republic Outbound Trade Mission

The Dominican Republic is one of the fastest growing economies in the region. Real GDP will rise by 4.2% in 2017 after gains of 6.6% in 2016. It was the 10th largest economy in Latin America (in US\$ terms) in 2015. A well-developed tourist sector, strong inflows of FDI, and gains in private consumption will provide boosts in the economy. Annual growth of real GDP will be about 5.0% per year through the middle of the next decade. CAFTA-DR is a free trade agreement between the US and a series of countries from Central America and the Dominican Republic. It entered into force in 2007 and since then US consumer-oriented product exports to the Dominican Republic have increased by 70%. Most US products enter the Dominican Republic duty free; nevertheless, there are some products subject to gradual tariff reductions.

Aside from the free trade agreement, the Dominican Republic's proximity to the US and growing level of purchasing power make the Dominican food market an interesting option for US and SUSTA region companies. It is worth mentioning that the Dominican Republic is a major destination for tourists and US restaurant chains; the presence of both US restaurant chains and tourists can broaden the demand for US consumer-oriented agricultural products. This market offers a lot of opportunities for growth in sales.



Activity Managers

North Carolina Department of Agriculture & Consumer Services
 Cathy Xuefang Ma
 International Trade Specialist
 (919) 707-3132
cathy.ma@ncagr.gov

Florida Department of Agriculture & Consumer Services
 Yolanda Roundtree
 Development Representative Supervisor
 (850) 617-7315
Yolanda.Roundtree@freshfromflorida.com

Santo Domingo, Dominican Republic October 16-17, 2019

Participation Fee: \$600

Early Bird: \$400

If you register and pay before May 16, 2019

Fee Includes

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- Interpreter services as needed;
- In-country transportation to meeting locations
- Shipping of up to 100lbs of product samples* through SUSTA's designated freight forwarder.

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

Registration Deadline

August 1, 2019

No refunds for cancellation after this date

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!

Industry Focus

Ingredient, Natural/Health, Produce, Retail Products

Product Description

Breakfast Cereals, Baby Foods, Fruit Juices, Dairy Products, Tree Nuts, Poultry Products, Cocoa and Cocoa Products, Fruit and Vegetables, Processed Fruits and Vegetables



Hong Kong International Wine & Spirits Fair

Hong Kong remains an important hub for the Asia Pacific wines and spirits markets. Consumers in Hong Kong are becoming more educated about wine from different regions. Red wine is the main segment with 83.2% market share, followed by white wine which represents 14.3% of the market. Furthermore, premium wines have been losing its market share in the past year, as people are shifting from premium wines to middle level wines. There exists a huge potential for U.S. wines as the market share for French wine is declining due to consumers shifting from premium wine to middle level wine. U.S. wines have registered a massive growth of almost 40% in the last five years.

Aside from wine the fair is also a platform for promoting sake, beer and other types of spirits. In view of the zero-tariff policy, Hong Kong remains an important gateway for both wine and spirits to enter the Asian market. Therefore, taking part in the Hong Kong International Wine & Spirits Fair, which attracts over 20,000 buyers and has more than 1,070 exhibitors, is definitely an important element in raising awareness of the U.S. high quality wine, spirits and alcoholic beverages to the professional traders in Hong Kong.



Hong Kong November 7-9, 2019

Participation Fee: \$1,915

Early Bird: \$1,715

If you register and pay before June 7, 2019

Fee Includes

- 9m² booth and standard furniture package
- Interpreter services
- Sample shipping of up to 200 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
- Market Briefing & Tour
- Also includes 5 co-exhibitor badges per company, ice and overnight cold storage

Registration Deadline

August 7, 2019

No refunds for cancellation after this date

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!

Industry Focus

Retail Products

Product Description

Wine, Beer and Distilled Spirits
 (ex. Still red and white wines and whiskey, Brandy and Cognac)

Activity Managers

North Carolina Department of Agriculture & Consumer Services
 John Hammond
 International Trade Specialist
 (919) 707-3160
John.Hammond@ncarg.gov

Texas Department of Agriculture
 Austin Van Hooser
 Coordinator for Intn'l Programs
 (512) 463-9925
Austin.VanHooser@TexasAgriculture.gov

Tennessee Department of Agriculture
 Whitney Flatt
 Agribusiness Development Consultant
 (615) 837-5334
Whitney.Flatt@TN.gov

Virginia Department of Agriculture
 Caitlin Clark
 International Marketing Specialist
 (540) 461-1246
Caitlin.Clark@vdacs.virginia.gov



Food Hotel China 2019

After witnessing a decline in exports to China in 2015, U.S. agricultural and food product exports rebounded in 2016, growing by 7% to USD 25.2 billion in total exports. China is also, according to USDA statistics, the largest importer of agricultural and related products from the Southern United States. Aside from soybeans and coarse grains, the region's largest export items, pork, processed fruit and tree nuts saw tremendous growth between 2015 and 2016. The market is benefiting from improved income levels, westernization and the implementation of the second-child policy. Current trends are showing increased demand for infant food, condiments and sauces, as well as pet food. With the market saturated with big established international brands, many importers are looking for new and exotic brands and products to supply the market, and the Southern United States is beginning to turn into a prime supplier for China and this is likely to continue as more buyers discover the region.

Food Hotel China, held for over 20 years in Shanghai, has been widely recognized by the industry players as a leading show for the HRI channel. There were 2,450 exhibitors coming from 43 countries and regions during the 2017 edition including over 91,000 buyers in attendance, Food & Beverage managers as well as chefs. It serves as an ideal platform not only for product showcase and procurement but for communication in foodservice solutions as well.



Activity Managers

Mississippi Department of Agriculture & Commerce
 Susan Head Lawrence,
 Marketing Specialist
 (601) 359-1196
Susan@mdac.ms.gov

Georgia Department of Economic Development
 Alice Carson,
 Senior International Trade Manager
 (404) 962-4112
ACarson@Georgia.org

Shanghai, China November 12-14, 2019

Participation Fee

Corner Booth: \$1,419

Early Bird: \$1,219

If you register and pay before June 12, 2019

Inline Booth: \$1,269

Early Bird: \$1,069

If you register and pay before June 12, 2019

Fee Includes

- 9m² booth and standard furniture package
- Interpreter services
- Market Briefing and tours
- Up to 100lbs gross weight of sample products 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

August 12, 2019

No refunds for cancellation after this date

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!

Industry Focus

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

Product Description

Bakery/Confectionery (finished products), Snack Foods, Juices, Grocery and Canned Goods, Wine/Beer, Non-Alcoholic Beverages, Dried Food (Fruits/Nuts), Baking Mixes and Ingredients, Dairy Products (CNCA Approved), Baby Foods, Breakfast Cereals, Health Foods, Frozen Foods, Ready-to-eat foods

GAME OF DOCUMENTS

Dealing with Regulations on Exporting Food Products

Continued from page 2

The USDA Foreign Agricultural Service issues an annual report called Food and Agricultural Import Regulations and Standards (FAIRS) for most countries. The FAIRS report is an excellent source that spells out the import requirements in each market and provides links to the main agencies in each country for more research.

Costs for compliance related documents vary by country. It's important to identify the costs on the front end and determine how to include the costs in your export pricing to the foreign customer. Check the FAIRS report before you get involved in any export marketing activities to a country and see if your products can meet their food laws,

especially for ingredients and product labeling.

Finding a reputable importer, especially one that is skilled in import mechanics, product approvals, and the ins and outs their country's regulatory agencies, is needed for successful market entry. Most countries require the name of the importer to be listed on the product label for retail items. Careful evaluation and selection of local distribution partners are a must.

Exporting has been called a game of documents. This is especially true in relation to exporting food products around the globe, making it both a challenging and rewarding opportunity. ■

Intellectual Property Considerations

Selling your products in the foreign market may involve protecting your product brand, company name, and logo in each foreign market. This means registering your intellectual property - U.S. patents, trademarks, and copyrights - in the foreign country. Assessing the role and costs of intellectual property protection is an essential step in selling branded products in a foreign market. This is an important, but often overlooked part of determining the impact of regulatory affairs on your business operations in the foreign market.

While instruction materials and guidelines are available from the U.S. Patent and Trademark Office (USPTO) and many other sources, getting a qualified attorney and legal advice from a firm that has a specialization in intellectual property law and foreign registrations is essential. The legal costs for foreign registrations must also be weighed or factored into your considerations for export working capital financing needs. ■

Resource Links on Foreign Food Regulations and Standards

USDA FAIRS Reports – the entry screen to search by country
<https://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx>

USDA Animal Plant Health Inspection Service (APHIS)
<https://www.aphis.usda.gov/aphis/ourfocus/importexport>

USDA Food Safety and Inspection Service (FSIS)
<https://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products>

U.S. Food and Drug Administration (FDA)
<https://www.fda.gov/food/food-imports-exports/exporting-food-products-united-states>

National Oceanic and Atmospheric Administration (NOAA)
<https://www.fisheries.noaa.gov/topic/seafood-commerce-certification#domestic-&-international-services>

U.S. Alcohol, Tobacco Tax, and Trade Bureau, Department of the U.S. Treasury
https://www.ttb.gov/itd/exporting_alcohol.shtml
https://www.ttb.gov/itd/exporting_documents.shtml

Resources for Intellectual Property

U.S. Patent and Trademark Office (USPTO)
<https://www.uspto.gov/learning-resources>

USPTO's Links for Protecting Intellectual Property Overseas
<https://www.uspto.gov/patents-getting-started/international-protection/protecting-intellectual-property-rights-ipr>

USPTO's StopFakes
Website with links on IP information for over 20 countries
<https://www.stopfakes.gov/Country-IPR-Toolkits>



701 Poydras Street, Suite 3845
 New Orleans, Louisiana 70139
 Tel: 504-568-5986
 Fax: 504-568-6010
 www.susta.org
 susta@susta.org

Return Service Requested

Are you moving? Change your subscription address on our website at www.susta.org/mysusta.

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. Persons who require reasonable accommodations or alternative means of communication should contact SUSTA.

2018 SUSTA Participants Reported...

\$292.5
million in
actual sales

51
new jobs
created

\$549
million in
projected sales

115
first-time
export sales

