



### Upcoming NDDA Events

#### **Pride of Dakota Day North Dakota State Fair**

July 24, 2006

#### **Minneapolis Gift Mart (UMAGA)**

August 12 - 15

#### **Pride of Dakota Holiday Showcases Grand Forks**

November 4 - 5

#### **Minot**

November 11 - 12

#### **Fargo**

November 18 - 19

#### **Bismarck, ND**

December 2 - 3

### International Trade Shows

#### **June 18 - 23**

Identity Preserved

Ingredients

Focused Trade Mission

*Taiwan*

# *North Dakota Department of Agriculture* **International Update**

June 2006

## **Johnson: "Let the Market Work"**

Agriculture Commissioner Roger Johnson is urging the federal government to rethink its strategy for regaining the market for U.S. beef in Japan.

"I have asked U.S. Secretary of Agriculture Mike Johanns to let U.S. packers voluntarily test all beef they export to Japan for bovine spongiform encephalopathy (BSE)," Johnson said. "Our best hope for regaining our beef markets in Japan is to give the customers what they want."

Johnson said U.S. policy has failed because USDA has treated the matter as a public health issue, not a marketing issue.

"USDA's approach of continually browbeating the Japanese government into taking a product which is viewed with suspicion by the Japanese consumers has now resulted in even further erosion of Japanese consumer confidence in U.S. beef," Johnson told Johanns. "As we restore Japanese consumer confidence, they will eventually quit offering to pay any premium associated with 100 percent testing, and our U.S. beef exporters will have that market back because we will have demonstrated to their satisfaction that our product is safe."

Several U.S. packing companies, including Kansas-based Creekstone Farms, have sought to regain the Japanese market by offering beef that is 100 percent tested for BSE, but USDA has refused to allow the expanded testing on the grounds that such testing would have a negligible public health benefit.

"It should be the role of government to set minimum testing standards but to always allow companies to exceed those standards – that's product differentiation, a necessary element of effective marketing," Johnson said.

Johnson said that while USDA refused to allow Creekstone and others to use a voluntary test, it has now agreed to require all U.S. companies that wish to export to Japan to follow unique, non-scientific based standards for U.S. beef exports to Japan.



Commissioner  
Roger Johnson

**June 19 - 23**

Kosher Foods  
Focused Trade Mission

*Paris, France*

**June 20 - 22**

Sauces/Condiments  
Focused Trade Mission

*London, U.K.*

**July 11 - 14**

Soy Foods Promotion  
Trade Mission

*Mexico City, Mexico*

**August 24 - 27**

Expopan Food  
Show Plus!

*Mexico City, Mexico*

**August 27 - 31**

Western Canadian  
Focused Trade Mission

*Calgary and*

*Vancouver, Canada*

**Sept. 12 - 14**

FISA Food Show Plus!

*Sao Paulo, Brazil*

**Sept. 14 - 20**

Middle East Focused  
Trade Mission

*Dubai & Kuwait*

**Sept. 26 - 29**

World Seafood Moscow  
Food Exhibition

*Moscow, Russia*

“Most recently, both a U.S. company and USDA failed to follow these new standards, resulting in the re-closure of our export market to Japan,” Johnson said. “Recent press reports indicate that this finding has further exacerbated deep suspicion among Japanese consumers, and that it could take months to rebuild their confidence in U.S. beef.”

Johnson told Johanns that USDA must take strong action to regain that confidence.

“What really matters is what the Japanese consumers believe and what they want . . . and right now they do not trust our beef or our system,” Johnson wrote. “I urge you to demonstrate our good will to Japanese consumers by authorizing U.S. processors to voluntarily implement 100 percent testing of beef destined for Japanese markets. Let the market work.”

## North Dakota Trade Office Set for Mission to Taiwan

The North Dakota Trade Office will be in Tainan and Tai Pei, Taiwan, June 16 - 24 on a Trade Mission. Over 10 North Dakota companies will accompany the NDTO on this mission abroad.

While in Tainin, Taiwan, several North Dakota Businesses will participate in Mid American International Agri-Trade Council's (MIATCO) Branded Program as well as the North Dakota Department of Agriculture's Market Access Program (MAP). The companies will tour the facilities in the area and meet the customers to whom their products could be potentially marketed.

On the 19th, they will attend the Tai Pei Food Show in Tai Pei, Taiwan. They will showcase their products at the show and have an opportunity to visit other commercial businesses in the area to further promote and sell their products.

The companies attending this conference are Dakota Prairie/Earth Harvest, North Dakota Mill and Elevator, RDO Foods Inc., Richland Organics Inc., Sinner Bros. and Bresnahan, Dakota Pride Coop, Brushvale Seed, Unity Seed Company, Premier Pulses International, West Dakota Feed and Seed, Paulson Premium Seed, Peterson Farms Seed, and the Northern Crops Institute. Nearly twenty-five people from North Dakota are expected to go to the conference in Taiwan.

## North Dakota Seeks MIATCO Funding for Two Projects



The North Dakota Department of Agriculture (NDDA) has asked MIATCO to fund two reverse trade missions set for October of 2006. The goals of these missions are to establish and strengthen relationships with foreign countries and to promote North Dakota products to foreign markets.

**Oct. 3 - 5**

Conxemar 2006  
Seafood Show  
*Vigo, Spain*

**Oct. 4 - 6**

Health Ingredients Food  
Show Plus!  
*Tokyo, Japan*

**Domestic Trade  
Shows & Events**

**June 11 - 13**

IDDBA Buyers Mission  
*Orlando, Florida*

**June 23 - 28**

IFT Annual Meeting &  
Food Expo®  
Buyers Mission  
*St. Louis, MO &  
Orlando, FL*

**July 9 - 11**

Fancy Food Show  
Buyers Mission  
*New York, NY*

**July 24 - 27**

Midwest Buyers Mission  
*Chicago, Milwaukee,  
and Kansas City*

**Sept 30 - Oct 7**

World Dairy Expo  
Buyer's Mission  
*Madison, WI*

The first mission is the Identity Preserved Food Ingredient Reverse Mission. Many individuals met with representatives of North Dakota Trade Office's Trade Mission to SE Asia in March 2006 and were invited for a reverse trade mission and a Northern Crops Institute (NCI) "short course" in October 2006. NCI's "short courses" enable participants from around the world and across the U.S. to learn about northern grown crops and their unique quality, marketing, and processing characteristics. Their return mission and course work would focus on Identity Preserved and Non-GMO food ingredients and would feature U.S. industry participants from many Midwestern states.

Along with completing NCI's "short course," buyers would be involved in many activities including guided farm and processor tours, education seminars, industry discussions and one-on-one meetings, and table top trade shows.

The second mission is the Mexico, Brazil, Argentina, and China Animal Feed Ingredients Buyers Mission. In a joint effort, MIATCO members Wisconsin and North Dakota will invite pre-selected and qualified animal feed buyers from Mexico, Argentina, Brazil, and China to attend meetings with the North Dakota Department of Agriculture and the World Dairy Expo in Madison, Wisconsin on October 3 - 7, 2006.

The countries attending will meet with the North Dakota Department of Agriculture to establish a business relationship, be introduced to North Dakota's agricultural profile, visit local feedlot operations, meet with local animal suppliers, attend a seminar on North Dakota's feed marketing strategies and operations, and visit local dairy, beef, swine, and poultry farms.

This activity will be coordinated by MIATCO's in-country representatives; the Agriculture Trade Offices (ATOs) in Mexico, Argentina, Brazil, and China; and the North Dakota and Wisconsin agriculture departments.

## **Personnel Changes in Marketing Services**

Stephanie Fox and Loren Nieuwsma have been hired to help North Dakota businesses take advantage of the services offered through MIATCO and the North Dakota Department of Agriculture.

Stephanie Fox is from Montrose, CO, where her parents operate a small cattle ranch. She attended Fort Lewis College in Durango, Colorado and obtained her degree in Spanish. She earned her masters degree in international trade from Oklahoma State University. While attending graduate school, she completed work at the Universidad Autonoma Chapingo in Texcoco, Mexico. Fox began work in July 2005 at the Department of Agriculture as a policy analyst. She replaces Donna Thronson who has taken another position in state government.



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Loren Nieuwsma, MIATCO  
International Intern

Loren Nieuwsma is from Strasburg, ND, where he grew up on a farm. He earned a degree in English from the University of North Dakota. While attending college, he completed work that promoted using satellite images to help farmers with raising crops. Nieuwsma replaces Cheryl Duvall as the international intern. Cheryl recently graduated from NDSU and is moving to Virginia.

Both Stephanie and Loren are eager to promote MIATCO services and programs to North Dakota businesses. Please contact [Stephanie](mailto:Stephanie) (701.328.4763) or [Loren](mailto:Loren) (701.328.4767) if you have any questions or want to learn more about the following MIATCO programs: Global Export Market System (GEMS), Export Essentials Online, Buyers Missions, Market Builder, Food Export Helpline, and the Branded Program.

## Export Essentials Online

MIATCO has developed Export Essentials Online, an online class that teaches the basics of exporting and leads agriculture-based companies through the steps needed to develop an export plan and strategy. The content is relevant to all types of exporters, from beginning to experienced companies.

Export Essentials Online is divided into ten easy-to-follow modules. Each module has links to valuable market research information, as well as guidance on how to utilize that information. The modules can be taken in order for the novice exporter, or individually for experienced exporters who need help with specific areas of the exporting process. The course's flexibility allows companies to use this program as a training program or an individual export and education tool. A demo and the costs can be accessed on the [Export Essentials Online Homepage](#).

The North Dakota Department of Agriculture is offering to use MAP funding to reimburse the cost of tuition for Pride of Dakota companies that complete all of these training modules. Contact [Loren Nieuwsma](mailto:Loren) (701.328.4767) if you have any questions on the program or on how to participate in this special offer.

## Midwest Specialty Grains Conference Set for August 22-24 in Minneapolis

“Linking the World of IP to the Midwest” is the theme for the Midwest Specialty Grains Conference, set for August 22-24. Midwest Shippers’ Association will host the third annual conference at the Ramada Inn Mall of America, Bloomington, Minn.

Some of the highlights of the conference are presentations on the U.S.-Asian freight market, food safety, international and domestic market development, and IP marketing, and a trade show that features over 50 exhibitors.

According to Bob Zelenka, executive director of the Midwest Shippers’ Association, “The conference is a great opportunity to bring together all the people who participate in this unique niche marketplace. We feel that our agenda

has a variety of speakers who will offer some great information/education and market opportunities.”

For more information on the conference, visit [www.grainconference.com](http://www.grainconference.com) or call the Midwest Shippers Association Office at 612-252-1453.

The Midwest Shippers' Association (MSA), a regional cooperative association consisting of specialty grain growers and processors, promotes and facilitates the marketing of specialty grains from the upper Midwest of the U.S.

## NEWS BRIEFS



### **South Korea Set to Lift Beef Ban**

The South Korean government has decided to allow U.S. beef back into the country after a 30-month absence. The border was closed in 2003 because of the appearance of BSE in U.S. beef. South Korea will resume U.S. beef imports on June 7 after it announces a list of approved beef processing facilities in the U.S. and after the U.S. finalizes some of the minor details.

### **International Markets Seek U.S. Corn**

In May, Indonesia imported approximately 6.58 million bushels of U.S. corn for the first time in several years. Although Indonesia imported 15.7 million bushels last year, none was from the U.S. South Korea also signed a deal with the U.S. for 17.2 million bushels of corn. The Korean Council's office continues to promote the quality and reliable supply of U.S. corn.

### **U.S. Farm Groups Oppose Bid for Deeper Subsidy Cuts**

The Bush administration sought agreement from U.S. farm groups for a 70 percent cut in their most trade-distorting subsidies as a way to save world trade talks, but was rejected. Discussions between the two sides on how Washington might offer trading partners more concessions on less trade-distorting "blue box" supports - such as spending caps on specific products payments - were better received.

### **Bluetongue Regulations Being Reviewed**

The Canadian Food Inspection Agency is reviewing a proposal to lift the bluetongue restrictions on imported cattle. If approved, Canada would get rid of a blood test that is now required for certain imports. The National Cattlemen's Beef Association says a change would be a victory for the industry. NCBA CEO Terry Stokes said the elimination of this trade barrier would ensure fair access to the Canadian market for US feeder cattle and breeding stock.

## **GEMS Program Available to Exporters**

The North Dakota Department of Agriculture has access to MIATCO's Global Export Market System (GEMS). GEMS is a database designed to generate product specific trade statistics. This is an excellent resource for agriculture or food based companies needing to conduct initial market research or to get answers to product specific questions. To see what GEMS can do for you or to receive a *free GEMS* market report, please contact [Loren Nieuwsma](#) (701.328.4767).