



Upcoming NDDA Events

Marketplace of Ideas-
January 17, 2007
Fargo, ND

International Trade Shows

**Japan Self Service Food
Show PLUS!**- Feb 28-
March 2, 2007
Toyko, Japan

**Antad Food Show
PLUS!**-March 13-16,
2007-Guadalajara,
Mexico

**Foodex Food Show
PLUS!**- March 13-17,
2007- Tokyo, Japan

**Food Ingredients China
Food Show PLUS!**-
March 28-30, 2007-
Shanghai, China

**Seoul Food Korea Food
Show PLUS!** – April 24-
27, 2007- Seoul, Korea

Domestic Trade Shows & Events

**Natural Products Expo
West Buyers Mission**
March 8-11,
2007Anaheim, CA

North Dakota Department of Agriculture International Update

December 2006

A Note from Agriculture Commissioner Roger Johnson...

Many of you know about the Mid-America International Agri-Trade Council (MIATCO), a cooperative of 12 Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (USDA-FAS) that promotes the export of Midwestern agricultural products. Since 1969, MIATCO has helped producers of Midwestern food and agricultural products export their products overseas.

MIATCO is now the Food Export Association of the Midwest USA (or Food Export Midwest for short). Along with the name change, came the decision to operate its programs on a calendar year basis.

The Midwest, including North Dakota, is one of the world's leading food-producing areas, and is home to hundreds of companies that harvest more than one-third of the world's grain, oil seeds, fruits and vegetables, beans, livestock, and dairy products consumed around the world. North Dakota's top export commodities are wheat, soybeans, oilseeds, sugar and feed grains. Our state also offers an outstanding variety of other food products that are shipped every day to consumers around the world.

A major goal of the North Dakota Department of Agriculture (NDDA) is signing up more North Dakota companies to expand their businesses into international markets. We work with the Chicago office of Food Export Midwest to enroll North Dakota business owners in programs to help them get started in exporting. If you are interested in growing your company into international markets, please contact NDDA at (800) 242-7535.

We look forward to working with all of our North Dakota companies in the coming year and wish you the very best for a happy holiday season!

Roger Johnson
Agriculture Commissioner

**Food and Beverage
Buyers Mission**

May 5-8, 2007-
Chicago, IL

**Foodservice Buyers
Mission** – May 19-22,
2007- Chicago, IL

**Midwest Buyers
Mission**- July 15-20,
2007- Illinois, Ohio,
Minnesota

**Food Ingredients
Buyers Mission**

July 26-30, 2007
Chicago, IL

Des Moines, IA

**Feed Ingredients
Buyers Mission**

October 2-6, 2007
Madison, WI

**Published by the North
Dakota Department of
Agriculture**

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Upcoming Activities Slated for 2007

Food Export-Midwest has planned a number of activities for 2007; among them are Food Show PLUS!, buyers missions and trade missions to many areas of the world.

Food Show Plus! services are offered at international trade shows. The services are customized for each show and may include translation of materials, on-site interpretation at the booth, and matchmaker meetings with pre-qualified buyers. Consultations with an in-market representative provides feedback about the products' potential in exporting before the show and a shelf survey of similar products already in that local market may also be available.

Buyer's missions bring in delegations of international buyers to meet with Midwestern suppliers. The missions create opportunities for one-on-one meetings with pre-qualified international food buyers and allow live feedback about the potential of exporting. The missions allow first hand experience on how business is conducted in foreign markets and provide the opportunity to build relationships with key industry buyers.

Focused trade missions assist companies in all aspects of trade to targeted and well-researched countries. The missions provide market analysis of the potential of the product, buyer meetings, retail and supermarket tours, and assistance with following sales leads.

Please refer to the side panel of this publication for dates of upcoming events.

Talmadge Undergoes Treatment

Bobbi Talmadge, livestock development specialist at the Department of Agriculture, was diagnosed with Acute Lymphoblastic Leukemia (ALL) in early November. Bobbi is currently in Rochester, MN, undergoing chemotherapy treatments.

Bobbi formerly worked in the marketing department as a marketing specialist before moving into the livestock division.

For more information on Bobbi and how she is doing, you can log onto her website at www.caringbridge.org. Her site name is 'bobbit.'

Fox to Serve as Assistant Activity Coordinator in Korea

Stephanie Fox, marketing specialist at the North Dakota Department of Agriculture, has been asked to be assistant activity coordinator at the 2007 Seoul Food Korea - Food Show PLUS!, April 24-27, 2007.

The show focuses on access to major food importers, distributors, and retailers who are looking for food and beverage, wines and spirits, hospitality and

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Program Manager

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Stephanie Fox

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The North Dakota
Department of Agriculture
is an equal opportunity
employer and provider.

foodservice, and ingredients. Some products include seafood, beef, pork, nuts, and wine.

Fox will work with activity coordinator, Bob Weyrich of the South Dakota Department of Agriculture, to recruit companies from the 12 state region to attend the show. Her duties include developing and distributing program materials, arranging travel logistics for participants, and developing one-on-one meetings with potential buyers.

“Acting as assistant coordinator will lead to other possibilities to work with future trade shows and activities,” says Fox. “This will be a chance for me to learn and understand the process before serving as an activity coordinator.”

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For more information on upcoming events, please contact Stephanie Fox at 701.328.2231 or slfox@nd.gov.

GEMS Program Available to Exporters

The North Dakota Department of Agriculture has access to Food Export Association of the Midwest’s Global Export Market System (GEMS). GEMS is a database designed to generate product specific trade statistics. The program 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 learn more about GEMS or to receive a *free GEMS* market report, please contact Stephanie Fox at 701.328.2231 or slfox@nd.gov.

NEWS BRIEFS



Disaster Legislation Gets Strong Support

Backers of the disaster aid amendment say help could be on the way when Congress starts work in January.

On December 5, Senator Kent Conrad asked for an amendment to an ag spending bill that would have added \$4.9 billion in disaster aid. The vote was three short of the necessary 60 under Senate rules.

Conrad feels they will prevail in the new Congress. “Our farm and ranch families

really face a desperate situation, but with the added strength from the elections, the next Congress will pass this bill,” says Conrad.

Conrad’s bill, which was co-sponsored by Senator Byron Dorgan, would have meant about \$200 million for North Dakota producers.

Congress Trade Bill Passed

Congress passed wide-ranging trade legislation to improve trade relations with Vietnam and extend trade preferences to a host of countries.

The trade package makes normal trade relations with Vietnam permanent. Permanent normal trade relations, or PNTR, would exempt Vietnam from annual trade reviews based on human rights and other criteria.

“Granting PNTR to Vietnam means the U.S. pork industry will be able to ship more product to that nation,” said National Pork Producer’s Council President Joy Philippi, a pork producer from Bruning, Nebraska. “This is a tremendous victory for producers, who will benefit significantly from access to a market of 84 million people, where pork represents 72 percent of meat consumption.”

National Pork Producers Council trade specialist Nic Giordano says this is significant news for the swine industry. “When the agreement is fully phased in, it is going to raise live hog prices by over 50 cents a head.”

U.S Exporters to Receive \$200 Million from USDA

United States trade organizations will receive \$200 million in funds to promote agricultural products overseas. USDA Secretary Mike Johanns says, “USDA will continue to help our farmers and ranchers gain access to growing global markets.” Johanns feels exporters have become a critical part of the revenue portfolio for producers.

Exports are expected to reach \$72 billion in 2007. U.S. agricultural exports for the fiscal year of 2006 are likely to reach \$68 billion; up from last year at \$62.5 billion.

The U.S. Meat Export Federation will receive more than \$18 million from USDA. The funds will be spent on market research and consumer promotions and seminars to educate overseas customers.

Exporting Education Available Online

Curious about how exporting can work for you? Coursework is available for those considering exporting internationally.

Export Essentials Online consists of ten modules to guide companies to determine their export readiness, research and target top markets, and create an export marketing strategy all at the users own pace.

The ten modules consist of: Exploring Export Options; Market Research; The Export Marketing Mix; Strategic Planning; International Marketing Activities; Pricing, Quoting, and Terms of Sale; Logistics and Physical Distribution; Documentation and Procedures; Payment Methods and Strategies; and Exporting-A Business of Details.

For more information on Export Essential Online, contact Stephanie Fox at 701.328.2231 or slfox@nd.gov.

Food Export Midwest USA Programs Available to North Dakota Companies

Food Export Association of the Midwest USA offers a variety of programs and services to help exporters of Midwestern food and agricultural products begin or expand their international sales. These programs range from Exporter Education in which exporters receive information about exporting to buyers missions where exporters are able to meet with representatives from foreign markets about their product. The following is a full list of services offered to companies:

Food Export Helplinesm

Food Export Association of the Midwest USA provides Midwestern companies with customized, one-on-one assistance on a wide variety of export-related topics. Whether you have questions about exporting or long-term assistance, Food Export Helpline can be of service to you.

Export Essentials Online

U.S. food companies can learn the complex steps of exporting and how to integrate all the elements of the export transaction at their own pace with these online education modules. A demo and the costs can be accessed at www.exportessentials.org.

AgExportLinks

AgExportLinks offers food and agricultural firms simplified access to a nationwide database of qualified, export service providers such as trading companies, export marketing companies, freight forwarders, international bankers, export brokers and more. The database is accessible free of charge.

Buyers' Missions

Food Export Association of the Midwest USA Buyers' Missions allow companies to meet potential overseas customers in person. These meetings take place within the U.S. and enable companies to receive information on markets abroad and feedback on products.

Food Show PLUS!sm

Food Export Association of the Midwest USA sponsors Food Show PLUS!sm where companies can exhibit their products to representatives of foreign markets. Food Show PLUS!sm provides the technical and logistical assistance you need to be a better prepared and more effective exhibitor.

Trade Leads

The association receives leads, which are disseminated to interested companies, from buyers all over the world. Companies interested in receiving these leads are asked to contact Stephanie Fox at the North Dakota Department of Agriculture.

Market Builder

Exporters who are looking to secure their product in an international market, find new distributors or importers, and receive valuable feedback about their product, can now use the assistance of the Market Builder service.

Branded Program

The Branded Program is cost-share funding program that provides financial assistance to Midwestern food and agricultural exporters. Companies can use this money for promotional expenses when marketing their products internationally. Visit www.brandedprogram.org for more details.

Trade Missions

Companies are able to travel to foreign countries to examine the market within that country. The companies are able to receive market analysis for their product, meet with buyers, and take retail and supermarket tours while in that country.

*The Staff of the ND Dept of Agriculture
wish all of you the very best for a
Happy New Year!*

