

SEPTEMBER/OCTOBER 2021 | VOL.27 NO.5

# Global Food Marketer<sup>™</sup> Newsletter

*Export news from the Midwest and Northeast*



Food  
Export  
Midwest USA



Food  
Export USA  
Northeast

## 2022 Program and Activities Announced

Food Export – Midwest and Food Export – Northeast have announced a list of 2022 activities and have opened the 2022 Branded Program for pre-qualifications and applications.

Food Export has programs and services that are right for whatever path you are on in your export journey. Allowing you to select the programs and services that are right for you, your products, and your company is what makes Food Export the best resource for export and brand growth.

For 2022 we have 20 Buyers Missions planned featuring our premiere events like the Northeast Buyers Mission in Boston, Massachusetts; New York, New York; and Philadelphia, Pennsylvania along with the Midwest Buyers Mission in Grand Rapids, Michigan; Columbus, Ohio; and Chicago, Illinois next year.

There are also three back-to-back Focused Trade Missions planned for participants to get dual market experience. These missions are planned for Chile and Colombia; Hong Kong and China; and Japan and South Korea. These missions are part of a total of 12 Focused Trade Missions scheduled for next year.

Food Show PLUS!<sup>™</sup> will be available at 15 international trade shows and we will have booth space packages available at FIGAP in Guadalajara, Mexico in October, at Gulfood in Dubai in February, at VIV Asia in January, during the Supermarket Trade Show (SMTS) in Tokyo during February, and at Fine Food Australia in September down in Melbourne, Australia.

We have included a copy of the full 2022 Activity Calendar in this edition of the Global Food Marketer, but you can also access it at any time on our website [FoodExport.org](http://FoodExport.org) by clicking on "Events."

## in this issue



2022 Program and Activities Announced



Food Export Country Market Profiles



Market Focus: Vietnam



Food Export Helpline Q/A

**Use the inserted 2022 Food Export Activity calendar to plan activities that will help you achieve your goals!**

**Register for an Online [foodexport.org](http://foodexport.org) Account!**

Be sure to create an online account at [www.foodexport.org](http://www.foodexport.org) to make the most of your customized online experience – it's quick and easy! Just click on Create An Account at the top right corner of our homepage.



# Market Focus Vietnam

Vietnam is the 10th largest agricultural and related product export market of the U.S. In 2017, Vietnam imported \$13.9 billion of consumer-orientated products, an 11.2 percent increase over 2016, mainly from China, India, and other ASEAN countries. In 2017, the U.S. market share for consumer-oriented products was 6 percent, with a total value of \$806.7 million. The food and beverage processing sector has experienced strong growth over past 5 years. Progress in food technology, marketing innovations, growing domestic demand, and exports of processed food have all contributed to Vietnam's increasing demand for food ingredients. Processed food product sales are a major focus in the domestic market for the retail and food service sectors. Market demand is growing, but so is competition. Reduced and eliminated tariffs for Vietnam's many free trade agreement (FTA) partners threaten the competitiveness of U.S. food and agricultural exports.



**\$13.9B**  
Imports from  
the world



**\$807M**  
Imports from the U.S.  
(~ 6% market share)

Vietnam is the 47th largest economy in the world by nominal gross domestic product (GDP), reaching \$224 billion in 2017. GDP per capita in 2017 was estimated at \$2,385, \$170 above the 2016 level. Vietnam's 2017 GDP growth rate was 6.8 percent and is forecasted to continue to grow in the coming years, reflecting strengthening domestic demand, strong inflows of overseas remittances, stable foreign direct investment (FDI), a strong manufacturing industry, and expanding exports. The urbanization rate has also increased in recent years and is expected

to continue to rise. All of these factors have contributed to a dynamic commercial environment in Vietnam. Vietnam is a major producer of food and agricultural products and has become a leading agricultural exporter. Producers, food processors, wholesalers, retailers, food service operators, and food importers and traders are all part of a developing and dynamic agribusiness sector. Vietnam is also an important importer of many agricultural products. In 2017, imports of agricultural products reached \$24 billion, an increase of 4.7 percent compared to 2016. Vietnam is the 10th largest agricultural and related product export market of the U.S. In 2017, Vietnam imported \$13.9 billion of consumer-orientated products, an 11.2 percent increase over 2016, mainly from China, India, and other ASEAN countries.

In 2017, the U.S. market share for consumer-oriented products was 6 percent, with a total value of \$806.7 million. The Vietnamese food and beverage manufacturing industry was comprised of 8,820 registered companies in 2015. Approximately 84 percent of these companies have less than 50 employees. The food and beverage processing sector has experienced strong growth over past 5 years. Progress in food technology, marketing innovations, growing domestic demand, and exports of processed food have all contributed to Vietnam's increasing demand for food ingredients. Processed food product sales are a major focus in the domestic market for the retail and food service sectors.

**STRENGTHS**

U.S. products are perceived as safe and premium quality

**WEAKNESSES**

U.S. products are still more expensive than their peers, partly due to higher tariffs and freight

**OPPORTUNITIES**

Growing market demand and increased focus on food safety

**THREATS**

Free Trade Agreements reduce tariffs on competitors' products

## TOP 10 GROWTH PRODUCTS IN VIETNAM

- Tree nuts
- Dairy Products
- Poultry Meat and products (ex. Eggs)
- Fresh fruits
- Non-alcohol beverages (ex. Juices)
- Beef and beef products
- Prepared food
- Processed vegetables
- Chocolate and Cocoa products
- Processed Fruits

## TOP 10 VIETNAMESE RETAILERS

- Aeon Mega Mart
- MM Mega Mart
- Big C
- Co.op Mart
- Lotte Mart
- Auchan
- Vinmart
- Aeon Fivimart
- Circle K
- 7 Eleven



93.7M  
Population



\$223.9B  
GDP



\$2,385  
GDP per capita

As of 2017. Sources: GTA; GATS; Vietnam's GSO, Vietnam Customs, Post Vietnam

### Advantages

- Growing economy with low inflation, strong inflows of overseas remittances, and stable FDI.
- Growing, young population with increasing disposable income, coupled with rapid urbanization and busier lifestyles is leading to eating out more, shopping in supermarkets and hypermarkets, and increased consumption of convenience and processed foods.
- High-end shops, restaurants, and luxury hotels target niche consumer groups and tend to use higher quality imported food and ingredients.
- More international food and beverage brands are entering Vietnam, increasing consumer awareness of new imported food and beverage products and flavors.
- Vietnam has robust e-commerce sales, due to a young population and the growth of internet and smart phone penetration.
- U.S. food and food ingredients considered safe, having high and consistent quality
- Transshipment via cross-border trade has been increasing recently.
- Growing popularity of U.S. fast food and restaurant chains supports use of U.S.-sourced food ingredients, such as bakery products, dairy products, meat, and poultry.
- Private label brands with lower prices keep growing and getting more popular compared with famous brands in the market, leading to increased production in the food and beverage sectors.

### Challenges

- Uncertainty of government regulations negatively impacts local importers of food and food ingredients.
- Registration with Government of Vietnam (GVN) authorities for new food and food ingredient products, especially functional foods, is very costly and burdensome.
- Increased sanitary and phytosanitary (SPS) barriers on animal and plant origin products persist.
- The modern retail sector, although expanding rapidly in urban areas, has not grown as fast in rural areas.
- Large number of small food processors only source their ingredients locally.
- U.S. products are at a competitive disadvantage due to the large number of FTAs that Vietnam has negotiated with other trading partners.
- Processed foods still are seen as inferior to fresh foods by many consumers in Vietnam, especially rural areas.
- Strong competition in low-cost food ingredients from China and local products.
- Limited infrastructure and distribution for perishable products in Vietnam (such as cold chain).

## FOOD EXPORT ASSOCIATION OF THE MIDWEST USA<sup>®</sup> AND FOOD EXPORT USA<sup>®</sup>-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA.

**Tim Hamilton**  
Executive Director  
[thamilton@foodexport.org](mailto:thamilton@foodexport.org)

**Greg Cohen**  
Communications Manager  
[gcohen@foodexport.org](mailto:gcohen@foodexport.org)

**Adolfo Montelongo**  
Communications Coordinator – Content  
[amontelongo@foodexport.org](mailto:amontelongo@foodexport.org)

**Laura Buske**  
Communications Coordinator – Publications  
[lbuske@foodexport.org](mailto:lbuske@foodexport.org)

**Sarah Larson**  
Communications Coordinator – Social Media  
[slarson@foodexport.org](mailto:slarson@foodexport.org)

**FOOD EXPORT–MIDWEST**  
tel: 312.334.9200 • [www.foodexport.org](http://www.foodexport.org)

**Michelle Rogowski**  
Deputy Director  
[mrogowski@foodexport.org](mailto:mrogowski@foodexport.org)

**Molly Burns**  
Branded Program Manager  
[mburns@foodexport.org](mailto:mburns@foodexport.org)

**FOOD EXPORT–NORTHEAST**  
tel: 215.829.9111 • [www.foodexport.org](http://www.foodexport.org)

**John Weidman**  
Deputy Director  
[jweidman@foodexport.org](mailto:jweidman@foodexport.org)

**Howard Gordon**  
Branded Program Manager  
[hgordon@foodexport.org](mailto:hgordon@foodexport.org)

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Global Food Marketer<sup>®</sup> is published by Food Export–Midwest and Food Export–Northeast.

## STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

### MIDWESTERN STATES

**Illinois** Kim Hamilton  
217.782.5809

**Indiana** Zachary C. Gredy  
317.409.0754

**Iowa** Brad Frisvold  
515.348.6241

**Kansas** Suzanne Ryan-Numrich  
785.564.6704

**Michigan** Jamie Zmitko-Somers  
517.284.5738

**Minnesota** Jeffrey Phillips  
651.201.6220

**Missouri** Jennifer Kliethermes  
573.751.5611

**Nebraska** Jordan Schlake  
402.471.4876

**North Dakota** Lindsey Warner  
701.929.6712

**Ohio** Wendi Howell  
614.466.6811

**Oklahoma** Jamie Cummings  
405.593.2119

**South Dakota** Brian Pontious  
605.773.5425

**Wisconsin** Lisa Stout  
608.224.5126

### NORTHEASTERN STATES

**Connecticut** Erin Windham  
860.713.2533

**Delaware** Kathy Jackson  
302.698.4500

**Maine** Jeff Bennett  
207.541.7400

**Massachusetts** Bonita Oehlke  
617.626.1753

**New Hampshire** Tina Kasim  
603.271.8444

**New Jersey** Deelip Mhaske  
609.913.7395

**New York** Joseph Ganley  
518.649.3711

**Pennsylvania** Laura England  
717.783.8462

**Rhode Island** Mark S. Murphy  
401.232.6406

**Vermont** Laura Ginsberg  
802.522.2252



## Food Export Helpline™

Q Since we are halfway through the year now, how about a breakdown of U.S. agricultural exports? I would be surprised if the pace from 2020 has kept up.

A U.S. agricultural exports in the year to date (YTD) first six months of 2021 were a record \$86.8 billion, growth of 28% from the same period in 2020 and exceeding the previous record set in 2014 by nearly \$9 billion.

Continued global demand, higher commodity prices, and increased U.S. competitiveness have led to record exports in many commodities such as corn, sorghum, beef, food preparations. Other products with significant increases include soybeans, soybean meal, wheat, and dairy. The pace we are on is projecting to a 2021 total agricultural export value of \$173.6 billion, which would easily surpass the 2014 mark of \$154.5 billion.

### VALUE TO WEIGHT RATIO: COMMODITY PRICES

Exporters who do not usually work in the commodity segment should be aware that export values can be raised beyond an increase in weight by an increase in value on the same, similar or, in some cases, even less weight. Demand affects the price of commodities. Let's take a 2020-2021 comparison of the top commodity as an example: soybeans.

The Census Bureau's USA Trade Online (UTO) at [usatrade.census.gov](https://usatrade.census.gov) has a programming option known as "Unit Value." It is the result of dividing the export value by the metric quantity, which will vary by the type of product. Both figures are declared by the exporter and submitted on the Electronic Export Information (EEI). For commodities, a metric ton is 2,204.6 pounds, or 1,000 kilos.

UTO shows in 2020 there were \$25.3 billion in soybean exports (Schedule B 1201900095), with a quantity of 61.5 million metric tons, resulting in a unit price of \$401.67 per ton. Through June 2021 the export value was \$9.6 billion, with a quantity of just over 19 million metric tons and a unit price of \$505.18 per ton, an increase of 25.8%. Take the same weight as in 2021 (19 million metric tons) and apply it to the 2020 rate of \$401.67 you get only \$7.6 billion. So, the increase in the commodity price per ton of soybeans has meant \$2 billion more.

### IMPACT ON THE U.S. ECONOMY

USDA's Foreign Agricultural Service (FAS) reports that agriculture, food, and related industries are vital parts of the U.S. economy,

contributing an estimated just over \$1.1 trillion to the U.S. gross domestic product (GDP) and providing employment for 22.2 million people in the U.S. in 2019, according to the USDA's Economic Research Service (ERS). Agricultural exports have grown significantly within the past decades, becoming an increasingly important component of the agriculture industry.

Between 2000 and 2020, U.S. agricultural exports grew from \$56 billion to \$150 billion. It is estimated that U.S. agricultural exports supported nearly 1.1 million full-time jobs in 2019. In 2020, exports increased by nearly \$9 billion during 2019.

FAS reports that many upward trends from 2020 have continued. Global demand is rising, driven in part due to record purchases by China as it rebuilds its swine herd from African swine fever and demand for animal feed surges. In fact, China is the top U.S. market for live purebred swine. They have imported \$19.2 million YTD 2021. China has imported over 88% of all of these animals so far this year.

Year-to-date exports are up across product groups and are also up across nearly all major U.S. partners. For each of the top 10 markets for U.S. products in 2020 (China, Canada, Mexico, Japan, Netherlands, South Korea, Vietnam, Taiwan, the Philippines, Colombia), total exports are higher in January-June 2021 compared to the same period in 2020. This diversity of potential markets is a source of strength and stability and is an indicator of high overall competitiveness of U.S. products in 2021.

Adding in Indonesia, the top 11 destinations are all in high double-digit growth. Out of the top 20 destinations only Hong Kong is in a double-digit decline, a pattern for a few years now as their political and economic struggles continue. Australia and Germany are off 2% and 3% respectively. There are more than 30 markets which look like they will import more than \$1 billion in U.S. agriculture in 2021.

### CHINA AND PHASE ONE

The early 2020 signing of the Phase One agreement between the U.S. and China created a pathway for U.S. producers to fill the demand for pork, beef, and poultry products as well as the rising demand for animal feed. U.S. exports of agricultural products to China have

*(continued inside)*



# Food Export Helpline™

(continued)

grown an astounding 128% through June of 2021, to \$13.8 billion. As recently as 2019 the entire year's agricultural total was \$13.8 billion, as much through June of 2021 as they did in all of 2019.

Bulk exports to China have already hit \$9.4 billion in 2021, up 237% and more than they imported in 2019 on a year to date (YTD) basis. Top bulk exports from the U.S. to China in 2021 include soybeans at \$3.5 billion up 166%, corn at \$3.5 billion and 5325% growth (not a typo), other coarse grains at \$1.1 billion and 146%. U.S. consumer food exports to China are up 26% to \$3 billion.

Top consumer food exports include meats that have been given reprieve from non-tariff trade barriers, such as pork at \$1 billion (although down 20% YTD); poultry at \$396 million, up 29%; beef and products are up 1000% (no typo) at \$625 million; and pet food at \$24.1 million up 111%. Pet food exports to China have grown 10,886% since 2014 when they were a paltry \$297,000. (not a typo) Dairy exports are at \$352 million YTD, almost as much as all of 2019.

Intermediate exports are up 58% to China in 2021 at \$1.3 billion. Top products include hay, hides and skins, feed and fodder, planting seeds and ethanol.

## NEW FREE TRADE AGREEMENTS

The U.S.-Mexico-Canada Agreement (USMCA) entered into force in July 2020, containing provisions to expand market access for U.S. exporters of dairy, poultry, eggs, and others while strengthening science-based trade rules and other processes. Food Export has a number of recorded webinars on the USMCA Free Trade Agreement located at [pathlms.com/foodexport](https://pathlms.com/foodexport).

Prior to the emergence of China as the top U.S. market, Canada had always been at the top, followed by Mexico. U.S. exports of agricultural products to Canada and Mexico totaled \$40.6 billion in 2020, accounting for over 27% of the agricultural total. YTD 2021 exports of agricultural products to Mexico are higher than Canada at the moment, something previously unseen. Mexico has imported \$12.2 billion from the U.S. and is up 37%. Canada has imported \$12 billion and is up 12%.

Over 73% of agricultural exports to Canada are consumer oriented. Top consumer-oriented exports from the U.S. to Canada YTD 2021 include bakery goods, cereals and pasta, food preparations, soft drinks, pork, and products, dog and cat food and chocolate and confectionery. In Mexico, about 41% of imports from the U.S. are consumer oriented. Top U.S. exports in YTD 2021 include dairy products, pork, and products as well as beef and beef products, food preparations, tree nuts, bakery goods, cereals, and pasta.

The U.S.-Japan Trade Agreement modestly entered into force at the beginning of the 2020, providing tariff reductions for a wide range of agricultural products including beef, pork, and dairy, as well as preferential market access provisions for others including wheat and wheat products. While tariffs on many products were eliminated immediately, others will be gradually reduced in the coming years. Food Export has a number of recorded webinars on the USJTA Free Trade Agreement located at [pathlms.com/foodexport](https://pathlms.com/foodexport).

Japan consistently stands as our #4 market (except in 2018). Close to 54% of their imports are consumer-oriented, including beef and pork and products, processed vegetables, tree nuts, dairy products, and processed fruit.

## U.S. EXPORTS OF PROCESSED FOODS

U.S. high-value products, otherwise known as processed product exports, are strongly represented on the list of high performers so far this year. The aggregate includes some consumer-oriented products but also some that are not agricultural, such as seafood and spirits, as well as some technical ingredients. The 2020 total was \$43.5 billion, or 29% of the agricultural total. YTD 2021 U.S. exports of processed food products have grown an impressive 13% to \$23.8 billion and perhaps on track for an all-time record high.

Food preparations & ingredients, the largest processed product group, containing ingredients for food manufacturing as well as some consumer-ready packaged and canned foods, had a notable increase of \$1.7 billion above the previous January-June record set in 2018. YTD 2021 this aggregate totaled \$5.1 billion and is up 14%.

Other processed product groups – prepared/processed dairy, snack foods, alcoholic beverages, prepared/preserved meat, and dog & cat food – have also been high performers. The strongest markets are Canada and Mexico, but other markets have been growing, including Japan, South Korea, China, Philippines, U.K., Australia, and Netherlands.

Countries with rapidly increasing numbers of middle-class households tend to show the most consumption growth for these products. For more information on consumption trends and opportunities for U.S. processed products, see the recently published International Agricultural Trade Reports focused on snack foods, confectionery, baked goods, and pet food in various markets at [fas.usda.gov](https://fas.usda.gov).

Many people say they don't like surprises, but if you are an exporter of food products from the U.S. you have to be very pleasantly surprised at our strong growth and continued opportunities in the global market. Stay up to date on current opportunities at [FoodExport.org](https://FoodExport.org).



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ND 58501

Food Export Association of the Midwest USA  
309 W Washington St, Ste 600  
Chicago, IL 60606  
*Address Service Requested*

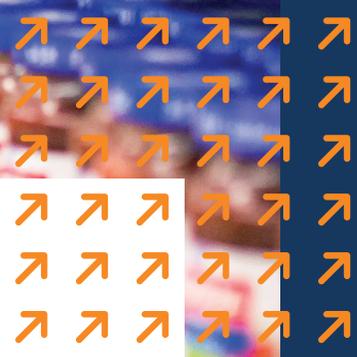


## Food Export Country Market Profiles

What is your source for market information when exploring new markets for your business and products? Every year Food Export updates online information on over 40 different international markets for suppliers to gain knowledge and updates on export markets.

Using data from the USDA's Foreign Agricultural Service, these "Market and Country Profiles" provide a detailed overview of the market and also highlight upcoming Food Export activities and resources.

You can access these "Market and Country Profiles" by visiting [FoodExport.org](http://FoodExport.org) and clicking "Export Insights" on the banner!



**Food  
Export**  
Midwest USA™



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Northeast™

# 2022 Activity Calendar

**In-Person  
Domestic  
Buyers Missions**  
with 20 to choose from

**Booth + Food  
Show PLUS!™  
packaged deals**  
for select tradeshow

**Take Advantage of  
Your Travel with  
Back-to-Back**  
Focused Trade Missions

The Food Export-Midwest and Food Export-Northeast Activity Calendar is here to help you maximize opportunities in 2022. Browse our programs and activities inside to plan how you'll make international market moves throughout 2022. [Get ahead and register early at foodexport.org](https://www.foodexport.org).

## Food Product Activities To Grow Sales.

- Retail Products
- Food Service Products
- Ingredient Products
- Natural Products
- Specialty/Gourmet Products
- Private Label Products
- Seafood Products
- Pet Food/Feed Products

Buyers Missions	Food Show PLUS!™	Focused Trade Missions	Seafood Tradeshow
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UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
<b>Specialty Food Buyers Mission</b> at the Winter Fancy Food Show	Jan. 15-17	San Francisco, California	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: purple;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span> <span style="color: grey;">●</span> <span style="color: darkblue;">●</span>
<b>Northeast Buyers Mission</b>	Jan. 24-27	Boston, New York, Philadelphia	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: purple;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span> <span style="color: grey;">●</span>
<b>Frozen Food Buyers Mission</b> at AFFI - CON 2022	Feb. 22-24	Dallas, Texas	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: blue;">●</span> <span style="color: grey;">●</span>
<b>Natural Products Buyers Mission</b> at Natural Products Expo West	Mar. 9-10	Anaheim, California	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: red;">●</span>
<b>Seafood Buyers Mission</b> at Seafood Expo North America	Mar. 12	Boston, Massachusetts	<span style="color: grey;">●</span>
<b>Pet Food Buyers Mission</b> at Global Pet Expo	Mar. 22	Orlando, Florida	<span style="color: orange;">●</span> <span style="color: darkblue;">●</span>
<b>Pet Food Ingredient Buyers Mission</b> at Petfood Forum	May 1	Kansas City, Missouri	<span style="color: darkblue;">●</span>
<b>Food Service Buyers Mission</b> at the National Restaurant Association Show	May 21-23	Chicago, Illinois	<span style="color: green;">●</span> <span style="color: blue;">●</span>
<b>Beer, Wine and Spirits Buyers Mission</b> at BAR at the Show	May 23	Chicago, Illinois	<span style="color: green;">●</span>
<b>Sweets and Snacks Buyers Mission</b> at the Sweets and Snacks Expo	May 23-24	Chicago, Illinois	<span style="color: orange;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span>
<b>Dairy, Deli, Bakery Buyers Mission</b> at IDDBA22	June 6-7	Atlanta, Georgia	<span style="color: orange;">●</span> <span style="color: green;">●</span>
<b>Caribbean and Latin American Buyers Mission</b> for Retail and Food Service Products	June 8-9	Miami, Florida	<span style="color: orange;">●</span> <span style="color: green;">●</span>
<b>Value-Added Feed Ingredients Buyers Mission</b> at the World Pork Expo	June 8	Des Moines, Iowa	<span style="color: darkblue;">●</span>
<b>Specialty Food Buyers Mission</b> at the Summer Fancy Food Show	June 24-25	New York, New York	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: purple;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span>
<b>Food Ingredients Buyers Mission</b> at the Institute of Food Technologists Show	July 10-11	Chicago, Illinois	<span style="color: purple;">●</span>
<b>Midwest Buyers Mission</b>	July 25-28	Grand Rapids; Columbus; Chicago	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: purple;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span> <span style="color: darkblue;">●</span>
<b>Bakery Ingredients Buyers Mission</b> at IBIE	Sep. 18	Las Vegas, Nevada	<span style="color: purple;">●</span>
<b>Natural Products Buyers Mission</b> at Natural Products Expo East	Sep. 21-22	Philadelphia, Pennsylvania	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: red;">●</span>
<b>Value-Added Feed Ingredients Buyers Mission</b> at the World Dairy Expo	Oct. 5	Madison, Wisconsin	<span style="color: darkblue;">●</span>
<b>Private Label Buyers Mission</b> at the Private Label Manufacturers Association Show	Nov. 14-16	Rosemont, Illinois	<span style="color: blue;">●</span>

CANADA	DATE	LOCATION	PRODUCTS
<b>Food Show PLUS!™</b> at SIAL Canada	Apr. 20-22	Montreal, Canada	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: purple;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: blue;">●</span>
<b>Food Show PLUS!™</b> at CHFA West	Apr. 23-24	Vancouver, Canada	<span style="color: red;">●</span>
<b>Focused Trade Mission</b> to Toronto for Specialty and Natural Products	Aug. 31-Sep. 1	Toronto, Canada	<span style="color: red;">●</span> <span style="color: yellow;">●</span>

CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA	DATE	LOCATION	PRODUCTS
<b>Focused Trade Mission</b> to Panama	Feb. 8-9	Panama City, Panama	<span style="color: orange;">●</span> <span style="color: green;">●</span>
<b>Focused Trade Mission</b> to Guatemala	May 11-12	Guatemala City, Guatemala	<span style="color: orange;">●</span> <span style="color: green;">●</span>
<b>Food Show PLUS!™</b> at Alimentec	June 7-10	Bogota, Colombia	<span style="color: orange;">●</span> <span style="color: green;">●</span> <span style="color: red;">●</span> <span style="color: yellow;">●</span> <span style="color: grey;">●</span> <span style="color: darkblue;">●</span>
<span style="background-color: #4caf50; color: white; padding: 2px;">BACK-TO-BACK</span> <b>Focused Trade Mission</b> to Chile	Aug. 8-9	Santiago, Chile	<span style="color: orange;">●</span> <span style="color: green;">●</span>
<span style="background-color: #4caf50; color: white; padding: 2px;">BACK-TO-BACK</span> <b>Focused Trade Mission</b> to Colombia	Aug. 10-12	Bogota, Colombia	<span style="color: orange;">●</span> <span style="color: green;">●</span>

## 2022 is the year to utilize our Branded Program

Now's the time to explore our **50% cost-share reimbursement program** that doubles your international marketing budget. Funds are limited every year, including this year, so apply before it's too late at [foodexport.org/brandedprogram](http://foodexport.org/brandedprogram).

MEXICO	DATE	LOCATION	PRODUCTS
Food Show PLUS!™ at Expo ANTAD & Alimentaria	March	Guadalajara, Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	July 18-22	Mexico City & Monterrey, Mexico	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Tech Summit & Expo	September	Mexico City, Mexico	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at FIGAP	Oct. 19-21	Guadalajara, Mexico	● ● ● ● ● ● ● ●
EUROPE	DATE	LOCATION	PRODUCTS
<b>NEW LOCATION</b> Seafood Trade Show at Seafood Expo Global	Apr. 26-28	Barcelona, Spain	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Interzoo	May 24-28	Nuremberg, Germany	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Paris	Oct. 15-19	Paris, France	● ● ● ● ● ● ● ●
MIDDLE EAST	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at Gulfood	Feb. 13-17	Dubai, UAE	● ● ● ● ● ● ● ●
Focused Trade Mission to the Middle East	Dec. 5-7	Dubai, UAE	● ● ● ● ● ● ● ●
ASIA	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at VIV Asia	Jan. 12-14	Bangkok, Thailand	● ● ● ● ● ● ● ●
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at SMTS (Supermarket Trade Show)	Feb. 16-18	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FOOD EX	Mar. 8-11	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FHA (Food & Hotel Asia) - Food & Beverage	Mar. 28-31	Singapore	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	May 14-17	Shanghai, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Seoul Food & Hotel	May	Seoul, South Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Taipei	June	Taipei, Taiwan	● ● ● ● ● ● ● ●
Virtual Trade Mission to Southeast Asia - Thailand, Malaysia, Singapore and Philippines	June 21-23	Online	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to Hong Kong for Pet Food and Pet Products	Aug. 15-16	Hong Kong	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to China for Pet Food	Aug. 17-19	China	● ● ● ● ● ● ● ●
Focused Trade Mission to Vietnam for Retail, Food Service and Ingredients	Sep. 13-15	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to Japan	Oct. 24-25	Tokyo, Japan	● ● ● ● ● ● ● ●
<b>BACK-TO-BACK</b> Focused Trade Mission to Korea New Healthy Convenient Foods (from the US Heartland and Coast)	Oct. 26-28	Seoul, South Korea	● ● ● ● ● ● ● ●
OCEANIA	DATE	LOCATION	PRODUCTS
<b>BOOTH SPACE PACKAGE</b> Food Show PLUS!™ at Fine Food Australia	Sep. 5-8	Melbourne, Australia	● ● ● ● ● ● ● ●

## Our Liaisons have answers to your questions. Contact us.



**Matthew Lorenz**  
IL, NE, ND, OH  
mlorenz@foodexport.org  
312.334.9225

**Jeremiah Jaimes**  
IN, IA, MN, MO, OK  
jjjaimes@foodexport.org  
312.334.9229

**Paul Sorenson**  
KS, MI, SD, WI  
psorenson@foodexport.org  
312.334.9217



**Deborah Ingravallo**  
NH, NJ, PA  
dingravallo@foodexport.org  
215-599-9747

**Apryl King**  
CT, ME, MA, RI, VT  
aking@foodexport.org  
215.599.9753

**Ryan Carr**  
DE, NY  
rcarr@foodexport.org  
215.599.9748

# Let's Get Virtual

Food Export continues to work to expand our virtual offerings so you have the chance to reach your global growth goals. We're making everything from events to education more accessible online and will continue to make adjustments to our programming and in-person events should the unexpected arise. So whatever the future holds, know Food Export remains by your side to support your export needs.

## What's Happening Online

Access Educational Resources with updated **Export Essentials Online** and complimentary live and 70+ recorded Webinars

Receive one-on-one customized market insights with **Virtual Consultations** or receive in-depth market research through **Market Builder**

Work with our In-Market Reps to vet buyers with our **Lead Qualification Service**

**Showcase your product in U.S. Foodlink**, receive trade leads, and much more!

 See all our virtual opportunities at [foodexport.org](https://www.foodexport.org)



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