



Department of Agriculture
State of Hawaii

*Go Global: Food Processing and Safety
An International Conference,
Pacific Beach Hotel, Honolulu, 2008*

SIAL 2008
The Global Food Marketplace



**NATURAL
PRODUCTS
EXPO
WEST**

FOODEX JAPAN 2008
FOODEX JAPAN 2008

HOFEX 2009



Need Help in Global Markets? How HDOA can Assist You

**Matthew Loke, Ph.D., Administrator
Agricultural Development Division
February 26, 2008**



GENUINE

**HAWAII
GROWN**

**HAWAII
MADE**

**PREMIUM
PRODUCTS**

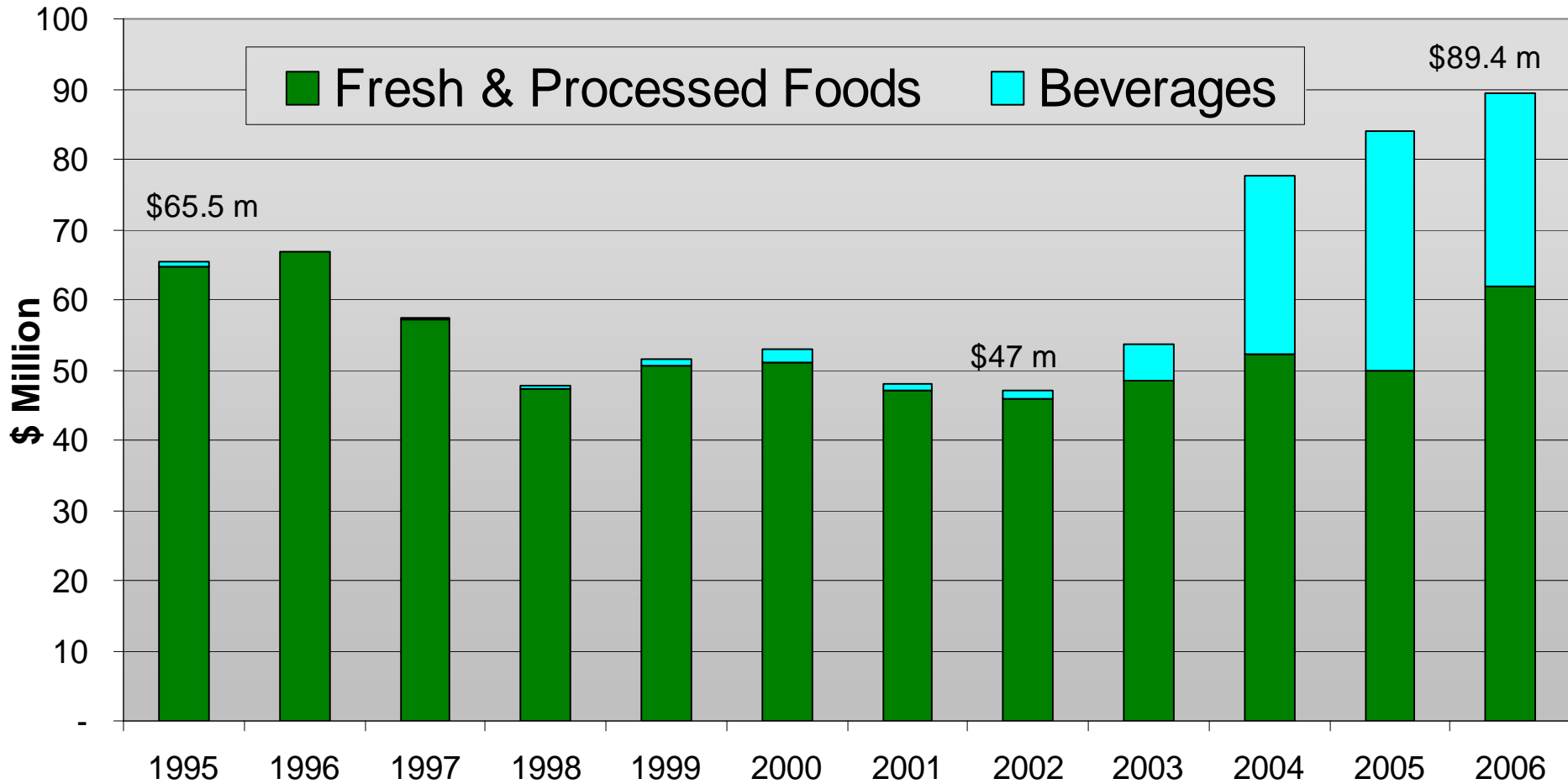


Department
of Agriculture
STATE OF HAWAII

Agricultural Development Division
Market Development Branch
Tel: (808) 973-9595



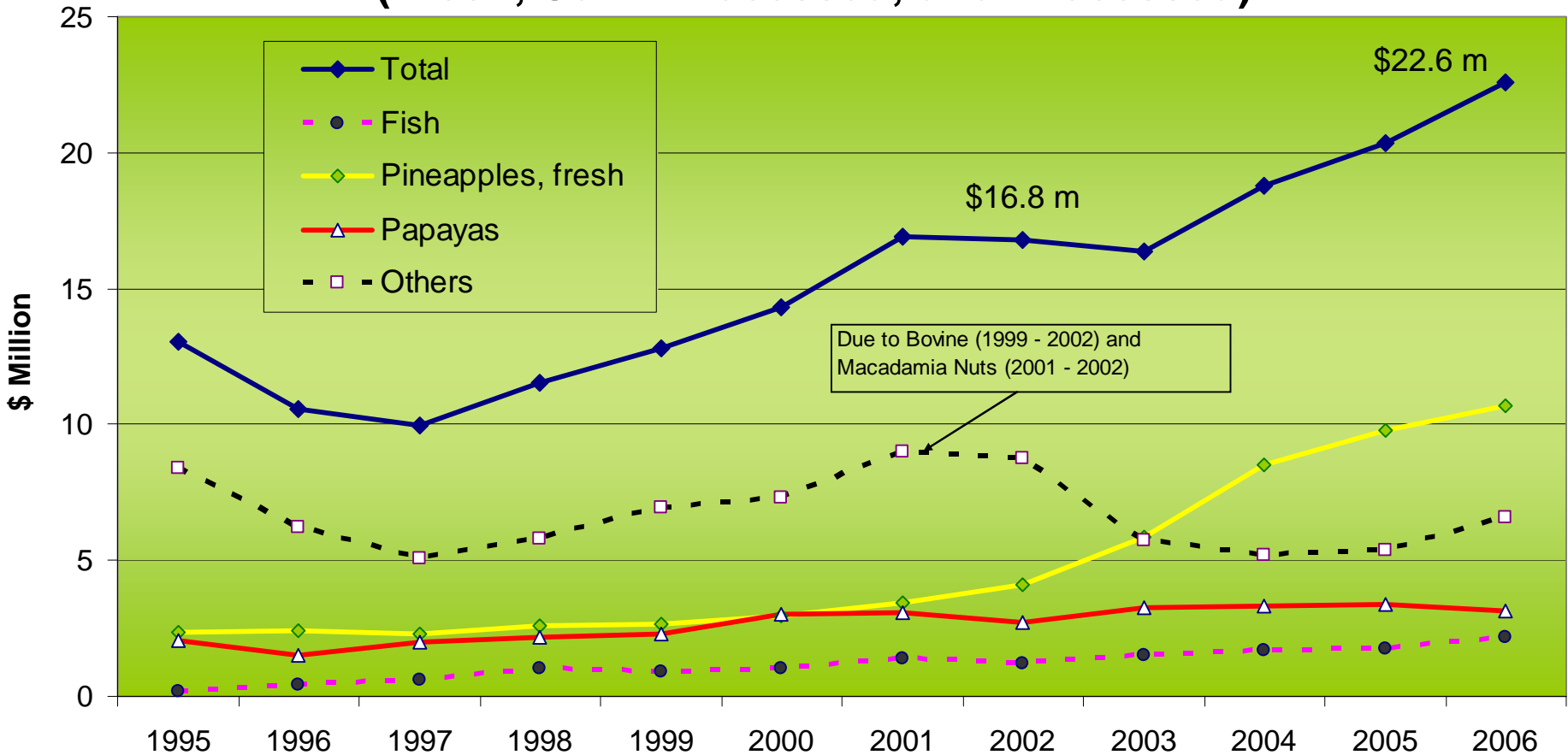
Hawaii Agricultural Exports: 1995-2006



Source of Data: U.S. Dept. of Commerce, Bureau of the Census



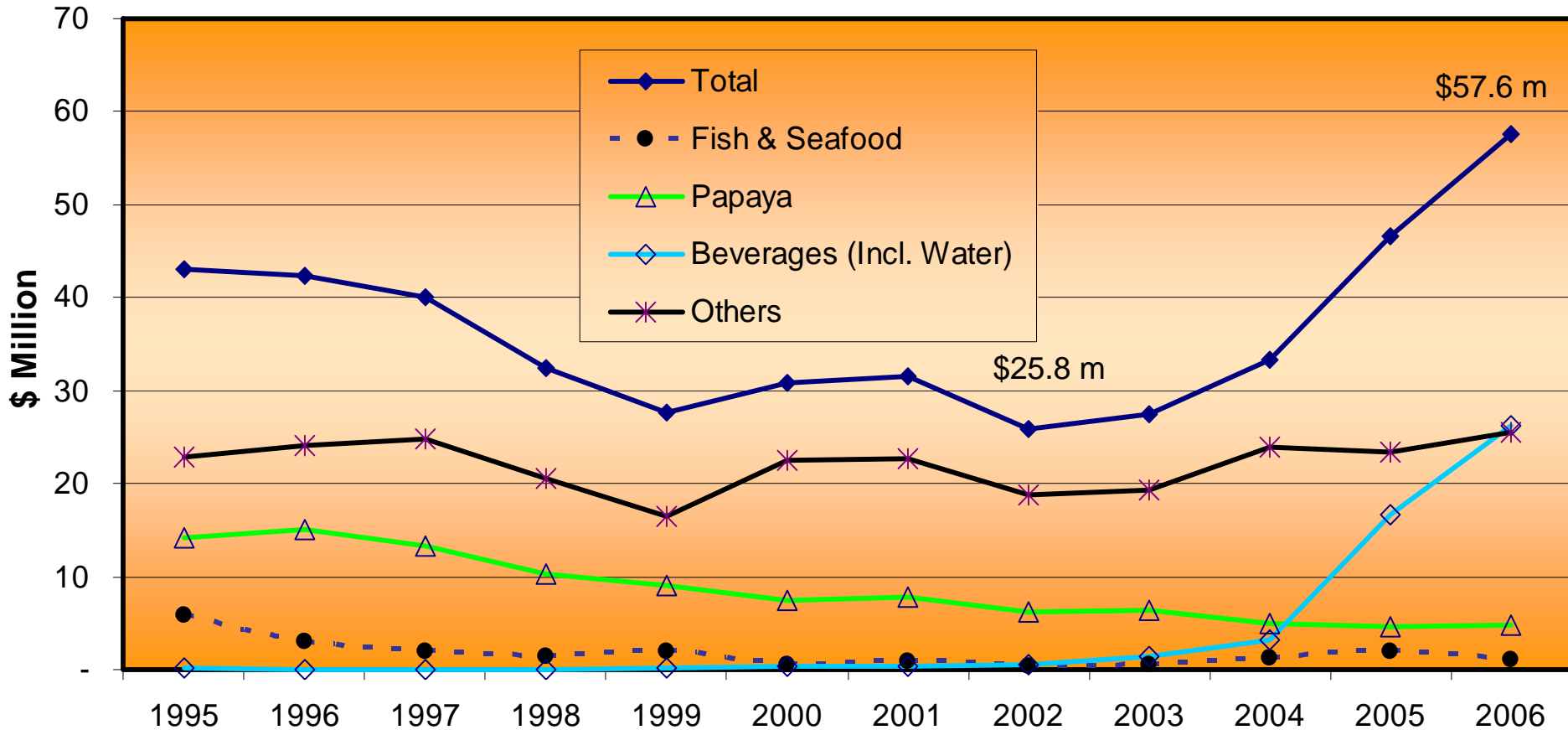
Hawaii Agricultural Exports to Canada: 1995-2006 (Fresh, Semi-Processed, and Processed)



Sources of Data: Canada's import data: Statistics Canada; converted from Canada dollar value into U.S. dollar value using annual average exchange rate from <http://www.oanda.com/convert/fxhistory>.



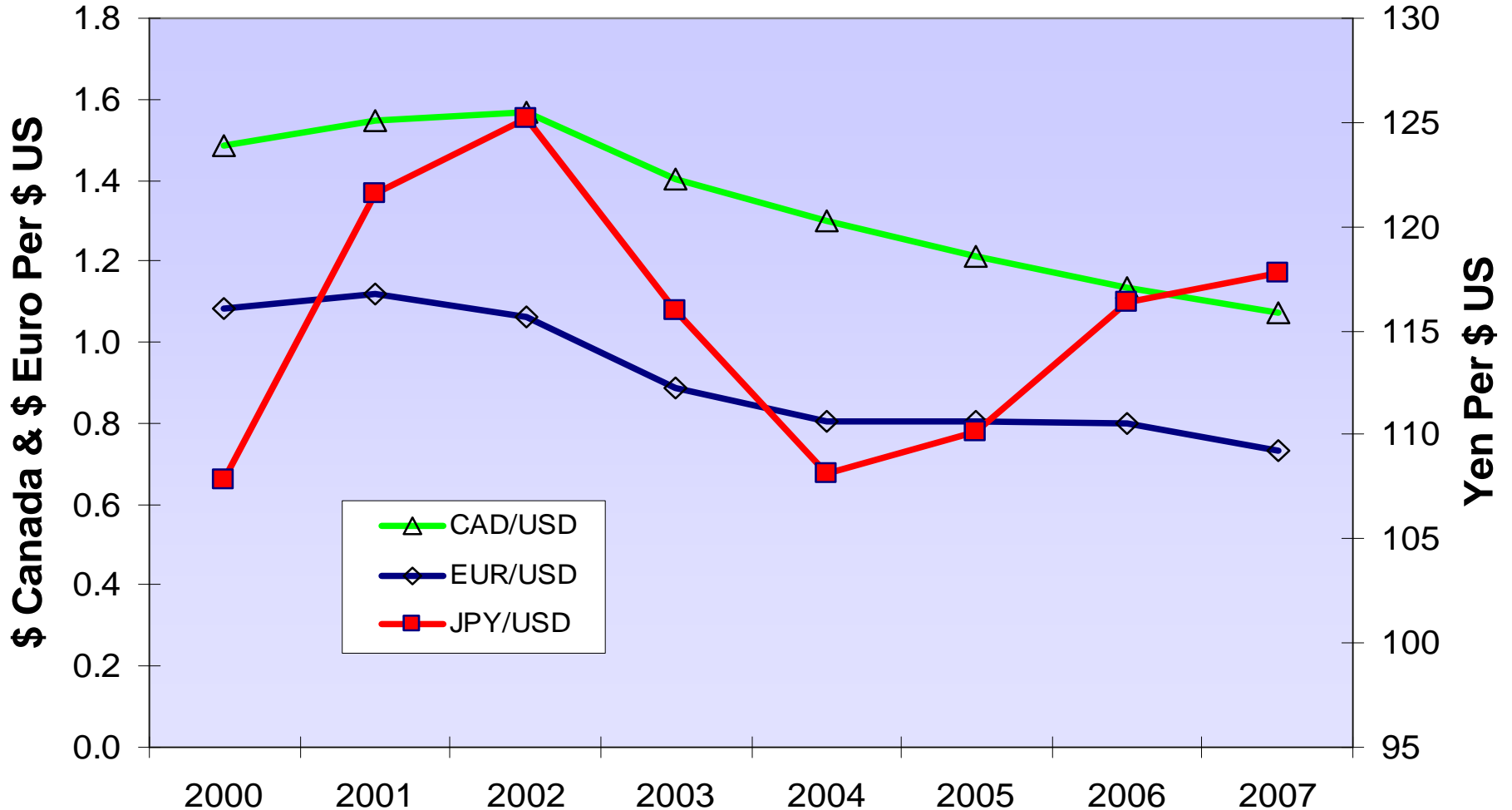
Hawaii Agricultural Exports to Japan (Fresh, Semi-Processed, Processed)



Source of Data: U.S. Department of Commerce, Bureau of the Census.



Foreign Currency Per US Dollar





WUSATA Survey:

*“Export Opportunity and Barrier”
(Summer 2007)*

*Survey of Agribusinesses in 13
states – Hawaii lead in responses*

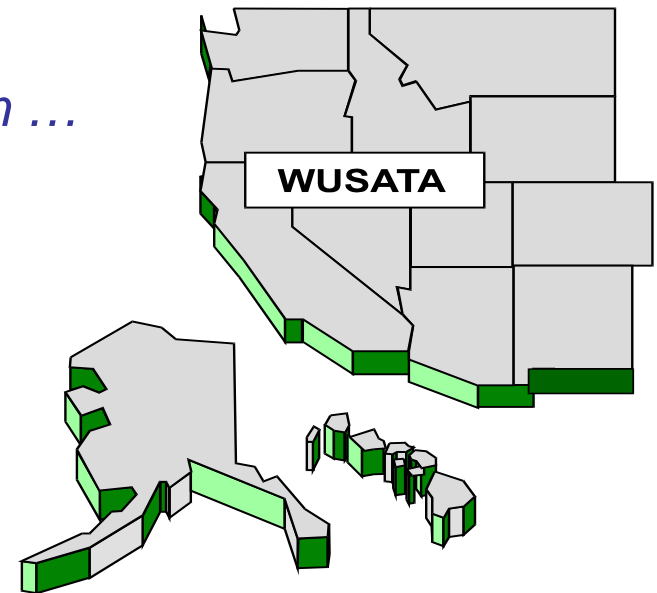
Leading Responses by State

<i>Hawaii</i>	65	22.6%
<i>Oregon</i>	55	19.1%
<i>Colorado</i>	48	16.7%
<i>Washington</i>	42	14.6%
<i>California</i>	24	8.3%
<i>Montana</i>	14	4.9%
<i>Nevada</i>	14	4.9%
<i>Utah</i>	13	4.5%
<i>Others</i>	13	4.5%



Western United States
Agriculture Trade
Association

Mission ...



*... is to develop and enhance
international markets for food and
agricultural products*

Market Access Program (MAP) Branded Program:

Company led international promotional activities

- Qualified U.S. companies receive up to 50% reimbursement for expenditures of approved promotional costs for approved branded products in foreign markets;
- Applicants are required to pre-qualify for the program in order to apply;
- Applicants are accepted before October 2 of each calendar year for the next program year;
- Program year: January 1 to the following December 31 each calendar year.



MAP Branded Program – Cont ...

Reimbursable Expenditures:

- Point-of-Sale Materials;
- Trade Shows (including participant travel);
- Advertising – print and broadcast formats;
- Freight for Samples;
- In-Store Demonstrations;
- Importing Country Label Changes (as required);
- Technical Product Seminars.



MAP Branded Program – Cont ...

How Much Can I Request?

- \$5,000 minimum;
- \$300,000 maximum;
- \$50,000 maximum request - first year in program



MAP Branded Program – Cont ...

How Much Does it Cost?

- \$200 Application Fee (non-refundable);
- 6% Administrative Fee;
- Your Time
 - Application
 - Activities
 - Claims
 - Evaluation



MAP Branded Program – Cont ...

U.S. Content & Labeling Requirements

- U.S. agricultural content must be at least 50% by weight (*excluding added water and packaging*)
- U.S. identification on label and promotions
 - Examples:
 - Product of USA
 - Grown in USA
 - Made in USA
 - Substitute “America” or name of state spelled out in place of USA.



MAP Branded Program – Cont ...

Six Steps to Branded Program Success

- Pre-qualify;
- Apply;
- Approved;
- Conduct Activities;
- Submit Reimbursement Claims;
- Evaluation.

Take the 5-minute Pre-Qual Test: Log On!

www.wusata.org/services/branded/08online/PreQualWorksheet.html



MAP Branded Program – Cont ...

Program Example

Hawaii Roasters, LLC. (Kona, Hawaii)

- 2002 Exhibited at SIAL in Paris utilizing MAP Branded Program Funding;
- 2003 Hosted Buyers from France for facilities tour and dinner through the Generic Program;
- 2004 Shipped first shipment of 'green' coffee to France.



Coffee Plantation Buyer's Tour - Hawaii

Export Readiness Training (ERT)

- Funded by the FAS Emerging Markets Program;
- Supported by the Hawaii Department of Agriculture;
- Conducted by a local contractor (HTDC-MEP);
- Focused on Minority- and Women-owned companies;
- 30+ hours of training, plus market research support;
- One-on-one consultation;
- Second Year Training begins in Summer 2008.



What Will ERT Cover?

- Success in International Trade;
- International Marketing Plan;
- Legal Aspects;
- Export Trade Finance and How to Get Paid;
- Destination and Market Research;
- Export Regulation, Transportation & Documentation;
- Export Business Plan;
- Art of Negotiation;
- Cultural Do's and Don'ts in International Trade.



What are the Qualifications?

- Exportable food or agricultural product(s);
- A product available in the domestic market;
- Product that is at least 50% U.S. agricultural content;
- Classified as a small business;
- Strong domestic sales (\$250,000+ annually);
- Less than one year of active export experience.



Application and Fees

- Application will be online in May
 - Signed application
 - Financial statements for past 3 years
 - Marketing materials
- Cost will be \$325 for entire program
 - Value of program is \$12,000+

www.wusata.org/ert



HDOA-WUSATA Resources

www.wusata.org

- Branded Program Information & Forms;
- FAS Program Information;
- Events Calendar (trade shows, missions, etc.);
- Euromonitor Database.



Western United States Agricultural Trade Association

A Few of Our Clients...

Euromonitor



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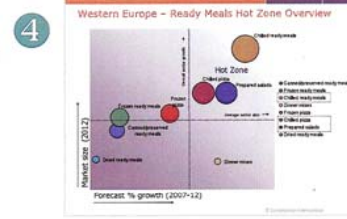
Helping to promote, develop and enhance export markets of food and agricultural products.

TUTORIAL – Country Sections

- Each country section consists of 7-10 slides, that include the following:



- MARKET OVERVIEW**
- Packaged food sales, '02-'07 / '12
 - Period growth, '02-'07 / '07-'12



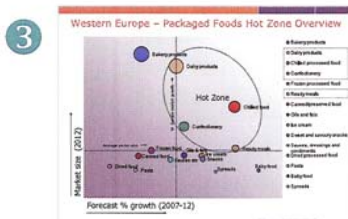
- HOT ZONE MAPPING 2**
- Map of key product categories at the sector level
 - Identification of large, high-growth categories (Hot Zone)



- SECTOR ANALYSIS**
- Top five historic growth sectors
 - Top five forecast growth sectors
 - Bottom five forecast growth sectors
 - Sector trends



- SUBSECTOR ANALYSIS**
- Identification of country/region sector drivers and trends
 - Forecast growth and market sizes at the subsector level for mapped Hot Zones



- HOT ZONE MAPPING 1**
- Map of key packaged food sectors at the country/region level
 - Identification of large, high-growth sectors (Hot Zone)



- MARKET TRENDS**
- Distribution channel sales
 - Identification of country/region macroeconomic market drivers and trends





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Contact us for help!

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Department of Agriculture
State of Hawaii

*All our dreams can come true, if we have the courage
to pursue them.*

- Walt Disney

Thank You and Aloha