

# EXPORTER'S MATRIX:

Handbook for  
U.S. Agribusinesses



CREDITS: This matrix is provided thanks to the cooperative efforts of U.S. Department of Agriculture's Foreign Agricultural Service, the U.S. Department of Commerce's Commercial Service and Food Export USA Northeast, Mid-America International Agri-Trade Council, Southern United States Trade Association and the Western United States Agricultural Trade Association.

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# GLOSSARY OF AGENCY ABBREVIATIONS

## U.S. Department of Agriculture

AMS	Agricultural Marketing Service
APHIS	Animal and Plant Health Inspection Service
FAS	Foreign Agricultural Service
FSIS	Food Safety and Inspection Service
FSTS/FAS	Food Safety and Technical Services Division
GIPSA	Grain Inspection, Packers and Stockyards Administration
ITP/FAS	International Trade Policy
MOS/FAS	Marketing Operations Staff

## U.S. Department of Commerce

NOAA	National Oceanic and Atmospheric Administration
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## Other Federal Agencies

BATF	Bureau of Alcohol, Tobacco, and Firearms
FDA	The Food and Drug Administration



## **U.S. DEPARTMENT OF AGRICULTURE FOREIGN AGRICULTURAL SERVICE (FAS)**

Tel: (202) 720-7420

Fax: (202) 690-2489

Email: [TAPO@FAS.USDA.GOV](mailto:TAPO@FAS.USDA.GOV)

### **EXPORT COUNSELING**

#### **The Trade Assistance and Promotion Office (TAPO)**

A first point of contact within the Foreign Agricultural Service (FAS). TAPO provides exporters of U.S. food, farm, and forest products with the following:

- Guidance, referrals, and access to foreign market information.
- Assistance in getting information on export-related programs managed by the U.S. Department of Agriculture and other Federal agencies.
- Contact point for minority and small businesses seeking assistance in exporting food, farm, and forest products.

## **Website**

Detailed information on FAS programs and services is available at [www.fas.usda.gov](http://www.fas.usda.gov)

## **FAS Field Offices**

FAS staff based overseas meet with visiting U.S. exporters by appointment and have extensive local trade knowledge and contacts. Find the e-mail address or other contact information for a particular field office at [www.fas.usda.gov/scripts/w/fasfield/ovc\\_firm.asp](http://www.fas.usda.gov/scripts/w/fasfield/ovc_firm.asp)

## **MARKET RESEARCH**

### **Exporter Guides**

Practical tips to U.S. companies on how to do business in the target country.

### **Product Briefs/Sector Reports**

Information of interest to U.S. suppliers that summarizes overall market prospects and identifies key trends, sales opportunities, and competitor threats in market sectors that offer significant opportunities.

### **Food and Agricultural Import Regulations and Standards (FAIRS)**

Provide first-time exporters, new-to-market exporters, and trade organizations assistance to promote and expand U.S. trade overseas; information on the import regulations and standards for specific product or product group, such as baby foods, health foods, etc.

### **Retail Food Sector Reports**

Road map for exporters who wish to enter the market but first want to gain an understanding of the key channels of distribution and important growth areas for consumer-oriented foods and beverages and edible fishery products.

## **Hotel, Restaurant, Institutional Food Service Sector Reports (HRI)**

Summarize key sector developments, “identify distribution channels, provide sub-sector profiles, and describe the competitive situation and best product prospects.

## **Promotion Opportunities Report**

Forward-looking reports that identify upcoming promotional activities for agricultural, fishery, and forest products 12-18 months before they occur.

## **Commodity Report**

Provide specific information that enables U.S. industry and FAS marketing and trade policy specialists to respond to market opportunities, market restrictions, and competitive threats.

## **Trade Data**

Export and import data on a wide range of commodities is available on-line at [www.fas.usda.gov](http://www.fas.usda.gov)

## **FINDING OVERSEAS CUSTOMERS**

### **Trade Shows**

USDA sponsors over 30 major international shows by building partnerships with major show organizers each year. FAS has an active role in the recruitment and counseling aspects stateside and overseas. These shows offer exporters the opportunity to meet potential buyers face to face.

### **Trade Missions/Reverse Trade Missions**

FAS organizes these activities to bring buyers and sellers together.

## **American Café**

FAS will represent your product at trade shows around the world. Fees range from \$350–\$500.

To obtain detailed information about the following services, call the 24-hour voice message service at (202) 720-7103 or visit the FAS website [www.fas.usda.gov](http://www.fas.usda.gov) and click on “Exporter Assistance.” Nominal fees may apply.

## **U.S. Suppliers List**

This service offers information on approximately 4,000 U.S. exporters of food and agricultural products. Many of these firms will also supply U.S. brokers and agents. The lists are available for more than 500 specific product categories and provide information on each firm including contact, year started, number of employees, and annual sales. It is available on-line. The lists are distributed by FAS field offices to potential customers.

## **Foreign Buyers Lists**

This database offers information on more than 20,000 foreign buyers of food, natural fiber, and wood products in 80 countries. Foreign Buyers Lists provide important information on each firm including contact and type of product(s) imported.

## **Trade Leads**

Sales opportunities abroad are collected by FAS field offices for food, farm, and forest products and provided to U.S. exporters. Each trade lead provides information on how to contact the foreign buyer and details of the requested product including timing, packaging, quantities, and type of quotation required. These leads are available on-line and via email and fax.

## **Buyer Alert (Overseas Advertising for U.S. Exporters)**

This bi-weekly newsletter, distributed by FAS field officers, can introduce food and agricultural products to foreign buyers around the world. Buyer Alert helps U.S. exporters reach more than 15,000 importers in nearly 60 countries with proven results. This service may include translation of the exporter's information into many different languages.

## **EXPORT PROGRAMS**

### **Market Access Program (MAP)**

Working through U.S. trade organizations and small-sized entities, the MAP is designed to create, expand, and maintain foreign markets for the U.S. agricultural commodities through cost-share assistance. MAP participants share in the cost of overseas marketing and promotion activities.

### **Foreign Market Development Program (FMD)**

Provides funds to assist nonprofit U.S. agricultural trade organizations in developing and maintaining foreign markets for U.S. agricultural products through a cost-share program. FMD funds are allocated to U.S. trade organizations with the broadest possible producer representation.

### **Dairy Export Incentive Program (DEIP)**

Assist exporters of U.S. dairy products in meeting prevailing world prices for targeted dairy products and destinations.



## **Export Enhancement Program (EEP)**

Helps U.S. exporters meet competition from subsidizing countries, especially the European Union.

## **CCC Export Credit Guarantee Programs (GSM) 102/103**

Encourages exporters to sell in countries where credit is necessary to maintain or increase U.S. sales but where financing may not be available without CCC guarantees.

## **Supplier Credit Guarantee Program (SCGP)**

Guarantees a portion of payments due from importers under short-term financing that exporters have extended directly to importers to buy U.S. agricultural commodities and products.

## **Quality Samples Program (QSP)**

Assists U.S. entities in providing commodity samples to potential foreign importers to promote a better understanding and appreciation for the high quality of U.S. agricultural commodities.

## **Facility Guarantee Program (FGP)**

Provides payment guarantees to facilitate the financing of manufactured goods and services exported from the United States to improve or establish agriculture-related facilities in emerging markets.

## **U.S. EXPORTER REFERRAL INFORMATION**

(See glossary on page 3 for agency abbreviation explanation)

### **Export Certificates/Shipping Documents**

#### **Flour/Grain**

GIPSA

P 202-720-0226 F 202-720-1015

#### **Meat/Poultry**

FSIS

P 402-221-7400 F 402-221-7479

#### **Dairy**

AMS

P 202-720-3171 F 202-720-2643

#### **Fish/Seafood**

Commerce/NOAA

P 301-713-2355 F 301-713-1081

#### **Alcohol**

BATF

P 202-927-8110 F 202-927-8605

#### **Plants**

APHIS/PPQ (Plants)

P 301-734-8262/301-734-5786

#### **Animals**

APHIS/Vet Services

P 301-734-7511 F 301-734-6402

#### **Certificate of Free Sale**

FDA

P 301-436-2028 F 301-436-2651

### **Transportation and Shipping Documents**

AMS

P 202-690-2325 F 202-690-1498

**Tariffs/Duties/Non-Tariff Barriers**

**Asia/Australia/Americas**

FAS/ITP

P 202-720-1289 F 202-690-1093

**Africa/Europe/Middle East**

FAS/ITP

P 202-720-1340 F 202-690-2079

**Foreign Import Regulations:**

[http://www.fas.usda.gov/itp/ofsts/fairs\\_by\\_country.asp](http://www.fas.usda.gov/itp/ofsts/fairs_by_country.asp)

**Labeling/Packaging Requirements**

FAS/FSTS

P 202-720-7199 F 202-690-0677

**Pesticide Tolerances**

FAS/FSTS

P 202-690-4898 F 202-690-0677

**Financing**

**Commercial Credit Programs**

FAS/Export Credits

P 202-720-6211 F 202-720-0938

**Concessional Sales and Grants**

FAS/Export Credits

P 202-720-4221 F 202-720-7840

**Marketing Programs**

FAS/MOS

P 202-720-4327 F 202-690-4374

**U.S. Quality Grading Standards**

**Grain**

GIPSA

P 202-720-0226 F 202-720-1015

**Dairy**

AMS

P 202-720-3171 F 202-720-2643

## **Meat**

AMS

P 202-720-1113 F 202-720-4119

## **Poultry**

AMS

P 202-720-3271 F 202-720-3165

## **Fruits and Vegetables**

AMS

P 202-720-2491 F 202-720-5698

## **Import Assistance**

### **General Inquiries About Importing into U.S.**

Customs

P 877-CUSTOMS or 202-354-1000 and Press 0 F 202-927-0308

### **U.S. Import Duties**

Customs

P 646-733-3000 F 646-733-3251

### **U.S. Import Procedures Under NAFTA**

Customs

P 972-574-4061 F 972-574-4074

[www.nafta-customs.org](http://www.nafta-customs.org)

### **U.S. Food Labeling Laws**

FDA

P 301-436-2373 F 301-436-2636

### **Import Requirements for Food Products**

FDA

P 301-436-2413 F 301-436-2657

### **Importing Alcoholic Products**

BATF

P 202-927-8110 F 202-927-8605

**Meat Import Operations**

FSIS

P 402-221-7400 F 402-221-7479

**U.S. Animal/Plant Health Requirements**

APHIS (Plants)

P 301-734-8262 F 301-734-5786

APHIS (Animals)

P 301-734-5097 F 301-734-6402

**U.S. Import Quotas**

Customs (General)

P 202-927-5850 F 202-927-0308

**U.S. Import Licencing Programs**

FAS/ITP—Dairy

P 202-720-2916 F 202-720-0876

FAS/ITP—Sugar

P 202-720-2916 F 202-720-0876

**General System of Tariff Preferences  
(Developing Countries)**

FAS/ITP

P 202-720-1330 F 202-720-0876



## **FOOD EXPORT USA**

Phone: (215) 829-9111

Fax: (215) 829-9777

Website: [www.foodexportusa.org](http://www.foodexportusa.org)

### **Regional Assignments**

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont.



## **MID-AMERICA INTERNATIONAL AGRI-TRADE COUNCIL (MIATCO)**

Phone: (312) 944-3030

Fax: (312) 944-1144

Website: [www.miatco.org](http://www.miatco.org)

### **Regional Assignments**

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin.



## **SOUTHERN UNITED STATES TRADE ASSOCIATION (SUSTA)**

Phone: (504) 568-5986

Fax: (504) 568-6010

Website: [www.susta.org](http://www.susta.org)

### **Regional Assignments**

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, West Virginia.



## **WESTERN UNITED STATES AGRICULTURAL TRADE ASSOCIATION (WUSATA)**

Phone: (360) 693-3373

Fax: (360) 693-3464

Website: [www.wusata.org](http://www.wusata.org)

### **Regional Assignments**

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.

## **STATE REGIONAL TRADE GROUPS (SRTG)**

Every State is represented through membership in one of four non-profit international trade development organizations. They combine Federal, State, and industry resources to carry out programs that increase exports of U.S. high-value food and agricultural products.

### **EXPORTING COUNSELING**

#### **Free Assistance**

The State Regional Trade Groups (SRTGs) offer customized export assistance on a wide variety of export-related topics from “connection to collection.” Whether you’re just getting started or are a more experienced exporter looking for new opportunities, this free service can help answer your export-related questions. It’s a great resource to help you identify the top export markets for your product.

#### **Educational Outreach Program**

The main objective is to disseminate information that will help companies, cooperatives, and industries achieve export knowledge and readiness. This is done through export readiness training, one-on-one consultations, workshops, and state-supported conferences. Workshops are developed based on opportunities or needs that the SRTGs identify. For example, they may conduct a workshop to educate U.S. food companies and exporters of opportunities, constraints, and contacts for specific areas of the world.

*Cost: Fees vary per event. One-on-one consultations are free.*



## MARKET RESEARCH

### **Websites**

Each SRTG maintains a website detailing programs, services, events, and contact information.

### **Distributor Development Service**

Provides customized in-market research to help you decide if a market is appropriate for your product and determine how your product compares to the competition. The service can also give you the chance to receive product feedback from qualified importers and distributors, as well as help you set up one-on-one meetings with interested buyers if you decide to visit a market in person. This service is currently available for Brazil, Indonesia, Malaysia, Mexico, Phillipines, Singapore, Thailand, Argentina, Uruguay, and Paraguay.

*Costs: Fees range between \$350 and \$650, depending on the market and time commitment.*

### **Communications Tools**

Research publications are available on a wide variety of food products and country markets. In addition newsletters and e-mail bulletins are disseminated free of charge.

## **FINDING OVERSEAS CUSTOMERS**

### **Reverse Trade Missions**

Bring foreign buyers to the United States to meet directly with U.S. companies. A great opportunity to learn more about your product's export potential and build relationships with key industry players, without the time or expense of having to travel overseas.

*Cost: A nominal fee is charged for registration.*

### **Trade Missions**

Initiate and organize U.S. exporters traveling abroad to meet with prospective distributors, wholesalers, retailers, and Government officials. Travel expenses are partially or fully borne by company participants.

### **Trade Shows**

Companies can join SRTGs or States in booths at international trade shows. SRTGs also offer "Food Show PLUS!" service to help ensure that your trade show activity is a success. This provides exhibitors at international trade shows with information and in-market support to be more prepared to do business at the show. Services are customized for each show but may include: pre-show feedback on the competitive position of your product, translation of a company's profile, on-site interpreters, pre-arranged meetings with potential buyers, site visits to local retail outlets, in-market seminars, and follow-up assistance after the show.

*Cost: The fee is \$150.*

### **In-store and Menu Promotions**

The SRTGs organize these activities that target customers in foreign retail and food services outlets. These promotions are very effective to introduce products or expand sales. Often buyers are brought to the United States prior to these promotions to meet prospective suppliers.

## EXPORT PROGRAMS

### **Branded Program**

Provides 50-percent cost-reimbursement to an individual company for a wide variety of international marketing and promotional activities undertaken by the company, including: advertising, in-store promotions and product demonstrations, fees for exhibiting at overseas trade shows, public relations, promotional publications, and freight costs for samples. (Only “small” companies defined as “small” according to Small Business Administration (SBA) guidelines and agricultural producer cooperatives are eligible for this USDA-funded program.)

*Cost: There is a \$200 application fee and a 6 percent administrative fee.*

### **Generic Program**

Supports industry-wide food and agricultural products managed by State marketing specialists and the SRTGs. These programs benefit two or more companies, or a commodity that is not represented by another similar organization. Eligible generic activities include trade shows, trade missions, in-store promotions, market research, technical seminars, and hotel and restaurant promotions. Individual companies do not apply for these funds (that is done by the SRTGs), but companies may participate in these activities.

*Cost: Direct costs incurred by companies will vary for each generic activity but company costs are always substantially less than the total costs of conducting the activity.*



## **U.S. DEPARTMENT OF COMMERCE U.S. COMMERCIAL SERVICE**

Tel: 1-800-872-8723

Fax: (202) 482-4473

Websites: [www.export.gov](http://www.export.gov)

[www.BuyUSA.com](http://www.BuyUSA.com)

### **EXPORT COUNSELING**

The 107 U.S. Export Assistance Centers located across the country are the first stops for companies seeking export assistance. A Commercial Service trade specialist there will:

- Advise exporters on how to find and use Government programs.
- Guide businesses through the export process.
- Provide country and regional business counseling on standards and trade regulations, distribution channels, opportunities and best prospects for U.S. companies, import tariffs and taxes, and customs procedures.
- Provide information on overseas and domestic trade events and activities.

*Cost: Free*

## MARKET RESEARCH

### **Country Commercial Guide**

Provides overviews for doing business in more than 120 countries. Learn about market conditions, best export prospects, export financing, finding distributors, and legal and cultural issues.

*Cost: Free through [export.gov](http://export.gov)*

### **Basic Guide to Exporting**

Provides information on determining your products' export potential, assessing your company's export readiness, and developing an export plan.

*Cost: Free through [export.gov](http://export.gov)*

### **Flexible Market Research**

Provides timely, customized, reliable answers to questions about a market's receptivity to individual products and services. Companies can design their own questions or choose from a core menu of standardized questions.

*Cost: Depends on scope of work.*

### **Customized Market Analysis**

Provides a comprehensive detailed study of a specific product or service in one overseas market. The report is confidential and remains proprietary to the client.

*Cost: Depends on scope of work. Contact a Trade Specialist for pricing information.*

### **International Company Profiles**

A detailed report on the reliability of an overseas company, including company background and credit information. Clients can request specific answers to detailed questions about potential partners abroad.

*Cost: Up to \$500*

### **[www.export.gov](http://www.export.gov)**

Access to free market research on this website including the International Market Insight reports, Industry Sector Analysis reports, and Country Commercial Guides.

## **FINDING OVERSEAS CUSTOMERS**

### **BuyUSA.Com**

BuyUSA.Com is an international electronic marketplace that matches U.S. sellers with international buyers. Connects U.S. companies with thousands of qualified buyers and a worldwide network of Commercial Service offices and trade experts.

*Cost: \$300 for an annual subscription.*

### **Commercial News USA Magazine**

An export-marketing magazine that advertises U.S. products and services worldwide.

*Cost: Varies depending on size of ad.*

*Contact a trade specialist for pricing information.*

### **International Partner Search**

Conducts a personalized search to identify and pre-screen potential partners, contacts top prospects to review the U.S. firm's products, services, and marketing objectives. U.S. company receives a report on up to five potential partners.

*Cost: \$600*

### **Trade Opportunity Program (TOP)**

Provides daily worldwide trade leads from companies seeking to purchase or represent your company's products and services. Trade specialists and commercial officers review these leads.

*Cost: Free through [export.gov](http://export.gov)*

### **Gold Key Service**

Customized overseas appointments with potential trading partners that include orientation briefings, market research, interpreter service for meetings, and assistance in developing follow-up strategies.

*Cost: Varies by overseas post. Contact a trade specialist for pricing information.*

### **Platinum Key Service (certain markets only)**

For companies needing long-term, sustained customized assistance. Range of services includes: identifying markets, launching products, developing major project opportunities, Government tender support, reducing market access barriers, and assistance on regulatory or technical matters.

*Cost: Varies by market. Contact a trade specialist for pricing information.*

### **Video Services**

These are designed to help U.S. companies meet pre-qualified overseas buyers, distributors, agents, or international business experts without the time and expense required for traveling. The programs are:

- Video Gold Key Matching Services
- Video Market Briefing
- Video Meeting
- Customized Video Service

*Cost: Varies depending on connection charges.*

## **TRADE EVENT PROGRAMS**

### **Matchmaker Program**

Trade missions designed to meet specific matchmaking needs of participants.

*Cost: Varies*

### **Certified Trade Missions**

Support for trade missions organized by state organizations, chambers of commerce, and industry associations.

*Cost: Free*

## **International Buyer Program**

Recruits more than 125,000 foreign end-users and distributors to visit top U.S. trade shows. Organizes meetings and provides matchmaking services and business counseling.

*Cost: Free to exhibitor. Additional programs may require additional fees.*

## **U.S. Pavilions Program**

Certifies and facilitates entry into U.S. pavilions at the best international trade shows. Provides one-on-one matching services at the show.

*Cost: Varies*

## **Catalog Exhibitions**

Display product and service literature in fast growing export markets.

*Cost: \$450 for an individual company, \$4,500 for a State development agency.*

## **Single Company Promotions**

Provides meeting space and carefully screened invitation lists to help companies promote their products or services overseas.

*Cost: Varies*

## **Showtime**

Provides in-depth counseling at major trade shows from a team of market and industry specialists.

*Currently free. Contact your nearest Export Assistance Center for more information or to take advantage of any of these services.*



## **THE TRADE INFORMATION CENTER**

**Exporting** assistance and referrals to Export Assistance Centers and other U.S. Government sources of trade information. Provides country information, tariff and tax information, trade statistics, industry information and answers to export questions.

1-800-872-8723

email: [tic@ita.doc.gov](mailto:tic@ita.doc.gov)

website: [www.trade.gov](http://www.trade.gov)

## **TRADE DEVELOPMENT**

U.S. Industry and Trade Outlook provides detailed analysis on current prospects and future exporting trends.

**Phone orders:** 1-800-553-6847 or 703-605-6000

## **Forest Products and Building Materials Division**

Contact: (202) 482-0375

## **Office of Consumer Goods—Consumer- ready processed foods and beverages**

Contact: (202) 482-3346

# **NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION**

## **NATIONAL MARINE FISHERIES SERVICE**

### **Office of Industry and Trade**

- Develops market research, disseminates trade leads, reports on trade barriers, and conducts export counseling.
- Supports multilateral negotiations and trade liberalization with world trade organizations and conducts bilateral negotiations in the international fisheries sector.
- Facilitates commercial aquaculture plans and identifies regulatory constraints, funding sources, and potential markets.

202-482-6090 or 202-482-3154

Website: [www.nmfs.noaa.gov](http://www.nmfs.noaa.gov)

**OTHER DEPARTMENT  
OF COMMERCE EXPORT  
ASISTANCE PROGRAMS**

**U.S. Department of Commerce Agencies**

**Bureau of Export Administration**

P 202-482-4811 F 202-482-1617

**Bureau of Economic Analysis**

P 202-606-9666 F 202-606-5310

**Census**

P 301-457-4608 F 301-457-4714

**Economic Development Administration**

P 202-482-5081 F 202-273-4781

**Minority Business Development Agency**

P 202-482-5061 F 202-501-4698

**National Telecommunications  
and Information Administration**

P 202-482-7002 F 202-482-6173

**Patent and Trademark Office**

P 703-308-4357 F 703-305-7786

**Office of Technology Policy**

P 202-482-8321 F 202-501-6054

**National Institute of Standards  
and Technology**

P 301-975-6478 F 301-926-1630

**National Technical Information Services**

P 703-605-6000 F 703-605-6008

**Export Legal Assistance Network**

P 202-778-3080 F 202-778-3063

