



North Dakota Department of Agriculture International Update

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Upcoming Events

Early Registration now available!

Food Ingredients Buyers Mission at the Institute of Food Technologists Show

*Anaheim, California
June 7-9*

Food Show PLUS! at Exphotel

*Cancun, Mexico
June 17-19*

Focused Trade Mission to the Caribbean for Food Service Products

*Jamaica
June 23-25*

Specialty Foods Buyers Mission at the Summer Fancy Foods Show

*New York, New York
June 25-29*

Meet the New Agriculture Commissioner

Dear North Dakota Exporters,

As North Dakota's new Agriculture Commissioner, I would like to introduce myself and share my thoughts about international trade in North Dakota.

I am a third-generation farmer from Menoken, where I raise corn, soybeans, spring wheat, field peas, canola, winter wheat and alfalfa. I have also produced durum, sunflowers, barley, mustard, millet and safflower, and have had a feeder cattle operation. I am the former president and chairman of Nodak Mutual Insurance Co. and director of American Agricultural Insurance Co. I have served as vice president of the North Dakota Farm Bureau, and am a member of the North Dakota Stockmen's Association, the North Dakota Grain Growers and the North Dakota Soybean Association.

Currently, I serve as director of the United Soybean Board, the North Dakota Soybean Council, the North Dakota Grain Growers Association and as an alternate director of the United States Soybean Export Council.

I bring up these professional associations because they have deepened my understanding and appreciation of international trade and its importance to agriculture and to North Dakota. Our state produces far more food and fiber than it can consume. Exports, especially overseas exports, are vital to North Dakota's economy.



Midwest Buyers Mission

*Chicago, Minneapolis,
Columbus
July 20-24*

**Focused Trade Mission to
the Philippines and
Thailand for Bakery
Ingredients**

*Manila, Philippines and
Bangkok, Thailand
August 3-6*

**Food Show Plus! at SIAL
Mercosur**

*Buenos Aires, Argentina
August 25-27*

**Food Show PLUS! at
Natural Products Expo
Asia**

*Hong Kong, China
August 27-29*

**Focused Trade Mission to
Hong Kong and Macau
for Food Service**

*Hong Kong, Macau, China
August 30- September 2*

**Focused Trade Mission to
Korea for Food Service
(Korea Culinary Camp)**

*Seoul, Korea
September 9-11*

**Focused Trade Mission to
Canada for Retail and
Private Label Products**

*Toronto, Canada
September 20-22*

**Feed Ingredients Buyers
Mission at the World
Dairy Expo**

*Madison, Wisconsin
Sept 30 – Oct 4*

I encourage you, as exporters of high quality food and feed products, to take full advantage of the resources of the North Dakota Department of Agriculture and Food Export-Midwest. Many of our state’s most successful exporters have benefited from available programs to jumpstart or grow their overseas businesses. With the resources available through our office, we can help your company achieve its goals. Please take the time to look through this newsletter for information on upcoming trade shows, trade missions and other activities and exporting programs.

Sincerely,



Doug Goehring
Agriculture Commissioner

Food Export Midwest Intern

Julianna Casey has joined the North Dakota Department of Agriculture (NDDA) as the Food Export Midwest intern. Julianna is working with recruitment and planning international trade and export events for North Dakota producers from NDDA’s Fargo office with Stephanie Sinner. A Wisconsin native, Julianna is a student at North Dakota State University, majoring in general agriculture.

FAS Website

USDA’s Foreign Agricultural Service (FAS) has a list of upcoming trade show events at [USDA Foreign Agricultural Service website](#) for anyone interested in international export.

FAS has also launched a series of web pages offering exporters more information about specific countries and markets.

Countries are grouped into four regions – Western Hemisphere, Asia and Oceania, Europe, and Africa and the Middle East. Each country page provides economic, political and demographic information, as well as links to other information sources, ranging from travel and market information to exporting requirements.

The country pages are available at the [USDA FAS website](#) or www.fas.usda.gov/countryinfo.asp.

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600 East Boulevard
Department 602
Bismarck, ND 58505

Contact Us

Email
ndda@nd.gov

Phone
(701)328-2231

Toll Free
800-242-7535

Fax
(701)328-4567

Websites

www.agdepartment.com

www.prideofdakota.com

www.foodexport.org

Agricultural Commissioner
Doug Goehring

Executive Services Program
Manager
Jeff Knudson

Marketing Services

Chuck Fleming
Stephanie Sinner
Sara Kelsch
Sue Balcom
Julianna Casey, Intern

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Department of Agriculture is
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employer and provider.

Feature Market: India

India is the world's second most populous country with 1.1 billion people. It is also the world's largest democracy, yet one of its poorest countries.

India has the fourth largest economy in the world, and 53 percent of the country's population is under the age of 25. The growing middle class seeks world-class products and services.

India's agriculture ranges from traditional village farming to modern production practices. The country produces rice, wheat, oilseed, cotton, jute, tea, sugarcane, potatoes, cattle, sheep, goats, poultry, fish and other crops and livestock. Agriculture takes up about 60 percent of India's workforce of 523.5 million people.

Domestic production, however, cannot meet demand, and India must import products that cannot be easily grown or produced due to a lack of arable land and the strain of an ever-growing population on natural resources.

India imports 7.8 percent of its products from the United States. These imports, valued at approximately \$22.4 billion, include tree nuts, cotton, pulses, fresh fruit, planting seeds, hides and skins, and vegetable oils, including soybean oil.

Trade between India and North Dakota continues to grow. In 2004, India imported 40,045 metric tons of peas, chick peas, beans, and lentils from North Dakota. In 2008, this increased to 17,057,592 metric tons of edible vegetables. North Dakota also exported 40,000 metric tons of milling products to Indian buyers in 2008. One of the largest growth sectors in the Indian market is pasta. In 2008, pasta imports grew by 200 percent.

There continues to be tremendous export opportunity in the Indian market. North Dakota exporters are encouraged to investigate this market.

Two programs available through Food Export-Midwest can help you determine if the Indian market is the right market for your products.

- The [Food Export Helpline](#) is a free service that offers export assistance from a food export counselor. The counseling advice is customized to help you get started or improve your exporting experience.
- [Market Builder](#) is a service tailored to determine a product's potential in the market, identify competitors, reach potential importers, and find out requirements in your target market. Market Builder will also arrange meetings with importers and distributors who are capable and experienced to handle your products.

Please call our office at (701) 239-7211 to sign up for these programs or to learn more about how to discover the best market for your products. There is a [Food Show PLUS! at IFE India](#) planned for Dec 2-4, 2009, in New Delhi. (Click the link for more information and registration.)

Doing Business in India

There are certain “rules” – many unspoken – for conducting business abroad. The U.S. Commercial Service has provided the following guidelines for doing business in India.

- Always use titles when addressing someone; whether it is “Professor” or “Doctor.” If they do not have a professional or government title, address them as “Mr.,” “Mrs.” or “Miss.”
- Be polite and honest at all times.
- Do not refuse any food or drink that you are offered during a business meeting.
- Men should wait for a female business client or customer to initiate a greeting whether it is verbal or physical. Many Indian men do not shake hands with women out of respect.
- Aggressiveness in business negotiations can be interpreted as a sign of disrespect.
- Do not offer large or expensive gifts. Accepting these may embarrass business potential clients and customers. When you present a gift, do so with both hands.
- Aggressiveness in business negotiations can be interpreted as a sign of disrespect.

Food Export’s Online Product Catalog

Food Export Midwest has launched a new online product catalog. The catalog is an effective way to promote your products to international buyers from around the world. Including your products in this directory will make locating your company by product, company name, or other criteria much simpler.

Registration for the online product catalog is free. This catalog is a great way to promote your business, new products, line extensions or flavors. Product information and photos can be easily uploaded and information can be changed or added within the Export Marketing Resource System.

To learn more or to sign up for the online product catalog, visit the [Food Export website](#) or call (701) 239-7211.