

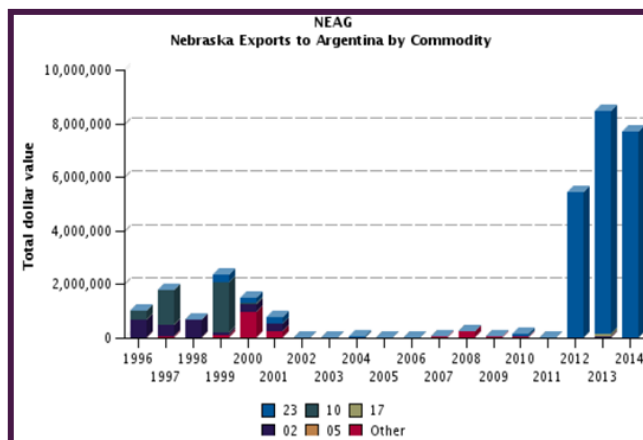
Argentina

January
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Foreign Trade

The local food and beverages (F&B) industry is very large and well developed. Many multinational companies operating locally, together with numerous Argentine manufacturers, meet the demand of the domestic market. Post anticipates that the F&B import market will continue to be strong in products which Argentina does not produce or where its supply is limited, and in gourmet products which will be targeted primarily to the higher income segment.

Argentina's development of new products for the domestic and export markets provides good opportunities for imports of new food ingredients. In addition, products with high potential are those that add health benefits and provide convenience, such as snack bars, meal replacement foods, soups, baby food, spreads, dried processed foods, frozen products, ready meals, meal solutions, sauces and snacks, etc. Diet and light products are also very popular. U.S. exports of agricultural products to Argentina increased 7% in 2012 to US\$136.5 million, up from US\$153.2 million in 2011. 2012 U.S. exports of consumer oriented food products decreased to US\$51.2 million, down 6% from 2011.



Nebraska's top exports to Argentina is residues and wastes from the food industries; prepared animal food, as shown in the blue bars above (#23).

Best Prospects

The best prospects are in products of well-known brands (confectionery products, sauces, snacks, almonds, beer, etc.), food ingredients (for functional foods, for the beverage industry, etc.) and commodity-type products which are not produced domestically (e.g. palm hearts, tuna fish, bananas, coffee, cocoa, etc.)



Argentine imports of consumer oriented F&B in 2013 are projected to slightly decline from 2012 levels, to an estimated US\$984 million. This is due to several factors: the economic uncertainty and the slow-down of the domestic consumption; the expectation of high inflation, and the Government of Argentina (GOA) import substitution policy. The trade restrictive measures taken by GOA include the overly broad use of non-automatic import licensing trade balancing requirements, and pre-registration and pre-approval of all imports into Argentina. Restrictions are harshest for industries where imports are considered non-essential or where the government wants to promote domestic production (for example, agricultural machinery and auto parts).



We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov