

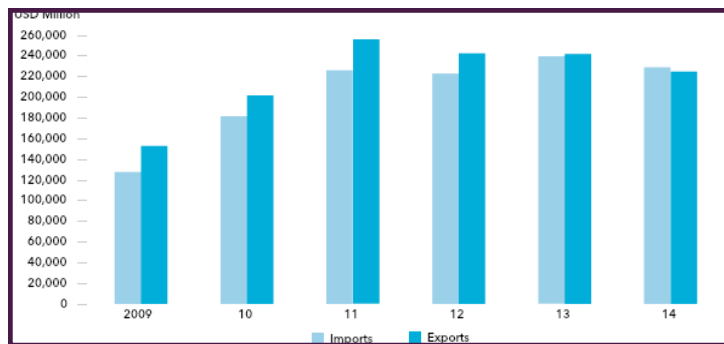
Brazil

January
2016

Although Brazil is a major agricultural country, there are opportunities for U.S. companies to gain market share of Brazil's \$4.2 billion consumer-oriented food product import market.

Foreign Trade

USDA's Agricultural Trade Office, ATO, in Sao Paulo, hereinafter referred to as "Post" reports that while Brazil is a major agricultural country with a modern food processing sector, **there are export opportunities for U.S. companies.** In 2012, Brazil imported consumer-oriented food products valued at US\$4.2 billion, up 4% from the previous year. Other Mercosur countries and the European Union (EU) captured the lion's share of this market registering 44% and 24% market share, respectively. Although up 20% in 2013, Post advises the U.S. must establish a more aggressive approach toward the Brazilian market if U.S. companies are to significantly increase exports of food and agricultural product.



Total Foreign Trade: 2009-2014

Product Prospects

Post reports that importers are generally looking for well-known brands and high-end products. Brazilian importers/distributors usually prefer products with six months shelf life or more upon arrival. In addition to the product itself, packaging, status, and level of innovation are important attributes. Products that combine these characteristics are more likely to successfully enter the market. Currently the food categories that are exported to Brazil from the U.S. in the highest volume include meat products; eggs and products; dairy products; fresh fruit; processed fruit; processed vegetables; fruit and vegetable juices; tree nuts; chocolate and cocoa products; snack foods; breakfast cereals; condiments and sauces; prepared food; wine; beer; distilled spirits; non-alcoholic beverages (ex. juices); and fish products.

Retailers offer foreign goods to differentiate themselves, develop new niche markets and gain high-end consumers' attention.

Exports of U.S. consumer-ready products to Brazil reached a record high US\$288.9 million in 2014, an increase of 1% from the prior year. Top exports of processed products to Brazil in 2014 included other processed foods; ingredients and beverage bases; protein concentrate; chocolate; lactose/syrup; table condiments; baked snack foods; fructose and syrup; distilled spirits; flavoring saps; and extracts.

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:



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