

Colombia

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In fiscal year 2014, U.S. food and agricultural exports to Colombia totaled a record \$2.3 billion — up 60 percent from 2013 and up 169 percent from 2012, the year the U.S.-Colombia Trade Promotion Agreement entered into force. Colombia currently ranks 10th among U.S. customers, with top products including corn, wheat, soybean meal, pork, and prepared foods.

Foreign Trade

The U.S. is the largest supplier of food and agricultural products to Colombia and it is the 4th largest market for U.S. agricultural products in Latin America.

In 2013, U.S. exports of agricultural products grew 37% to just over US\$1.5 billion. Of that amount, US\$420.6 million were consumer oriented a new record high and an increase of 33% and 28% of the agricultural total. Top processed food exports to Colombia in 2012 included soybean oil, other processed foods, ingredients and beverage bases, baking inputs, mixes

and dough's, chocolate products, dry beverages, protein concentrate, prepared/preserved poultry, pet food and varietal cheese.

The U.S. reached a bilateral trade agreement with Colombia, known as CTPA, or U.S.-Colombia Trade Promotion Agreement. The agreement was finally entered into force in May 2012 and the impact on Food Export's activities was immediate with dozens of trade inquiries from within the market. The CTPA had been anticipated for many years now, and it's entry into force starts at a critical point.

Best Product Prospects

Colombia is a growing market for value-added food products. Surveyed retailers and producers feel there is significant potential for new products in almost all food product categories. These include red meats, chicken, turkey, fish products, canned fruits and vegetables and fresh fruits. It also includes cereals, pasta, juices, bottled water, bakery items, wine, baby food and frozen foods, as well as health foods, dietetic, ethnic, and organic foods.

Colombia is a developing market for consumer-oriented products. Colombia's domestic demand and household consumption have grown steadily over the last three years. The large young population living in urban areas has developed new tastes and preferences becoming more health-conscious and selective. The growing percentage of women in the workforce has increased the use of fast food restaurants and the demand for new value-added products. Economic realities and current consumer trends indicate that buying decisions are primarily made based on quality, price and after-sale service.

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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