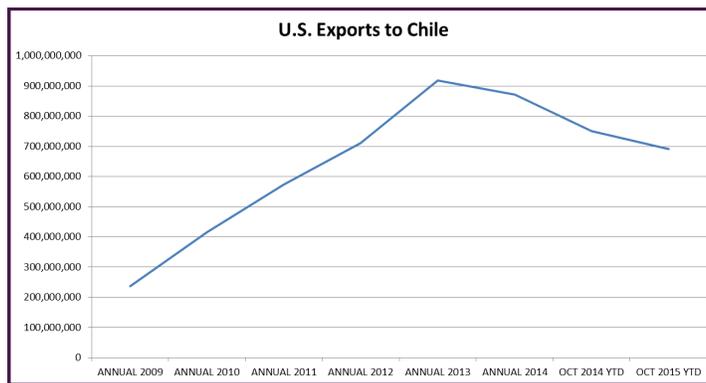


Costa Rica

January
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Costa Rica is an attractive market for U.S. exports. Costa Rica consumers are highly receptive to U.S. food brands, trends and retailers, making the country ripe for export potential. Beer, baking ingredients, processed meats and pet food are among the fastest growing U.S. export sectors with plenty of growth possible in other sectors as well. Costa Rica agriculture is well diversified and export oriented.



Total U.S. agricultural exports totaled \$610 million in 2014.

Top U.S. agricultural exports by major category were, in millions of dollars: bulk products \$295; intermediate products \$90; and consumer-oriented products, \$224.9; and agricultural related products \$9.1. The United States is Costa Rica's major supplier of corn, wheat, soybeans, and consumer foods, as reflected by high export levels of these products.

With such a high degree of trade, especially with the United States, Costa Rican importers are accustomed to international business dealings. Many business people in Costa Rica are bilingual and have some level of English, thus facilitating business negotiations. However, the business culture in Costa Rica can be less fast-paced than in the United States and those wishing to do business in the country should be prepared for this possible difference. U.S. exporters should also be prepared to be patient with export procedures and processes; Costa Rica has many levels of bureaucracy that can at times slow the importation of food products.

Best High-Value Product Prospects:

- ◆ Snack foods
- ◆ Bakery and confectionary products
- ◆ Shelled nuts and intermediate cocoa products
- ◆ Healthy and/or gourmet snack items
- ◆ Organic/Gluten-free foods
- ◆ Processed, prepared and preserved meats
- ◆ Cheese and yogurt
- ◆ Breakfast cereals
- ◆ Wine/Beer
- ◆ Pet Food

Why Export to Costa Rica?

- ◆ The United States is close to Costa Rica, which gives advantages for marketing and trade.
- ◆ U.S. exporters can supply different volumes according to local demand and maintain reliable supply throughout the year.
- ◆ The United States now enjoys lower duties in almost every agricultural product as a result of CAFTA-DR.
- ◆ Costa Rican importers, distributors and retailers like U.S. business style and practices.
- ◆ U.S. products have high-quality marketing presentation, making them more desirable to consumers.
- ◆ U.S. food products are competitive in terms of price and quality.

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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