

Cuba

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Foreign Trade

Since the Trade Sanctions Reform and Export Enhancement Act (TSRA) was implemented in 2000, the United States has exported nearly \$5 billion worth of agricultural products to Cuba. These exports have been supported by the close geographical proximity of the United States to Cuba and the island's strong demand for U.S. agricultural products. The United States has typically been the largest supplier to Cuba and has had the highest market share of the island's imports in nine out of the last 11 fis-

cal years. Recently, however, U.S. market share has declined due to increased competition, especially from countries able to provide export credits to the Cuban import authorities. But with the normalization of relations between the U.S. and Cuba now underway, potential reforms could help support U.S. competitiveness, increase total U.S. agricultural export value, improve U.S. market share, and benefit both U.S. exporters and Cuban consumers.

Under TSRA, agricultural products have been among the few goods allowed to be legally exported to Cuba under the longstanding U.S. embargo (medical supplies are the other exemption), and U.S. producers have taken advantage of that opportunity to the extent possible. Prior to the passage of TSRA in 2000, U.S. law had prevented sales of any agricultural commodities to Cuba since the early 1960s.

Nebraska has not exported to Cuba since 2010.

The United States has huge structural advantages in exporting to Cuba. Chief among them is location. The United States is less than 100 miles away, meaning lower shipping costs and transit times, especially when compared to current top competitors, the EU and Brazil. This is strategically advantageous for the United States since bulk commodities and highly perishable agricultural products can be shipped to Cuba in manageable quantities, overcoming storage and other infrastructure limitations.

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