

# Malaysia

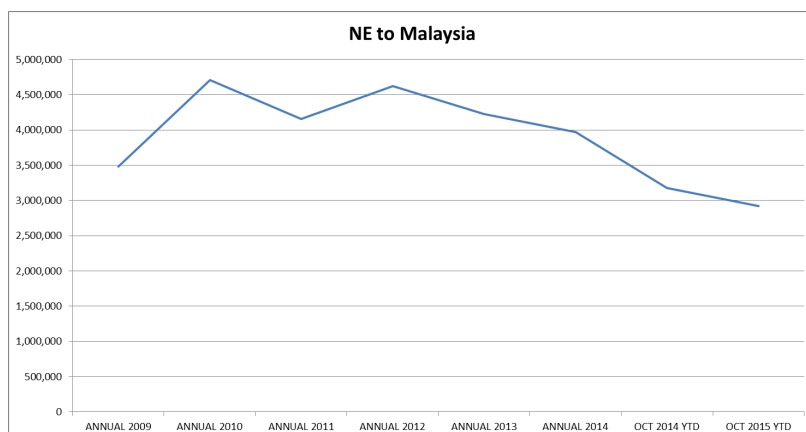
January  
2016

## Foreign Trade

Malaysia purchased nearly \$1 billion worth of agricultural products from the United States during the 2014 fiscal year. Overall, U.S. farm and food exports to the country have grown 78 percent in the past five years. Malaysia is a top market for U.S. dairy products, purchasing a record \$195 million last year. Other top U.S. exports include soybeans and prepared foods.

Despite all of the potential, there remain distinct challenges for U.S. exporters of consumer food products. Though consumers are demanding greater variety and quality in their foods, they are generally price sensitive towards such purchases. Accordingly, retailers often purchase food items that are more affordable to the majority of the consumers. Countries that are closer to Malaysia have a faster delivery time and lower freight cost compared to U.S. exports. Importers and distributors supplying mid to high-end establishments will often purchase at the lowest price from any exporter or country, more like commodities.

**Best U.S. product prospects include fresh fruits and vegetables, pet foods, dried fruits, nuts, frozen potatoes and processed juices.**

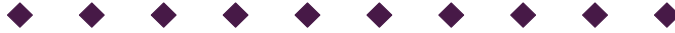


Muslims comprise 60% of Malaysia's population. Thus only Halal meats (beef, lamb, and poultry) are allowed to be imported into Malaysia from plants approved by the Malaysian Islamic Development Department (JAKIM) and certified by recognized Islamic institutions in the country of export. The expectation of halal standard in food products has extended from meat and meat products to non-meat based products such as snacks, confectionery, dairy, bakery, etc. Halal is fast becoming recognized as a new benchmark for quality, hygiene and safety. Food products and ingredients that have halal certificates have added marketing value in Malaysia. Hence, most retailers, foodservice operators and food manufacturers are inclined to ask for halal certificates for non-meat based food products and ingredients.

## ***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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