

# United Kingdom

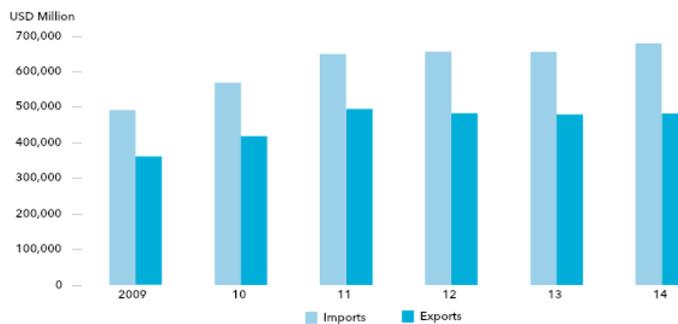
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## Foreign Trade

U.S. products face fierce competition in the British market. Not only is U.K. food production advanced, but other European Union (EU) member states benefit from duty free access. However, there are opportunities for U.S. products in this competitive and challenging retail environment. The U.S. is the largest non-EU country supplier to the U.K., but on average represents just 5%-6 % of food imports. Due to EU technical barriers, market access can sometimes prove a challenge for U.S. products.

2014 U.S. agricultural exports to the U.K. amounted to just over US\$1.7 billion, growth of 4% for the year. In 2014, U.S. exports of consumer oriented food products were US\$984.2 million, an increase of 8% from the previous year, and close to 58% of the agricultural total. Top processed food exports to the U.K. in 2012 included wine; distilled spirits; other processed foods; ingredients and beverage bases; prepared packaged fish and seafood; dried fruit; frozen and dried vegetables (ex. potatoes); baked snack foods; cooked and prepared shellfish; and flavoring saps and extracts.

UK Total Foreign Trade: 2009-2014



The UK has strong social and cultural ties to the United States, demonstrated by the similarities in consumer trends in the retail and foodservice markets. The UK presents strong market opportunities for many US consumer-orientated products, including specialty food products, "healthy" food items, wine, sauces, fruit, nuts and juices. "Health" and convenience foods are main driving forces in the UK value-added food and beverage market. Consumers in this wealthy country are looking for variety in high quality food products, especially those perceived to have health benefits.

## Why export to the UK?

- ◆ *The scale of the U.S. food industry may offer price competitiveness on large volume orders.*
- ◆ *The UK climate limits growing seasons and types of products grown.*
- ◆ *The diversity of the U.S. population creates innovative food products and concepts which are often mirrored in the UK.*
- ◆ *U.S. has good brand image in UK. The U.S. is a popular destination for the UK tourist and familiarity with U.S. products is widespread.*
- ◆ *A common language means that the UK is a natural gateway into Europe.*
- ◆ *The UK has a core group of experienced importers with a history of sourcing from the U.S.*
- ◆ *Strong interest in innovative products. Currently there is high interest in natural, "wholesome" and "health" food categories.*

## ***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](mailto:stan.garbacz@nebraska.gov)**