

# Uruguay

January  
2016

## Foreign Trade

Uruguay's government has followed a broad policy known as "neoliberalism". This approach was distinguished by modest efforts to privatize state-owned enterprises and the pursuit of free trade with the U.S. Uruguay and the U.S. enjoy strong bilateral relations, further deepened by the Trade and Investment Framework Agreement (TIFA) signed in 2008.

Key elements of the reform strategy are yet to be implemented however. Uruguay has a relatively open trading system with moderate import tariffs, no quotas or restrictions, and reasonable transparent labeling and sanitary requirements. Most U.S. FDA-

approved processed food and beverages can be imported into the country.

U.S. exports of agricultural products rose 42% in 2013 to US\$83.7 million. Exports of consumer oriented food products from the U.S. increased 52% to US\$44.3 million, or 52% of the agricultural total. Top processed food products exported to Uruguay in 2013 included other processed foods, ingredients and beverage bases (HS 210690), vegetable oils, lactose/syrups, flavorings, whiskies, other prepared/preserved meats, baked snack foods, butter, chocolate, canned tomatoes and whey protein.

As an agricultural-based economy, Uruguay's processed meat and dairy industries are well developed and have experienced significant expansion to supply foreign markets. This represents increasing opportunities for food ingredients for the industry that are not locally sourced or its production is insufficient to meet domestic demand.

Commodity-type products, nutritional foods and high-value products present good prospects for U.S. exports as well. These products mainly include spices and condiments, pastries, cookies, snack bars, sauces, dried fruits and nuts. Market size is the main drawback when considering Uruguay as a destination for U.S. exports. However, there are opportunities for products that are not locally produced.

*Commodity-type products, nutritional foods and high-value products present good prospects for US exports as well. These products include:*

- ◆ *Fresh fruits, vegetables (bananas, potatoes, kiwifruit, pineapple);*
- ◆ *Spices and condiments;*
- ◆ *Pastries, cookies, snack bars;*
- ◆ *Frozen food;*
- ◆ *Dried fruits and nuts;*
- ◆ *Powdered beverages, alcoholic beverages, energy drinks;*
- ◆ *Chocolates, snacks, candy bars;*
- ◆ *Confectionery products;*
- ◆ *Prepared foods.*

## ***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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