

## Food & Beverage August 2013

*Nebraska Agricultural Trade Office staff have been developing relationships with businesses and breeders in Brazil for many years. United States and Brazil are important trade partners. Brazilians love high-end and specialty food products from the United States. Nebraska food companies that can cater to these markets will succeed.*

*In 2012, Nebraska agricultural exported \$5 million worth of products to Brazil. Compared to the \$600,000 of products exported in 2008, there has been a huge increase in sales which is continuing to grow as the middle class now includes 53 percent of the countries population compared to 38 percent ten years ago.*

### BRAZILIAN FOOD & BEVERAGE INDUSTRY

When considering exporting to Brazil, companies need to be aware of the high import tariffs United States products face. Well known brands easily prosper in the Brazilian marketplace. If your product fits into the niche market, it has a fantastic chance of being successful. U.S. companies should invest in product promotion with local importers to gain recognition. Brazil also has strict regulations regarding labeling and product registration.

**The following products are in high demand in Brazil:**

- |                            |                      |
|----------------------------|----------------------|
| Ready meals (shelf stable) | Baked products       |
| Lactose free products      | Kosher products      |
| Diet products              | Gluten free products |
| Functional foods           | Baked products       |
| Infant foods               | Instant foods        |
| Cheese                     | Sauces               |
| Wine                       | Jams                 |



PROUD TO BUY  
**NEBRASKA**



## Here are tips for exporting to Brazil:

### **ANALYZE MARKET POTENTIAL:**

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to [www.foodexportalliance.org/eweb](http://www.foodexportalliance.org/eweb) to find out more information on both of these programs.

### **APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:**

Once you have found the market for your product, the next step is to find a way to get the product into that market. Foreign products are distributed in Brazil through specialized importers or retailers. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

### **USE A PERSONALIZED APPROACH:**

Developing a relationship with importers can make the process easier. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers. Brazilian buyers are hesitant to buy full containers in the beginning of a relationship, so having the initial relationship is important.

### **KNOW THE EXPORT REQUIREMENTS:**

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

### **LABELING REQUIREMENTS:**

Brazil has strict label requirements for imported products. You may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

### **EXPORT ASSISTANCE:**

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



**For More Information Contact:**  
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