

*Nebraska Agricultural Trade Office staff foresee great opportunities for Nebraska companies exporting to Chile. While the global economic downturn affected Chile, the economy of Chile is expected to turn around as consumers begin to increase spending. Chileans are beginning to make more money, which they spend on food products. Also, shipping from the U.S. to Chile is cheaper than from the European Union, which is a benefit for Nebraska food companies.*

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*The U.S./Chile Free Trade Agreement has reduced tariffs and makes the United States more competitive in the Chilean market. This creates numerous opportunities for U.S. suppliers. Nebraska food companies should consider Chile as a possible export market. In 2012, Nebraska agricultural exports to Chile totaled \$10 million.*

### CHILEAN FOOD & BEVERAGE INDUSTRY

With its strong tradition and duty free trading, U.S. companies experience plentiful possibilities in exporting to Chile. Chileans respect the high quality products they receive from the United States and look to buy products from here. Nebraska food companies produce numerous products that would thrive in Chile.

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

Ingredients for feed

Processed foods/bakery industries

Pet food

High value processed foods

Sweeteners

Fruit juice

Energy supplements

Candy

Processed meat

Seeds

Snack foods

Cereal

Water

Health food

Cookies

Baking food & mixes



## Here are tips for exporting to Chile:

### **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 into Chile through specialized importers or retailers. Most supermarket chains in Chile prefer to buy new or unknown products from an importer. 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. Sampling is important in Chile markets, as potential customers want to know what they are buying. Food Export can help you figure out how to accomplish sampling.

### **KNOW 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:**

All labels exported to Chile must be in Spanish. You need to be aware of what the local importer requires. Because of this 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.



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