

Food & Beverage August 2013

Having Central America's largest economy, Guatemala is a growing market and great opportunity for Nebraska food companies. With its close proximity to the United States, shipping products to Guatemala is efficient and inexpensive. Guatemala is unable to meet the demand for many food products, which opens doors for American products.

Guatemalans have adopted numerous aspects of American culture, since many Guatemala residents have visited America. They yearn for American foods, and because of lower shipping costs and less governmental regulations, buying imported products is affordable. Nebraska food companies can be very successful in the Guatemalan market.

GUATEMALAN FOOD & BEVERAGE INDUSTRY

Guatemala boasts a growing hotel and restaurant industry, which requires newly imported products. Along with that, Guatemalan consumers are shopping at supermarkets rather than local shops. This is perfect for Nebraska food companies, because the market is open and ready for new products. The Guatemalan government maintains an open trading policy, and while there is competition, American food companies can thrive in the Guatemalan market.

The following products are in high demand in Guatemala:

Red meat (fresh/chilled/frozen)

Snack foods

Poultry meat

Processed fruit & vegetables

Breakfast cereals/pancake mix

Dairy Products



Here are tips for exporting to Guatemala:

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 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. 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. Guatemalan importers favor personal relationships when choosing who they want to work with. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

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:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. Labels for products sold in Guatemala need to be written in Spanish. 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.



For More Information Contact:

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