

# European Union

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*In fiscal 2014, U.S. exports of food and farm products to the European Union were valued at \$12.7 billion, making it our fifth-largest agricultural export market. The top U.S. agricultural exports to the EU were tree nuts and soybeans.*

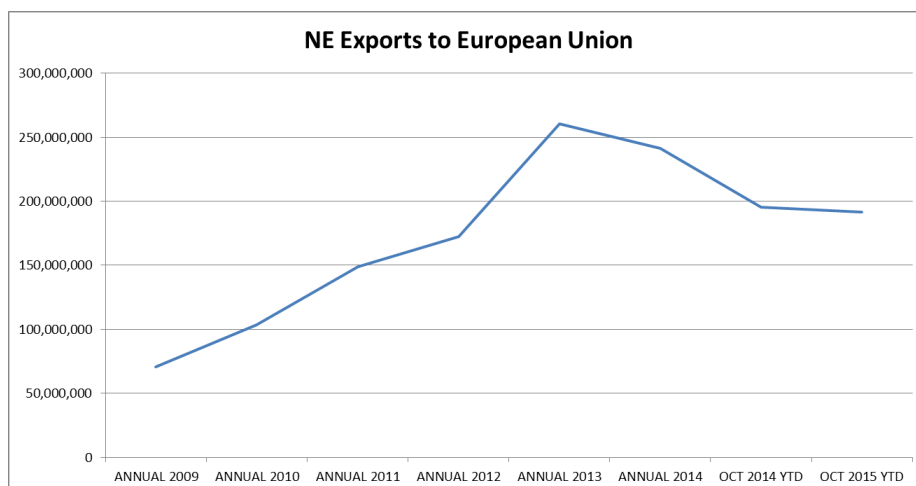
*In June 2013, the United States and the EU launched an ambitious and comprehensive negotiation, the Transatlantic Trade and Investment Partnership (T-TIP), to liberalize bilateral trade. A successful negotiation will yield significant opportunities for U.S. agriculture and promote international competitiveness, jobs and economic growth.*

## International Trade

2014 U.S. exports of agricultural products to the “EU-28” totaled just over US\$12.6 billion, which represents an increase of 6% from 2013. Total consumer oriented exports from the U.S. to EU-28 in 2014 increased 8% to over US\$5.8 billion. That amounted to over 46% of the agricultural total. Top U.S. exports of processed food products to EU-28 in 2014 included distilled spirits; other processed

foods; ingredients and beverage bases; wine; cooked and prepared shellfish; other edible fats and oils; dried fruit; protein concentrate; baking inputs, mixes and dough; canned vegetables; and pulses. Many of the countries in this assessment share the same top categories of processed foods, as they are the strategic targets in our promotional plan.

The market for U.S. exports of food and agricultural products to Europe remains both an opportunity and formidable challenge. For European Union (EU) member states, the continued harmonization of external tariffs, common agricultural policies and food regulations offer an economy of scale for compliance on one hand, while creating higher barriers to trade on the other. The Euro has now devalued against the U.S. dollar which has increased price sensitivity. This and other discount strategies define the market in much of the region, whether it is imported or not.



## ***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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