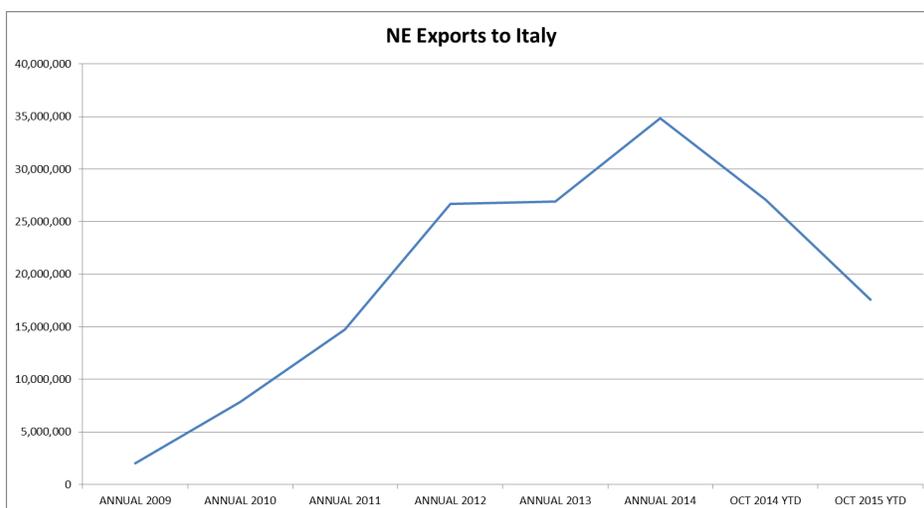


Italy

January
2016

Foreign Trade

In 2013, U.S. agricultural, fish and forestry exports to Italy were \$1.2 billion. The United States exports bulk and intermediary product to Italy, namely wheat, soybeans, hides and skins, hardwood lumber and planting seeds. Quantities exported in a given year can fluctuate widely depending on the internal European feed grain and wheat supply and demand situation as well as external competitive factors with third country suppliers. Products are processed into high value items like cured meats and cheeses, pasta, shoes, and furniture, which are then re-exported to the United States.



Leading Products

Wheat: \$186 million	Wine: \$1.6 million
Tree Nuts: \$183 million	Olive Oil: \$575 million
Forest Products: \$141 million	Cheese: \$297 million
Soybean Meal: \$91 million	Snack Foods: \$142 million
Fish Products: \$75 million	Forest Products: \$84 million

Advantages with Exporting to Italy:

- ◆ High consumer interest in new products
- ◆ U.S. products are viewed as “trendy, new and innovative,” especially those with added benefits of health and lifestyle
- ◆ Growing niche market for ethnic foods. Italians are traveling more, becoming aware of foreign cuisines
- ◆ Weak dollar versus a strong EURO favors U.S. exports
- ◆ U.S. fast food chains, theme restaurants, and the food processing industry often request U.S. origin ingredients

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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