

NEWS YOU CAN USE

Individual Export Consultation

Individual consultation is offered via one-on-one export counseling. This provides Iowa businesses with invaluable resources to identify issues such as product suitability, best markets, appropriate trade shows, qualified contacts, distribution channels, trade barriers, export requirements, logistics, documentation assistance and more.

The Iowa Economic Development Authority's (IEDA) global offices and representatives help Iowa companies identify prospective business partners, perform essential introductions and arrange business appointments with potential customers, agents and distributors. Representatives also conduct product-specific research, pre- and post-show promotion and follow-up assistance. Contact the International Trade Office at 515.348.6200 or international@iowaeda.com.

UPCOMING EVENTS

Agritech Israel – Tel Aviv

May 8-10, 2018

Join us in an Iowa booth at Agritech Israel 2018, the 20th International Agricultural Technology Exhibition and Conference, and one of the world's most important events in the field of agricultural technologies, innovations and food processing. Event information is available at agritechisrael.org. Contact Peggy Kerr at 515.348.6242 or peggy.kerr@iowaeda.com to discuss details.

Feed Ingredient Buyers Mission at World Pork Expo in Des Moines

June 6-7, 2018

The International Trade Office of IEDA and Food Export Association of the Midwest are partnering to bring international feed buyers to Iowa. This year's Feed Ingredients Buyers Mission will bring feed ingredient buyers from China, Colombia, Jamaica, South Korea and Vietnam to Des Moines for one-on-one business meetings. Meetings will be held June 6 and 7 in conjunction with the 2018 World Pork Expo in Des Moines.

Demand for animal-based protein is growing worldwide. As countries expand their livestock industry to meet this demand, the need for feed ingredient suppliers is sought. This is a low-cost method to meet, one-on-one, with feed ingredient buyers from around the world in one place.

All Iowa suppliers are invited to meet the international buyers and promote your products without leaving the U.S. The buyers are pre-screened, qualified and interested in U.S. products from the Midwest. This is a chance to develop and expand your business with international buyers who have expressed an interest in a variety of U.S. products including: by-pass proteins, feed ingredients, hay products, meat and bone meal, milk replacers, pet food, pro-biotics, supplements and yeast.

These are all new buyers! [Click here](#) to review the buyer's profiles or to register for the buyer's mission.

Registration ends April 27. Contact Mark Fischer at 515.348.6241 or mark.fischer@iowaeda.com for additional information.

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UPCOMING EVENTS, CONTINUED

Tour Opportunities in conjunction with Farm Progress Show August 28-30, 2018

Farm Progress Show returns to Boone August 28-30, 2018. Interested in inviting international delegations to tour your facilities and see your company's latest agriculture products and technologies the week of August 27? Transportation is the responsibility of tour participants. Tours are limited to groups of 10 or more with pre-registration required. Propose your tour option to Allyson Walter, Ames Convention & Visitors Bureau at 515.956.4567 or allysonw@amescvb.com by providing the following details:

- Company name and tour address
- Contact person and email/telephone
- Short description of tour including date/time option(s)
- Maximum number that may be accommodated
- Deadline for tour reservations

FIND MORE EVENTS
AND EDUCATIONAL
OPPORTUNITIES AT

[iowaeconomicdevelopment.com/
intlcalendar](http://iowaeconomicdevelopment.com/intlcalendar)

ExporTech™

July 10 – September 11, 2018

The Center for Industrial Research and Service (CIRAS) and partners will host ExporTech™ - An Export Acceleration System for Achieving Profitable Growth in the Des Moines area this summer. ExporTech is a structured export strategy development process that connects manufacturers with experts who help develop plans to grow businesses internationally. The process is geared toward small and medium-sized manufacturers who've done some exporting and are looking to grow export sales, as well as businesses beginning to export products. A small group of executives from each company attends three one-day group workshops stretched over a three-month period. Workshop dates are July 10, August 14 and September 11. A fourth follow-up implementation session occurs on-site at each company's home office. Strategy coaches are assigned to each company throughout the process to assist company leaders and connect them to individual subject matter experts. To learn more about ExporTech, contact Marc Schneider at maschn@iastate.edu or 563.221.1596.

EDUCATION

Going Global? Resources Today May 24, 2018

Northwest Iowa Development in partnership with the IEDA will host this program on May 24 from 8:30 a.m. – 4:00 p.m. at Northwest Iowa Community College in Sheldon. Registration begins at 8:00 a.m. Morning topics include Export Overview from a Corporate Perspective, INCOTERMS® 2010, Importance of Distributor Agreements and Trade Finance Solutions. The luncheon topic is NAFTA Trends and will be followed by a Global Iowa Export Award presentation by Debi Durham, Iowa Economic Development Authority Director, and Lt. Governor Adam Gregg (invited). The afternoon program includes Speed Dating with resource providers Cozen O'Connor, International Trade Office - IEDA, Northwest Iowa Development, Scarbrough International and Trade Acceptance Group Ltd.

Don't miss this unique opportunity to network with valuable resource providers to expand your organization's international capabilities, while learning or updating your knowledge of export basics. Cost \$25 per person and includes all materials, continental breakfast, breaks and lunch. Details and a registration link are available at iowaeconomicdevelopment.com/intlevents. Pre-registration is required by May 21, 2018, as seating is limited. Contact Northwest Iowa Development representative, Kathy Hill, at 515.229.5712 or khill7209@gmail.com, with questions.

RECENT HIGHLIGHTS

Iowa Feed Industry Events in Mexico **March 12-15, 2018**

The IEDA's representative in Mexico, Business Development Partners, organized an Iowa Feed Industry Tour on March 12 and 13. Iowa grain producers and equipment providers visited grain terminals and feed mills in the Guadalajara area. The delegation then attended or exhibited at the first Congreso Nacional de Fabricantes de Alimentos Balanceados para Animales (National Congress of Manufacturers of Balanced Animal Foods) at Expo Guadalajara, March 14-15. IEDA hosted a briefing on March 14, which was also attended by several other Iowa companies involved in the animal feed supply chain attending the conference or exhibiting. Presenters included the U.S. Consulate Guadalajara, U.S. Agricultural Attaché, U.S. Grains Council and U.S. Soybean Export Council.



China Meat Mission **March 16-25, 2018**

The IEDA International Trade Office organized a meat-focused trade mission to China and Hong Kong March 16-25, 2018. U.S. beef demand in Hong Kong grew in 2017 and with China's mid-year lifting of its ban on U.S. beef, exports to China are starting to grow. As eligible supplies grow, the market looks to increase. China is one of the highest value markets for U.S. beef on a per-pound basis. China/Hong Kong was the second-largest volume destination for U.S. pork last year. The region is the largest destination for U.S. pork-variety meats. The Iowa team consisted of livestock, grain and meat industry leaders who met with government, retail, foodservice, cold storage and importers. The Iowa team worked with the U.S. Meat Export Federation and Iowa's China contractor, Phoenix Consulting, on appointments and participated in the USMEF Spring Seminar in Guangzhou.



GUEST ARTICLES



Mexican feed producers support duty free trade

By Jose Jimenez, Iowa Mexico Office

Throughout the process of talks to renegotiate the North American Free Trade Agreement (NAFTA), the level of tension between the U.S., Canada and Mexico has heightened at certain moments, increasing concerns that the agreement could still be abandoned. Some sectors that risk losing sales if NAFTA is terminated – such as U.S. grain exporters – have organized ad hoc lobby groups to promote maintenance of the agreement. What may not be apparent from the U.S. side of the border, however, is that Mexican grain importers also firmly support the continuation of duty-free trade.

In the face of threats by the U.S. administration to abandon NAFTA, Mexican officials have played up its willingness to take business elsewhere should the U.S. begin implementing tariffs on imports from Mexico. Aware that Mexico is a key market for U.S. feed grains, particularly yellow corn, Agriculture and Economy Ministry officials repeatedly have suggested Mexico would source corn from South America if needed. Mexican Minister of Agriculture José Calzada led a high-profile trade mission to Brazil and Argentina in 2017, specifically citing the need to develop new sources for grain imports in the face of uncertainty over the future of the North American Free Trade Agreement (NAFTA). Perhaps even more ominously, Mexico imported 141,759 tons of yellow corn from Brazil and Argentina last September, a record volume for the month, according to Mexico's Agri-food Information Service (SIAP). Overall imports of corn from Brazil to Mexico in 2017 reportedly reached 10 times the volume of the previous year.

While the politicians posture to shore up their negotiating positions, the major grain importers in Mexico undoubtedly hope that NAFTA trade with their northern neighbor will be maintained. Mexico's animal feed industry, for example, is a key importer of U.S. feed grains and depends almost exclusively on the U.S. for its yellow corn imports (Figure 1) at a time when its imports are rising sharply. The industry also imported 1.7 million tons of soybean meal and 1.6 million tons of DDGS in 2016, principally from the U.S. Mexican feed producers are

Figure 1. Mexico feed industry yellow corn imports

	2011	2012	2013	2014	2015	2016
Yellow corn imported by the Mexican feed industry, thousands of tons	7,389	7,409	6,031	6,814	7,706	9,251
Percent increase	12.0%	0.3%	-18.6%	13.0%	13.1%	20.0%
Percent of Mexico's total yellow corn imports that are sourced from USA	99.3%	98.1%	96.6%	100.0%	97.7%	98.4%

Source: Data from ANFACA, Conafab, SIAVI

aware that its government is likely to retaliate with import duties on U.S. products if the U.S. abandons NAFTA. A return to import duties would hike the cost of feed ingredients, delivering a blow to producers' profitability and competitiveness, driving up the cost of meat in Mexico along the way. Making good on threats to source corn from South America is an unappealing solution for the industry, considering the cost of shipping corn from Brazil and Argentina to Mexico is approximately 43 percent higher than from the United States, according to analysis by Mexican grain industry organization Sistema Producto Maíz de Chihuahua (SPMC).

Beyond the numbers, our best source of information on feed producers' position regarding the NAFTA renegotiation is the producers themselves. IMO staff speak regularly with Mexican feed producers, collaborate with leading producers on industry events, and have repeatedly expressed a desire to continue its sourcing relationship with Iowa. For Iowa grain exporters and Mexican feed producers, maintaining duty-free trade with the U.S. appears to be a real-life case of a win-win outcome.

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GUEST ARTICLES, CONTINUED

Pilot website proves concept connecting empty containers with businesses

By Todd Ashby, AICP, tashby@dmampo.org

The pilot website that the Des Moines Area Metropolitan Planning Organization (MPO) launched in summer 2017 has demonstrated proof of concept, meaning we are able to take advantage of the thousands of intermodal freight containers coming into Iowa full and leaving empty.

Called ContainerLocator.com, the website empowers companies to track down empty containers, contact the ocean carriers, and negotiate lower shipping rates using containers that would otherwise leave empty. Iowa companies can lower shipping costs, ocean carriers can increase revenue by filling containers that would otherwise be transported empty, and the end consumer stands to benefit from the overall lower cost of delivering goods.

After nearly a year of testing, we've learned we have a viable technology to fulfill a unique niche in the international movement of goods, not only in Iowa but more broadly in the Midwest and eventually the nation. We found strong interest among shippers and ocean carriers, who recognize the potential efficiency that this tool will offer to businesses at the state, regional and national levels.

International trade is critically important to Iowa's economy. This project will help companies across Iowa export more efficiently and grow businesses.

The concept for the Container Locator was hatched in the spring of 2014 through the Freight Roundtable, a forum organized by the Des Moines Area MPO to discuss issues related to freight transportation among key stakeholders, including the Greater Des Moines Partnership and the International Traders of Iowa. The MPO contracted with the CyBIZ Lab in the College of Business at Iowa State University to determine the feasibility of container-tracking website and then to build it. The resulting website tracks relevant information about intermodal containers, including their origin, capacity, destination and shipping company.

Based on feedback during the testing phase, ContainerLocator.com will undergo improvements in the coming months and relaunch later this year. The site remains free to use during the testing phase. Companies are invited to test the site and send feedback to info@dmampo.org.

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