

# Web-Based Market and Marketing Resources: Navigating to Key Sites



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## **Introduction**

The objectives of this document are:

- To acquaint you with web-based resources that can help you learn about foreign markets;
- To acquaint you with the websites of organizations that provide marketing venues and opportunities;
- To give you a feel for how to navigate these websites.

This is not an exhaustive overview. It is intended as a way to get you started in reviewing the websites that agri-business exporters turn to time and time again.

Many thanks go to Omar Gonzalez of the U.S. Foreign Agricultural Services' Caribbean Basin Agricultural Trade Office. Omar created the first of these and the idea for a "click-by-click" guide belongs to him! Thanks!

## **2. The US Commercial Service**

The US Commercial Service (USCS) is the arm of the US Department of Commerce that supports small to medium sized firms doing business outside the US. With offices in all 50 states, the USCS is complemented by the Foreign Commercial Service (FCS) outside the US. FCS personnel are attached to US embassies or consulates. FCS personnel produce market reports and consult to US firms working a foreign market.

The US Commercial Service – [www.export.gov](http://www.export.gov)

**To find someone to help you or counsel you**, start with the:

- Left hand navigation bar toward the bottom: “Find a local US office”  
<http://www.buyusa.gov/home/us.html>
- Upper navigation bar: “Contact us”  
<http://www.export.gov/contactus/index.asp> then the second choice (down) of “Request in-depth exporting advice ....”

Find contact information for an Export Assistance Center near you...

- In US
  - Atlanta
  - Clearwater
- Canada
- DR

**Finding country-specific information:** [www.export.gov](http://www.export.gov)

- On the left hand, under “Find Opportunities” there is “Market Research.”  
<http://www.export.gov/mrktresearch/index.asp>
- Under Market Research there is a “Market Research Library” database.  
[http://www.buyusainfo.net/adsearch.cfm?search\\_type=int&loadnav=no](http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no)
- You can set the search engine for country and date options. For example, to find a “Country Commercial Guide to Canada,” choose Canada, set dates (typically start with the year prior) and the hit go.

[http://www.buyusainfo.net/z\\_body.cfm?dbf=ccg1&search\\_type2=int&avar=19999&country=Canada&month1=1&month2=8&year1=2008&year2=2009&logic=and&loadnav=no](http://www.buyusainfo.net/z_body.cfm?dbf=ccg1&search_type2=int&avar=19999&country=Canada&month1=1&month2=8&year1=2008&year2=2009&logic=and&loadnav=no)

Here, the key document is the Country Commercial Guide, which provides an overview of the nation as a whole, the economy, best prospects for US exporters, and other key information.

- Chapter 1: Doing Business In Canada
- Chapter 2: Political and Economic Environment
- Chapter 3: Selling U.S. Products and Services
- Chapter 4: Leading Sectors for U.S. Export and Investment
- Chapter 5: Trade Regulations and Standards
- Chapter 6: Investment Climate
- Chapter 7: Trade and Project Financing
- Chapter 8: Business Travel
- Chapter 9: Contacts, Market Research and Trade Events
- Chapter 10: Guide to Our Services

Note that Chapter 4 is “Leading Sectors for US Export and Investment.” This includes agriculture (page 61 of 112) and typically has hyperlinks to the US Foreign Agricultural Service website in Canada. (In this case it’s showing up as “broken.” And we’ll get there a different way!)

### 3. US Foreign Agricultural Service

To find trade data you can use either **Bulk Intermediate Commodity (BICO) Reports** or **US Trade Reports**.

**A. BICO Reports:** Start with [www.fas.usda.gov](http://www.fas.usda.gov)

On the right hand side of the FAS homepage, at the top, you will see “I Want To...”

- ☞ Learn about a specific commodity
- ☞ Commodities and Products Market will appear and scroll down to Agricultural and Trade Data and Tools
- ☞ click on “BICO Reports”

[http://www.fas.usda.gov/scriptsw/bico/bico\\_frm.asp](http://www.fas.usda.gov/scriptsw/bico/bico_frm.asp)

**CAFTA DR (Export – Calendar Year)**

<http://www.fas.usda.gov/scriptsw/bico/bico.asp?Entry=lout&doc=9>

**Caribbean (Miami) (Export – Calendar Year)**

<http://www.fas.usda.gov/scriptsw/bico/bico.asp?Entry=lout&doc=344>

**Barbados**

<http://www.fas.usda.gov/scriptsw/bico/bico.asp?Entry=lout&doc=65>

**Canada (Export – calendar Year)**

<http://www.fas.usda.gov/scriptsw/bico/bico.asp?Entry=lout&doc=86>

**B: US Trade Reports** (*Detailed, HS Code Product-Specific Trade Data*)

These pages require you to know the Harmonized System (HS) code for your product. HS codes are the means by which global trade data is tracked. The world agrees on six-digit codes and the US provides detail to the 10 digit level. To get an idea of the basic categories, let's start with the 2 digit level. (There is more on HS codes later ....)

<ul style="list-style-type: none"> <li>• 02 = meat</li> <li>• 03 = fish</li> <li>• 04 = dairy</li> <li>• 05 = animal products</li> <li>• 06 = live trees and plants</li> <li>• 07 = edible vegetables</li> <li>• 08 = edible fruit and nuts</li> <li>• 09 = coffee, tea and spices</li> </ul>	<ul style="list-style-type: none"> <li>• 10 = cereals</li> <li>• 15 = fats, animal and vegetable</li> <li>• 16 = meat and fish preparations</li> <li>• 19 = cereal, flour and starch</li> <li>• 20 = vegetable and fruit preparations</li> <li>• 21 = miscellaneous edible preparations</li> <li>• 22 = beverages and vinegar</li> </ul>
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Remember, we were at

☞ Commodities and Products Market will appear and scroll down to Agricultural and Trade Data and Tools

☞ click on “U.S. Agricultural Import and Export Data”

<http://www.fas.usda.gov/ustrade/>

You can check exports to a country by six digit HS code. For example, “frozen or chilled bone-in bovines (020120).

Highlight that code and also highlight Grand Cayman Click on submit.

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREIGN AGRICULTURAL SERVICE  
[HS 6-DIGIT EXPORTS](#)

AREA/ <a href="#">COUNTRIES</a> OF DESTINATION AND <a href="#">COMMODITIES EXPORTED</a>	JANUARY - DECEMBER					JANUARY - JULY		
	<a href="#">VALUES</a> IN 1000 <a href="#">DOLLARS</a>					COMPARISONS		
	<a href="#">2004</a>	<a href="#">2005</a>	<a href="#">2006</a>	<a href="#">2007</a>	<a href="#">2008</a>	<a href="#">2008</a>	<a href="#">2009</a>	<a href="#">%CHNG</a>
CAYMAN ISLANDS BOVINE CARCASS FROZ 020210	461	226	100	19	333	164	27	-83.54
<b>TOTAL</b>	<b>461</b>	<b>226</b>	<b>100</b>	<b>19</b>	<b>333</b>	<b>164</b>	<b>27</b>	<b>-83.54</b>

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

[Previous Year](#) [Back to Report Selection](#) [Detail](#) [Help](#) [Next Year](#)

You can combine codes to develop a report submission.

For example, highlight 060210 (cuttings and slips) and 060220 (trees and shrubs) and highlight Caribbean to get the combined report.

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOREIGN AGRICULTURAL SERVICE  
[HS 6-DIGIT EXPORTS](#)

AREA/ <a href="#">COUNTRIES</a> OF DESTINATION AND <a href="#">COMMODITIES EXPORTED</a>			JANUARY - DECEMBER					JANUARY - JULY		
			<a href="#">VALUES</a> IN 1000 <a href="#">DOLLARS</a>					COMPARISONS		
			<a href="#">2004</a>	<a href="#">2005</a>	<a href="#">2006</a>	<a href="#">2007</a>	<a href="#">2008</a>	<a href="#">2008</a>	<a href="#">2009</a>	<a href="#">%CHNG</a>
CANADA	CUTTINGS AND SLIPS	060210	7,562	8,826	9,494	9,576	10,813	9,122	7,177	-21.32
	TREES, SHRUBS	060220	6,270	7,788	8,624	9,193	10,174	9,234	7,664	-17.00
<b>TOTAL</b>			<b>13,832</b>	<b>16,613</b>	<b>18,117</b>	<b>18,769</b>	<b>20,987</b>	<b>18,356</b>	<b>14,842</b>	<b>-19.14</b>

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

## Know Your HS Codes

All of the import and export codes used by the United States are based on the Harmonized Tariff System (HTS). The HTS assigns 6-digit codes for general categories. Countries which use the HTS are allowed to define commodities at a more detailed level than 6-digits, but all definitions must be within that 6-digit framework. The U.S. defines products using 10-digit HTS codes.

Export codes (which the U.S. calls Schedule B) are administered by the U.S. Census Bureau. Import codes are administered by the U.S. International Trade Commission (USITC). Web sites for U.S. export and import HTS codes are:

- Exports (Schedule B) <http://www.census.gov>

☞ Under Business & Industry click on Export Codes

<http://www.census.gov/foreign-trade/schedules/b/>

☞ Scroll down and to “Browse” and click on “Look through HTML, PDF or TXT versions of Schedule B book content.”

<http://www.census.gov/foreign-trade/schedules/b/2009/index.html>

(YOU WILL ALSO ENCOUNTER A REMINDER ON AES.

AES will come up: AES = Automated Export System: “AES mandates that everyone use AES to file their export documents.”

Scroll down to “Browse Chapters” --- You can choose HTML, PDF, or Text.

Horticulture – 06

Fresh Produce – 07

Prepared Meats – 16

Bread – 19

Sauces – 21

### **C: MARKET RESEARCH ON FOREIGN COUNTRIES: FAS and USDA Market Research Resources**

[www.fas.usda.gov](http://www.fas.usda.gov)

☞ On the right hand side click on “I want to Sell Products Overseas”

☞ Click on Market Research

[http://www.fas.usda.gov/agx/market\\_research/market\\_research.asp](http://www.fas.usda.gov/agx/market_research/market_research.asp)

☞ Under FAS & USDA Market Research Resources click on “FAS Market Research Resources” and then under “FAS Trade Data” click on

- U.S. Trade Online Database
- Bulk, Intermediate and Consumer

Under Global Agricultural and Information Network,

☞ Click on GAIN Database

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

You can look at the GAIN database” (Attaché Reports: Commodity & Sector Reports, Briefs, FAIRS Reports, etc.): Attaché Reports

You have both Commodities and Countries to work with.

For example, to find out resources on the Caribbean, highlight “Caribbean Basin” and then determine a date range, e.g. Jan 1, 2007 to today. Click on “Search.”

You’ll find:

- 2009 Eastern Caribbean Region Report
- 2008 Regional Exporter Guide
- 2008 Caribbean Basin Annual Report
- 2007 Regional Exporter Guide
- 2007 Eastern Caribbean Report

You can do this for other countries:

- Dominican Republic (again 1/1/07 to present): look at the type of reports, including
  - 2009 Soybean imports
  - 2009 Wine imports
  - 2008 Annual report
  - 2008 Hotel Sector in Samana
  - 2008 Private Label Report
  - 2007 Labeling Requirements
  - 2007 Market for Organic Natural and Health Food Products
- Jamaica
  - 2008 Annual Report
  - 2007 “Health and Functional Foods”
  - January 23, 2007, Annual Food and Agricultural Import Regulations (FAIRS) (This is the last FAIRS report.)

Now let’s look at the other side, the “Commodities” side to see and explore your options. We can look for:

- Commodity areas (asparagus, avocado, frozen French fries)
- Exporter guides --- agribusiness specific “country commercial guides” which we saw for the Caribbean and DR and for the Health foods sector in Jamaica.
- FAIRS Country Report = Food and Agricultural Import Regulations and Standards --- what you need to do to get your product in-country.

For example, for Canada, the 2008 Exporter Guide includes the following information.

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There is information on

- Export Certificates
- The HRI Sector
- Retail Food Sector

#### **D. Other FAS Web Resources**

##### **Back to I want to.....**

 Click on Partners and Trade Leads

[http://www.fas.usda.gov/agx/partners\\_trade\\_leads/partners\\_trade\\_leads.asp](http://www.fas.usda.gov/agx/partners_trade_leads/partners_trade_leads.asp)

You have selections of

- Foreign Buyers List

[http://www.fas.usda.gov/agx/buying\\_us/foreign\\_buyers\\_exporters.asp](http://www.fas.usda.gov/agx/buying_us/foreign_buyers_exporters.asp)

- Export Directory of U.S. Food Distribution Firms

[http://www.fas.usda.gov/agx/buying\\_us/directory\\_food\\_distribution.asp](http://www.fas.usda.gov/agx/buying_us/directory_food_distribution.asp)

- U.S. Suppliers List

[http://www.fas.usda.gov/agx/partners\\_trade\\_leads/us\\_suppliers\\_list.asp](http://www.fas.usda.gov/agx/partners_trade_leads/us_suppliers_list.asp)

- Trade Leads

[http://www.fas.usda.gov/agx/buying\\_us/exporter\\_buyer\\_alerts.asp](http://www.fas.usda.gov/agx/buying_us/exporter_buyer_alerts.asp)

**Back to “ I want to ....”**

☞ **Click on Trade Events**

[http://www.fas.usda.gov/agx/trade\\_events/trade\\_events.asp](http://www.fas.usda.gov/agx/trade_events/trade_events.asp)

**You have the 2009 – 2010 Trade Show Calendar**

[http://www.fas.usda.gov/agx/trade\\_events/2009\\_2010TradeShowsCalendar.pdf](http://www.fas.usda.gov/agx/trade_events/2009_2010TradeShowsCalendar.pdf)

**Shows with international attendees (some of which qualify for MAP-Branded)**

[http://www.fas.usda.gov/agx/trade\\_events/us\\_trade\\_shows.asp](http://www.fas.usda.gov/agx/trade_events/us_trade_shows.asp)

**(Choose for 2010)**

**Finding Personnel and FAS Offices**

☞ On the main tool bar, click on FAS Offices

[www.fas.usda.gov](http://www.fas.usda.gov)

☞ Under Overseas Posts click on Home Pages and then on the country of your choice.

Go to the CBATO website [www.cbato.fas.usda.gov](http://www.cbato.fas.usda.gov)

☞ Click on the island of your choice for a list of available market research, or

☞ Click on Find Market Intelligence

☞ Market Information (same listing as above)

☞ Product & Market Briefs

**To get to Canada (I promised we'd get there)**

[www.fas.usda.gov](http://www.fas.usda.gov)

to the office page <http://www.fas.usda.gov/offices.asp>

to Overseas office page

[http://www.fas.usda.gov/scriptsw/fasfield/ovs\\_directory\\_search.asp](http://www.fas.usda.gov/scriptsw/fasfield/ovs_directory_search.asp)

to search for Canada

[http://www.fas.usda.gov/scriptsw/fasfield/ovs\\_directory\\_search.asp](http://www.fas.usda.gov/scriptsw/fasfield/ovs_directory_search.asp)

To “Browse this office’s website”

[http://canada.usembassy.gov/content/content.asp?section=embconsul&subjecton1=embassyoffices&document=fas\\_home](http://canada.usembassy.gov/content/content.asp?section=embconsul&subjecton1=embassyoffices&document=fas_home)

## FOREIGN IMPORT REGULATIONS

General – [www.fas.usda.gov](http://www.fas.usda.gov)

☞ Scroll down on main page and under “FAS Business Corner” (bottom right of the FAS homepage) click on “Export Regulations” (the last/bottom option)

Under “Importing Country Requirements,” ☞ Click on “Foreign Import Requirements”

☞ Food & Ag. Import Regulations & Standards (FAIRS) Reports – we’ve already encountered

☞ The Library of Export Requirements – Food Safety Inspection Service

☞ Export Requirements for Meat, Poultry & Processed Egg Products

☞ International Animal Product Export Regulations – APHIS: this page no longer works and they provide the APHIS homepage:

<http://www.aphis.usda.gov/regulations/vs/iregs/animals/>

On the APHIS “Import and Export” page, click on “Plant Export Information”

[http://www.aphis.usda.gov/plant\\_health/](http://www.aphis.usda.gov/plant_health/)

**Plant Protection and Quarantine Index**

[http://www.aphis.usda.gov/plant\\_health/](http://www.aphis.usda.gov/plant_health/)

Then ☞ on “Export” of “Plant Import and Export.”

[http://www.aphis.usda.gov/import\\_export/plants/plant\\_exports/index.shtml](http://www.aphis.usda.gov/import_export/plants/plant_exports/index.shtml)

**Toward the bottom of the FAQs is a question, “Where can I get information about the phytosanitary import requirements of foreign countries.”**

**Where can I get information about the Phytosanitary Import requirements of foreign countries?**

- [Office of the Export Certification Specialist in each State](#)
- [Office of the State Plant Health Director](#)
- [EXCERPT database](#)
- Foreign Countries Ministry of Agriculture

#### **4 Marketing Resources**

## **Southern US Trade Association – [www.susta.org](http://www.susta.org)**

SUSTA is one the four “state regional trade groups” charged and funded to help US exporters of agricultural products.

On the SUSTA website you can get the following key information:

- Marketing events in which you might want to participate to drive leads and customer contacts;
- Exposure to foreign buyers
  - Basic Registration
  - Virtual Trade Show
- An overview of exporting (Basics of Exporting)
- An overview of services
  - Generic Program
  - MAP-Branded
- Staff Contacts

Marketing Events - <http://directory.susta.org/events>

Exposure to Foreign Buyers

- Basic Registration - <http://directory.susta.org/exporters>
- Virtual Trade Show – provides website access and company description for \$200

<http://susta.org/tradeshows/index.html>

Basics of Exporting <http://susta.org/export/index.html>

SUSTA Services

- Generic Program - <http://www.susta.org/services/gip.html>
- MAP-Branded - <http://www.susta.org/services/map.html>
  - Eligible Expenses
  - US Trade Shows

Staff & Contacts - <http://www.susta.org/staff/index.html>

**World Trade Center Miami** – WTC-M sponsors one of the FAS'-approved-US-trade shows, Americas Food and Beverage Show.

[www.worldtrade.org](http://www.worldtrade.org)

[www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com)

**Florida Foreign Trade Association (FFTA) – [www.ffa.com](http://www.ffa.com)**

FFTA is a provider of services to Enterprise Florida and is a solid organizer of reverse trade missions and trade missions under its Trade USA program.

<http://www.fftta.com/NewSite/Home.asp>

Contact Gisela Bustillos (305-471-0737) to be added to FFTA's distribution list.

**North American Industry Classification Codes (NAICS):** you will also at times be asked to provide your North American Industry Classification (NAIC) code....which is found on the US Census website.

<http://www.census.gov/eos/www/naics/>

AUMA – A global database of trade shows provided by a German tradeshow organizer

[www.auma.de](http://www.auma.de)