

Market Trends

The French market for food products is mature, sophisticated, and well served by suppliers from around the world. Additionally, an increasing interest in American culture, younger consumers, and changing lifestyles contribute to France's import demand for American food products. Generally, high quality food products with a regional American image may find a niche in the French market, particularly if they gain distribution through stores and supermarkets that specialize in U.S. or foreign

foods. Niche market opportunities also exist for regional American foodstuffs (Tex-Mex, Cajun and California cuisine), candies and chocolates, wild rice, organic and health food products, as well as kosher and halal foods. Over the past few years there has been a renewal of interest for American food products. Also, the French food service industry is moving towards fresh consumer-ready products at the expense of frozen foods.

Top 2014 exports of processed products included distilled spirits; cooked and prepared shellfish; wine; surimi and minced fish; flavoring extracts and saps; prepared peanuts and peanut butter; other processed foods; ingredients and beverage bases; and frozen and dried vegetables (ex. Potatoes).

Best Product Prospects

Post advises that despite a slight decrease in frozen food sales, due to a horsemeat scandal in 2013, this segment should continue to show good potential in the long term, mainly for potato based products, ready-to-eat/ethnic meals, and fish/seafood products. Strong prospects also exist for non-alcoholic beverages, including juices, fruits/vegetables, and nuts as well as for organic, kosher and halal foods.

Why Export to France?

- ◆ The rapid population shift from rural to urban regions is boosting demand for international foods.
- ◆ French per capita income is near that of the United States.
- ◆ The tourism industry increases demand for hotel, restaurant, and institutional products.
- ◆ U.S. fast food chains, theme restaurants, and the food processing industry occasionally demand
- ◆ American food ingredients.
- ◆ Efficient domestic distribution systems.
- ◆ American food and food products remain quite popular.
- ◆ US-EU organics equivalency agreement in place in 2012 will help increase the organic trade.

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:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov