

Taiwan

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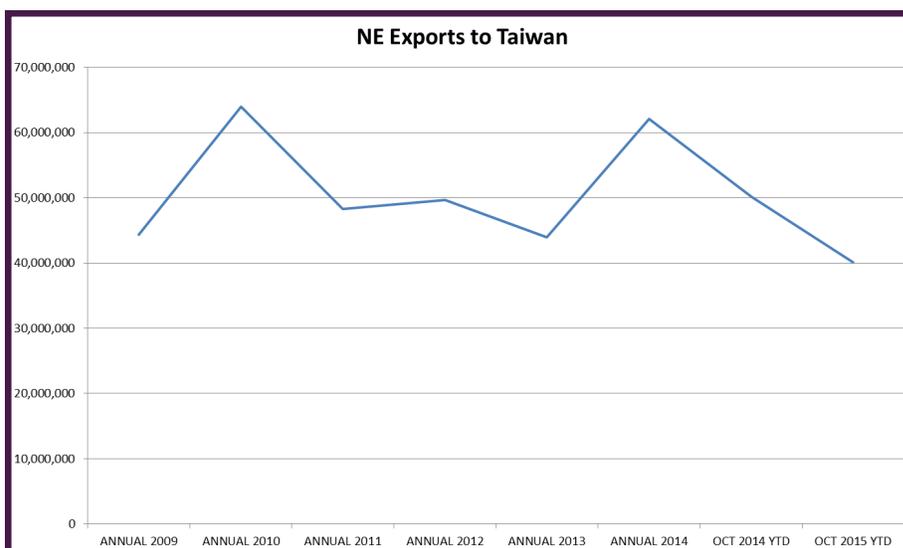
Foreign Trade

In 2013 the U.S. had a 29% market share in the Taiwan agricultural market, the largest by far. Historically the majority of U.S. agricultural exports to Taiwan were bulk commodities, but that is changing. In 2014 U.S. exports of consumer-oriented agricultural products grew 5% to nearly US\$1.4 billion, about 40% of the agricultural total. Top processed export products imported by Taiwan in 2014 included other processed foods; ingredients and beverage bases; french fries; bottled drinks; cheese; protein concentrate; mixes of nuts and fruits; dog and cat food; chocolate; baked

snack foods; and baking inputs, mixes and dough.

Taiwan's densely populated consumer market is becoming increasingly attractive to U.S. exporters. Taiwanese consumers are welcoming North American-style foods, such as ready-made products, with various consumer groups adopting eating habits reflective of North American and European markets. Consumer demands are accommodated through Taiwan's growing modern retail food sector and foodservice industry.

- ◆ *Taiwan consumers maintain a generally positive perception of and consume many U.S. food and agricultural products.*
- ◆ *Consumers are strongly attracted by novelty and fashion in food products and services.*
- ◆ *Taiwan is highly dependent on agricultural imports from the United States, particularly grain and oilseed products.*
- ◆ *Taiwan importers are familiar with and trust U.S. grading and food safety standards.*



Given Taiwan's relatively small agricultural sector, Taiwan's dependence on imports is expected to continue to grow. Taiwan's continued modernization and increased adoption of American and Western food tastes make the country an extremely attractive market for U.S. exporters. In addition, WTO accession has also improved access to the Taiwan market for many competitors of the United States.

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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