

Nebraska Agricultural Trade Office staff recognize that the United States is the chief trading partner for Honduras, which means abundant opportunities for Nebraska food companies. In 2012, Nebraska supplied \$3.4 million of agricultural products to Honduras. The United States is able to trade such high levels of products with Honduras because of the Central America Free Trade Agreement (CAFTA-DR) which has removed most tariffs and allows easier trading.

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Honduras' location makes trading easier and more cost efficient. Good relations with Honduran importers has tightened the relationships and caused Hondurans to prefer importing from the United States. Nebraska food companies will experience success in the Honduran market if they are patient and willing to grow relationships with importers and customers in Honduras.

HONDURAN FOOD & BEVERAGE INDUSTRY

Proximity, reduced or eliminated tariffs, and knowledge of American culture all make Honduras a fantastic market for Nebraska food companies. Honduras' government has not implemented many restrictions and requirements on United States food imports, which makes entry easier. Being profitable in Honduras may take time; building relationships is essential. However, if a food company invests time into Honduras, it will be bound for success in the long run.

The following products are in high demand in Honduras:

Snack foods

Eggs & products

Red meat (fresh/chilled/frozen)

Processed fruits & vegetables

Poultry meat

Tree nuts

Breakfast Cereals



PROUD TO BUY
NEBRASKA



Here are tips for exporting to Honduras:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. A good personal relationship with potential customers is the only way to be successful in Honduras. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. In Honduras, all labels need to be written in a clear legible manner and should be in Spanish. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



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