



Food & Beverage August 2013

A large English-speaking population and a fascination with American culture and food makes Taiwan a great destination for Nebraska food products. Over \$49million of Nebraska agricultural commodity products were exported to Taiwan in 2012. Tariffs are low in Taiwan due to the World Trade Organization accession, which makes trading easier and more affordable. Also, Taiwan's population of over 23 million people combined with only 36,000 square kilometers of land area means less space for producing food products and more reliance on imported food products.

While family income is increasing, Taiwanese customers are still price sensitive which can hurt import food sales. Food safety is also important in Taiwan, and recent food scares in the United States may be hurting American food products in that market. However, positive perceptions of American products and increased incomes of Taiwanese consumers will benefit American product sales in Taiwan.

TAIWANESE FOOD & BEVERAGE INDUSTRY

Healthy food products along with convenient and ready-made foods are increasing in popularity in Taiwan. The population is aging and the older citizens are demanding products with low sugar, low salt and high calcium. Traditional extended family living situations are being replaced by single unit households with double incomes. These fast-paced, two-income households are demanding Western type snack and ready-to-eat foods. Nebraska food companies can succeed in Taiwan if they cater to Taiwanese needs.

The following products are in high demand in Taiwan:

Wines

Cheese

Pork

Snack foods

Tree nuts

Beef

Poultry

Convenience foods

Here are tips for exporting to Taiwan:

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. Like many other Asian cultures, Taiwan business success is only attainable by personal relationships. Visiting Taiwan or meeting personally with Taiwanese buyers is fantastic to help your business. 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. Taiwan has strict labeling laws and food companies need to be aware of the regulations. You also may need to change your labels to include the "Made in the USA" statement on them. 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.



For More Information Contact:

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