



International Newsletter

1 S T Q U A R T E R - 2 0 1 1

UPCOMING EVENTS

www.foodexport.org

[Focused Trade Mission to Columbia for Retail and Ingredients](#) April 11-14
Bogota and Medellin,
Colombia

[Food Show PLUS! at Canadian Produce Marketing Assoc. Show](#)
April 13-15 Montreal,
Canada

[Food Show PLUS! at Seoul Food Korea](#) April 25-29
Seoul, Korea

[European Seafood Exposition](#) May 3-5
Brussels, Belgium

[Food Show PLUS! at the Symposium for Fine Food + Drink](#)
May 4-6
Munich, Germany

[Food Show PLUS! at HOFEX](#)
May 10-14
Hong Kong, China

[Food Show PLUS! at SIAL Canada](#) May 11-13



ND delegation to tour Danish cellulosic plant

A delegation of North Dakota government officials, representatives of the energy industry and farm producers will travel to Denmark in March to learn more about that country's efforts to develop a cellulosic ethanol industry.

"The main purpose of this trip is to visit the Kalundborg cellulosic ethanol demonstration facility to determine how we can build a commercial-size facility in North Dakota," said Agriculture Commissioner Doug Goehring, one of the organizers of the trip. "We especially want to know how the facility impacts local agriculture, both economically and in terms of soil health."

Great River Energy and Inbicon, a subsidiary of the Danish utility company DONG Energy, are working to develop and build a cellulosic biomass refinery, Dakota Spirit AgEnergy, to be located next to the Spiritwood Station power plant at Spiritwood, east of Jamestown. Inbicon operates the Kalundborg facility.

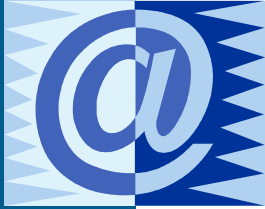
"We think the opportunity to experience Danish technology and farming practices first hand is important homework in considering biomass technology for North Dakota," said Greg Ridderbusch, vice president of business development for Great River Energy. "Great River Energy is pleased to participate and appreciates the collaborative approach between agriculture and energy."

Goehring, who owns a no-till farm near Menoken, said he is especially interested in seeing how the removal of crop residue – stalks and stems – affects the quality of the soil. "Producers in the Kalundborg area have been removing crop residue from their fields for the last 25 years to be burned in an electric power plant near the ethanol plant," Goehring said. "This is an opportunity to learn what, if any, impact this cultivation practice has on soil health."

Other stops on the trip will include a visit to the Avedøre Power Plant to see full-scale biomass handling and other biomass facilities. The groups will also hear presentations by DONG Energy, Great River Energy and the Danish Technological Institute.

In addition to Goehring, the 22-member delegation will include Attorney General Wayne Stenehjem, North Dakota State Senators Terry Wanzek, Tim Flakoll and Jim Dotzenrod; State Representatives Dennis Johnson, Craig Headland and Phillip Mueller; Jamestown Mayor Katie Andersen, representatives from Great River Energy, the Great Plains Institute, North Dakota Grain Growers and others.

The group leaves March 9 and returns March 13.



North Dakota NOW—URL radio

The North Dakota Department of Agriculture is now on the air, and already is averaging more than 2,000 listeners from as far away as Dallas, Sacramento, Sioux Falls, and Minneapolis.

You can catch North Dakota Now, our new weekly Internet radio show on your computer! It airs every Wednesday at 11 a.m. on the locally-owned Internet station, URL Radio. The program's website address is <http://northdakotainow.podbean.com>. The station's website is www.urlradio.net. You can also listen through a link on the Pride of Dakota website – www.prideofdakota.com.

The weekly program includes a newscast, feature stories on Pride of Dakota member companies, updates on department activities and other information. For more information on North Dakota Now, contact Sara Kelsch at sakelsch@nd.gov.

Food Safety Modernization Act and You

Food-borne illness attacks 48 million Americans each year, hospitalizing about 100,000 and causing thousands more to die prematurely.

The new *Food Safety Modernization Act* changes the Food and Drug Administration's approach to food-borne illness. FDA must now establish comprehensive, prevention-based controls across the food supply. Science-based standards for the safe production and harvest of produce will be established, and criteria will be set to ensure the safe transportation of all food products.

The legislation significantly increases FDA's oversight of imported food products. It directs the secretary of health and human services to improve the training of state, local, territorial and tribal food safety officials. It provides more effective enforcement tools for ensuring food safety plans are adequate and properly implemented. Most importantly, it gives FDA mandatory recall authority, enabling the agency to quickly take contaminated food off the market.

Major Provisions:

- Food facilities must have a written preventative controls plan that spells out possible problems that could affect product safety.
- FDA must establish science-based standards for safe production and harvest of produce.
- FDA will increase frequency of inspections.
- FDA can recall unsafe food if the manufacturer fails to do so voluntarily.

For more information on the FSMA requirements, please visit these sites:

- www.whitehouse.gov/blog/2011/01/03/food-safety-modernization-act-putting-focus-prevention
- FSMA key facts www.fda.gov/Food/FoodSafety/FSMA/ucm237934.htm
- www.fda.gov Click on *Food Bill Aims to Improve Safety*

Feature Market: Colombia

Colombia at a Glance:

- Colombia's population is 44.2 million with a median age of 27.6 years.
- Colombia can be termed a hierarchical society. People earn respect due to age and position.
- Most Colombians are Roman Catholic. The parish church is often seen as the center of a community.
- Spanish is the official language is Spanish.
- Colombia is the world's third leading coffee exporter. In addition Colombia exports petroleum, coal, nickel, emeralds, apparel, bananas and cut flowers
- Colombia's trade partners are the US, China, Venezuela, China, Mexico, Brazil and some European countries.
- US exports to Colombia in 2009 included wheat, soybeans, oilseeds, barley, corn and bakery products.



- Gender inequalities remain stubborn in the region.
- In January 2011, Colombia assumed a non-permanent seat on the UN Security Council for 2011-12 term.

To learn more about trade opportunities in Colombia visit www.foodexport.org and click on Seminars & Webinars. There is a pre-recorded webinar on trade with Colombia.

<https://www.cia.gov/library/publications/the-world-factbook/geos/co.html>

Colombian Etiquette

When visiting or doing business in Colombia it is important to keep these guidelines in mind:

- The standard greeting is a handshake. Once a friendship is developed, greetings become warmer and more hands-on. Men will embrace and pat each other on the shoulder, a gesture known as the *abrazo*. Women will kiss once on the right cheek.
- Meetings should be prolonged affairs during which the parties involved discuss family, business, health, and sports. It is considered disrespectful to rush proceedings.
- Colombians stand very close together and enjoy physical contact. Be prepared for a hand on your shoulder and don't back away from people if they get too close.
- Do not address Colombians by their first name until you are invited to do so.
- Be careful not to yawn in public. It is considered impolite.
- In Colombia, almost all food is eaten with utensils. Even fruit is cut into pieces with a knife and fork.
- It is important to avoid confrontation. If a person makes a mistake, exposing it publicly could lead to a loss of face and a ruined relationship.

<http://www.kwintessential.co.uk/resources/global-etiquette/colombia.html>

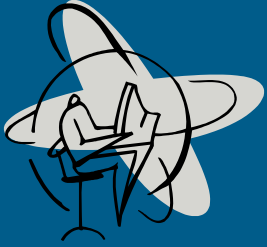
The United States recently signed free trade agreements with Korea, Colombia, and Panama. These agreements have yet to be ratified by Congress. The United States is also negotiating an Asia-Pacific trade agreement. The main objective of the Trans-Pacific Partnership (TPP) Agreement is to shape a high-standard and broad-based regional pact.

For more information on free trade agreements, please visit:

<http://www.ustr.gov/trade-agreements/free-trade-agreements>

For further information on the U.S.-Korea Free Trade Agreement and a detailed look at how it would impact your business, please visit:

<http://www.fas.usda.gov/info/factsheets/korea.asp>

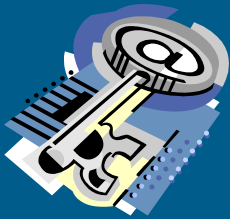


Visit www.ndto.com
to register!

NDTO Global
Connections
Conference

March 30-31, 2011

Ramada Plaza Suites
Fargo, ND USA



NDDA at Global Connections Conference March 30-31, 2011

Stop by the ND Department of Agriculture booth at the North Dakota Trade Office Global Connections Conference!

- Dr. Patricia Berglund will be giving a session on International Protocol on March 31st at 10 a.m. Be sure to attend her session and learn the do's and don'ts of international business etiquette.
- Dave Nelson with our Plant Industries Division will be there to answer any questions about export certificates.
- Stephanie Sinner will be there to visit with you about exporting opportunities for 2011.

Export opportunity to the Nordic countries in 2011

In anticipation of a Trade Mission to the Nordics in Fall 2011, the ND Department of Agriculture, along with Food Export - Midwest, is offering a limited number of one-on-one meeting opportunities with European food export specialist, Sam Bessinger, who will be in Fargo during the NDTO Global Connections Conference the week of March 28, 2011.

The Nordic countries include Denmark, Finland, Iceland, Norway and Sweden.

The meeting includes a preliminary review of your specific opportunities in the Nordic markets. Meeting slots are filled on a first come, first served basis. Registration for a scheduled meeting is \$25 per company.

To schedule a one hour meeting and evaluate your export opportunities in the Nordics, contact Stephanie Sinner by email at ssinner@nd.gov or by phone at 701-239-7211.

Food Export-Midwest launches new website

A NEW year; a NEW look! The new website was launched February 1st and is more streamlined with improved features, including:

Enhancements such as easier site navigation, improved content delivery, etc.

Upgrades such as an Export Readiness Survey and personalization features, i.e., a collection of company preference information such as markets of interest, export news topics, distribution channels of interest, etc.

New Content such as personalized searches based on areas of interest, an interactive activity calendar, a media section, seafood industry news, international country profiles and more.

Please visit today at www.foodexport.org.

2011 Buyers Missions: Which one is for you?

Buyers Missions thru Food Export – Midwest, bring buyers from all over the globe to U.S. cities. U.S. food and beverage suppliers meet one-on-one with pre-qualified, international buyers to generate sales leads.

Meeting one-on-one with foreign buyers who have expressed interest in a wide variety of U.S. agricultural products, gives you the opportunity to receive instant feedback on your product's export potential without having to travel outside the U.S.

This is a cost effective, convenient way to make an international impact with your products and to generate new sales leads.

To view upcoming Buyers Missions in 2011 visit www.foodexport.org and click on Upcoming Activities.

- [Food Service Buyers Mission at National Restaurant Association Show](#)
May 21-24 Chicago, IL
- [Sweets and Snacks Buyers Mission at Sweets and Snacks Expo](#)
May 23-25 Chicago, IL
- [International Dairy-Deli-Bakery Association Buyers Mission](#)
June 5-7 Anaheim, CA
- [Feed Ingredients Buyers Mission at World Pork Expo](#)
June 8-10 Madison, WI and Des Moines, IA
- [Food Ingredients Buyers Mission at Institute of Food Technologists Show](#)
June 11-12 New Orleans, LA



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