



Dairy Business Innovation Alliance Webinar Exporting Dairy Products

Jeff Phillips, International Trade Manager - January 19, 2021

Minnesota Dairy Exports

- \$218 million in 2020 (Jan-Nov)
- 21% increase
- Top products
 - Whey
 - Milk Albumin
 - Lactose
 - Milk Powder
 - Cheese

Minnesota Dairy Exports

Top Minnesota Dairy Export Markets

1. China
2. Mexico
3. Canada
4. South Korea
5. Philippines
6. Japan
7. India
8. Australia
9. Vietnam
10. Guatemala

Technical Services

- Transportation/Logistics
- Calculating export prices
- Commercial documentation
- Calculating duties and taxes
- Market research – best export prospects
- Identify importers – potential importers, distributors, manufactures
- How-to seminars – label requirements, free trade agreement compliance, etc.

- Virtual Trade Missions

- Peru/Chile
- Australia/New Zealand
- Mexico
- Dominican Republic
- Canada
- Taiwan - Ingredients

- Virtual Buyer Missions

- Food Ingredients
- Food Service
- Dairy, Deli, Bakery
- Caribbean & Latin American

Export Development Cost Reimbursement

- Branded Program
 - Exporters receive a 50% reimbursement on export development and promotion costs
 - 50+ percent of the product promoted is U.S. ag based and company is under certain employee levels
 - Cheese – 1250
 - Dry, Condensed, Evaporated – 750
 - Ice Cream/Frozen Dessert – 1000
 - No employee restriction for ag cooperatives
 - Up to \$300,000 in reimbursements per year (\$350K for cooperatives)

Branded Program

- Types of Reimbursements

- International web site development
- Package and label modifications
- Advertising and PR
- In-store promotions, product demonstrations, in-country seminars
- Fees for exhibiting at foreign trade shows (including airfare, hotel and meals) and select trade shows held in the U.S.
- Marketing and point-of-sale materials
- Freight cost for samples

Thank You



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