

# **Exporting U.S. Foods**

***.....a small company perspective***

***Karl Brown***  
***SB Global Foods***

# ***Small Companies Face Same Challenges as Large Companies***

- Foreign Exchange Swings
- External Challenges (“protectionism”)



# ***Unique Challenges for the Small Exporter***

- Resource Allocation – Money & Time
- Must Maximize Return and Minimize Waste of these resources
- Very reliant on support services



# Who Provides Support?

- Federal Government (USDA/FAS)
- Individual States
- Regional Associations (MIATCO, etc.)
- Trade Associations



# Delivery of Services - The Current Approach

- “Wholesale” approach in the U.S. – involve as many companies as possible (“back-up the bus”)
- “Wholesale” approach from overseas offices – provide information and services for the masses



# Challenges of the Wholesale Approach

- Shelf Space Gets Too Crowded – too many companies involved that are not ready to export
  - Maximizes waste for not-ready-for-export firms
  - Minimizes return for ready-to-export firms -- good products and good companies get lost on the crowded shelf
- ATO offices provide mostly “macro” information to processed food exporters
  - Very little importer information available (bulk importer lists)
  - Macro-economic information provided is often not useful to smaller exporters
  - Small exporters do not get a great return on time and effort invested (example: bulk trade leads)



# **A Success Story – The MAP Program**

- **Market Access Program – the great Equalizer for Small Exporters**



# **A Better Mousetrap?**

**Change Approach from Wholesale to  
Retail Delivery of Services**





# Retail Delivery of U.S.-based services

- Provide company specific export evaluations for new-to-export firms (i.e. consulting services)
- Provide focus to export efforts or pull plug early on non-starters
- Charge fee(s) for these services
- Administered through regionals, industry groups, and/or states
- Minimizes waste of resources
- Un-crowds the shelf – Maximizes return for ready to export firms



# Retail Delivery of Overseas Services

- Cultivate importer knowledge and relationships
- Act as exporter's in-country information resource
  - Customs, labeling, taxes, pricing structures
  - Regulatory requirements
  - Provide “eyes and ears” support
- Charge fees for services
- Maximize return for investment of resources for the small exporter



# Summary of Retail Approach Benefits

- Minimizes waste to new-to-export and not-ready-for-export companies
- Maximizes return for ready to export companies
- Net result = fewer companies receive the benefit of the programs but more export sales are generated for less expense resulting in more jobs(!).





**Karl B. Brown, President**

**SB Global Foods, Inc.**

**Lansdale, PA 19446**

**Tel. 215-361-9500; Fax 215-361-9323**

**Email: [kbrown@sbglobalfoods.com](mailto:kbrown@sbglobalfoods.com)**

**[www.sbglobalfoods.com](http://www.sbglobalfoods.com)**