

Indiana State Department of Agriculture
Trade Missions Overview and Success Stories
Last Updated: May 15, 2008

International trade has been identified by the Indiana State Department of Agriculture as an important source for market growth for Indiana food and agricultural companies. A large amount of Indiana food and agricultural products are already exported, with an estimated \$2 billion of agricultural exports in 2006, ranking Indiana 10th among the 50 states. Agricultural exports help boost farm prices and income, while supporting about 24,200 jobs both on the farm and off the farm in food processing, storage, and transportation. Exports remain important to Indiana's agricultural and statewide economy (Source: FAS).

Governor Daniels and Lt. Governor Skillman have led a total of 7 trade missions, with 3 of those agriculturally focused trade missions led by Lt. Governor Skillman. The trade missions have resulted in the purchase of millions of dollars of Indiana corn, soybeans, hardwood products, lumber and sine, in addition the development of valuable relationships. Indiana agricultural trade missions have been led to Panama, Guatemala, and Costa Rica; Taiwan and Vietnam; and Mexico. ISDA has also taken part in four Governor-led trade missions to Japan, Taiwan, South Korea, Germany, and the United Kingdom. Each of these trade missions has resulted in new market opportunities and sales for the Indiana agriculture industry.

Indiana Food and Agricultural Trade Mission to Mexico, February, 4-8, 2008

Lt. Governor Becky Skillman and Agriculture Director Andy Miller led a Food and Agricultural Trade Mission to Mexico with the objective of building relationships and making export contacts that further this important sector of the economy. 26-member food and agricultural trade delegation comprised of leaders of agricultural organizations, agri-business leaders, academic officials, and government leaders.

- Indiana academic institutions formalized partnerships with Mexican counterparts. Purdue University and Ivy Tech signed letters of intent to pursue partnership opportunities with the Autonomous University of the State of Hidalgo. Ball State University signed an agreement to exchange documentation, faculty, staff and/or students, as well as to seek external support for collaboration in research, instruction, or service functions with the Autonomous University of the State of Hidalgo. Ball State University presented a Memorandum of Understanding to La Salle University in Mexico City. Indiana University Purdue University in Indianapolis presented a Memorandum of Understanding to the Autonomous University of the State of Hidalgo. All four academic institutions also developed contacts with the Veracruz University in Xalapa, Veracruz, Mexico.
- A commitment was made by the President of La Cuenca Dairy, the largest dairy farm of its kind in Latin America, to replace DDGS from another state with DDGS purchased from Indiana.
- Comments from Indiana participants in the biotechnology roundtable were used in arguments in favor of biotechnology seed planting in Mexican media in the weeks leading up to the Mexican Ministry of Agriculture's publication of the draft rules for initial experimentation of planting of GM corn.
- There is the opportunity for several of the biotech companies to expand commercial planting through the partnerships we started with Hidalgo and Veracruz state governments. There was a very open reception to expanded use, particularly for the humanitarian/rural development

projects like in Hidalgo. This is critical as Mexico has been slow in expanding their commercialization.

- Mexico is our second largest trading partner and as with previous trips, our commodity and farm groups benefit by seeing first-hand the market they serve. Farm Bureau, Pork Producers and Corn/Soy participants, all remarked at how this trip helped them better appreciate the importance of this market.
- During her visit to the State of Hidalgo in Mexico, the Lt. Governor signed a letter of intent with the Governor of Hidalgo to promote and exchange trade, agriculture, technology, education, tourism, environmental protection, intercultural exchanges and other areas of mutual interest.

BioTown, U.S.A. Exchange Mission to Juehnde, Germany, September 17-22, 2007

Through a joint U.S. Agriculture Department and U.S. State Department grant, a nine-member delegation traveled to Germany from Sept. 17-22 to learn from the Juehnde Bioenergy Village experience, build goodwill between the two towns and explore areas of cooperation.

- The Indiana delegation made valuable connections with German counterparts that they can consult with and share experiences with.
- ISDA expects a return exchange mission from the Juehnde residents to Indiana sometime in 2008.

Governor's Trade and Investment Mission to Japan, September, 7-14, 2007

Governor Daniels was joined by more than 40 state, civic, business and agricultural leaders. Agriculture was represented by four government and industry leaders. During this mission, the agricultural team shifted their focus to identifying the best investment possibilities in Japan to bring to Indiana agriculture

- Governor Daniels and ISDA hosted an Investing in Indiana Agriculture Seminar, the first state effort of its kind focusing on agricultural investment ever to be done in Japan by a U.S. state. The seminar was attended by representatives from more than 10 Japanese companies and resulted in five significant follow-up opportunities.

Governor's Trade and Investment Mission to Germany and the United Kingdom, May, 12-19, 2007

Governor Daniels was joined by more than 40 state, civic, business and agricultural leaders. Agricultural was represented by four government and hardwood industry leaders.

- Connections were made with the Bioenergy Village in Juehnde that resulted in a grant for the BioTown, U.S.A. Exchange Mission to Germany.
- Indiana hardwood companies conducted more than 10 meetings that resulted in at least two significant follow-up opportunities.
- A bioenergy roundtable was held with Indiana Governor Daniels and bioenergy representatives exchanging ideas and perspectives on bioenergy with German government and industry counterparts.
- Insight was made into the United Kingdom's food industry and consumer preferences and trends that were later shared with Indiana companies.

Indiana Food and Agricultural Trade Mission to Taiwan and Vietnam, Sept. 30-Oct. 2, 2006

Lt. Governor Skillman led a 32 member delegation of agricultural leaders to Taiwan and Vietnam in pursuit of new market opportunities for Indiana's wine, hardwood, grain, and meat industries

- This trade mission strengthened ties with Taiwan that led to a Taiwanese Food Buyers Delegation visit to Indiana in May, 2008 where promising connections were made related to DDGS, and food grade corn and soybeans.

- In Taiwan, two Indiana hardwoods companies, Frank Miller Lumber Company, Inc. and Cole Hardwood, Inc., as well as JBS United Inc. and Matrix Global Partners all reported sales after or during the Mission.
- Both Easley Winery and Oliver Winery saw their products for sale in a Taipei wine shop, the result of connections made on a Taiwanese mission to Indiana in May, 2006. Meredith Easley of Easley Winery rearranged her travel plans to stay one day longer in Taiwan to follow up on three business meetings set after she arrived. Don Hollinger of Oliver Winery met with and provided samples to several business contacts in Vietnam and expects to close deals from those meetings.
- Both Cole Hardwood and Frank Miller Lumber Company made sales in Taiwan. Dave Bramlage from Cole Hardwood saw lumber from his company in a Vietnamese furniture factory and Joyce Miller from Frank Miller Lumber Company has made several valuable contacts after being introduced at the American Hardwood Export Council Furniture Show. The Taiwanese Furniture Manufacturers Association agreed to partner with the Indiana Hardwood Lumberman's Association to connect Hoosier hardwood producers with Taiwanese manufacturers.
- A letter of intent was signed to formalize the long-term collaboration between National Taiwan University and Purdue University. The two institutions will exchange students and faculty and assist each other in training agricultural researchers and officers.
- Six weeks after the mission, the President of a Vietnamese importer of livestock feed technology and livestock genetics and two government agricultural officials traveled to Indiana to meet with representatives of JBS United, Inc., Maple Leaf Farms, and Whiteshire Hamroc Swine Genetics as well as the Indiana Soybean Alliance.

Governor's Trade and Investment Mission to South Korea and Japan, June 17-28, 2006

Governor Daniels and state economic development officials led their second mission to Japan and visiting South Korea. The Governor was joined by over 50 state, civic, business and agricultural leaders. Agriculture was represented by eight government and industry leaders.

- Indiana Packers Corporation, a subsidiary of Mitsubishi Corporation, agreed to increase its pork processing operations in Indiana, adding 125 new jobs to its current workforce in Delphi and invest approximately \$43 million to increase plant capacity. This expansion is in addition to a current company expansion of \$69 million and approximately 270 jobs.
- Governor Mitch Daniels unveiled the "Premium Indiana Forest Products: logo to the Asian market which identifies products made from Indiana hardwoods and is a global marketing campaign to promote the use of Hoosier forestry products.

Indiana Food and Agricultural Trade Mission to Central America, January 8-13, 2006

Lt. Governor Skillman and Rep. Dan Burton led a 34-member delegation to Central America to find international economic development opportunities to benefit Indiana. Indiana's trade mission to Central America was the first American-led trade mission to the region since Congress ratified the Central American Free Trade Agreement.

- Business relationships formed during this trade mission resulted in a Guatemalan delegation led by the Guatemalan Ambassador to the U.S. visit to Indiana to develop new trade and business relationships in the fall of 2006.
- Indiana Pork Advocacy Coalition and Indiana Packers Corporation representatives made connections to explore the possibility of marketing fresh pork products to a Guatemalan restaurant chain and also met with a distributor interested in purchasing Indiana pork, further processing it in Guatemala, and selling it as a value-added product.

- Clabber Girl, an Indiana food company, made their first sale into Costa Rica.
- The Indiana delegation, composed of government, commodity organization, academic, food and agribusiness leaders held as many as 80 meetings as a part of the trade missions. More than two-thirds of those meetings resulted in plans for follow-up actions.
- In Panama, the Indiana Hardwood Lumbermen's Association met with a wood products manufacturer specializing in flooring, office and hospitality furniture. It was determined that Indiana has the perfect suppliers and species for his company. Dimension requirements were provided to the IHLA's Ray Moistner, which later resulted in sales of Indiana hardwoods to Panama.

Governor's Trade and Investment Mission Japan and Taiwan, July 30-Aug. 6, 2005

Governor Daniels and state economic development officials led first mission to Japan and visited Taiwan. The Governor was joined by over 75 state, civic, business and agricultural leaders. Agriculture was represented by approximately 5 delegates.

- Indiana Economic Development Corporation hosted a business summit for Taiwanese business leaders. During the summit, Indiana officials and economic leaders highlighted the state's favorable business climate, expanding agricultural sector, central location, and strong workforce.
- Important contacts were made that later resulted in a food buyers mission to Indiana.