

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary Internal

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GAIN Report Number:

Colombia

Post: Bogota

Colombia Ready for Business at Miami Food and Beverage Show 2012

Report Categories:

CSSF Activity Report

CSSF Activity Evaluation

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Report Highlights:

FAS/Bogotá accompanied a delegation of 16 Colombian importers to attend the Food and Beverage Show 2012 in Miami, Florida. The potential buyer represented companies from around Colombia with strong interest in evaluating new products for the growing Colombian food retail and ingredient sector, such as frozen meats, cheeses, juices and peanuts. The delegation made new business contacts given the Show's ideal environment for networking between potential buyers and exporters.

General Information:**Name of Mission:**

Colombian Buyers Mission to the Food and Beverage Trade Show 2012

Dates: September 24-25, 2012

City/Country: Miami, United States

I. Statistical Summary:

Post budget for this activity: \$4,500

Number of companies on mission: 12

Number of Participants: 16

Number of trade appointments/contacts: 26

Estimated sales during mission: US\$106,000.00

Projected sales during the next 12 months as a result of mission: >US\$2 million

II. FAS Field Evaluation:**A. Mission Objectives:**

The objective of FAS/Bogotá was to facilitate trade opportunities through exposing Colombian importers to the Food and Beverage Trade Show and encourage expanded bilateral commerce given the explosive growth in the Colombian retail food and ingredient sector after implementation of the U.S.-Colombia Trade Promotion Agreement (TPA). The Colombian delegation was accompanied by the FAS/Bogotá Agricultural Counselor and Marketing Specialist.

B. Colombian Delegation:**CARREFOUR COLOMBIA**

William Garcia, National Meat Department Manager

Carrefour is the second largest retail supermarket in Colombia. It has more than 80 stores located in all the major cities. Carrefour has three different store formats that range in size and product availability: Hypermarkets (largest), supermarkets and express markets, which serve as a local neighborhood store.

Carrefour annual sales in Colombia are approximately US\$2.4 billion and it is estimated that grocery sales are 60% of total sales. Carrefour traditionally sources products from Europe, but indicated great interest in expanding trade opportunities under the TPA in order to offer a wider product portfolio to clients.

ALIMENTOS CARNICOS / INDUSTRIA DE ALIMENTOS ZENU

Juliana Gómez, Marketing Director

Libia Eugenia Betancur, Marketing Director

Industria de Alimentos Zenu is part of Grupo Nutresa, which is the fourth largest food company in Latin America. Zenu annual sales are approximately US\$620 million. Currently it is the most important meat cold cuts company in Colombia. Industria de Alimentos Zenu attended the Show to specifically evaluate different kinds of meat for processing, as well as already prepared cold cuts.

MARISCOS ATLANTIC S.A.

Pablo Salazar, Logistics Manager

Mariscos Atlantic S.A is a growing food service industry company that was established in 2003. It has branches in the four major cities of Colombia (Bogota, Medellin, Cartagena, Barranquilla). Annual sales are US\$20 million. Mariscos Atlantic attended the show to assess opportunities to buy frozen seafood and fish.

CEREGRANOS

Javier Andrade, General Manager

Ceregranos is a bulk commodity importer and distributes corn, soybean, rice, sesame seed, oats and sugar. Annual sales are US\$5 million. Ceregranos attended the show to meet with contacts and assess new products for potential buyers in Colombia.

INTERCOMER

Felipe Reyes, Commercial Manager

Carlos Felipe Gomez, International Marketing and Business

Jholman Vera, Commercial Assistant

Intercomer, located in Cali, imports and distributes various types of grains and consumer food products and was at the Show to find new suppliers of beverages and meat products. They also offer logistical services for importers.

CLUB DEL VINO

Juan Camilo Ortiz, General Manager

Felipe Jiménez, Commercial Manager

Club del Vino specializes in wine and dried fruit imports and was at the Show to evaluate buying opportunities for nuts and fine cheeses.

DLK

Jaime Escobar, Partner

DLK is a restaurant supplier. DLK was focused on importing wines, beverages and high-quality beef for their Colombian restaurant clients. Also, DLK was at the Show to meet suppliers of coconut drinks and fine breads.

JOHN RESTREPO A. y Cia.

Guillermo Lopez, Regional Manager

John Restrepo is one of the main distributors of consumer products in Colombia. Its headquarters is located in Medellin and it has 9 subsidiaries. This company is focused on liquor, food and cleaning products. John Restrepo was at the Show specifically to buy ready-to-eat foods, desserts, dried fruits and beverages.

IMPORTADORA LA GAITANA

Bernardo Ortiz Rojas, Legal Representative

Libia Reyes Lopez, Commercial Director

Importadora La Gaitana is a family business dedicated to confectionery products and canned food.

Importadora La Gaitana is a regular participant in the Show and the focus was to strengthen and expand business contacts and buying opportunities.

ALIMENTOS DEL VALLE

Alfredo Espinosa, International Business Manager

Alimentos del Valle S.A. is located in Cali and is dedicated to the dairy, confectionary and beverage industries. Alimentos Del Valle was interested in buying energy drinks, juices and Aloe-Vera beverages at the Show.

PREMIUM CHOICE

Raul Vallejo, Commercial Director

Premium Choice is an importer of wines, cheeses, dried fruits, and high quality, “fancy” foods.

PRODUCTOS ALIMENTICIOS BELLINI S.A.

Manuel Bohorquez, General Manager

Bellini imports, produces and sells high quality products derived from corn, oat, wheat, barley and soybeans. Bellini was evaluating new products at the show in order to widen the product line portfolio.

C. Observations:

All the companies made new contacts and others had the chance to meet suppliers at the Show. Participants also discovered potential new products and new business opportunities.

On Monday, September 24, 2012, Post made a presentation at the *Briefing on Latin American & Caribbean Markets for U.S. Meat, Dairy and Poultry Products*, explaining the market trends in Colombia and opportunities as a result of TPA implementation.

On Tuesday, September 24, 2012, Post participated in the FAS review meeting, Organizers shared the results of the Trade Show in terms of countries represented and booth sales.

On Tuesday, September 25, 2012, FAS/Bogotá Agriculture Counselor made a presentation on “*Doing business with Colombia: How the New FTA Benefits US Food and Beverage Companies*”. There was extensive interest in knowing how to do business with Colombia and to benefit from lower tariffs as a consequence of the TPA implementation.

D. Public Relations:

On Sunday, September 23, 2012, the US Dairy Export Council, US Meat Export Federation USMEF and USA Poultry & Egg Export Council hosted welcome reception that was an effective promotional for potential buyers of dairy, meat and poultry products. The Colombian delegation attended the reception and was provided a great opportunity to taste high quality American meat, poultry, eggs and cheese.

On Monday, September 24, 2012, Show organizers hosted the *Taste of the America* welcome reception. The delegation had an opportunity to meet exhibitors from different countries and share experiences with other participants.

E. Conclusions and Recommendations:

1. The Food and Beverage Show is an important event for Latin American countries, and convenient given its location in Miami. Promoting the Show is also a good marketing activity to improve and expand FAS\Bogotá contacts.
2. FAS/Bogotá surveyed the delegation and all were enthusiastic about the show and the new opportunities from the TPA.
3. Post will continue to work with cooperators to promote future Shows and develop more creative incentives, such as free entrance and additional logistical support to enhance and expand participation.

F. New Contacts

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