

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Romania

**Post:** Bucharest

### Exports of US Cranberries to Romania on the Increase

**Report Categories:**

Export Accomplishments - Other

Export Accomplishments - Trade Leads

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**Report Highlights:**

FAS/Bucharest's intensive efforts raised awareness of the high quality U.S. cranberries available to Romania sufficiently to capture the interest of a local importer, which recently signed its first contract for Ocean Spray products valued at USD 366,200.

**General Information:**

Starting in June 2012, FAS/Bucharest extensively promoted U.S. cranberries to the Romanian buyers and consumers through a series of promotional activities funded through the USDA's CSSF and MAP programs.

The kick-off June event, [American Fine Food and Spirits – Tasting Event 2012](#) introduced over 120 importers, distributors, processors, retailers, and representatives from several hotels, restaurants and bars to U.S. quality products, among which also cranberries. This was the first activity aimed at increasing Romania's awareness about U.S. cranberries. The U.S. Ambassador to Romania hosted this tasting event at his residence, giving the event added prestige. FAS/Bucharest funded the event through the CSSF program.

In August FAS/Bucharest then supported a trade mission lead by the MK2 Company, the European representative for the Cranberry Marketing Committee (CMC) and Food Export USA, by organizing a series of meetings for mission members with prospective Romanian buyers and distributors. The trade mission contributed significantly to Romanian buyers understanding of global market conditions, the U.S. price-structure, and availability of U.S. cranberries. CMC funded the activity through the MAP program.

Given the strong Romanian interest for U.S. cranberries after the trade mission FAS/Bucharest assisted MK2/CMC with identifying the Freya Production Company, a Romanian public relations firm, which initiated in April 2013 a national U.S. cranberry promotional campaign. CMC again funded the activity through the MAP program.

Freya Production Company's campaign involved a series of press conferences, press mailings, and media advertisements. The CMC augmented this campaign with selection of a public person to be the American Cranberry Ambassador to Romania, bringing more value and visibility to the promotional campaign.

FAS/Bucharest continued its support of the CMC cranberry promotion efforts in Romania including the product in the June 2013 U.S. products tasting event "The [American Seafood and Wines – Tasting Event 2013](#)." This event focused on educating the Hotel, Restaurant and Institutional (HRI) sector and major retail-related entities on effective pairing techniques for food and wines through tastings and cooking demonstrations. The activity supported FAS/Bucharest's marketing efforts to increase sales of U.S. quality product, including cranberries, in the Romanian market. FAS/Bucharest funded the event through the CSSF program.

FAS/Bucharest's intensive efforts with CMC raised awareness of the high quality U.S. cranberries available to Romania sufficiently to capture the interest of a local importer, which recently signed its first contract for Ocean Spray products valued at USD 366,200. The Ocean Spray products - U.S. Sweetened Dried Cranberries Soft & Moist, used for processing, mixtures, as well as in mono-packs, are to be delivered to Romania in 2013.

The Ocean Spray Cooperative is based in Lakeville-Middleboro, MA.