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## Canada

**Post:** Ottawa

### **Hawaii Exports International (Coffee) Takes Off in Canada**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

New-to market and new-to-export company, Hawaii Exports International (HEI) succeeded in completing initial sales of \$35,000 to Canada with the support of FAS/Canada and WUSATA. Mr. Michael Rakieta, Managing Director of HEI, commented "Canada was an easy choice in selecting as the company's first export market because of the geographical proximity to Hawaii, the common language and business practices." He further added that there is increasing Canadian consumer awareness for Hawaiian coffee, as Canadians rank second, behind the Japanese with the most number of travel visitors to Hawaii. Since first venturing into exports with the help of FAS and WUSATA, Hawaii Exports International is now looking to develop other markets around the globe such as in China, Korea and Germany. HEI emphasizes that their export sales not only support the Hawaii Coffee Association and its members but, more importantly, support the local economies involved in Hawaii's coffee production.

**Completed Export Sales and Future Sales to Canada:**

First time exporter, Hawaii Exports International (HEI), specializes in marketing award winning Kona and Ka'u coffees. The coffee farms HEI works with vary in acreage and number of employees, ranging from 18 to 125 acres and four to 100 employees.

HEI first contacted FAS/Canada in February of 2010 to learn more about exporting opportunities in Canada. Mr. Michael Rakieten, Managing Director of HEI, commented "Canada was an easy choice in selecting as the company's first export market because of the geographical proximity to Hawaii, the common language and business practices." He further added that there is increasing Canadian consumer awareness for Hawaiian coffee, as Canadians rank second, behind the Japanese with the most number of travel visitors to Hawaii.

FAS/Canada helped HEI by providing marketing and regulatory information about marketing products in Canada. FAS/Canada informed HEI of some of the potential export assistance programs available under the State Regional Trade Groups and quickly referred HEI to WUSATA (Western United States Agriculture Trade Association).

After establishing contact with WUSATA and learning of the various generic programs, HEI followed up by participating in a Specialty Foods Trade Mission to Canada in October of 2010. The mission provided an opportunity for HEI to meet through pre-arranged, one-on-one appointments with interested Canadian buyers and distributors. HEI's visit to Canada helped secure one business partnership with a Canadian distributor, as well as to help their company outline their market entry strategy for Canada.

FAS/Canada continued to work with HEI in assisting them by providing information on meeting labeling requirements for the Canadian market. While completing sales of US\$ 35,000 this past year, HEI has been working to expand distribution throughout Canada. HEI's sales to Canada are forecasted to increase by 40% by the end of 2011 and over 70% by 2012.

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