

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Market Development Report for the Summer Fancy Food Show in New York

Report Categories:

Market Development Reports

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Report Highlights:

Post conducted a buying mission with a Myanmar importer to the Summer Fancy Food Show in New York City during June 25 - July 1, 2014. The activity generated an estimated \$90,000 in sales. The activity successfully helped the Myanmar importer attain a better understanding of U.S. products and established an excellent linkage between one of Myanmar's largest food importers and U.S. suppliers.

General Information:

Name of Activity: Summer Fancy Food Buyers Mission 2014
Activity Dates: June 25 – July 1, 2014
Venue: New York City

Marketing:**Market Constraints and Opportunities****Constraints:**

- Myanmar Importers lack knowledge and understanding of U.S. products.
- U.S. exporters lack knowledge of the required documents to import U.S. products to Myanmar.
- Limited contact information is available for Myanmar importers and U.S. suppliers.

Opportunities:

- Introduce Myanmar importer to new U.S. suppliers.
- Myanmar importers are generally confident of the quality and wholesomeness of U.S. food ingredients.
- The Summer Fancy Food show helps establish solid contacts between U.S. food exporters and Myanmar importers.
- Introduce new U.S. products and explain their applications to Myanmar importers and food manufacturers.

Expected Results and Desired Outcomes

- Help U.S. companies establish direct contact with reliable Myanmar importers and improve the understanding of the current import regulations in Myanmar.
- Introduce several new-to-market U.S. food products to the Myanmar market.
- Generate at least \$100,000 in export sales over a 12-month period.

Activity Objectives:

- Conduct market development activities that facilitate trade and expand US food exports.
- Provide information about market conditions and sales opportunities in Myanmar.
- Introduce U.S. exporters to Myanmar importers and strengthen and build partnerships.
- Increase awareness of U.S. products among Myanmar importers.

Activity's Outcome

North America's Largest Specialty Food and Beverage Event, the Summer Fancy Food Show, was held in New York City from June 29 - July 1, 2014. More than 180,000 products were exhibited at the show including cheese, coffee, snacks, spices, etc., and more than 2,400 international exhibitors participated.

The Myanmar Buying Mission to the 2014 Summer Fancy Food show consisted of one importer, Ms.

Lei Thandar (Chief Merchant) from the Creation Myanmar Company, and FAS’ Agricultural Specialist from Yangon. Another importer was supposed to join the mission, but canceled at the last minute.

The Creation Myanmar Company is one of the largest supermarket chains in Myanmar. It operates 10 supermarket outlets under the name, Orange Super Market. These stores are located in Rangoon and Mandalay. Food Export USA help coordinate and organized the buying mission, which consisted of retail tours and meetings with exporters. The one-day retail tour included a visit to Dean & DeLuca (SoHo Store), Citarella, Eataly, Whole Foods Market, Zabar's and the Fairway Market. The team also conducted one-on-one meetings with U.S. suppliers.

Schedule for the Creation Myanmar Company

Date	Name of US Company	Products
Jun 27, 2014	RW delights Inc.	Frozen desserts
	The Fatboy Cookie Company Inc.	Frozen cookies
	Miller's Mustard	Sauce & seasoning
	Dr. Praeger's	Frozen Foods
	San Bernardo's Ice Cream	Frozen ice cream
Jun 28, 2014	American foods service, Inc.	Assorted grocery products
	Original Gourmet Food company	Lollipops
	Brownie Crunch	Cookies
	Toosum Healthy Foods, LLC	Cereal bar
	White Oak Farm Table	Sauce & seasoning
	Dave's Gourmet Inc.	Sauce & seasoning

The meetings and discussions focused on product details and the required documents needed to import products into Myanmar such as Certificate of Free Sale, logistic and CIF prices, minimum orders, etc. There was also discussion of how to register products with the Myanmar Food and Drug Administration (FDA) in Myanmar. The Creation Myanmar Company indicated an interest in buying more than ten new U.S. products ranging from assorted grocery products to sauces and seasonings. Although, there were no on-site purchases, the Creation representative stated that she expected to generate \$90,000 sales over a 12-month period.

The Creation representative asserted that the mission provided a better insight into the varieties of U.S. products. She also indicated that the one-on-one meetings provided Creation an opportunity to generate contacts with U.S. suppliers and provided more awareness of U.S. products.

Feedback from the Creation Myanmar Company included the following:

- The usefulness of the activity to your business: Excellent
- Variety of U.S. products exhibited at the show: Excellent

- One-on-one meeting arrangements with the U.S. exporters: Excellent
- The activity's effectiveness in meeting your goals: Excellent
- All importers indicate that they are interested to participate in this event again in the future.
- All importers indicate that the quality of the U.S. exporters they met at the USA pavilion is excellent.

Recommendation:

The Creation Myanmar Company expressed an interest in participating in future buying missions. Post believes more importers need to participate in future buying missions to be more effective.

End of the Report.