

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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### New Trade Lead System

**Report Categories:**

Export Accomplishments - Trade Leads

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**Report Highlights:**

The U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) has launched a new online system to connect exporters of U.S. food and agricultural products with potential customers around the world.

**General Information:**

The U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) has launched a new online system to connect exporters of U.S. food and agricultural products with potential customers around the world.

The Trade Lead System gives U.S. exporters access to information about potential foreign sales opportunities. In addition, and interested international buyers can use the system to search for potential suppliers of U.S. farm and food products.

“The Trade Lead System is one of the many services and tools USDA offers for those exploring overseas market opportunities for their products,” said Christian Foster, FAS deputy administrator, Office of Trade Programs. “This free-of-charge system offers any company, small or large, new to exporting or already exporting, a real-time way of learning what agricultural or food products are being sought by foreign buyers.”

All potential sales leads are reviewed by FAS international offices and immediately distributed through the system to all registered users, as well as to nearly 100 U.S. agricultural trade associations and their members, individual state departments of agriculture, and the state regional trade groups that partner with USDA to promote agricultural exports.

“U.S. suppliers can select the types of leads they wish to receive, and can respond to the purchase requests in several ways,” Foster said. “They can correspond directly with the customer, work through their trade association, or receive support from one of 96 international FAS offices, which are ready to assist with translation and other services.”

To learn more about the Trade Lead System, visit [www.fas.usda.gov/trade-lead-system](http://www.fas.usda.gov/trade-lead-system).