

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Pakistani Reverse Trade Mission Generates U.S. Exports

Report Categories:

Export Accomplishments - Other

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Report Highlights:

The Office of Agricultural Affairs (OAA), Islamabad, working with the U.S. Dry Pea and Lentil Council, organized a recent reverse trade mission to the United States made up of 6 leading Pakistani pulses buyers. The objective of the trade mission was to develop firm partnerships with potential U.S. pulses suppliers. Sales, as a direct result of the mission, surpassed \$3.79 million and may reach an additional \$2 million in future sales.

General Information:

Despite the challenging political and economic environment in Pakistan, opportunities for U.S. agricultural exports exist. Pakistan is a net importer of pulses, mostly lentils and chick peas. To demonstrate the potential for increasing U.S. pulses exports to Pakistan, OAA laid the groundwork for future U.S. pulses exports by providing Pakistani buyers the opportunity to meet one-on-one with U.S. pulses suppliers.

OAA in Islamabad sent its Marketing Specialist, with a 6-member Pakistani delegation to guide the team throughout the United States. The visit took place September 9 – 23, 2011, with stops in Washington, Idaho, Montana, North Dakota, and Minnesota.

Key elements of the visit were processing plant tours and meetings with U.S. suppliers which provided the Pakistani delegation important information about the U.S. pulses sector. The participants learned about production of pulses varieties, overall quality of this year's crop, processing capacities, and grading standards. Each U.S. processor/exporter was able to give the delegation a different perspective on the U.S. pulses situation and outlook and global trade. In turn, the delegation was able to educate U.S. industry members about the Pakistani market and the long-term scenario for U.S. pulses export opportunities in Pakistan. At each stop, the discussion was mainly focused on the following key points:

- likely volumes available for export in 2011-12
- the availability of different varieties
- shipping routes and timeframes
- shipping methods – bulk, bulk-in-container, bagged
- crop quality
- levels of foreign matter and damage in shipments
- end uses

By participating in this reverse trade mission, Pakistani buyers experienced firsthand the breadth and scope of the U.S. pulses industry. The discussion of important industry issues helped build a rapport between buyers and sellers. In addition, the US industry as a whole was very pleased with the caliber of Pakistani buyers and came away with a positive outlook for potential future export sales to Pakistan. At the same time, Pakistani buyers were impressed with the quality and reliability of U.S. suppliers. As a result, Pakistani buyers purchased over \$3.79 million worth of U.S. pulses from mostly small and medium sized U.S. exporters.

The U.S. pulses industry expressed confidence that its exports to Pakistan will grow steadily over the next several years. The relationship between Pakistani buyers and U.S. sellers should continue to be cultivated to maintain and build an understanding of each others' needs and capabilities as well as establish mutual trust in doing business together.

During the tour, delegation members made the following purchases:

Commodity Items	Quantity Tons	Value \$000
Red Lentils	3,060	1,960,275
Kabuli Chickpeas	811	1,362,515
Red Whole Lentils	500	330,000
Green Lentils	100	60,000
Garbanzo Beans	46	80,047
Total	4,517	3,792,837

The reverse trade mission generated significant sales, but more importantly generated good will between U.S. and Pakistani traders.



The Pakistan Pulse Trade Team Visits Pacific Northwest and Midwest

