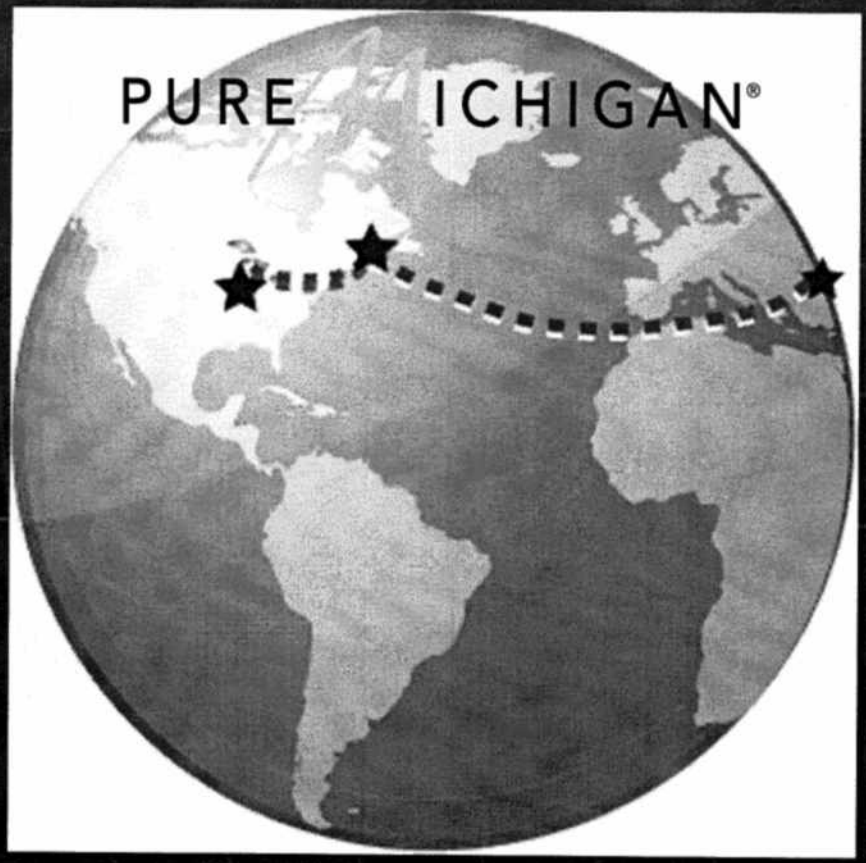
Michigan's Food and Agriculture Industry: Accomplishments in Asia

September 2011

Michigan's Asia Trade Mission



Governor Snyder

MI Economic Development Corporation

MI Dept. of Agriculture & Rural Development

Wayne County

Michigan's Food and Agriculture Impact in the Global Marketplace

- Michigan currently exports agricultural products valued at $1.75 billion.
- Governor has challenged Michigan to double its Ag exports in five years.
- Michigan exports almost one-third of the crops grown here.
- Top markets include: Canada, Japan, Mexico, Korea, and Taiwan.
- Top Ag exports: soybeans, feed grains, vegetables, fruits, and dairy products.

Opportunities in Japan

- Approximately 57,000 acres of agricultural land in several prefectures were damaged and are no longer tillable land due to the March 11, 2011 tsunami and 9.0 earthquake.
- There are numerous opportunities to help feed the Japanese people while they recover from this disaster.

Exports to Japan

Top Five Michigan Exports:

- Soybeans - $21.7 million
- Flour, meal of oleaginous fruits - $8.3 million
- Fresh/Chilled bovine meat - $5.1 million
- Edible Offal - $3.9 million
- Lac (natural gums) - $3.3 million

Tokyo: Success Stories

- Nutraceutical dried fruit products
- Soy Joy bars
- Cherries, blueberries, apples and cranberries are not widely available in Japan.

Tokyo: Success Stories

MSU College of Ag and Natural Resources

&

Tokyo University of Agriculture Partnership

Exports to China

Top 5 Michigan Exports:

- Malt extract, flour - $5.2 million
- Vegetable saps - $5.2 million
- Cheese and curd - $3.3 million
- Food preps, nesoi - $3.2 million
- Starch, sugar, brew - $2.3 million

Opportunities in China

- Mead Johnson
- Food Safety
- Partnership with IFPTI
- Research & Development
- Functional Foods
- Wine

China: Success Stories

- Mead Johnson of Zeeland has been in production since the 1920s and exports its Enfamil infant formula into the Chinese markets.
- Mead Johnson is a major supplier of infant formula to the U.S. and Canada.
- The Zeeland plant employs 350 people.

China: Success Stories

- Chateau Grand Traverse has shipped 360 cases.
- This month, it will ship its 4th commercial order to China.
- Is working with Shanghai-based Hengbang Wine Distributors.

Exports to Korea

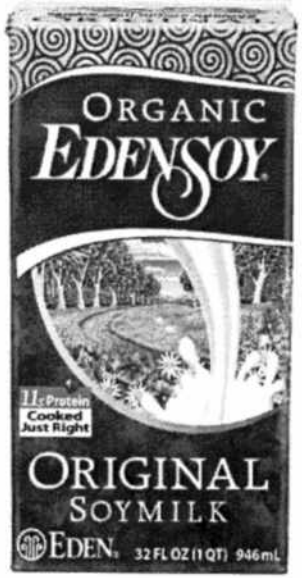
Top 5 Michigan Exports:

- Frozen bovine meat - $9.4 million
- Food preps, nesoi - $9.3 million
- Cheese and curd - $6 million
- Lac, natural gums - $2.3 million
- Edible offal - $2.2 million

Opportunities in Korea

- U.S. – Korea Free Trade Agreement
- New market opportunities
- Michigan wine imports

Opportunities for Michigan Companies in Asia



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Questions?