

Natural Products Expo East Buyers Mission - September 27-29, 2007, Baltimore
Sponsored by Food Export USA – Northeast and Food Export Association of the Midwest USA

U.S. Company PARTICIPATION AGREEMENT

Thank you for your interest in the Buyers Mission to be held in conjunction with the Natural Products Expo East Show. Below you'll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form with the appropriate registration fee to Food Export – Northeast by September 4, 2007.

Registration Fee:	
<i>Affiliation with Northeast or Midwest Region</i>	<i>*Non Affiliation with Northeast or Midwest Region</i>
Before August 15, 2007 \$75 Early Registration	Before August 15, 2007 \$125 Early Registration
Before Sept. 4, 2007 \$125 Registration Deadline	Before Sept. 4, 2007 \$200 Registration Deadline

*Out of Region companies will be admitted on a space available basis

Contact Information

Company: _____ Website: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Are you exhibiting at the show? Y ___ N ___ Booth # _____

Participation Terms and Conditions

Food Export - Northeast agrees to:

1. Arrange one-on-one meeting(s) at the Expo East Show September 27-29, 2007, with qualified buyers from around the world.
2. Disseminate a contact list to participants and the buyers for companies' follow-up.
3. Enroll your company in our free *Trade Event Preparation Service*. (The Trade Event Preparation Service is a free service offered by Food Export USA - Northeast and is included in your participation in the Buyers Mission. Your company will receive one-on-one counseling prior to the Buyers Mission to better prepare you for your meetings.*)

Participating Company agrees to: (Please initial each statement)

1. Pay participation fee and submit this completed Participation Agreement no later than the Registration Deadline of **September 4, 2007**. This fee does not include flights, hotel expenses, meals, booth expenses, the shipping of samples, or the entry fee into the Expo East Show. **[No-shows will be billed]**. _____
2. Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. _____
3. Hold harmless Food Export – Northeast, Food Export – Midwest, and its contractors from any financial loss or other claims resulting from participation in this activity.
4. Acknowledge that Food Export – Northeast, Food Export – Midwest, and its contractors shall have no other obligations beyond those detailed above, and that any other services desired or negotiated with any third party are not a part of this agreement. _____
5. Upon completion of this activity, complete an evaluation form and provide information regarding increased export sales in the target markets or otherwise resulting from this activity, and an estimate of your company's financial contributions to participate in the activity. _____

Company Profile (The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.)

1. To what countries do you currently export directly? _____
2. To what countries do you currently export indirectly (i.e., via an export trading company)?

3. What are your company's current annual sales? \$ _____
4. What are your company's annual export sales? (List by top three countries if possible)
\$ _____ \$ _____ \$ _____
5. What are your company's annual worldwide export sales? \$ _____
6. What products are you interested in exporting? _____
7. What are your company's current distribution channels? (Please circle all that apply)
Bulk *HRI* *Private Label* *Retail* *Specialty Gourmet* *Other* _____
8. How many employees do you currently have? _____
9. Type of Business? (please circle) *Manufacturer*; *Trading Company*; *Broker*; *Retailer*; *Other*
10. What is (are) your Schedule B number(s)? _____
11. Do you have export pricing available (ex. CIF pricing)? _____

I, _____ have read, understand, and agree to the conditions stated above.

Buyer Meetings

Meetings will be held in Baltimore at the Expo East Show, September 27-29, 2007, (possibly during show hours). Participating companies are responsible for obtaining their own show badge to gain entry into the show.

Please select your preferred meeting date(s):

___ Thurs. Sept. 27 (8am – 1 pm)* ___ Fri. Sept. 28 (8 am – 1 pm)* ___ Sat. Sept. 29 (8 am – 10:30 am)*

* Meeting times are tentative and are subject to change.

After reviewing the attached Buyer Profiles, **please select** only those buyers with which you are interested in meeting. Please number each selection in order of preference, beginning with (1). We will do our best to accommodate your requests. All meetings are 25 minutes long. (Keep in mind that if you request to meet with more than six buyers, your meetings may encompass more than one day.)

Rank your selections in order of preference	Country	Company
	Canada	Canadian Natural & Specialty Brands
	Dominican Republic	Centro Cuesta Nacional (CCN)
	Korea	GoldenBell International Co., Ltd.
	Mexico	Aires de Campo SA de CV
	Taiwan	Back to Nature
	Trinidad	TRUVALU (Eastern Commercial Lands Ltd.)
	UAE	Organic Café
	U.K.	Community Foods
	U.K.	Planet Organic

***Trade Event Preparation Service**

Through this service, you will learn the following:

- *How to develop competitive, accurate export pricing for the selected market(s).*
- *How to execute an international export transaction on a timely basis.*
- *What your HS numbers for each of your export products.*
- *Top 25 export markets for products similar to yours.*
- *Which Export Guides are available for your product for the selected market(s).*
- *How to account for transfer of title and risk of loss.*
- *The right questions to ask to clear up outstanding issues on quoting and shipping.*
- *How pre-payment, open account, documentary collections and letters of credit differ.*
- *How to choose a freight forwarder, air or ocean carrier, and export certificate agency.*
- *How to maintain accurate and timely follow up on buyer questions after meetings.*

Do you wish to participate in our free Trade Event Preparation Service? **YES** **NO**

For more information and to schedule appointments, contact
Carol Brunnert, Activity Coordinator. Tel: (573) 635-8792 / Email: CBrunnert@Foodexport.org

Please fax the first three pages of the completed agreement to **Food Export USA - Northeast**
at 215-829-9777. Participation fee should be made payable to Food Export
USA - Northeast. **(Please reference G7NPE)**

Original agreement and payment must be received no later than September 4, 2007.

Send payment and completed Participation Agreement to:

**Food Export USA - Northeast
1036 Public Ledger Building
150 South Independence Mall W.
Philadelphia, PA 19106-3410**

This activity is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact Food Export Association of the Midwest USA at least 15 days before the meeting.

BUYER PROFILES

CANADA

Company Name: Canadian Natural & Specialty Brands
Contact Person: Mr. Chuck Cundari **Title:** President
Company Founded: 2003 **Annual Sales:** US\$ 6 million
Est. Total Imports: US\$500,000 **Est. U.S. Imports:** n/a
Type of Business: Importer
Company Description: Canadian Natural & Specialty Brands was established four years ago as an importer and sales agent for shelf stable natural and organic product lines. Products are sold to major retail, club store, natural/health stores and specialty shops. The company actively promotes their lines at many of Canada's trade shows that focus on natural, organic, and healthy foods. Current product lines include organic, snack food, gluten free food, diabetic food, sauces, and cookies. The company currently imports products from the U.K. and Italy, and is actively searching for new product lines from the U.S.
Customers: Supermarkets, specialty/gourmet stores, and natural health stores
Categories of Interest: Breads/baking mixes/flours/meals, cookies/crackers/biscuits, dry grocery products, ethnic foods, healthy foods, natural, organic foods, private label, snack foods, specialty/gourmet foods.
Specific Products of Interest: Diabetic (sugar-free) and gluten-free foods, and organic crackers

DOMINICAN REPUBLIC

Company Name: Centro Cuesta Nacional (CCN) CxA
Contact Person: Raquel Martinez **Title:** Category Manager
Company Founded: 1935 **Annual Sales:**
Est. Total Imports: US\$35 million **Est. U.S. Imports:** US\$15 million
Type of Business: Retailer
Company Description: With 20 stores (supermarkets, hypermarkets, hardware, toy stores, and book stores), CCN is the number one retailer in the Dominican Republic. CCN is leading the introduction and promotion of natural products in the country.
Customers: Consumers
Categories of Interest: Healthy foods, dry grocery products (no refrigerated or frozen products).
Specific Products of Interest: Dry products: sugar free, gluten free, wheat free, fiber, vitamins, food supplements, etc

KOREA

Company Name: GoldenBell International Co., Ltd.
Contact Person: Mr. Sang-cheol "Michael" Lee **Title:** President
Company Founded: 2003 **Annual Sales:** US\$2.2 million
Est. Total Imports: US\$1.2 million **Est. U.S. Imports:** \$400,000
Type of Business: Importer, wholesaler
Company Description: GoldenBell is one of the major importers and distributors specialized in organic and natural products. They have established distribution channels and supply department store chains, hypermarket chains, organic and health store stores nationwide. They currently import U.S. organic products: dried fruits and nuts, juices and soda, herb candies, syrups, pancake syrup, peanut butter, ketchup, mustard, salad dressing, pasta sauces, etc.
Customers: Supermarkets, HRI/foodservice, hypermarkets, department stores, organic and health food stores
Categories of Interest: Non-alcoholic beverages, candy/confectionary/chocolate candy, coffee, cookies/crackers/biscuits, frozen foods, ice cream/sorbet/frozen desserts, jams/jellies/preserves, kosher products, natural, nuts, oil/vinegar/salad dressing, organic foods, sauces/bases/mixes, snack foods.
Specific Products of Interest: Organic frozen foods (French fries, onion rings, cheese stick, pizza), canola oil, etc.

MEXICO

Company Name: Aires de Campo SA de CV
Contact Person: Ms. Guadalupe Latapi **Title:** Director of Purchasing and New Product Development

Company Founded: 2002 **Annual Sales:** US\$50 million

Est. Total Imports: US\$371,000 **Est. U.S. Imports:**

Type of Business: Importer, retailer

Company Description: Aires de Campo is the only strong and growing organic and natural foods importer in Mexico. In five years, they have grown from two natural stores to being a franchiser and supermarket chain supplier. They currently sell to Wal-Mart, Soriana, Costco, Sams, and other Mexican chains. They currently import U.S. organic breakfast cereal and want to expand their U.S. product line.

Customers: Supermarkets, convenience stores, specialty/gourmet stores

Categories of Interest: Non-alcoholic beverages, healthy foods, and organic foods

Specific Products of Interest: Organic food and organic baby food

TAIWAN

Company Name: Back to Nature Co., Ltd.
Contact Person: Mey-Jiao Lin **Title:** President

Company Founded: 1994 **Annual Sales:** US\$1 million

Est. Total Imports: US\$704,000 **Est. U.S. Imports:** US\$537,000

Type of Business: Importer, wholesaler, retailer

Company Description: This company is an Importer, distributor, and owner of two health food stores. Since its establishment in 1994, Back to Nature has been a pioneer in the organic market sector in Taiwan, and is always looking for unique, potential products with added value and/or specific function to develop a niche market instead of just volume sales.

Customers: Department stores, supermarkets, health food stores, specialty/gourmet stores.

Categories of Interest: Alcoholic and non-alcoholic beverages, bulk commodities, dietary supplements/nutritional supplements/vitamins, healthy foods, honey/syrups, jams/jellies/preserves, kosher products, natural products, nuts, oil/vinegar/salad dressing, organic foods, pasta/grains/rice, private label, salsa/dips, sauces/bases/mixes, seasoning/spices/herbs/extracts.

Specific Products of Interest: Organic food supplements.

TRINIDAD

Company Name: TRUVALU (Eastern Commercial Lands Ltd)
Contact Person: Mr. Sheldon Roach **Title:** Purchasing Manager

Company Founded: 2003 **Annual Sales:** US\$480 million

Est. Total Imports: US\$180,000 **Est. U.S. Imports:** US\$180,000

Type of Business: Retailer

Company Description: This is the second-largest supermarket chain in Trinidad. They own and operate four stores and opened flagship mega store at the end of 2006. With the new expansion in warehousing capacity and opening of new mega store, TruValu is actively seeking opportunities to buy new products and lines directly and begin importing more products themselves. Trinidad & Tobago is the 4th-largest Caribbean market for US consumer foods. There is a large trend toward low fat and healthy foods due to the healthier lifestyles of the local consumers. The demand for natural, organic, vegetarian, and specialty (e.g. halal) food and beverage products is also fueled by the significant number of Hindus (22.5%), Muslims (5.8%), and Seventh Day Adventists (4%) in the population.

Customers: Consumers

Categories of Interest: Deli products, dietary supplements/nutritional supplements/vitamins, frozen foods, halal foods, healthy foods, organic foods, and specialty/gourmet foods.

Specific Products of Interest: See above categories.

UNITED ARAB EMIRATES

Company Name: Organic Café
Contact Person: Mr. Nils El Accad
Company Founded: 2005
Est. Total Imports: US\$3 million
Type of Business: Importer, retailer, wholesaler
Company Description: This company is the only specialized importer and retailer of organic foods in the United Arab Emirates. They have just opened a new retail outlet and are planning to open two new outlets in major shopping malls in Dubai. Supplies the UAE and GCC (Qatar, Bahrain, Oman, Saudi Arabia, and Kuwait).
Customers: Supermarkets, convenience stores, consumers
Categories of Interest: Halal foods, organic foods.
Specific Products of Interest: All organic food products.

UNITED KINGDOM

Company Name: Community Foods
Contact Person: Mr. Tim Powell
Company Founded: 1971
Est. Total Imports: US\$60 million
Type of Business: Importer, wholesaler, HRI/food service, manufacturer
Company Description: Community Foods is a massive natural and whole foods company. It has U.K. Soil Association accreditation, which is essential when dealing with organic imports in the U.K. Their primary market is the U.K., although they do export some products as well.
Customers: Supermarkets, convenience stores, specialty/gourmet stores
Categories of Interest: All natural and organic bulk commodities, dry grocery products, fruits, health/natural/organic foods, nuts, pasta/grains/rice
Specific Products of Interest: Any organic products, produce, grocery, or wine

UNITED KINGDOM

Company Name: Planet Organic
Contact Person: George Hodin
Company Founded: 1997
Est. Total Imports: n/a
Type of Business: Retailer
Company Description: Planet Organic does not currently import directly, however it can and does request one of its importers to bring in specific products for them. It is gearing up to challenge the soon-to-open Wholefoods Market. They currently have three supermarkets and are looking at opening up to four more in 2007. Planet Organic has U.K. Soil Association accreditation, which is essential when dealing with organic imports in the U.K.
Customers: Consumers
Categories of Interest: Healthy, natural, and organic foods.
Specific Products of Interest: Health/natural/organic foods, any organic product, produce, grocery, or wine