

Buyer Alerts Announcement



Buyer Alerts – Advertising for Exporters

This bi-weekly newsletter can introduce your food, farm, fish, seafood and forest products to foreign buyers around the world!

Buyer Alerts are distributed via e-mail to over 15,000 buyers in more than 100 countries.

Each announcement in the newsletter provides a product description, offer terms and information about your company. If a buyer is interested in your particular product, they will contact you directly.

Restrictions:

- ◆ Only U.S. origin food, farm, fish, seafood, and forest products (no equipment, machinery, chemicals, fertilizers or services) may be advertised in Buyer Alerts.

- ◆ You may advertise up to five different products in each issue. You may not advertise the same product more often than once every two months.

- ◆ We reserve the right to make any needed corrections to the announcements.

- ◆ Companies submitting Buyer Alerts announcements will receive Trade Leads on a matching basis. When a trade lead is received for any of your products, you will receive by e-mail the trade lead within minutes after it has been disseminated. **Note:** A valid e-mail address must be included in your announcement to take advantage of this service. Currently, this service is offered FREE (subject to change).

Note: There is a \$15 service fee per announcement. Payment must be included with the order form. You will receive a confirmation notice by mail when your announcement is published.

To take advantage of this advertising service, please complete the payment information below and the form on the reverse. The announcement should be typed or printed legibly in black or blue ink.

Please include as much information about your product as possible. This improves response rate! Recommended information includes: product qualities (i.e. Kosher, sugar-free, fat-free, etc.), any trade shows the company will be attending (and booth number), special promotions, new products, name of certifier, awards received, etc.

Each announcement contains a product photo or logo. These must be in either .gif or .jpg format and cannot exceed the maximum size limitations of 110 width by 150 height. Companies participating in the program should send their product photo or company logo to buyeralerts@fas.usda.gov for submission. If no photo or logo is provided, the company's name will be displayed in place of the logo.

Sample Buyer Alert Announcement

APPLES-Packaging: 33 pounds per pail.
 Indicator price: \$18.15 per pail.
 Valid through December 31, 2004.
 FOB Plant: Niagara Falls, NY.
 Bank reference: Republic National Bank
 452 Fifth Avenue New York, NY 10018.
 Contact: Joe P. Exporter, Apples
 Unlimited, 35 Mackintosh Lane, Niagara Falls,
 NY 99999. Firm founded: 1975.
 Annual Export Volume: \$3,500,000.
 Number of Employees: 10-25.
 Phone: (999) 888-7777.
 Fax: (999) 444-3333
 Firm e-mail: joe@apples.com.
 Firm Web page: www.ApplesUnlimited.com.
 Type of Firm: grower.

To submit an announcement:

The form can be returned by mail, fax or on-line via FAS Online. Please use a separate form for each product. (You may make additional copies of the form for each product.)

Please mail or fax the completed form(s) to:

AgExport Connections
 Ag Box 1052
 USDA/FAS/AGX
 Washington, D.C. 20250-1052

Overnight Address:
 AgExport Connections
 USDA/FAS/AGX
 1400 Independence Avenue, Room 4638-S
 Washington, DC 20250

Phone: (202) 690-3421
 Fax: (202) 205-2964 or (202) 690-4374

On-line form submission is available at:
<http://www.fas.usda.gov/>.
 Select the heading "Exporter Assistance".

The form can also be accessed directly at:
<http://www.fas.usda.gov/agexport/bainfo.html>.

Announcements are made available every two weeks on the FAS "Buying U.S. Products" (<http://www.fas.usda.gov/buying.html>) Web site. Announcements can be reviewed for two months. Modifications to announcements are made as required.

Contact Name	Telephone Number (w/area code)	Fax Number (w/area code)
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Organization	E-mail Address
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Mailing Address

Payment Options: Check/Money Order Visa MasterCard Discover American Express

Name on Credit Card _____ Number of Announcements _____

Account Number _____ Multiplied by \$15 each: x15

Expiration Date _____ Total \$ _____

Signature _____ (required for authorization)

For Office Use Only Charge Auth/Check/M.O.# _____ Amount \$ _____ Date _____ Initials _____
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Buyer Alerts Announcement



Product (type and variety):

Additional Description of Product / Quality (USDA grade if available):

Packaging and Labeling:

Shipping Specifications (e.g., quantity per container, minimum shipment if required, etc.):

Quantity Available:

FOB Plant FOB Port Specify City and State: _____

Indicator price (Optional)

Price in \$U.S. : _____ Unit: _____

Check If You Are Seeking Agents and Distributors

Specify if you want your announcement distributed to a specific region (check region below)

Bank Reference (Required)

Bank Name	Street Address	City, State, Zip Code
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Firm Information

Firm Contact Name	Title
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Firm Name	Street Address or P.O. Box Number
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City	State	Zip Code
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Telephone (w/area code)	Fax Number (w/area code)	E-mail Address
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Firm Web Site Address ("I give FAS permission to link to our Web Site.")	Annual Export Sales Volume
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Number of Employees	Year Firm Founded	Type of Firm (grower, processor, etc.)
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Signature	Date
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Regions:

- North America (Canada and Mexico)
- Eastern Europe and Russia
- Central America and South America
- Africa/Middle East
- Northeast Asia and China
- Southeast Asia and India
- Australia and Oceania
- Western Europe

According to the Paperwork Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0551-0031. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering & maintaining data needed for completing & reviewing the collection of information.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.