

America The Bountiful

Buying U.S. Products

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CALIFORNIA
Walnuts



California Walnuts: Taste the Difference!

Great taste and healthy!

Did you know eating a handful of walnuts a day can lower blood cholesterol? (*New England Journal of Medicine*, 1993)

Rich in many vitamins and minerals such as potassium, magnesium, phosphorus, copper, zinc and vitamins B6 and E, walnuts are a natural snack food providing energy for consumers in today's fast paced world. They are also an important source of omega-3 fatty acids – the "good fat" that bodies need! Walnuts contain no cholesterol and are an important source of dietary fiber and protein.

And taste? With flavorful recipes such as "Toasty Walnut Hummus", "Curried Walnut Chicken" and "Walnut Cappuccino Biscotti", California walnuts are the perfect ingredient for modern cuisine around the world.



In fact, sales to international markets are important to the California walnut industry. In 2002, approximately 40 percent of the crop was exported to markets such as Japan, Germany, Spain, Italy and Israel. Most U.S. walnut exports (94 percent) are exported shelled.

Harvested September through November, there are 37 varieties of walnuts grown in California. However, four varieties (Chandler, Hartley, Payne and Serr) account for over 80 percent of total production. A limited number of California walnut growers produce certified organic walnuts.

The California walnut industry is made up of more than 5,000 walnut growers and about 55 walnut processors (marketers). California leads the United States in walnut production – accounting for 99 percent of U.S. production.



For more information on California walnuts including international suppliers and innovative recipes, visit <http://www.walnuts.org>.

The site also features links to specific pages for:

- Germany (<http://www.walnuts.de>)
- Canada (<http://www.walnutinfo.com>)
- Japan (<http://www.ca-kurumi.co.jp>)
- Korea (<http://www.walnuts.co.kr>)



Upcoming International Trade Shows

Looking for quality U.S. food and agricultural products? Visit the U.S.A. Pavilion or American Café at these upcoming international trade shows!

Alimentaria	March 8-12, 2004	Barcelona, Spain
FoodEx Japan	March 9-12, 2004	Tokyo, Japan
AAHAR	March 11-15, 2004	Delhi, India
Sial China	March 30-April 4, 2004	Shanghai, China
Vinitaly	April 1-5, 2004	Verona, Italy

For more information on these shows, to find other shows with U.S. participation, or to learn more about the "American Cafe" and trade missions, visit the FAS International Trade Show search engine at <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>.

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Southern Pine By Design

Stable and reliable supply, strength and versatility are all reasons why buyers worldwide, from Italian furniture manufacturers to Japanese homebuilders, are increasingly turning to U.S. Southern Pine lumber. Nearly one million cubic meters of Southern Pine lumber is exported every year to some 60 countries around the world. The Southern Pine Council offers a variety of services to overseas customers in choosing and using Southern Pine.

Interested in buying Southern Pine lumber directly from the United States? Every week the Southern Pine Council distributes bid requests from overseas buyers to over 500 exporters throughout the United States. Save time and effort by letting Southern Pine circulate your request!

Visit the Southern Pine Council Web site at <http://www.southernpine.com/intlservices.htm>

The site allows visitors to submit product requests and download the free "International Buyers Guide" and "An Importer's Reference Guide" in various languages including French, Spanish, German, Japanese and Korean!



When You Buy Virginia Products, Import Assistance is Free

Quality goods, easily transported, customs regulations and credit guarantees simplified and an on-site representative who speaks your language are reasons why an increasing number of countries all around the world are importing from Virginia.

This rich, fertile state is blessed with an abundance of natural resources, from vast forests of timberland to an ocean teeming with fish. The state is especially well-positioned for international trade because of its bulk and container port, which is the one of the largest on the East Coast. And best of all, when you buy Virginia products, import assistance is free.

Interested in finding the right product for your market? The Virginia Food Processor's Directory includes lists of suppliers of bakery products, distilled spirits, candy and confections, pasta and pasta sauces, fruits and more!

For more information on seeking individual assistance or searching Virginia's online supplier directories, visit <http://www.vaexports.com/>.



Have you signed up for Buyer Alerts?

Distributed to buyers worldwide, the FAS Buyer Alerts electronic newsletter provides information on qualified U.S. suppliers of food, farm, seafood and forest products.

Each bi-weekly edition provides notices that include product description, company name, and contact information. After receiving a Buyer Alert, you may then contact prospective U.S. suppliers directly.

The Buyer Alerts are now also available in English, Spanish and Portuguese!

To register to start receiving the Buyer Alerts newsletter free of charge, or to view the current edition visit: <http://www.usdabuyeralerts.com>.

Helpful Hint

How to find more information: Buying non-food products such as nutritional supplements, farm equipment or food processing equipment.

The U.S. Department of Commerce (DOC) handles all non-food/non-agricultural products. This includes nutritional supplements and food processing equipment.

If you cannot find a product in our [U.S. Suppliers List](#), visit the DOC Web site <http://www.buyusa.com>.

For More Information on Buying U.S. Products Contact:

- Your [local FAS overseas office](#) or
- [Claire Klotz](#), Agricultural Marketing Specialist, FAS Washington, DC at (202) 720-8557.



America The Bountiful, a quarterly on-line publication of USDA-FAS-AgExport Services Division (AGX), provides international buyers with news and information about U.S. food and agriculture products, companies and associations.



AGX seeks to increase the sales of U.S. food, farm, seafood, and forest products to overseas markets by linking U.S. exporters with international buyers. For more information on these services visit <http://www.fas.usda.gov/buying.html>.