

America The Bountiful

Buying U.S. Products

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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.

This monthly newsletter (updated biweekly) enables you to browse for new products and suppliers.

Each 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 new format, which includes either product photos or company logos is emailed directly to you!

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>.

2003 NASFT Product Awards Competition: The Best of the Best

At the 2003 NASFT Product Awards Competition: The Best of the Best at the Summer Fancy Food Show® in New York City this past July, the National Association for the Specialty Food Trade (NASFT) announced the winners of their 31st Annual Product Awards Competition. Chosen from among 97 specialty food, the 20 Winners became the hottest products of 2003.

The competition began in May 2003 when NASFT member companies submitted 1,500 entries, totaling more than 3,500 products, in hopes of winning the specialty food industry's most prestigious honor. In the initial round of judging, six specialty food retailers from around the country selected the finalists based on quality, uniqueness, taste, salability, merchandisability, best in its category and retail price.

To view a full list of winners, visit:

<http://www.fancyfoodshows.com/productawards/paforweb.pdf>

Source: <http://www.specialtyfood.com>



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!

America's Food and Beverage	December 3-4	Miami, FL (USA)
ProdExpo	February 2004	Moscow, Russia
Alimentaria	March 8-12, 2004	Barcelona, Spain
FoodEx Japan	March 9-12, 2004	Tokyo, Japan

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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USA Pears: Ripe For Your Market!

Northwest-grown USA Pears are a top quality commodity, commanding valuable returns for retailers, wholesalers, and importers in markets throughout the world!

The 1,700 growers, and nearly 100 packers and shippers in Oregon and Washington take pride in producing top quality fresh Northwest-grown USA Pears for the world market. Fresh pears are a popular and profitable fruit, with consumption increasing worldwide each year.

Combined, Oregon and Washington comprise the nation's largest pear producing region. They produce approximately 84 percent of all fresh pears grown in the United States, and more than 95 percent of all winter pears (non-Bartlett varieties such as Bosc and Anjou). They also account for 90 percent of America's fresh pear exports.

USA Pears are the pear varieties that grow best in the Pacific Northwest, where ideal growing conditions exist. USA Pear varieties are Bartletts, Red Bartletts, Anjous, Red Anjous, Bosc, Comice, Seckels and Forelles.

The Pear Bureau Northwest has been involved in export promotion since the 1930's. The bulk of the Pear Bureau's efforts have focused on the continued development of the growth markets in Latin America as well as market expansion in Asia, the Middle East and Europe. USA Pear exports have grown over 260 percent since 1986/87. Currently, exports account for approximately 37 percent of total production.

The Pear Bureau Northwest supports USA Pear promotions and marketing activities worldwide, with locally based programs in over 37 countries. Their International Marketing Representatives manage and develop promotions for USA Pears with activities tailor-made for each country's market.

All export activities conducted by the Pear Bureau are generic and executed under the 'USA Pear' or 'Northwest Pear' umbrella. Successful activities include point-of-sale development and distribution, education seminars, in-store sampling, and various forms of advertising. Consumer and trade materials for USA Pear promotions are available in 19 languages.

On the **USA Pear Web site** retailers, wholesalers, importers/exporters, and all produce professionals will find useful information about how to handle Northwest Pears, how to ripen them, display them, and how to gain the highest return.

Visit <http://www.usapears.com> for more information and to find a supplier!



Source: <http://www.usapears.com>



Flavor As Big As Outdoors: Alaska Seafood!

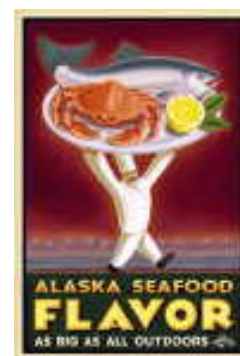
The Alaska Seafood Marketing Institute (ASMI) has added an outstanding searchable recipe feature to their Web site.

Users can search for recipes by category (i.e. appetizer, soup, salad, entrée, etc.) or by species (i.e. Halibut, Salmon, Surimi).

The recipe database can be found online at:
http://www.alaskaseafood.org/foodservice_recipes/finder.asp.

ASMI's export program operates in the European Union, Australia, China, Japan and Taiwan.

Importers whether they be wholesalers, retailers or food service operators interested in finding a supplier of quality Alaska Seafood products should visit <http://www.alaskaseafood.org/marketing/export/export.htm>.



Source: <http://www.alaskaseafood.org>

Featured Exporter



Joseph's Lite Cookies

Joseph's Lite Cookies not only have many great health attributes, but they also taste great! Because of the quality of their products, they have won numerous awards. Based on the growth of the company, customers agree!

Joseph's Lite Cookies offers:

- 9 varieties of sugar-free cookies (Peanut Butter, Chocolate Chip, Pecan Shortbread, Oatmeal, Almond, Chocolate Walnut, Lemon, Coconut and Pecan Chocolate Chip);
- 3 varieties of fat-free cookies (Chocolate Chocolate Chip, Chocolate Mint and Ginger);
- Sugar-free brownies;
- Sugar-free maple syrup.

Joseph's Lite Cookies are diabetic safe and contain no cholesterol, eggs, preservatives or added salt. They are also certified Kosher/Pareve.

At the age of 9, company C.E.O. Joseph Semprevivo was diagnosed with diabetes. Working with his family, he developed fructose-sweetened products that are diabetic safe. In 1995, these great tasting products were brought to the mass market and have been loved by consumers since!

Not satisfied with selling to just the American market, Joseph's has expanded into the global market. They currently sell in more than 14 countries including Canada, U.K., Philippines, Singapore, Mexico and the Caribbean. The company is working on expansion plans further into Europe as well as Taiwan and Thailand.



Joseph's prides itself on also being a socially responsible company.

- ❖ It uses recycled materials in its boxes and all related supplies.
- ❖ The company offers lifetime employment for its dedicated team members as well as a retirement plan, health benefits, paid vacation, perfect attendance bonuses and production bonuses.

For more information on Joseph's Lite Cookies and how to bring their exciting products to your market, please contact:

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Helpful Hint

Who are FAS partners/cooperators and what do they offer?

The American food and agriculture industry benefits from a large number of associations and organizations that support export market development. These groups, referred to as "participants" and "cooperators" receive support from FAS to conduct activities overseas such as trade missions, pavilions at trade shows and informational seminars.

A database of these organizations, including contact information, is available at:

<http://www.fas.usda.gov/scripts/mos/HomeOffDir.asp>.

Partners and Cooperators which offer on-line databases and directories of suppliers are listed at [FAS Partners' Product Supplier Databases](#).

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>.