A Guide to Exporting Fishery Products

United States Department of Agriculture
Foreign Agricultural Service
Forest and Fishery Products Division
Agricultural Handbook
January 2002
AH-725
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Abstract

This guide is developed to assist the U.S. commercial fishing industry in its export decision making process. It does not prescribe methods, but rather, provides steps for consideration in developing an export marketing strategy. It also refers and links to numerous other information sources of interest to export-minded fishery organizations.

Keywords: Export plan, fishery products, export regulations, export shipping, documentation, export financing, market information, market development cooperators.

Acknowledgments

This guide was prepared using the following materials (appendix I):

• "Guide to Exporting Solid Wood Products," U.S. Department of Agriculture
• "Agricultural Export Transportation Handbook," U.S. Department of Agriculture
• "A Basic Guide to Exporting," U.S. Department of Commerce
• "Breaking into the Trade Game," U.S. Small Business Administration
• "A Basic Guide to Exporting Seafood," New Jersey Department of Agriculture

The author is also grateful to Mark Dries, Scott Reynolds, Tom Westcot, Michael Hicks, and Reed Blauer, FAS Forest and Fishery Products Division; Heidi Reichert and Brian McGregor, USDA’s Agricultural Marketing Service, Transportation and Marketing Division; Robert Nordstrom, National Marine Fisheries Service; Paul Warfield, First National Bank of Omaha, Nebraska; Mark Shexnayder, Louisiana State University, AgCenter Research and Extension; and Quentin S.W. Fong, University of Alaska Fairbanks. The author acknowledges the American Seafood Institute, Alaska Marketing Seafood Institute, and USDA’s Foreign Agricultural Service for their assistance.

References to private publications and firms do not imply endorsement by the Foreign Agricultural Service or the U.S. Department of Agriculture.
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Introduction

International seafood trade has expanded substantially since the early 1980s. The total value of world seafood exports increased from $15.21 billion in 1980 to $51.30 billion in 1998. The United States is one of the world's largest exporters of seafood, accounting for 7 to 14 percent of the world's annual seafood exports between 1989-1998. In 2001, the United States exported about $3.1 billion worth of seafood products to foreign nations. U.S. importance in the international seafood trade varies by species. Salmon, lobster, crab, pollock roe, and surimi are among those for which the United States holds major share.

The major factors involved in this expansion of international seafood trade were: 1) rising world demand for food; 2) high population growth rates; 3) and rising incomes in both developed and developing countries. Furthermore, total demand for fishery products is expected to increase over the next decade.

With the new challenges of meeting rising market demand for fishery products, there also are opportunities for the U.S. seafood exporters to enter, diversify, and expand their presence further into global fishery products markets. Such opportunities will provide income, jobs, and profitability for the industry as a whole. However, meeting the new challenges of expanded international trade requires an understanding of the laws, regulations, and commercial practices in overseas markets.

A genuine commitment to exporting begins with a long-term attitude towards overseas markets. To be successful, exporters must create and follow a foreign market strategy that is integral to their overall business plan.

Developing long-standing working relationships with foreign importers will require maintaining commitments to them even when their markets are weak. A scattered, in-and-out approach may lead to a few unsustained sales. It is far better to gauge one's competitiveness in selected overseas markets from the start. Exporters should understand the requirements of key importers and develop long-term relationships that help solve their customers' supply problems and quality concerns.

This guide is developed to assist the U.S. commercial fishing industry in its export decision making process. It does not prescribe methods, but rather provides steps for consideration in developing an export marketing strategy.
Developing an Export Strategy

Exporting has become a lucrative activity for many U.S. companies, but all of them began by making the critical decisions necessary to expand their market outside the USA. The following brief questionnaire is designed to help you make those fundamental decisions, or if you are already exporting, to help you identify additional information so you may export more effectively.

1. My company has a product which has been successfully sold in the domestic market. □ Yes □ No

2. My company has or is preparing an international marketing plan with defined goals and strategies. □ Yes □ No

3. My company has sufficient production capacity that can be committed to the export market. □ Yes □ No

4. My company has the financial resources to actively support the marketing of our products in the targeted overseas markets. □ Yes □ No

5. My company is committed to developing export markets and is also willing and able to dedicate staff, time and resources to the process. □ Yes □ No

6. My company is committed to providing the same level of service given to our domestic customers. □ Yes □ No

7. My company has adequate knowledge in modifying product packaging and ingredients to meet foreign import regulations, food safety standards and cultural preferences. □ Yes □ No

8. My company has adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders, temperature management and freight costing. □ Yes □ No

9. My company has adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credits. □ Yes □ No
Exporting can help your company:
- Increase sales volume
- Find markets for fishery products that are underutilized in the domestic market
- Sell excess production capacity
- Diversify customer base
- Take advantage of money fluctuations and hedging
- Compensate for seasonal fishery products fluctuations
- Take advantage of high volume of foreign purchases
- Exploit existing advantages in untapped markets
- Follow domestic competitors who are selling overseas
- Acquire knowledge about international competition
- Contribute to the company’s general expansion
- Create more jobs

In contrast, costs of exporting include:
- Market analysis and planning
- Postage and communication
- Perhaps additional staff and equipment
- Advertising and sales promotion

Common mistakes made by potential exporters are:
- Lack of knowledge/understanding of foreign buyer specifications for fishery products
- Insufficient knowledge of various import regulations, requirements, and practices pertaining to fishery products
- Trying to fill an export order on a year-round basis for product that has too much variation in supply
- Failing to obtain qualified export counseling (inability to understand market demand)
- Insufficient commitment by top management to overcome the initial difficulties and financial requirements of exporting
- Insufficient care in selecting overseas agents or distributors
- Improperly filling out documentation and improper use of documents
- Filling orders for fishery product from around the world—a shotgun approach—instead of establishing a basis for profitable operations and orderly growth by actively seeking customers in targeted areas
- Neglecting the export business when the U.S. market booms
- Unwillingness to modify products to meet the regulations or cultural preferences of other countries
- Failure to print service, sales, and warranty messages in locally understood languages
- Failure to consider the use of an export management company or other marketing intermediary knowledgeable about foreign distribution channels
- Overlooking consideration of licensing or joint-venture agreements
- Failure to allocate sufficient resources to research foreign demand, and develop contacts
- Failure to research best ways to produce, market, ship, and sell fishery products overseas
Identifying Your Markets and Products

The next step is to identify potential markets and types of products to be sold. It is imperative that firms interested in exporting take time to research the markets where they are interested in selling products. By building a knowledge base about different countries, the new exporter will be able to pinpoint those countries that are most suited for his/her products. Once countries are targeted, it is essential to become knowledgeable about those countries and develop a consistent pattern of trade contacts with importers. Focusing on one or two countries before branching out can help determine a firm’s strengths, weaknesses, and limitations in serving export markets. Once the new exporters develop expertise, they may feel confident about testing new markets and products to diversify their portfolio.

When considering which products to sell overseas, firms should conduct a holistic analysis of potential markets as well as their own capabilities. Items to be considered include type of products (whole or dressed products, fillets, live products, and canned products), availability of the resources (species, quality, and quantity), transportation mode, and proximity to airports and ports. Success in the export market may involve adapting the production plant to produce foreign grades and specifications.

Pricing Your Products

Proper pricing, complete and accurate quotations, and choice of terms for the sale are all crucial in selling fishery products in foreign markets. Your initial pricing should be directed at market entry for a long-term export commitment. Your price should also be high enough to generate a reasonable profit, but still be competitive and attractive to buyers, agents, etc. When quoting a price, you should consider the following factors: foreign exchange rates; packaging; insurance; freight; tariffs and duties; inspection fees; other fees, etc. In addition, allow yourself a realistic price margin for unforeseen costs, unavoidable risks, and simple mistakes that are common in any new undertaking. Table 1 outlines the elements of pricing goods for export.

If at all possible, you should quote the price in U.S. dollars. This will provide some protection against international currency fluctuations. Current benchmark, or average, prices for specific species and grades of fishery products in international trade may be obtained from the publications and newsletters outlined in this publication.

Methods of Exporting

Once a detailed market analysis has been completed, your company should develop a strategy of market entry. There are at least four methods, which may be used alone or in combination:

**Filling orders from domestic buyers who then export the product**

These sales are indistinguishable from other domestic sales as far as the original seller is concerned. Someone else has decided that the product in question meets foreign demand. That party takes all the risk and handles all of the exporting details, in some cases without even the awareness of the original seller. Many companies take a stronger interest in exporting when they discover that their product is already being sold overseas.
### Table 1: Elements of Pricing Goods for Export

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<th>EXW ex-works</th>
<th>FCA free carrier</th>
<th>FAS free alongside ship</th>
<th>FOB free on board</th>
<th>CFR cost freight</th>
<th>CIF cost insurance &amp; freight</th>
<th>CPT carriage paid to</th>
<th>CIP carriage insurance paid to</th>
<th>DAF delivered at frontier</th>
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B: Buyer Pays  
S: Seller Pays  
E: Either May Pay  

Source: First National Bank
Seeking out domestic buyers who represent foreign end-users or customers
These buyers are a large market for a variety of goods and services. In this case, a company may know its product is being exported, but it is still the buyer who assumes the risk and handles the details of exporting.

Exporting indirectly through intermediaries
With this approach, a company engages the services of an intermediary firm capable of finding foreign markets and buyers for its products. Export management companies (EMCs), export trading companies (ETCs), international trade consultants, and other intermediaries can give the exporter access to well-established expertise and trade contacts. Yet, the exporter can still retain considerable control over the process while realizing other benefits, such as learning more about foreign competitors, new technologies, and other market opportunities.

Exporting directly
This approach is the most ambitious and difficult, since the exporter personally handles every aspect of the exporting process from market research and planning to foreign distribution and collections. Consequently, a significant commitment of management time and attention is required to achieve good results. However, this approach may also be the best way to achieve maximum profits and long-term growth. With guidance from the Federal, State, and industry groups mentioned in this publication, even new exporters can pursue the direct sale option with success. For those who cannot make that commitment, the services of an EMC, ETC, trade consultant, or other qualified intermediary are indispensable.

When deciding whether to market indirectly or directly, you should consider the following factors: size of your company, nature of your products, previous export experience and expertise, and foreign market conditions.

Promoting Your Products
In order to sell your fishery products overseas, it is necessary to advertise. The advertising effort actually begins at home, as you make first contacts with potential overseas buyers and introduce your company and products to target markets. There is no substitute for a good working relationship with the foreign buyers. These good long-term relationships are best established through making contacts and building partnerships. Participation at trade shows and trade missions, shipping samples to potential buyers, sending letters and faxes, and making telephone calls should be in your strategy. For example, after meeting a fishery products buyer at an overseas trade show and making a few shipments, it may be advantageous to invite the buyer to visit your facility in order to strengthen the relationship. Increasing your business will ultimately depend on providing solutions to your buyers' problems, and this will require a full understanding of their needs.

The AgExport Connections Office of the U.S. Department of Agriculture offers six services (promotional support, buyer alerts, trade leads, foreign buyers lists, U.S. suppliers lists, and trade shows) to help exporters get their product overseas. These services include counseling, marketing funds, locating buyers, advertising services, trade shows, etc:
These trade shows are an excellent opportunity to showcase your company and products as well as make valuable contacts:

- **Boston International Seafood Show**
  Homepage: http://www.bostonseafood.com

- **European Seafood Exposition**
  Homepage: http://www.euroseafood.com

- **International West Coast Seafood Show**
  Homepage: http://www.westcoastseafood.com

For further information on these services, contact AgExport Connections, AGX/FAS/USDA, Ag Box 1052, Washington, DC 20250-1052. Tel. (202) 720-7103, Fax (202) 690-4374.

Below are some success stories of small exporters using USDA's services:

**Seafood Exporters Benefit from MAP-Supported Pavilions**
The European Seafood Exposition, held annually in Brussels, Belgium, is the world's largest seafood trade show. Almost all major seafood-producing nations construct grand pavilions, many of which are fully subsidized by their national governments, to elaborately showcase their industry and products during a 3-day trade show that is attended by every major buyer in the European Union (EU). With FAS providing 35 percent of the cost, through the Market Access Program (MAP), the American Seafood Institute organized a U.S. Pavilion at the 1999 show.

As a unit, the 10 exhibiting companies represented $79 million in annual sales to the EU prior to show participation. On average, the companies each generated 26 new serious leads and a total of $16.5 million in new sales (a 21 percent increase) as a result of show participation. Each dollar of MAP funding helped to generate $210 of sales. Forty percent of the U.S. exhibitors were new-to-market or new-to-export. Those exhibitors who already had EU customers reported that show participation was vital to maintaining customer loyalty and key accounts. MAP support provided 10 small companies with affordable participation and the opportunity to collectively portray the U.S. industry as a substantial producer of a diverse array of products and committed to EU market development.

**MAP Support Turns Unmarketable Fish into Demanded Commodities**
The U.S. industry produces a variety of fish that, although undesired by most Americans, are known and fully appreciated by other cultures. Market Access Program (MAP) cost-share assistance enables U.S. seafood producers to develop markets for products that would otherwise be unmarketable. Using MAP funds, FAS provided the American Seafood Institute with the ability to work with a major French frozen food distributor and to conduct a generic advertising program for U.S. skate, dogfish, and monkfish. The fish were promoted in the distributor's monthly advertising circular to their 75,000 restaurant customers throughout France for 5 consecutive months in 1999. The promotion effort enabled six U.S. exporters to collectively achieve $1.8 million in new sales, with each dollar of MAP funds helping to generate $77 in sales.
These sales represented one-third of the monkfish imports and one-half of the dogfish imports to France during this period and sales have continued to expand.

Taiwanese Consumers Clamor for U.S. Shellfish
Funds from the Market Access Program (MAP) have assisted with the opening of a new market for U.S. shellfish. According to Roger Painter of Taiwanese Pass Shellfish Company, the Taiwanese market had been closed to U.S. origin clams until the summer of 2000. Painter along with other representatives from the American seafood industry traveled to Taiwan to take part in the Taipei Trade Show. As a result of the trip, Mr. Painter met a local seafood distributor interested in handling his product and lined up a sale of clams and oysters to one of Taiwan's most prestigious hotels. In addition, he was able to make contact with a number of other restaurants and retailers interested in U.S. shellfish. Mr. Painter has expressed confidence that these contacts will lead to future sales. While the initial shipment into Taiwan was modest, it represents the first farmed shellfish from Alaska to be sold overseas. Mr. Painter is optimistic that sales will continue since U.S. shellfish are of high quality and are suitable for use in high-end applications such as hotels and restaurants. Mr. Painter said the MAP was instrumental in helping to open this market and has provided a significant boost to small-scale shellfish farmers in Alaska.

U.S. Farm-Raised Catfish Captures Interest of Eastern Canadian Retailers
Following The Catfish Institute's (TCI) first year of promotional activities utilizing Market Access Program (MAP) funds in eastern Canada, exports are on the rise and expected to increase in 2000 by 68 percent in value over 1999 exports. An additional processor has established regular sales and consumers are being convinced to purchase U.S. farm-raised catfish. Proving that taste-test promotions increase interest and move product, one major retail group confirms that sales increased by 600 percent, and that the catfish promotion generated more sales than any previous activity. U.S. farm-raised catfish has gone from a position of no distribution in any retail outlet to sales and distribution in all major retail groups in both Ontario and Quebec. One of those store groups made U.S. farm-raised catfish a prominent part of its "Poseidon's Choice" promotion in October.

An added plus is that Canada's Heart and Stroke Foundation tested U.S. farm-raised catfish and declared it a product that can use its "health check symbol" on all promotional materials, and press releases. This symbol tells consumers that this is a heart healthy product. Catfish is the only fresh fish product currently authorized to use the symbol.

But the success does not end there. Chefs and restaurants are jumping on the catfish bandwagon. The publicity generated by a recent chef competition at the George Brown School of Culinary Arts convinced a leading retail buyer to ask TCI to conduct chef presentations of the fish to her customers. More and more restaurants are placing U.S. farm-raised catfish on their menus. Recently TCI invited the editor of Ontario Restaurant News to visit catfish country. The editor wrote an article that generated continuous inquiries from restaurants and others in the food service sector. For example, the executive chef of the Fairmont Hotel Group visited the TCI booth at the HOSTEX Show in Toronto and is interested in launching a menu promotion. The Fairmont Hotel Group comprises some of Canada's most prestigious hotel properties.
Exporting Fishery Products

Like any business venture, success in exporting fishery products depends heavily on the ability of the exporting company to stay in touch with important changes in the target markets. Given that regulations are frequently modified without international notification, it is important that U.S. exporters contact the foreign buyers directly to ensure that their fishery products meet current specifications and requirements.

Export Regulations

U.S. Export Requirements

In general, no license is required to export fishery products to most countries, except for countries under U.S. sanctions or embargoes (i.e., Cuba, Iran, Iraq, Libya, Sudan, Syria, and the UNITA faction in Angola) and individuals included in the “Denied Persons List.” The Bureau of Export Administration (BXA) in the U.S. Department of Commerce provides assistance in determining your export licensing requirements. For further information, call BXA at (202) 482-4811. Homepage: http://www.bxa.doc.gov

Foreign Governments’ Import Requirements

Import requirements presented by foreign governments vary from country to country. For example, many foreign governments require imported fishery products entering their country to be accompanied by a health inspection certificate. This certifies that the fishery product meets certain standards required by the importing country. Therefore, it is vital that exporters be aware of the standards and regulations that apply to their own operations and transactions.

- To export to any member state of the European Union (EU), U.S. fishery exporters must be certified through the Food and Drug Administration (FDA). Brokers can no longer be certified. For additional information on EU certification requirements contact: U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition, 200 C Street HFS-450, SW, Washington, DC 20204. Tel. (202) 418-3150; Homepage: vm.cfsan.fda.gov/seafood1.html

Other sources of information:
- The foreign government of the country where the fishery products are being exported or the foreign chambers of commerce in the United States (appendix II).
Shipping Your Products

Getting your product to your overseas customer is an integral part of the export process. Consistent, timely delivery of your product in good condition will help ensure that your new customers become repeat buyers. Selection of a mode of transportation should be based on destination, value of the product, amount of product to be transported, buyer’s requirements, and time in transit to reach destination. Time and expense vary by air, land, or ocean. Freight rates are negotiated with the carriers based on quality of transportation service.

Labeling and Marking Requirements

It is recommended that U.S. exporters contact the foreign buyer directly to ensure that the product specification and labeling meet current regulations. In general, identify each carton with the following information displayed:

- Product name (i.e., perishable live lobster, perishable frozen flounder, canned salmon, etc.)
- Labels should read "Export only"
- Labels must bear all of the required statements in the foreign language of the destination country as well as in English
- Net weight in metric units of the fishery product not including packaging
- Name and address of the exporter
- Country of origin
- Expiration date ("Best before" date)
- List of ingredients in decreasing concentration, including quantity or percent
- List of all additives in decreasing concentration
- Instruction for storage, including refrigeration, if special conditions are required for the product to satisfy its minimum duration period or last until the expiration date
- Instructions for storage and use

Packaging Requirements

Proper packaging is necessary to maintain both the quality of fishery products and customers’ satisfaction. In general, packaging requirements for fishery products vary according to the type of product, type of market, and mode of transportation. The package must be able to protect the product from rough handling during loading and unloading, compression from the overhead weight of other containers, impact and vibration during transportation, and high humidity during precooling, transit, and storage. Factors to be considered are method of packing, temperature, humidity, desired atmosphere around the product, packaging strength, cost, availability, buyer specifications, labeling, freight rates, and government regulations.

The following guidelines, developed by the Air Transport Association of America (IATA), apply to fishery products shipped by air cargo:

**Fresh Products:**

*Inner package*—completely enclose product in strong, secure sealed polyethylene bags. Pack the bags securely and pad them so there is no room to shift.
Outer package—packages should be able to withstand shock and be able to be stacked at least 5 units high.

Boxes—corrugated paperboard (wax-saturated or otherwise water-resistant) or solid fiberboard is acceptable. Molded polystyrene containers required outer boxes. Corrugated boxes must have absorbent material on the bottom and gusseted (wet-lok type) corners.

Banding—bands must not cut containers. Minimum: two bands around the width of each box. Recommended: additional two bands around the length of each box.

Weights and containers—the weight limitation is 150 pounds per individual box. Airlines will accept shipper-loaded containers if packed to the airline packaging and coolant specifications. Most airlines will not accept seafood products loaded in containers unless the product is pre-packaged in a wet-lok type box.

Coolants—gel-Paks are the preferred coolant but dry ice will be accepted. Wet ice will not be accepted as a coolant for seafood shipments.

Fillets—delicate fillets, pre-cooled to 32° F before packaging, require quick, efficient handling.

Whole or dressed fish—pre-cool fish to 32° F, pre-chill containers and do not overfill packages.

Live seafood products
Oyster, crabs, crayfish, lobsters, mussels and clams should be maintained and shipped between 34° and 45° F to slow their metabolism. Packing procedures should be quick and efficient so as to minimize handling time and temperature rise. Refrigerants should be placed at the bottom of the containers, covered with a layer of moist packing material. Both the packing material and container should be pre-chilled. The live seafood should then be carefully packed in successive layers, with moist packing material and an additional layer of refrigerant on top. Once packed, the same considerations for shipment of whole/dressed fish and fillets apply.

For more detailed information, contact any airline carrier and the buyer to determine the packaging requirements and materials. Also see appendix III for units of measure.

International Freight Forwarders
Using freight forwarders to handle fishery products shipping is highly recommended. Freight forwarders act as an exporter's agent when shipping goods overseas. They may advise the exporter regarding freight costs, port charges, consular fees, documentation fees, insurance, and handling costs. In addition to assuring that the goods arrive overseas in good condition, they review the letter of credit and other necessary financial documentation and may prepare the ocean bill of lading. Some airlines will not work directly with
exporters and prefer to work with a freight forwarder. After shipment, in the case of a letter of credit, the freight forwarder will send all documents to the paying bank to confirm the export of the commodity.

Freight forwarders are licensed by the Federal Maritime Commission (FMC) to handle ocean and air freight. They have an option to be registered with the International Air Transportation Association (IATA). In order to be licensed, the freight forwarder must meet a set of requirements, so it is recommended that exporters choose a freight forwarder that is registered with IATA. Additional information on freight forwarders may be obtained from port authorities, the International Trade Administration, banks, or by contacting the National Customs Brokers and Forwarders Association of America at 1200 18th Street, NW, #901, Washington, DC 20036. Tel. (202) 466-0222, Fax (202) 466-0226. Homepage: http://www.ncbfaa.org/

USDA’s Agricultural Marketing Service also helps exporters with problems concerning the transportation of U.S. agricultural products, including fishery products through its Transportation and Marketing Division. For further information contact USDA/AMS/TMP/SEA, Room 1217-S, 14th & Independence Avenue, Washington, DC 20090-0267. Tel. (202) 690-1304, Fax (202) 690-1340. Homepage: http://www.ams.usda.gov/

Ocean Carriers

Ocean transportation takes longer than air, but the cost is usually lower. In 1999, new U.S. regulations concerning all ocean shipping companies which call on U.S. ports took effect. Probably the most dramatic event has been the demise of ocean shipping conferences, which have been replaced by the creation of talking agreements. Ocean carriers are still allowed to meet and discuss rate levels and capacity in the trades, but these new talking agreements are much less disciplined, and carriers do not necessarily have to maintain standard rate levels. These changes have largely been brought about by newer, more liberal confidential contracting arrangements, which are now possible between shippers and ocean carriers.

In no instance does OSRA (Ocean Shipping Reform Act) mandate that ocean transportation contract terms be confidential. OSRA only eliminated the longstanding statutory requirement that the contract freight rates be filed at the FMC (Federal Maritime Commission) or published by the carrier. This, in turn, provided the carrier and the shipper with the “option,” to keep the contract rates confidential. Many contracts include confidentiality clauses, although, thus far, it does not appear that these clauses have ever been enforced by either party to the contract. Such clauses would be enforced in a court of law and not through the FMC.

Industry officials believe that 80 to 90 percent of all container movements will eventually move under contract. Shippers associations, whether for import or export, are being formed to pool container volumes and enhance shipper bargaining power when negotiating with carriers. Standard refrigerated containers are typically 40 feet. A 40 foot container can hold approximately 40,000 pounds. If you are shipping less than a containerload (LCL), try to identify a shipment consolidator who puts together a number of shipments going into the same market.
A booking contract is mandatory to reserve space for the cargo on a specified vessel. You may not need to know this because most of the time a freight forwarder will handle these details. In any case, the contract is binding insofar as the carrier has the right to charge for reserved space that is not used or to charge for canceled reservations without adequate notice.

**Air Carriers**

Airlines are most often used by fish exporters to ship samples, live products, fresh products, or high-value products. They are also used for relatively low volume, frozen or dry product. They can provide a fast and reliable mode of transportation than ocean carriers but in most instances air freight is much more costly than ocean freight.

One hundred and fifty (150) pounds is the common maximum acceptable gross weight per box or carton for carriage on passenger aircraft. However, many airlines have the capability to accept heavier weights per box or container and some have lower acceptable weights. In addition, airlines will accept containers that are corrugated cartons available from most box companies. Air carriers have antitrust immunity to establish “fixed” rates. A group of air carriers that have jointly agreed on a fixed rate are known as International Air Transport Association (IATA) conferences. These fixed tariffs represent the maximum amount that airlines can charge for air cargo. Airlines are free to charge lower rates than the agreed-upon maximum.

In 1998, the ATO in Shanghai assisted in re-routing a dry ice seafood shipment from United Airlines to Lufthansa Airlines. During a trade mission in Los Angeles, CA in 1998, the same office also negotiated a freight rate reduction for a group of Chinese seafood importers.

**Trucks**

Trucks are the most likely form of transportation for U.S. food products to Mexico and Canada. Approximately 80 percent of all U.S. exports are transported to Mexico via truck. However, a limited amount of high-value products are sent by air.

In addition to obtaining competitive freight rates and services, a shipper should ensure that the product will arrive in excellent condition. Of particular concern are products of a perishable nature, such as frozen and chilled seafood, as well as processed and packaged foods, drinks, and juices.

Important considerations include effective packaging and labeling, temperature, humidity, and other environmental controls, well-maintained transportation equipment, and proper loading, in-transit monitoring, and unloading. For more information about proper handling of seafood during transportation, contact the Shipper & Exporter Assistance program at USDA.

**Documentation**

Once you have decided on the best mode of transporting your fishery products, you must begin to complete the necessary documents. The documentation of exports is just as important as the products themselves.
Faulty information or incomplete documentation can lead to delays in transporting of the fishery products to their destination or even loss of products. The specific documents required for any given shipment depend on the destination country's import regulations, importer's requirements, terms of sale, method of payment, and mode of transportation. It is extremely important that you verify with the buyer or contact a freight forwarder who can often provide advice and assistance regarding documentation for shipping your fishery products.

There are two general categories of documentation required for export trade: 1) the Shipper's Export Declaration (SED) by the U.S. Government and 2) bill of lading, air waybill, certificate of origin, consular invoice, commercial invoice, etc., required by foreign governments.

**Shipper's Export Declaration (SED)**

The U.S. Government requires that exporters complete a Shipper's Export Declaration (SED) for international shipments. The SEDs, forms 7525-V, are joint Bureau of the Census/International Trade Administration documents. They include pertinent information on the export transaction such as parties to the transaction, transportation details, Schedule B classification, value of the goods, and export licensing information. The information collected is used for compiling official U.S. export statistics and administering the requirements of the Export Administrative Act. These forms may be privately printed or purchased from the U.S. Government Printing Office, Purchase Division, North Capitol and H Streets, NW, Washington, DC 20401. Tel. (202) 783-3238 or from local Customs District Directors. These forms can also be downloaded from: [http://www.census.gov/foreign-trade/regulations/forms](http://www.census.gov/foreign-trade/regulations/forms)

You can also use the Automated Export System (AES) to complete the SED online. You can access the AES and the SED at [http://www.customs.ustreas.gov/impoexpo/imex_txt.htm](http://www.customs.ustreas.gov/impoexpo/imex_txt.htm)

For further information, contact: Bureau of Census, Foreign Trade Division, Regulation Branch, Washington, DC 20233. Tel.(202) 457-2238.

**Pro Forma Invoice**

Many export transactions, particularly first-time export transactions, begin with the receipt of an inquiry from abroad, followed by a request for a quotation or a pro forma invoice. A pro forma invoice is a form the buyer uses when applying for an import license or arranging for funds/loans. The following information should be included on the pro forma invoice:

- Seller's name, address, phone, telex, and fax numbers
- Buyer's name and address
- Buyer's reference number and date of inquiry
- Description of the product
- Price per kilogram
- Gross and net shipping weight (metric ton)
- Delivery port
- Shipping and insurance costs
• Other costs
• Validity period for the quotation
• Terms of payment
• Estimated date of shipment arrival

Bill of Lading

Ocean bills of lading (b/l) serve three purposes:
• They act as a contract between the owner of the goods and the carrier to deliver the goods, spelling out all legal responsibilities and liability limits for all parties to the shipment.
• They act as receipt from the ocean carrier, confirming that they have received the goods for shipment.
• They act as title to the shipment and can be used to transfer title to the goods to a party named in the document.

The b/l is issued by the steamship line. Bills of lading can be made out in two different ways, "to order" or "direct" (straight). When the b/l is made "to order" it offers protection to the shipper by making it absolutely necessary that the consignee present the original endorsed b/l before the goods will be released from the port of destination. An original endorsed b/l is called a negotiable b/l, and acts as title to the goods. A copy of an original endorsed bill of lading is non-negotiable and cannot act as title to the goods.

Air Waybill

The air waybill, like the bill of lading, is a contract of carriage between the air carrier and the shipper. Due to the short transit times, there are no negotiable air waybills. The air waybill is issued by the airline or consolidator.

Certificate of Origin

Some nations require a signed statement as to the origin of the export item. It may be required even though the commercial invoice contains the information. The certificate is usually obtained through the National Marine Fisheries Service of the U.S. Department of Commerce, a local Chamber of Commerce, and other agencies. A North America Free Trade Agreement (NAFTA) certificate of origin should be completed for exports to Canada and Mexico.

Consular Invoice

A consular invoice for imported goods may be required by some nations such as Brazil, Argentina, and Middle East countries. It is used as a means to control and identify imported goods. The invoice must be purchased from the Embassy/Consulate of the country where the goods are being shipped and usually must be prepared in the language of that country.
Commercial Invoice

A commercial invoice is a bill for the goods. The buyer needs the invoice to prove ownership and to arrange payment. Some governments use the commercial invoice to assess customs duties. Although there is no standard form for a commercial invoice, the following information should be included:

- Seller's name and address
- Buyer's name and address
- Exact description of goods (kind, grade, quality, weight)
- Agreed-upon price (preferably in U.S. dollars in order to reduce foreign exchange risk)
- Type of container
- Description of packages (number, kind, markings)
- Delivery point
- Terms of payment
- Date and place of shipment
- Method of shipment
- Signature of shipper/seller.

Health Inspection Certificate

Some foreign governments require a health inspection certificate attesting to the condition of the goods shipped. The National Marine Fisheries Service (NMFS) and the Food and Drug Administration (FDA) are the authorized agencies to conduct inspection of fishery products. While NMFS assesses a variable inspection fee for export to all countries, there is no fee for issuing a certificate of inspection by the FDA for EU. However, there is a $10 charge by the FDA for issuing a certificate for other countries.

Foreign import requirements for fishery products tend to change frequently. Check with the buyer or local consulate to determine what certification is needed. For U.S. exports to the EU, the health certificate must include the central file number (CFN) of the establishment of origin and the "best before" date.

Insurance Certificate

If the seller is responsible for providing insurance, the insurance certificate should state the type and amount of coverage. This is a negotiable instrument.

ATA Carnet

ATA (A Temporary Admission) Carnet, which is a customs document, eases the temporary importation of commercial samples (CS), professional equipment (PE), and goods for exhibitions and fairs (EF) without paying duties and value-added taxes, or posting bonds. ATA Carnet is accepted in over 75 countries and territories. For more information, contact the United States Council for International Business (USCIB) 1212 Avenue of the Americas, NY, NY 10036. Tel.(212) 354-4480; Homepage: http://www.uscib.org
Harmonized Commodity Code

A uniform numerical coding system is used to identify commodities, track imports/exports and to levy import taxes. The HS code for any given agricultural product can be obtained from the Department of Commerce publication: Schedule B-Statistical Classification of Domestic and Foreign Commodities Exported from the United States, or by contacting the Bureau of the Census, Foreign Trade Division, Non-durables Section, Washington, DC 20233. Tel. (301) 457-3494.

CITES Certificate

A CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) certificate is required for import/export and commerce of plant and animal species from unregulated international trade. For further information, contact the Office of Management Authority, U.S. Fish and Wildlife Service, ARLSQ 420, 4401 N. Fairfax Drive, Arlington, VA 22203. Tel. (800) 358-2104; Homepage: http://www.international.fws.gov/permits

Sample copies of some of the required documents are in appendix IV.
Methods of Payment

Once the seller has determined the risks that his or her company is willing to take, it's time to evaluate the risks associated with the more common methods of payment. Listed below are the four most popular options used for receiving payment for exported goods. Ranked in order of seller's risk from the most secure to the least secure, they are: cash in advance, documentary letter of credit, documentary collection, and open account.

When deciding which of these options is best for your sale, remember that every transaction involves two commodities, product and money. Because of the intense competition for export markets, being able to offer good payment terms is often essential to make a sale.

Cash in Advance

Full payment, cash in advance is considered the safest method of collecting payment for the seller. The buyer bears all the risk in the sale because payment is received before the shipment is made. The percentage of trade conducted requiring full payment, cash in advance is very low. Typically only sellers of products in high demand or products custom manufactured for the buyer are able to demand full payment, cash in advance terms. However, some sellers can obtain a down payment for the goods via cash in advance.

Cash in advance to a U.S. seller is typically in U.S. dollars. Cash in advance can take the form of a wire transfer or payment by check. An international wire transfer is the preferred method, because it allows for the funds to be available once they are received. Most wire transfers can be completed in 2 to 3 days. Fees for wire transfers do add up and typically are deducted from the proceeds. Exact and complete routing instructions are very important.

Collecting payment using a foreign check drawn on the buyer's bank is a less attractive option than wire transfer because it can result in delays of several weeks until final receipt of funds. Avoid accepting checks issued by foreign companies or individuals. If the buyer pays by check, made payable in U.S. dollars and drawn on a U.S. bank, the collection process is the same as for any U.S. check. With any check, there is a risk that it may be returned due to insufficient funds in the buyer's account.

An additional factor to consider is that advance payment may create a cash flow problem and increases the risk to the buyer. As the seller, you have the buyer's money, but have not shipped the goods. The buyer is at risk that you will be unable to ship the goods as contracted. If another producer is willing to extend credit, the buyer may go elsewhere.

Documentary Letter of Credit

A documentary letter of credit (L/C) is a commitment from the issuing bank to pay the seller as beneficiary, a specified amount provided certain terms and conditions of the letter of credit are met. All L/C's are irrevocable, which means that once the L/C is established it cannot be revoked or changed without the consent of all parties, unless they specifically state that they are revocable.
### Table 2. Methods of Payment

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Terms of Payment</th>
<th>Where Used</th>
<th>Advantages to Buyer (Importer)</th>
<th>Advantages to Seller (Exporter)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash in Advance</strong></td>
<td>• Buyer pays seller before goods are shipped</td>
<td>• New relationships • Smaller transactions • Where buyer is unable to obtain an L/C</td>
<td>• NO Advantage - pays prior to receipt of goods and documents.</td>
<td>• Eliminate risk of non-payment</td>
</tr>
<tr>
<td><strong>Letter of Credit</strong></td>
<td>• Buyer's bank undertakes to make payment when documents are presented by seller as stipulated in L/C</td>
<td>• When ability of importer to pay is uncertain. • In countries where there is a regulatory requirement. • When a seller needs an L/C to obtain bank financing.</td>
<td>• Provides reasonable assurance that proper shipment is made prior to payment. • May obtain lower price due to reduced credit risk for seller.</td>
<td>• Substitute bank's credit for buyers. • Provides assured and prompt payment. • Protects against cancellation of underlying sales contract.</td>
</tr>
<tr>
<td><strong>Documentary Collection</strong></td>
<td>• Documents (representing title to the goods) are exchanged through a bank for payment or acceptance (promise to pay)</td>
<td>• Ongoing business relationships • Transactions not requiring the protection and expense of L/C’s.</td>
<td>• Delay payment until receipt of documents. • Buyer can be financed directly by seller through use of time drafts.</td>
<td>• Seller retains title to goods until payment or acceptance.</td>
</tr>
<tr>
<td><strong>Open Account</strong></td>
<td>• Buyer pays seller subsequent to receipt of an invoice, normally after goods are shipped.</td>
<td>• High trust relationships • Inter-company transactions</td>
<td>• Allows buyer to delay payment until goods have been examined, and/or goods have been sold.</td>
<td>• NO Advantage - Risks non-payment</td>
</tr>
</tbody>
</table>

Source: First National Bank
The L/C more evenly distributes risk between the seller and buyer. The seller is assured of payment when the conditions of the L/C are met and the buyer is assured that the conditions specified are documented and shipment of the goods has been made. It is a common method of payment, especially when the seller/buyer relationship is a new one.

The L/C is, however, not without drawbacks. If discrepancies exist in the documents required by the L/C that cannot be corrected by the seller, the buyer has the option to approve the discrepancies and pay for the shipment, usually at a discount, or to reject the shipment. If the shipment is rejected, the seller retains title to the goods.

A rejected shipment means that the seller must quickly locate a new buyer, renegotiate with the buyer, usually at a lower price, or pay for the shipment to be returned. Costs of a L/C add to the price of the product and can tie up the buyer's working capital or credit line.

A word of advice: Sellers should always have their banker and freight forwarder carefully scrutinize the L/C. They can help you determine if the L/C is legitimate and if the terms and conditions specified can be met. Bankers and forwarders can also help to prepare documents and reduce the chance of discrepancies.

There are four parties formally involved in the collection of payment using a L/C:

- Buyer or applicant
  - Applicant's bank or issuing bank
  - Beneficiary's bank (which can act as an advising bank or confirming bank)
- Seller or beneficiary

A L/C is either confirmed or advised by the beneficiary's bank. When a L/C is confirmed, the beneficiary's bank (the confirming bank) accepts the credit risk (commercial risk) of the issuing bank as well as the country risk (political risk). Under an unconfirmed, or advised L/C, the beneficiary's bank acts to review the documents specified in the L/C but does not pay on those documents (negotiate the documents). An advising bank passes the documents to the issuing bank who in turn reviews the documents, determines if they are acceptable (negotiates the documents) and pays the beneficiary by forwarding funds to the advising bank. It is preferable to get the letter of credit confirmed by a U.S. bank because the U.S. bank accepts the responsibility to pay and the seller receives payment as soon as the documents are presented. This also guarantees the seller that payment terms and conditions of the letter have been met. Another thing to consider about a letter of credit is whether or not it is transferable. In a case where the seller is acting as a broker for or shipper of the goods, and the seller does not wish to take title to the goods, the letter of credit could be transferred to a secondary beneficiary. This allows the bank named in the letter of credit to transfer all or part of the beneficiary's rights under the letter of credit to a secondary beneficiary.

For more information on L/Cs, consult the Uniform Customs and Practices for Documentary Credits, International Chamber of Commerce (ICC) publication No. 500 or an international banker who can provide you with further guidance.
Documentary Collection

A documentary collection is a method of payment whereby the seller uses a bank as an agent in obtaining payment from the buyer. A documentary collection most often consists of a collection instruction, financial documents used for obtaining payment for money, and commercial documents (invoices, bills of lading, quality certificates, etc.). The collection instruction provides complete and precise instructions to the banks including contact points for seller and buyer, their respective banks, amounts and currencies to be collected, a list of documents enclosed, the terms and conditions upon which payment or acceptance is to be obtained, charges to be collected, interest to be collected, if applicable, the method of payment, and instructions in case of non-payment. To collect payment from a foreign buyer using a documentary collection, the seller sends collection instructions, a draft or other demand for payment, and the related commercial document set through bank channels to the buyer's bank. The buyer's bank releases the documents to the buyer upon receipt of payment or promise of payment. The banks involved in facilitating this collection process have no responsibility to pay the seller should the buyer default. Documentary collection carries the risk that the buyer will walk away from the sale either because they cannot pay for the goods, the market price has dropped, or they cannot sell the goods locally. If this occurs, it is the burden of the seller to locate a new buyer or pay for return shipment.

Documentary collections are best considered when shipping by ocean freight. This is because the ocean bill of lading (B/L) is a negotiable document and acts as title to the goods. The steamship company will not release the shipment from the port unless the buyer has the original B/L, which the buyer cannot obtain unless they agree to pay the bank. In the case of air shipments, the B/L is not a negotiable document, does not act as title to the goods, and the benefit of using a documentary collection can be lost. For more information on Documentary Collections, consult the Uniform Rules for Collections, International Chamber of Commerce (ICC) publication no. 522 or an international banker who can provide you with further guidance.

Drafts—A draft (or bill of exchange) is a written order by one party directing a second party to pay to the order of a third party. Drafts are negotiable instruments easily transferable from one party to another. There are two types of drafts: sight drafts and time drafts.

Sight Drafts—In the case of a sight draft, once the goods have been shipped, the seller signs the original bill of lading and delivers it to the bank along with the sight draft, invoices, and other supporting documents required by the buyer and destination country, to be forwarded to the buyer's bank. The buyer's bank then notifies the buyer that it has received the documents. When the buyer pays the sight draft, the bank releases the bill of lading, passing title of the goods to the buyer.

Date or Time Drafts—A time draft requires payment within a certain time after the buyer accepts the draft and receives the goods. By signing and writing "accepted" on the draft, the buyer is expected to pay within the stated time period. A buyer can delay payment by delaying acceptance of the draft or refusing to pay at maturity. In most countries, an accepted time draft is stronger evidence of debt than an unpaid invoice.
Open Account

Under an open account transaction, the seller agrees to provide the goods to the buyer who agrees to make payment at a specified future date. Payment by the buyer is typically made by wire transfer or check. Open account is a high-risk method of payment for the seller. The seller must be confident that the buyer is well established, has a long and favorable payment record, has good credit, and is able to convert currency into U.S. dollars. Collection on delinquent payments under open account may be difficult and costly if the obligation of the buyer to pay the seller is not well documented. Even when well documented, collection on delinquent open account sales usually requires legal action in the buyer's country.

Additional Methods of Payment

Standby Letter of Credit—Like the letter of credit, the standby letter of credit is a commitment or promise from the buyer's bank to pay the seller only if another business transaction specified in the standby letter of credit is not performed. For example, if the buyer and seller have agreed to an open account sale and the buyer defaults, the seller could present a sight draft and a written statement to the bank certifying that the buyer has failed to make payment on the shipment secured by the standby letter of credit and collects payment from the buyer's bank. Standby letters of credit are also frequently used as performance security such as when a seller is bidding on an international tender by a state trading company. In this case, the buyer may require the seller to open a standby letter of credit and if the seller is unable to perform the export sale contract, the buyer can draw on the value of the standby L/C as a penalty.

Credit Card—U.S. exporters who sell directly to the consumer may select credit cards as a viable method of payment. The rules governing credit card transactions differ from domestic use to international use. Exporters should check with their credit card companies for specific rules on international use of credit cards.

Consignment—Under consignment, the foreign distributor sells goods on behalf of the exporter, and the goods are available on a deferred basis. The exporter does not receive payment until the distributor sells the goods and transfers title of the goods. The exporter usually assumes the political and commercial risk for the goods until the payment is received. If the foreign distributor is unable to sell the goods, the exporter must pay for the return shipment or dispose of the remaining goods themselves. This method of payment is extremely risky for the exporter and is generally not used by U.S. companies.

Countertrade and Barter—Countertrade or barter may be necessary when selling to companies that cannot obtain convertible currency. In countertrade, the "buyer" agrees to undertake specified initiatives that compensate and benefit the "seller." Barter is the exchange of goods or services between two parties without using currency. These two methods of payment should be considered only in exceptional circumstances when extreme creativity is needed by an experienced exporter to complete the sale.
Mixed Methods—The payment options discussed in this section are not mutually exclusive. It is possible, and frequently practiced, that a seller will use a combination of payment methods. For example: the seller may require 50 percent of the payment as cash in advance using a wire transfer and the remaining 50 percent documentary collections using a sight draft.

Currency of Payment

The simplest currency of payment for U.S. exporters is U.S. dollars. When quoting prices and requiring payment in U.S. dollars, exporters are placing the burden and risk of foreign currency conversion on the buyer. On the other hand, some U.S. exporters that are knowledgeable about foreign exchange may find it profitable to accept payment in other currencies. However, the exporter then assumes the foreign exchange risk. Hedging against foreign exchange risk is possible for many currencies, but the exporter’s portfolio of foreign exchange risk exposure should be reviewed with a foreign exchange specialist.

Exporter's Checklist for Reviewing a Letter of Credit

1. ____ Ask for a sample letter of credit to review.
2. ____ Has the credit been confirmed, if requested?
3. ____ Is the type of credit (revolving, transferable, etc.) as agreed?
4. ____ Is the amount of the credit sufficient to cover all costs permitted by the terms of the contract? Are the Incoterms (standard terms used in trade) correct? Have the terms "about" or "approximately" been included?
5. ____ Is the credit available with your bank, freely negotiable, or available with any bank, or is it restricted to the issuing bank or any other designated bank?
6. ____ Are the descriptions of the goods and unit prices, if any, in accordance with the sale contract? Have the terms "about" or "approximately" been included, if requested?
7. ____ Are transshipment and partial shipments allowed, if necessary?
8. ____ Are the points of dispatch/taking in charge/loading on board of the goods, as the case may be, and of discharge/final destination as agreed?
9. ____ Do the shipping and expiry dates allow sufficient time for processing the order, shipment, and presenting the documents to the bank? Does the period for presentation of documents after issuance of the transport document also allow sufficient time?
10. ____ Are the provisions for insurance in accordance with Incoterms?
11. ____ Can the necessary documents be obtained in the form required and in the time frame allowed by the credit?

12. ____ Have any unacceptable conditions been added to the credit without your approval such as an inspection certificate to be provided by the buyer?

Source: Firstar Bank

Commercial Letter of Credit: Common Discrepancies Which Can Lead to Nonpayment

General
• Documents inconsistent with each other
• Description of goods on invoice differs from that in the credit
• Marks and numbers differ between the documents
• Absence of documents called for in the credit
• Incorrect names and addresses

Draft (Bill of Exchange)
• Amount does not match invoice
• Drawn on wrong party
• Not endorsed correctly
• Drawn payable on an indeterminable date

Transport Documents
• Shipment made between ports other than those stated in the letter of credit
• Signature on bill of lading does not specify on whose behalf it was signed
• Required number of originals not presented
• Bill of lading does not evidence whether freight is prepaid or collect
• No evidence of goods actually "shipped on board"
• Bill of lading incorrectly consigned
• "To order" bills of lading not endorsed

Insurance
• Insurance document presented of a type other than that required by the credit
• Shipment is under insured
• Insurance not effective for the date in the transport documents
• Insurance policy incorrectly endorsed

Deadlines
• Late shipment
• Late presentation of documents
• Credit expired

Payment and Finance Terms

In addition to defining the terms of payment, provisions should be included for late payments, partial payments, and remedies for nonpayment. The terms of payment should consider the use of letters of credit.
Commercial Banks

Commercial banks can assist you in financing export transactions. They can also help process letters of credits, drafts, and other types of payments. Banks are making export loans backed by U.S. government export loan guarantees.

Because many banks have international departments or correspondent banks in foreign countries, they can be a valuable asset in helping you export. When selecting a bank to handle your export transactions, it is important to identify a bank that is willing to serve your needs.

Export Trading and Management Companies

Both Export Management Companies and Export Trading Companies may be a source of financing on a limited basis, usually for a negotiated fee. They provide a range of services, including international market research and overseas marketing, legal insurance, product design, transportation, and warehousing.

One publication, the Export Trading Company Guidebook, is available for sale from the U.S. Government Printing Office, Tel. (202) 512-1800. Additional assistance may be obtained from the Office of Export Trading Company Affairs at (202) 482-5131, or the Trade Information Center at (202) 482-0543 or your local Export Assistance Center or the International Trade Administration.
Homepage: http://www.ita.doc.gov/td/oetca/

Private Trade Finance Companies

Private trade finance companies use a variety of financing techniques in return for fees, commissions, participation in the transactions or combinations thereof. International trade associations, such as a district export council, can assist you in locating a private trade finance company in your area.

Factoring Houses

Factoring houses purchase accounts receivable and assume full risk and responsibility for their collection. The buyer is notified and pays the factoring house directly. These organizations, many of which are subsidiaries of banks, charge a percentage for their services.

U.S. Department of Agriculture Programs

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture administers several programs that promote or assist exporters of U.S. fishery products. The programs are approved in FAS's Unified Export Strategy (UES). The UES represents FAS's comprehensive approach to allocating and utilizing its resources and market development programs. These programs include the Foreign Market Development (FMD) program, Market Access Program (MAP), Emerging Markets Programs, Quality Samples Program, and Section 108 Program. Most of these programs are conducted via cooperative agreements with the fishery cooperators.
Foreign Market Development Program (FMD)—The goal of the Foreign Market Development Program (FMD), also known as the cooperator program, is to develop, maintain, and expand long-term export markets for U.S. agricultural products. Created 45 years ago, the program fosters a trade promotion partnership between USDA and U.S. nonprofit commodity or trade associations called cooperators. These cooperators represent farmers, commodity processors, and other agricultural businesses. Under this partnership, USDA and the cooperators pool their technical and financial resources to conduct market development activities outside the United States. Participants in the program include approximately 25 groups representing specific U.S. commodity sectors. This program is not available to individual companies.

To submit a FMD proposal or to find out how to do so, contact the Marketing Operations Staff, AG Box 1042, USDA-FAS, Washington, DC 20250-1042. Tel. (202) 720-4327. Homepage: http://www.fas.usda.gov/mos/programs/fmd.html

Market Access Program (MAP)—The Market Access Program (MAP), authorized in 1996, uses funds from USDA's Commodity Credit Corporation (CCC) to help U.S. producers, exporters, and other trade organizations finance promotional activities for U.S. agricultural products. The MAP encourages the development, maintenance, and expansion of commercial export markets for agricultural commodities including fishery products. Activities financed include consumer promotions, market research, technical assistance, and trade servicing.

FAS has a cooperative agreement with the Alaska Seafood Marketing Institute, The Catfish Institute, American Seafood Institute, Southern United States Trade Association, and the Western U.S. Agricultural Trade Association. These cooperators conduct market development activities in cooperation with FAS. Jointly financed export promotional activities include trade servicing, technical training and educational programs, seminars, demonstrations, international trade exhibits, and trade missions to and from the United States.

To submit a MAP proposal or to find out how to do so, contact the Marketing Operations Staff, AG Box 1042, USDA-FAS, Washington DC 20250-1042. Tel. (202) 720-4327. Homepage: http://www.fas.usda.gov/mos/programs/mapprog.html

Emerging Markets Program (EMP)—The Emerging Markets Program (EMP) is authorized by the Food, Agriculture, Conservation, and Trade Act of 1990 (FACT Act), as amended by the Federal Agriculture Improvement and Reform Act of 1996 (FAIR Act). Under the FAIR Act, a program of technical assistance to promote U.S. agricultural exports is authorized for emerging markets in all geographic regions.

For additional information, contact the Director, Marketing Operations Staff on (202) 720-4327 or at AG Box 1042, USDA, Washington DC 20250-1042. Homepage: http://www.fas.usda.gov/mos/em-markets/em-markets.html
Quality Samples Program (QSP)—The Quality Samples Program (QSP) is a pilot program designed to encourage the development and expansion of export markets for U.S. agricultural commodities under the authority of the Commodity Credit Corporation (CCC) Charter Act, 15 U.S.C. 714c(f). QSP funds are used to assist U.S. entities in providing samples to potential foreign importers to promote a better understanding and appreciation for the high quality of U.S. agricultural commodities. CCC will review all proposals it receives against the evaluation criteria contained in the program announcement and award QSP funds on a competitive basis. The QSP is administered by personnel of the Foreign Agricultural Service (FAS).

For more information, contact the Director, Marketing Operations Staff, AG Box 1042, USDA, Washington DC 20250-1042. Tel. (202) 720-4327. Homepage: www.fas.usda.gov/mos/programs/qspfact.html

Section 108 Program—The Section 108 program provides assistance in the form of foreign currencies for activities that: (1) are intended to result in the development, maintenance, and expansion of long-term export markets for U.S. agricultural products and (2) foster and encourage the development of private enterprise institutions and infrastructure in developing countries.

The program uses foreign currencies acquired from the U.S. Department of Agriculture’s food aid programs (Title I, P.L. 480) in Costa Rica, Dominican Republic, Guatemala, Jamaica, Morocco, Sri Lanka, and Tunisia. For questions regarding the Section 108 program, contact Ed Covey (202) 720-0866, Coveye@fas.usda.gov. Homepage: http://www.fas.usda.gov/mos/108/108cover.html

In addition, the Commodity Credit Corporation (CCC) of the U.S. Department of Agriculture administers a variety of export credit guarantee programs that provide U.S. exporters and bankers protection against default. Two of these programs are the Export Credit Guarantee Program (GSM-102) and the Supplier Credit Export Program (SCGP).

Export Credit Guarantee Program (GSM-102)—The Export Credit Guarantee (GSM-102) program, administered by FAS, is designed to facilitate export financing of agricultural commodities or products. Credit terms range up to 3 years. A term of 720 days is typical for fishery products. With each transaction, the buyer must open a U.S. dollar denominated letter of credit on an approved foreign bank. The U.S. exporter pays a fee and receives a payment guarantee from the CCC that will cover 98% of the principal and approximately 50% of the interest owed to the U.S. bank in the event that the foreign bank defaults.

Usually, the exporter assigns the payment guarantee to the U.S. bank financing the export sale. Thus, the foreign buyer may purchase agricultural commodities on deferred payment terms, and the exporter receives payment upon presentation of commercial documents to the U.S. bank. The U.S. bank financing the sale is protected by the CCC’s guarantee in the event the foreign bank defaults under the letter of credit or related obligation. By transferring the risk of loss from U.S. exporters to the U.S. Government, the program helps to facilitate exports and permits exporters to meet competition from other countries.
The GSM-102 program is intended for cases where credit is necessary to increase or maintain U.S. exports to a foreign market and where private financial institutions would be unwilling to provide financing without the CCC's guarantee. The program is directed toward countries where the guarantees are necessary to secure financing of the exports and where the CCC has a reasonable expectation that the country and bank are creditworthy.


Supplier Credit Guarantee Program (SCGP)—The Commodity Credit Corporation (CCC) also administers export credit guarantee programs for commercial financing of U.S. agricultural exports. The programs encourage exports to buyers in countries where credit is necessary to maintain or increase sales, but where financing may not be available without CCC guarantees.

Under the Supplier Credit Guarantee Program (SCGP), CCC guarantees a portion of payments due from importers under short-term financing (up to 180 days) that exporters have extended directly to the importers for the purchase of U.S. agricultural commodities and products. These direct credits must be secured by promissory notes signed by the importers. Regulations for this program are found in 7 Code of Federal Regulations 1493, Subpart D. Homepage: http://www.fas.usda.gov/excredits/scgp.html

Export-Import Bank of the United States

The Export-Import Bank of the United States (Ex-Im Bank) is a U.S. government agency that facilitates the export financing of primarily U.S. capital goods and services. Ex-Im Bank also helps U.S. exporters compete against foreign government's subsidized financing in overseas markets. Ex-Im Bank offers four major export finance support programs: loans, guarantees, working capital guarantees, and export credit insurance.

Lending Programs—Ex-Im Bank's loans provide competitive, fixed interest rate financing for U.S. export sales of capital equipment and services. Ex-Im Bank extends loans to foreign buyers of U.S. exports at low, fixed-interest rates according to the Organization for Economic Cooperation and Development (OECD) arrangement.

Guarantee Program—Ex-Im Bank's guarantees provide repayment protection for private sector loans to creditworthy foreign buyers of U.S. goods and services. The guarantees provide coverage for both political and commercial risks.

Working Capital Guarantee Program—Ex-Im Bank also offers guarantees to lenders to support pre-export financial needs. The Working Capital Guarantee Program can help small- and medium-sized exporters obtain the financing they need to produce and market goods for sale abroad.
Export Credit Insurance—Ex-Im Bank's export credit insurance program offers insurance policies to protect U.S. exporters and banks against the political and commercial risk of nonpayment by foreign debtors. Special policies exist for small and environmental businesses.

Inquiries should be directed to Ex-Im Bank Business Development Group, 811 Vermont Avenue, NW, Washington, DC 20571. Tel. (800) 565-EXIM, Fax (202) 565-3380. Homepage: http://www.exim.gov.

Overseas Private Investment Corporation (OPIC)

OPIC is a U.S. Government corporation that promotes U.S. investment in less developed countries. OPIC's finance program is oriented towards medium- to long-term investments that involve significant developmental benefits. The program provides insurance coverage for U.S. investments against expropriation, inconvertibility of local currency, or losses resulting from war, revolution, or civil disorders. OPIC does not handle export financing directly, but may assist in financing complementary projects. Insurance on letters of credit may also be obtained in the absence of commercial insurance. The insurance covers 90 percent of the investment plus attributable earnings. For more information, contact OPIC, 1100 New York Ave., NW, Twelfth Floor, Washington, DC 20527. Tel. (202) 336-8400, Fax (202) 408-5145. Homepage: http://www.opic.gov.

U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) provides financial assistance to U.S. exporters. SBA targets its assistance to small companies and strives to assist those businesses that otherwise might not be able to obtain trade financing. SBA works in cooperation with other Federal agencies and public and private-sector groups to encourage small business exports and to assist small businesses seeking to export. SBA's outreach efforts include sponsoring export training conferences and developing "how-to" and market-specific publications for exporters. SBA directs and coordinates ongoing export initiatives, such as the Export Legal Assistance Network (ELAN). SBA also offers a program called E-TAP (Export Technical Assistance Partnership), which focuses on a small group of export ready companies and gives them assistance in order to successfully get started.

The U.S. Small Business Administration manages the following services:

SBA Export Express—SBA's new Export Express loan program helps small businesses by allowing lenders to use streamlined and expedited loan review and approval procedures to process SBA guaranteed export loans of up to $150,000. Loan proceeds may be used for most business purpose, including: market development activity such as participation in a foreign trade mission; transaction-specific financing; general lines of credit for export purposes; and term loans for permanent working capital and fixed-asset financing.
Export Working Capital Program (EWCP)—In order to help small businesses export, SBA has developed the new Export Working Capital Program (EWCP). This program provides eligible small businesses with short-term, transaction-specific financing. Small businesses may use this program for pre-export financing of labor and materials, financing receivables generated from these sales, and/or standby letters of credit used as performance bonds or payment guarantees to foreign buyers. The EWCP provides repayment guarantees of 90 percent or $1 million (whichever is less) to commercial lenders and offers exporters preliminary commitments that encourage lenders to provide credit. To be eligible, the small business concern must have been in operation, though not necessarily exporting, for at least 12 months. The EWCP offers a simplified application form. Interest rates and fees are negotiable between the lender and the small business exporter.

International Trade Loan Program (ITL)—This program helps small businesses that are engaged or preparing to engage in international trade, as well as small businesses adversely affected by competition from imports. SBA can guarantee up to $1.25 million, less the amount of SBA’s guarantee portion of other loans outstanding, to the borrower under SBA’s regular lending program. Loans are made by lending institutions with the SBA guaranteeing a portion of the loan.

The applicant must establish either that the loan proceeds will significantly expand existing export markets or develop new export markets, or that the small business is adversely affected by import competition. Proceeds may be used for working capital and/or facilities or equipment. Maturities of loans for facilities or equipment may extend to the 25-year maximum.

7(a) Regular Business Loan Program—The SBA 7(a) Loan Guaranty program can fund the varied long-term needs of small businesses, where necessary financing is unavailable, on reasonable terms through normal lending channels. The program promotes small business formation and growth. SBA guarantees long-term loans to qualified firms. SBA’s basic guaranty program makes loans available for many business purposes, such as real estate, expansion, equipment purchases, working capital, or inventory. Private lenders, usually banks, make loans which are guaranteed up to 75 percent of the loan by SBA. The borrower makes loan payments to the lender. SBA can guarantee up to $1 million.

Small Business Investment Companies (SBICs)—SBICs exist to provide equity capital, long-term loans, and management assistance to qualifying small businesses. They are privately owned and operated companies that use their own capital and funds borrowed from the SBA to provide financing to small businesses in the form of equity securities and long-term loans. SBICs invest in a broad range of industries. SBICs may invest in export trading companies, provided all other eligibility requirements are met. For further information regarding the SBIC program, contact: Investment Division, U.S. Small Business Administration, 409 Third St., Washington, DC 20416. Tel.(202) 205-6510, Fax.(202) 205-6013. Homepage: http://www.sba.gov/inv or electronic mailbox: sbic@sba.gov
For more information, SBA has offices located throughout the U.S. and its territories. For the one nearest you, please look under "U.S. Government" in your telephone directory or call the Small Business Answer Desk at (800) 8-ASK-SBA. To fax, dial (704) 334-6769. For the hearing impaired, the TDD number is (704) 334-6640. Homepage: http://www.sba.gov

In addition, there are 58 Small Business Development Centers (SBDCs) in 1,000 service locations and over 370 Service Corps of Retired Executives (SCORE) offices to help you start and/or strengthen your own business.

Foreign Credit Insurance Association (FCIA)

The Foreign Credit Insurance Association (FCIA) is a private entity serving the international marketplace. The association writes a wide range of credit insurance and political risk coverages for experienced exporters. Great American Insurance Company, the association's principal, is a large, privately held, multiline insurer founded in 1872.

FCIA offers a wide variety of policies for short-term sales (up to 180 days, exceptionally for 360 days) and political risk insurance (policy periods up to 2 years). Both multi-buyer and single-buyer policies are available, and there are no restrictions on content or sourcing of insured products. Multi-buyer coverages include flexible premium options and short claim waiting periods.

The widely used Multi-Buyer Export policy is generally written to cover shipments during a year and insures a reasonable spread on an exporter's sales. It enables the exporter to make quick credit decisions, so as to provide faster service to overseas buyers. The exporter can obtain financing and offer competitive credit terms to attract and retain buyers around the globe, even in high-risk markets. Coverage is generally 95 percent for political and commercial risk, and the policy has a deductible similar to other forms of insurance. The policy is subject to limits of liability. The aggregate limit represents the insurer's maximum liability under the policy. Exporters make their own credit decisions for shipments up to the amount of a discretionary credit limit. For larger amounts, a special buyer credit limit is available upon application to FCIA.

For additional information, contact the FCIA Management Co. 40 Rector Street, 11th Floor, New York, NY 10006. Tel. (212) 306-5000, Fax (212) 306-5218. Homepage: http://www.fcia.com or your insurance broker.

U.S. Trade and Development Agency (TDA)

The U.S. Trade and Development Agency (TDA) provides funding for feasibility studies of public and private sector projects in developing and middle-income nations that lead to the export of U.S. products and services. Helping U.S. businesses win contracts to implement major overseas infrastructure projects is one of TDA's main objectives. TDA funds studies on a variety of projects including energy and power transportation, health care, mining and minerals development, telecommunications, agribusiness and environmental services. For additional information on country eligibility, developmental priorities, and

State Export Financing Programs

A number of State-sponsored export financing and loan guarantee programs are available. Details of these programs are available through each State’s department of commerce or trade office. The following States provide direct and indirect export assistance: Arkansas, California, Delaware, Georgia, Indiana, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, Nevada, North Carolina, Oklahoma, Pennsylvania, South Carolina, Texas, Utah, Virginia, Washington, and Wisconsin.
Market Information and Assistance

The U.S. government, State governments, trade associations, and private sector organizations provide low-cost and easily accessible resources to simplify and speed your foreign market research. (Details provided in appendix VI.)

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture is responsible for developing, maintaining, and expanding export markets for U.S. agricultural commodities. This includes fish and seafood products. FAS provides foreign market information, enhances market access, and cooperates with U.S. nonprofit trade associations to conduct overseas market development activities. Unlike other government export agencies, its focus is U.S. agriculture, including fishery products. FAS provides companies with a number of options for obtaining timely information on export markets.

Overseas Offices

FAS represents U.S. agriculture overseas through a network of agricultural counselors, attaches, and trade officers in 64 foreign posts covering 129 countries. The staff supervises market development activities, reports to FAS headquarters in Washington, and alerts the U.S. trading community to foreign market opportunities and competition.

Each U.S. agricultural counselor or attaché office is in frequent contact with foreign buyers and overseas representatives of U.S. firms and associations, and helps U.S. agricultural exporters, associations, and allied groups establish contacts with government officials and foreign traders. In addition, Agricultural Trade Offices (ATO’s) have been opened in Sao Paulo, Dubai, Guangzhou (Canton), Hong Kong, Jakarta, Mexico City, Osaka, Riyadh, Moscow, Seoul, Shanghai, Singapore, Taipei and Tokyo. These trade offices serve as a one-stop service center for U.S. exporters, nonresident private trade groups, and others engaged in exporting and importing U.S. agricultural commodities. Please visit the FAS Post and ATO homepage: http://www.fas.usda.gov/fasposts.html. A directory of FAS Field Officers and overseas contacts can also be obtained through the FAS homepage: http://www.fas.usda/scriptsw/fasfield/ovc_frm.asp

Annual Reports

Annual reports on fish and seafood products production, marketing, and trade issues for 17 selected foreign markets are available on an annual subscription basis or on-line. The markets are:

- Canada
- Chile
- Denmark
- European Union
- France
- Germany
- Italy
- Japan
- Republic of Korea
- Morocco
- Netherlands
- Norway
- Portugal
- Russian Federation
- Spain
- Sweden
- United Kingdom

The annual reports are prepared by FAS agricultural counselors, attaches, and trade officers overseas. To get current prices or place a subscription order for the scheduled reports, voluntary reports, and report updates contact: Reports Officer/FAS/USDA, Room 6078-South Building, Washington, DC 20250-1000. Tel. (202) 720-0924, Fax (202) 720-7729.
Electronic Access: The annual reports are available electronically via the Internet and electronic bulletin board systems. In addition to the reports, there are more than 3,000 articles covering a wide range of related topics available from the electronic sources. They are available at: http://www.fas.usda.gov/ffpd/attache_reports.htm The reports are also available at: http://www.stat-usda.gov., http://www.ftp.stat-usa.gov., and http://www.ebb.stat-usa.gov. (telnet).

In addition, FAS agricultural attaches also prepare Retail Food Sector and Hotel and Restaurant Institutions Food Service Sector reports.

Circulars

FAS Forest and Fishery Products Division (FFPD) publishes twelve circulars a year that offer an extensive overview of the world supply and demand situation for fishery products. The circulars include extensive data tables of U.S. exports of fish and seafood products. Species data for some products are included. In addition, key trade developments and voluntary reports from FAS overseas posts are highlighted. Foreign fish and seafood products production, supply, and distribution data are also provided. For information on circular content, contact the FAS Forest and Fishery Products Division, Tel. (202) 720-0638, Fax (202) 720-8461. You can read the fishery products circulars on the FAS homepage: http://www.fas.usda.gov/ffpd/fisherycirculat.htm

The reports remain "current" until the succeeding issue is available. Older issues are available in the archives section of the home page. FAS also makes selected cover articles and graphics available from these publications, in a separate section of the site.

The AgExport Connections Office

Through FAS services, agricultural exporters can keep abreast of foreign market development opportunities with marketing research reports, trade leads, product publicity, and listings of prospective foreign importers. FAS serves as the liaison between U.S. companies and foreign importers seeking U.S. fishery and other agricultural products. FAS works to help U.S. producers introduce products in new markets and further expand established markets.

FAS agricultural counselors, attaches, and trade officers transmit market information, and trade statistics electronically to FAS offices in Washington, DC. U.S. companies can take advantage of the following export services:

1. **Trade Leads** are inquiries submitted by foreign buyers for specific products. They are transmitted electronically to the AgExport Connections Office by FAS trade officers in nearly 50 countries. Foreign buyers submitted more than 4,500 trade leads last year, which helped facilitate export sales of more than $500 million. Trade leads may be accessed through the following means:

   a) **Internet**—Trade Leads are available on a daily basis through the FAS home page. You can access new trade leads each day or search for previous trade leads by country, product, or date. In addition to trade leads, the home page contains information on a wide range of FAS...
programs and services, as well as trade statistics and foreign market reports. Homepage: http://www.fas.usda.gov/agexport/TradeLeadQuery.asp.

Trade leads are also available on other private and public bulletin boards. Contact your State agriculture department, trade office or chamber of commerce to determine if this service is available locally.

b) Fax Polling—Another way to receive trade leads is by fax. Just poll the AgExport fax system each week using your own fax machine. The information is free. You pay only for the cost of the call. The number to call to poll the machine with information on fish and seafood products is (202) 720-8980. Instructions on how to poll for trade leads are available by calling (202) 690-3416.

c) Newspapers, trade journals, newsletters—Trade leads may also appear in newsletters or trade journals published by private firms or State and local government offices. Check with your State agriculture department, trade office or chamber of commerce for further information.

2. Foreign Buyer lists are drawn from a database that includes more than 30,000 foreign buyers of food, farm, and forest products in nearly 70 countries. The lists provide important details on each firm such as contact person, address, telephone, fax, and type of product(s) imported. Please note that you may order these lists by product for a specific country. The current charge for each list is $15.

For further information on foreign buyers lists, please contact: AgExport Connections, USDA/FAS/AGX, Ag Box 1052, Washington, DC 20250-1052. Tel. (202) 690-3416 (Foreign Buyer Lists), Fax (202) 690-4374.

3. The U.S. Supplier Lists database is one of the fastest and most efficient ways for a foreign buyer of U.S. food, farm, fish and forest products to contact you directly. This searchable database is designed to help small-to-medium-sized U.S. exporters make contact with export agents, trading companies, importers and foreign buyers and create an opportunity to sell their products in overseas markets. To register your company for free, online registration is available at http://www.fas.usda.gov/agexport/ussuppinfo.html.

To receive a U.S. Supplier list, the current charge is $15 each. For further information on U.S. Suppliers Lists, contact AgExport Connections, USDA/FAS/AGX AG 1052, Washington, DC 20250-1052. Tel.(202) 690-3421, Fax (202) 690-4374.

4. Buyer Alert is a biweekly newsletter distributed by USDA's overseas offices that can introduce your fish and seafood products to foreign buyers around the world. Buyer Alert helps U.S. exports reach more than 15,000 importers in nearly 60 countries. Each announcement in the newsletter provides a product description, offers terms, and information about your company. There is a $15 service fee per announcement. Homepage: http://www.fas.usda.gov/agexport/bainfo.html

To receive a free copy of the AgExport Action Kit, which contains detailed information on the above services and other USDA programs, contact:
Agricultural Marketing Service (AMS)

The Shipper and Exporter Assistance Program (SEA) area of USDA's Agricultural Marketing Service (AMS) provides the following services:

**Technical Assistance**—SEA publishes export handbooks, directories, and market reports; sponsors export seminars and participates in technical exchanges with other countries.

**Policy Analysis**—SEA analyzes topics such as the future transportation needs of the U.S. agricultural export community and the impact of transport regulations on agricultural shippers.

**Special Reports**—SEA produces special reports on moving U.S. products to emerging markets. Special reports also cover issues such as packaging refrigeration, and shipping costs of agricultural exports.

For further information contact the USDA Agricultural Marketing Service/SEA at (202) 690-1304, Room 1217-S. Homepage: http://www.ams.usda.gov/tmd/tmdsea.htm.

National Marine Fisheries Service

The National Marine Fisheries Service assists exporters seeking to find and explore new export import inspection services for fish and seafood exports. They can be contacted at:

**Trade Matters**
Headquarters: Tel. (301) 713-2379, Fax (301) 713-2384
Northeast Office: Tel. (978) 281-9225, Fax (978) 281-9161
Southeast Office: Tel. (727) 570-5335, Fax (727) 570-5300
Southwest Office: Tel. (562) 980-4030, Fax (562) 980-4047
Northwest Office: Tel. (206) 526-6114, Fax (206) 526-4461
Alaska Office: Tel. (907) 586-7224, Fax (907) 586-7249
Belgium Office: Tel. 011-32-2-508-28-42, Fax 011-32-2-513-12-28
Japan Office: Tel. 011-32-2-508-28-42, Fax 011-32-2-513-12-28

**Export Inspection**
Headquarters: Tel. (301) 713-2355, Fax (301) 713-1081
Northeast Branch: Tel. (978) 281-9292, Fax (978) 281-9134
Southeast Branch: Tel. (727) 570-5383, Fax (727) 570-5387
Western Branch: Tel. (323) 526-7412, Fax (323) 526-7417

In addition, the National Marine Fisheries Service provides information on prices for species in different markets: http://www.st.nmfs.gov/st1/market_news/
National Trade Data Bank

The Department of Commerce offers the National Trade Data Bank (NTDB) for sale on CD-ROM. The NTDB, the U.S. Government's most comprehensive source of world trade data, is a trade library of more than 200,000 documents. Topics on the NTDB range from export opportunities by industry, country, and product to demographic, political, and socio-economic conditions in hundreds of countries. The NTDB can also be accessed through the homepage at: http://www.stat-usa.gov. For subscription information and current prices, contact STAT-USA at (202) 482-1986.

International Trade Administration (ITA)

The International Trade Administration of the U.S. Department of Commerce provides a wide-range of services and programs to assist U.S. firms in developing export markets. The best point of contact for U.S. firms is their local Department of Commerce Export Assistance Centers, of which there 105 across the United States. These offices are run by the division of ITA known as the U.S. Commerce Service. Assistance is also available through 157 commercial offices located in 84 countries which are part of the same network. They are located in embassies and consulates in countries comprising more than 95 percent of the world market for U.S. products. For information about a specific country, contact the appropriate desk officer at the ITA. A list of ITA desk offices and Foreign Commercial Service District Offices are listed at http://www1.ustrade.gov/website/website.nsf

Some of the services provided by the International Trade Administration, ITA, are listed below:

"Export Programs Guide: A Business Guide to Federal Export Assistance," is a booklet that is published annually. It contains valuable information about government programs that help U.S. companies export their goods around the world. A free copy can be ordered by calling the U.S. Trade Information Center at 1-800-872-8723.

International Partner Search (IPS) is handled through the export assistance centers. U.S. commercial officers overseas locate interested and qualified representatives on behalf of a U.S. firm. The commercial officer prepares a report identifying up to five pre-screened prospects that have examined the U.S. firm's product literature and have expressed interest in representing the company. There is a charge per market or specific area.

The Trade Opportunity Program (TOP) provides daily worldwide trade leads from overseas buyers seeking to purchase U.S. products or represent U.S. companies. TOPs are available electronically via the Economic Bulletin Board and Internet at www.stat-usa.gov. For subscription information and current prices, contact STAT-USA at (202) 482-1986.

Industry Sector Analyses (ISA) offer succinct international market information on specific industries that can help determine potential, market size, and competitors. They are available through the homepage at http://www.usatrade.gov.
International Company Profiles (ICP) provide background information on individual overseas firms, giving information about each firm's reputation, creditworthiness, and its overall reliability and suitability as a trade contact for U.S. exporters. ICPs are designed to help U.S. firms locate and evaluate prospective customers overseas. Information includes: name, address, key contact, number of employees, type of business, general reputation in trade and financial circles, year established, sales territory, and products handled. Contact your local Export Assistance Center for details and cost.


The Infrastructure Division assists U.S. companies seeking business in connection with large-scale infrastructure projects around the world. They track foreign infrastructure projects throughout their development from the initial feasibility stages through master-planning, engineering design, construction, and startup. They have a database where these projects can be searched. Contact them at Tel. (202) 482-4642, Fax (202) 482-3954. Homepage: http://www.ita.doc.gov/td/infrastructure.


The U.S. Small Business Administration (SBA) provides a variety of services to potential exporters through its 107 field offices in the United States. Several services are:

Small Business Development Centers (SBDCs)

SBDCs provide a full range of export assistance to small businesses, particularly those new to exporting. They also offer counseling, training, managerial, and trade finance assistance. Counseling services are provided at no cost to the small business exporter, but fees are generally charged for export training seminars and other SBDC-sponsored export events.

Service Corps of Retired Executives (SCORE)

Members of the SCORE have practical experience in international trade. They can offer your firm assistance for evaluating your company’s export potential and can strengthen your domestic operations by identifying financial, managerial, or technical problems. These advisers can also assist you in developing basic export marketing plans that show where and how to sell your product overseas.
Export Legal Assistance Network (ELAN)

ELAN is a nationwide group of attorneys experienced in international trade that provides free initial consultations to new-to-export business on export-related matters.

For further information on any of the programs funded by SBA, contact the nearest SBA field office by calling 1-800-U-ASK-SBA (1-800-827-5722), fax (704) 344-6769. Homepage: http://www.sba.gov

U.S. Export Assistance Centers (USEACs)

U.S. Export Assistance Centers offer a full range of Federal export programs and services under one roof. Clients receive assistance by professionals from the SBA, Department of Commerce, Ex-Im Bank, and other public and private organizations. It's a partnership that makes it easier for you to get the help you need to compete and succeed in the global marketplace. Each USEAC, located in 15 cities nationwide, is ready to meet your business needs with export marketing and trade finance assistance. Customized counseling tailored to your company's experience and commitment is available. The service uses the latest technology to bring export assistance to your doorstep. For a list of USEACs, please see appendix V.

Office of the U.S. Trade Representative

The Office of the U.S. Trade Representative (USTR) is an agency of the Executive Office of the President. It is responsible for directing all formal U.S. trade negotiations and for formulating U.S. trade policy. It works closely with USDA and other agencies in this effort. It represents the United States in formal tariff and nontariff negotiations. Individual exporters rarely have direct contact with this office unless they wish to file a complaint about unfairly subsidized overseas competition or other trade practices which may violate the World Trade Organization (WTO) policies. For information contact: USTR, 600 17th Street NW, Washington, DC 20508. Tel. (202) 395-3230. Homepage: http://www.ustr.gov/

State and Regional Export Trade Associations

State government agencies, departments of commerce, and other departments within State government often provide valuable assistance to new and established exporting firms within the States. The assistance offered by these agencies includes export education, marketing assistance, market development, trade missions, trade shows, agriculturists, and interface with government officials (appendix VI). In addition, forty-nine States, Guam, Puerto Rico, and American Samoa are members of four regional groups that work exclusively on coordinating and expanding activities for exports of food and agricultural products. The organizations and member States are:

Food Export USA-Northeast (EUSAFEC)

Southern U.S. Trade Association (SUSTA)

The Southern U.S. Trade Association includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. For more information, contact International Trade Mart, World Trade Center, #2 Canal Street, Suite 2515, New Orleans, LA 70130. Tel.(504) 568-5986, Fax (504) 568-6010. Homepage: http://www.susta.org

Mid-America International Agri-Trade Council (MIATCO)

The Mid-America International Agri-Trade Council includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. For more information, contact MIATCO 400 West Erie Street, Suite 100, Chicago, IL 60610. Tel. (312) 944-3030, Fax (312) 944-1144. Homepage: http://www.miatco.org.

Western U.S. Agricultural Trade Association (WUSATA)


Chambers of Commerce

Many local chambers of commerce provide extensive services for members interested in exporting. The services may include export seminars, workshops and roundtables, documentation assistance. Chambers of commerce also provide trade promotion such as overseas missions, mailings, planned events, and international trade missions.

Food and Agriculture Organization of the United Nations

Globefish, an unit of the Food and Agriculture Organization’s Fisheries Department, provides a number of international fish market indicators. Current information on markets and prices, international conferences, and training for industry and government are all available through Globefish. Globefish is an integral part of the Network of Fish Marketing Services: INFOFISH (Asia and Pacific region), INFOPECHE (Africa), INFOSAMAK (Arab countries), INFOPESCA (South and Central America), EASTFISH (Eastern Central Europe), and INFOYU (China). For information, contact: GLOBEFISH, FAO/FII, Via delle Terme di Caracalla 00100 Rome, Italy. Homepage: http://www.FAO.org/fi/publ/ficatpub/globefish.asp.

Private Sector Organizations

A variety of private credit-reporting, financial, and market-servicing firms target their services to the U.S. exporter. Generally, these companies provide weekly or monthly reports by world areas with special reports targeted to specific countries. In addition, there has been a proliferation of Internet websites providing free information about the seafood industry. There are available by typing "seafood" into the search engine. The following information citations do not represent an endorsement by the U.S. Department of Agriculture. Furthermore, no guarantees of commercial performance or reliability are intended nor intent of discrimination implied.
Seafood Market Analyst provides composite indexes, key indicator products, trade statistics, and forecasts. For information, contact: Seafood Market Analyst, JL Anderson Associates, Inc., 20 Fifth Avenue, Narragansett, RI 02882-3677 Tel. (800) 240-8832 or (401) 783-8899/3930, Fax: (401) 783-8883. Homepage: http://www.seafoodreport.com

U.S. Seafood News provides update on the FDA inspection, market prices, consumption data, and international seafood regulatory patterns. For further information, contact U.S. Seafood News 8203 Excalibur Court, Annandale VA 22003. Tel. (703) 560-4166, Fax (703) 560-0819. Homepage: http://www.seafoodglobalservices.com

Salmon Market Information Service gives statistics, prices, and other information. For information, contact Salmon Market Information Service at P.O.Box 21009, Juneau, Alaska 99802. Tel.(907) 586-6126, Fax (907) 586-2673.

Bill Atkinson’s News Report provides Japanese market information. For further information, contact BANR, 5507 N.E. 58th Street, Seattle, Washington 98105-2111. Tel. (206) 525-3235, Fax (206) 525-3379

Dun & Bradstreet offers a number of publications about international marketing, exporting, and foreign corporations and companies. Dun & Bradstreet’s "Exporters’ Encyclopedia" includes information on export shipping documentation, export market profiles, financing, laws and regulations, communications, and transportation for over 200 countries. D&B's "International Risk and Payment Review" presents the D&B Country Risk Indicator to show the relative strengths of 120 countries. "D&B WorldBase", an online database, provides access to over 64 million companies, as well as a listing of their officers and subsidiaries/affiliates worldwide. Other publications and CD-ROMS available from Dun & Bradstreet include: "D&B Principal International Business, "Who Owns Whom" (identifies parent companies, their subsidiaries and associates), "D&B Europa," "D&B Asia/Pacific Key Enterprises," "D&B Canadian Key Business," "D&B Key British Enterprises." For more information contact: Dun & Bradstreet, Business Reference Solutions, 3 Sylvan Way, Parsippany, NJ 07054. Tel. (800) 526-0651. Homepage: http://www.dnb.com.

Economist Intelligence Unit (EIU) is the business-to-business arm of the Economist Group, publisher of the Economist. The EIU has over 500,000 customers in corporations, banks, universities and government institutions. The EIU’s mission is to help companies do better business by providing timely, reliable and impartial analysis on worldwide market trends and business strategies.
The intelligence is offered through a full range of print and electronic delivery channels including elu.com, viewswire.com, ebusinessforum.com, eiu.onlinestore.com and eiu/data.com. For more information you can go to these sites, or contact The Economist Intelligence Unit directly: 111 West 57th St., New York, NY 10019. Tel.(212) 554-0600; (800) 938-4685; Fax (212) 586-1181.

The Gale Group provides case studies, competitive intelligence, and investment publications. For further information, contact The Gale Group, 362 Lakeside Dr., Foster City, CA 94404. Tel. (800) 321-6388. Homepage: http://www.iacnet.com
Table 3. How can U.S. seafood exporter obtain information about foreign markets?

Local & State Levels
- State Departments of Agriculture & Commerce
- Regional Trade Associations: Western U.S. Agricultural Trade Association (WUSATA), and Southern U.S. Trade Association (SUSTA)
- U.S. Department of Commerce District Offices
- Small Business Administration Regional Offices
- Chambers of Commerce
- Universities

U.S. National Level
- USDA Foreign Agricultural Service (FAS)
- Fishery Cooperators: Alaska Seafood Marketing Institute (ASMI), American Seafood Institute (ASI), and The Catfish Institute (TCI)
- National Marine Fisheries Service (NMFS)
- Food & Drug Administration (FDA)

Overseas Offices
- FAS Attaches
- Fishery Cooperator Representatives
- U.S. & Foreign Commercial Service
- NMFS Offices (Belguim & Japan)

1. Is my company ready to export?
2. Do you provide any training, seminars for companies just starting or for those with a modest amount of export experience?
3. What products from my state are currently successful in overseas markets?
4. Are any other companies from my area actively exporting my products in country A?
5. Are there any local or state funds available to assist my company’s efforts?
6. How can I join an upcoming industry or state delegation’s travel to country B?
7. Where can I find a good banker or freight forwarder?
8. Where can I get help with export financing?
9. Where can I get help writing my business plan and market strategy?
10. Where can I get help if I don’t understand a new term that is used?

1. What are the trends in purchases from our major overseas markets?
2. Where can I find specific country information? Do you have any reports about market situation in country C?
3. Where can I get information on regulations, certification, and tariffs?
4. Can the Federal Government provide any assistance?
5. Are there any upcoming international trade shows that might be worthwhile? Do any of the cooperators offer beneficial sign-up terms for overseas trade shows?
6. What benefits might my company gain by joining an industry association which focuses on exporting?
7. Do any of the cooperators offer beneficial sign-up terms?
8. How do I locate trade leads for my exporting business?

1. I’m traveling to Country A next month. Can you help me with basic business travel, or suggest any companies to meet with?
2. My product is stuck in port B due to a problem with documentation. What can I do?
3. We have established a distribution system in country C. Do you have any promotional activities that we can participate in to expand our export sales?
4. Who are our main competitors in country A?
5. How is this commodity sold and packaged for retail sale?
6. Would you please comment on the probability of acceptance for my product in your market?
7. Are there any political issues coming up in country B that I should be aware of?
8. How do I find out about working hours and holidays overseas?
The activities of the principal associations participating in the Cooperator Program for fishery products are summarized below:

**Alaska Seafood Marketing Institute**

Created in 1981 by the Alaska State Legislature, the Alaska Seafood Marketing Institute (ASMI) is a non-profit agency of the State of Alaska within the State Department of Commerce and Economic Development. The agency serves as a generic Alaska seafood marketing commission for both domestic and export markets, working cooperatively with private industry. ASMI represents 100 percent of the fishermen and processors involved in the Alaska seafood industry. More than 35,000 jobs in Alaska rely on the seafood industry, and during the summer harvesting season employment doubles. In Washington State another 24,000 jobs directly depend on the Alaska seafood industry. In addition to its marketing efforts, ASMI works to ensure the high quality of product exported to other markets, and to educate foreign trade and consumers about Alaska seafood.

ASMI is governed by a 25-member board of directors (12 processors; 12 commercial fishermen; and 1 member representing the public) appointed by the Governor to 3-year staggered terms. This representation appropriately reflects the economic structure of the Alaska industry. For more information, contact: In Alaska: ASMI, 11 North Franklin Street, Suite 200, Juneau, AK 99801. Tel. (800) 478-2903 or (907) 465-5560, Fax (907) 465-5572.

**American Seafood Institute**

The American Seafood Institute, formed in 1982, is a national division of the Rhode Island Seafood Council. The Rhode Island Seafood Council was formed in 1976 as a non-profit trade association. The U.S. Congress, as a special appropriation to honor retiring Senator John O. Pastore, provided start-up funding for the council. The Rhode Island Seafood Council was the first statewide seafood industry marketing organization in the nation. As such, industry interest in membership and program participation soon grew beyond the State's borders. By 1982, 98 percent of all sectors of the Rhode Island industry were members of the organization, but the number of member firms from outside of the Rhode Island industry became increasingly larger than in-state membership. At the request of the growing number of member firms from outside the State to enlarge the organization's scope and identity, the board of directors established the American Seafood Institute. The purpose, objectives, and functions of both the Rhode Island Seafood Council and American Seafood Institute are the same. The purpose of the American Seafood Institute/Rhode Island Seafood Council is to cooperate with Federal, State and municipal authorities to protect and promote, to foster and to advance, the interests in and of the U.S. seafood industry, to help individual members of the association in marketing efforts; to increase the use of fish and seafood products domestically and internationally, to develop fair and just competitive business methods.

Membership in the American Seafood Institute is open to all sectors of the industry nationwide. Membership is composed of producers, processors, wholesalers, retailers, brokers, traders, packers, importers, exporters, and
servicing industries. The American Seafood Institute has the largest exporter membership base of any U.S. trade organization in the industry and membership is nationwide. Opportunities for participation in FAS programs, through the American Seafood Institute, are not limited to members; they are open to any qualified U.S. seafood exporter. Current participation in FAS programs is national. West Coast participation in MAP brand and generic activities is now nearly equal. For information, contact: American Seafood Institute, 25 Fairway Circle, Hope Valley, RI 02832, Tel. (401) 491-9017, Fax (401) 491-9024.

The Catfish Institute

The Catfish Institute (TCI) is a non-profit trade association funded by 10 member catfish feed manufacturing companies. These member feed manufacturers represent 850 catfish farming operations from the major producing States of Mississippi, Alabama, Arkansas, and Louisiana. Based in Belzoni, Mississippi, TCI was formed in 1986 with the specific purpose of raising public awareness to the positive qualities of, and creating a demand for U.S. farm-raised catfish. It is a non-profit corporation which derives its revenues from member feed manufacturing company dues. In the spring of 1983, TCI's membership expanded to include feed mills in the commercial catfish producing States of Louisiana, Arkansas and Arkansas, as well as Mississippi. With its increased membership, the organization changed its focus to the national promotion of "Genuine U.S. Farm-Raised Catfish." Neither TCI nor its members engage in the commercial export of catfish. For further information, contact The Catfish Institute, P.O. Box 247, Belzoni, MS 39038. Tel. (662) 247-4913, Fax (662) 247-2644. Homepage: http://www.catfishinstitute.com

In addition, two of the four State/regional trade groups (SRTG's), WUSATA and SUSTA, promote fishery product exports within their broader programs for U.S. food and agricultural exports.
APPENDIX I
Selected Publications

**FAS Commodity Circulars** are reports on production, trade, and other specialized export information for major commodity groups, including fishery products, issued at regular intervals see the most recent ones on the FAS homepage http://www.fas.usda.gov/commodity.html

**AgExporter**: Magazine issued monthly by FAS which features articles and news items on market opportunities for U.S. agricultural products in foreign markets. Topics covered regularly include overseas markets and buying trends, new competitors and products, trade policy developments, and overseas promotional activities. It is available at http://www.fas.usda.gov/info/agexporter/agexport.html


**2000 Export Programs Guide**: A Business Guide to Federal Export Assistance, available at the homepage http://www.tradeinfo.doc.gov (Export Programs Guide). This publication is also free of charge in hard copy version from the Department of Commerce by calling 1-800-USA-TRADE

**Breaking into the Trade Game**: A Small Business Guide to Exporting prepared by the U.S. Small Business Administration.

**Guidelines for the Air Shipment of Fresh Fish and Seafood**: Air Transportation of America, 1700 New York Avenue, NW, Washington, DC 20006-5206

**Air Shipment of Fresh Fish**: A Primer for Shippers and Cargo Handlers. Alaska Sea Grant College Program. University of Alaska Fairbanks, 509 University Avenue, Suite 102, Fairbanks, AK 99709-1046

**APEC Air Shipment of Live and Fresh Fish and Seafood Guidelines**: A Manual on Preparing, Packaging and Packing Live and Fresh Fish & Seafood Air Shipments along with Customs and Inspection Guidelines for Six APEC Member Economies. APEC Fisheries Working Group, January 1999.

**Fisheries of the United States**: Annual report of the U.S. seafood of National Marine Fisheries Services.
APPENDIX II
Foreign Chambers of Commerce in the United States

Regional Organizations

**Europe**
U.S. Business Council S.E. Europe, 1901 North Fort Meyer Drive, Suite 303
Arlington, VA 22209, Tel. (703) 527-0280, Fax (703) 527-0282

**Asia**
U.S.-ASEAN Trade Council, 425 Madison Avenue, New York, NY 10017
Tel. (212) 688-2755, Fax (212) 371-7420

Asia Society
725 Park Avenue, New York, NY 10021
Tel. (212) 288-6400, Fax (212) 517-8315

Asia Society
1785 Massachusetts Avenue, NW, Washington, DC 20036
Tel. (202) 387-6500, Fax (202) 387-6945

**Latin America**
Council of the Americas, 680 Park Avenue, New York, NY 10021
Tel. (212) 628-3200; Fax (212) 517-6247

Houston Inter-American Chamber of Commerce
510 Bering Drive, Suite 300, Houston, TX 77057
Tel. (713) 975-617, Fax (713) 975-6610

Latin Chamber of Commerce
1417 West Flagler Street, Miami, FL 33135
Tel. (305) 642-3870, Fax (305) 541-2181

Latin American Manufacturing Association
419 New Jersey Avenue, SE, Washington, DC 20003.
Tel. (202) 546-3803, Fax (202) 546-3807

Pan American Society of the United States, Inc.
680 Park Avenue, New York, NY 10021.
Tel. (212) 249-8950, Fax (212) 517-6247

U.S. Hispanic Chamber of Commerce
1030 15th Street NW, Suite 206, Washington, DC 20005.
Tel. (202) 842-1212, Fax (202) 842-3221
Middle East
National Council on U.S.-Arab Relations
1735 I Street, NW, Suite 515, Washington, DC 20006.
Tel. (202) 293-0801, Fax (202) 293-0903

National U.S.-Arab Chamber of Commerce
1825 K Street, NW, Suite 1107, Washington, DC 20006.
Tel. (202) 331-8010, Fax (202) 331-8297

Northeast U.S.-Arab Chamber of Commerce
420 Lexington Avenue, Suite 2739, New York, NY 10017
Tel. (212) 986-8024, Fax (212) 986-0216

U.S.-Arab Chamber of Commerce
One World Trade Center, Suite 4657, New York, NY 10048
Tel. (212) 968-8024, Fax (212) 968-0216

U.S.-Arab Chamber of Commerce
Pacific P.O. Box 422218, San Francisco, CA 94142-2218
Tel. (415) 398-9200, Fax (415) 398-7111
### APPENDIX III

**Units of Measure**

<table>
<thead>
<tr>
<th>Conversions</th>
<th>Temperature Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Centimeter = 2.54 inches</td>
<td>Degrees Fahrenheit (F) - 32 x 5/9 = Degree Celsius (C)</td>
</tr>
<tr>
<td>1 Meter = 3.28 feet</td>
<td>Degrees Celsius (C) x 9/5 + 32 = Degree Fahrenheit (F)</td>
</tr>
<tr>
<td>1 Liter = 1.0567 quarts</td>
<td></td>
</tr>
<tr>
<td>1 Kilo gram = 2.204 pounds</td>
<td></td>
</tr>
<tr>
<td>1 Gram = 0.0353 ounces</td>
<td></td>
</tr>
<tr>
<td>1 Metric ton = 2204.62 pounds</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX IV
Sample Transport Documents

Examples of Shipper's Export Declaration, pro forma invoice, air waybill, bill of lading, insurance certificate, certificate of origin, commercial Invoice, and other related documents.
UP DEPARTMENT OF COMMERCE - BUREAU OF THE CENSUS - INTERNATIONAL TRADE ADMINISTRATION

CONFIDENTIAL - For use solely for official purposes authorized by the Secretary of Commerce (13 U.S.C. 301 l)(3)

SHIPPER'S EXPORT DECLARATION

FORM 7525-V-ALT. (Intermodal) (1-1-88)

2. EXPORTER (Principal or seller-licensee and address including ZIP Code)

FRESH ORANGE EXPORTER
123 FIRST STREET
AMERICAN CITY, U.S.A. 10000

ZIP CODE

3. CONSIGNED TO

ORIENTAL FRESH FOODS
456 ORIENTAL BEND ROAD
KOWLOON, HONG KONG

4. NOTIFY PARTY/INTERMEDIATE CONSIGNEE (Name and address)

J.E. LOWDEN & CO IATA 01-1-3839/024
510 MYRTLE AVE., SUITE 210
S.SAN FRANCISCO, CA. 94080

5. DOCUMENT NUMBER

AWB: 618-4260-9732HAWSFR 001974

6. EXPORT REFERENCES

SHIPEE'S REF NO: 11354
JEL REF NO: SF03001924

7. FORWARDING AGENT (Name and address - references)

J.E. LOWDEN & CO IATA 01-1-3839/024
510 MYRTLE AVE., SUITE 210
S.SAN FRANCISCO, CA. 94080

8. POINT (STATE) OF ORIGIN OR P/N NUMBER

9. DOMESTIC ROUTING/EXPORT INSTRUCTIONS

10. PLACE OF RECEIPT BY PRE-CARRIER

SAN FRANCISCO/HONG KONG, 50, 173/13

11. TYPE OF MOVE

12. PRE-CARRIAGE BY

13. PLACE OF RECEIPT BY CARRIER

SAN FRANCISCO AIRPORT

14. CARRIER

SINGAPORE AIRLINES

15. PORT OF LOADING/EXPORT

16. FOREIGN PORT OF UNLOADING (Vessel and air only)

SAN FRANCISCO AIRPORT

17. PLACE OF DELIVERY ON CARRIER

HONG KONG

18. MARKS AND NUMBERS

19. NUMBER OF PACKAGES

20. DESCRIPTION OF COMMODITIES in Schedule B column

21. DESCRIPTION OF COMMODITIES in Schedule B column

22. MEASUREMENT

23. GROSS WEIGHT (Kilos)

24. SCHEDULE B NO.

25. QUANTITY 1

26. VALUE

27. VALIDATED LICENSE NO./GENERAL LICENSE SYMBOL

28. ECON. (When requested)

29. AUTHENTICATION (When required)

30. METHOD OF TRANSPORTATION (Mark one)

31. ULTIMATE CONSIGNEE (Give name and address)

SAME AS ITEM 4

32. DATE OF EXPORTATION (Not required for vessel shipments)

33. COUNTRY OF ULTIMATE DESTINATION

HONG KONG

34. EXPORTER'S SIC (OR) NUMBER

35. PARTIES TO TRANSACTION

36. SIGNATURE AND DATE (Use bold or script, as appropriate)

D. LOWDEN & CO.

JE LOWDEN & CO.

The "Correct Way to Fill Out the Shipper's Export Declaration" is available from the Bureau of the Census, Washington, D.C. 20233.
Pro forma invoice

FRESH ORANGE EXPORTER
123 FIRST STREET
AMERICAN CITY, U.S.A. 10000

ORIENTAL FRESH FOODS
456 ORIENTAL BEND ROAD
KOWLOON, HONG KONG

Oriental Fresh Foods
456 Oriental Bend Road
Kowloon, Hong Kong

Carrier's Booking Number 123456
Bill of Lading Number APLU123456789
Shipper's Reference Number FDE 001
JEL Reference Number SF01060423
Traffic Manager D. Enberg
Carrier's Agent AMERICAN PRESIDENT LINES
Forwarding Agent (415) 781-7040
J. E. Lowden & Co.
275 Battery Street, Ste 400
San Francisco CA 94111-3701
Point & Country of Origin FAX 415-392-3790
California USA
TLX/EMAIL 404235592

Berth P23
AFL Japan
C. I. F. Hong Kong

Pro forma Invoice

100 Cartons Size 88 USA Brand Navel Oranges At USD 15.70 USD 6280.00
350 Cartons Size 72 USA Brand Navel Oranges At USD 16.20 USD 8910.00
950 Cartons C. I. F. Hong Kong USD 13190.00

Terms of Payment: CAU T/T to our Bank Account Within 10 Days of Shipment Date

Thank You
FRESH ORANGE EXPORTER

Source: J.E. Lowden & Company
BILL OF LADING
FOR COMBINED TRANSPORT AND PORT TO PORT SHIPMENT
NOT NEGOTIABLE UNLESS CONSIGNED "TO ORDER"

SHIIPPER:
FRESH ORANGE EXPORTER
123 FIRST STREET
AMERICAN CITY, U.S.A. 10000

CONSIGNEE:
ORIENTAL FRESH FOODS
456 ORIENTAL BEND ROAD
KOWLOON, HONG KONG

EXPORT REFERENCES:
J.E. LOWDEN & CO. FMC87 - CHB5118
275 Battery Street #400
San Francisco, CA 94111

FORWARDING AGENT:
J.E. LOWDEN & CO. FMC37 - CHB5113
275 Battery Street #400
San Francisco, CA 94111

CARRIERS RECEIPT:
APLU 596327-1

DESCRIPTION OF PACKAGES AND GOODS:
CARTONS FRESH ORANGES

TERMINAL CHARGES PREPAID:
CONTAINER NO:
APLU 596327-1

UNITED STATES OF AMERICA

DECLARED VALUE (F.O.S. AD VALOREM purpose only):
NET WEIGHT 35,150 LBS.

CARGO UNDER REFRIGERATION
MAINTAIN TEMPERATURE AT 42 DEGREE F
VENTS 45 CFM

950 TOTAL LADEN ON BOARD

TOTAL 39900# 1140' 16098K 32.280M

SOURCE: J.E. Lowden & Company
Air waybill

SINGAPORE AIRLINES
Airo Hub, BOX 8746
SAN FRANCISCO CA 94128

FRESH ORANGE EXPORTER
123 FIRST STREET
AMERICAN CITY, U.S.A. 10000

ORIENTAL FRESH FOODS
456 ORIENTAL BEND ROAD
KOWLOON, HONG KONG

J. E. LOWDEN & CO IATA 01-1-3839/024
510 MYRTLE AVE., SUITE 210
S.SAN FRANCISCO CA, 94080
01-1-3839/024

HONG KONG

173/13

PLEASE CONTACT CONSIGNEE UPON ARRIVAL. TP# 66-9932-4471

These commodities, technology or software were exported from the United States in accordance with the Export Administration Regulations. Diversion contrary to U.S. Law Prohibited.

Source: J.E. Lowden & Co.
Certificate of origin

CERTIFICATE OF ORIGIN

SHIPPER:
FRESH ORANGE EXPORTER
123 FIRST STREET
AMERICAN CITY, U.S.A. 10000

CARRIER'S BOOKING NUMBER 123456
BILL OF LADING NUMBER APLU123456789
SHIPPER'S REFERENCES N/A
RECEIVING NUMBER N/A
TRAFFIC MANAGER

AMERICAN PRESIDENT LINES
J. F. LOWDEN & CO. FMC 87
273 Battery Street #400
San Francisco, CA 94111

NOTIFY PARTY:
ORIENTAL FRESH FOODS
456 ORIENTAL BEND ROAD
KOWLOON, HONG KONG

CARRIERS BOOKING NUMBER
BILL OF LADING NUMBER
SHIPPERS LOAD AND COUNT
CARGO UNDER REFRIGERATION
MAINTAIN TEMPERATURE AT 42 DEGREE F
VENTS 45 CFM

CONTAINER NO. APLU 5963X7-1
950 CARTONS FRESH ORANGES
1/40 FT. CY/CY CONTAINER
(NET WEIGHT 33,150 LBS.)

LADEN ON BOARD 11 March 97
PREPAID

THE UNDERSIGNED, D. ENBERG (AGENT), DOES HEREBY DECLARE
FOR THE ABOVE NAMED SHIPPER, THE GOODS DESCRIBED ABOVE WERE SHIPPED ON THE ABOVE
DATE AND CONSIGNED AS INDICATED AND ARE PRODUCTS OF THE UNITED STATES OF AMERICA.
DATED AT SAN FRANCISCO, CALIFORNIA ON 12 March 97

SIGNATURE OF OWNER OR AGENT

Source: J.E. Lowden & Company
### Commercial Invoice

**Date:** 11 Mar 97  
**Invoice Number:** FOE 001  
**Bill Date:** 11 Mar 97

**Seller:**
FRESH ORANGE EXPORTER  
123 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

**Sold To:**
ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

**Carriers' Booking Number:** 123456  
**Bill of Lading Number:** APLU123456789  
**Shipper's Reference Number:** FDE 001  
**J. E. LOWDEN & CO. FMC 87**

**Traffic Manager:** D. ENBERG

**Carrier's Agent:** AMERICAN PRESIDENT LINES  
**Forwarding Agent:** (415) 781-7040  
J. E. LOWDEN & CO. FMC 87  
275 BATTERY STREET #400  
SAN FRANCISCO, CA 94111

**Point & Country of Origin:**  
CALIFORNIA USA

**Customer Order No.:**

**Terms of Sale:**  
C. I. F. HONG KONG

**Ship To:**
V. 13  
SAN PEDRO  
PORT OF LOADING  
SAN PEDRO  
FOR TRANSSHIPMENT TO  
HONG KONG

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SIZE</th>
<th>PRICE</th>
<th>AMOUNT</th>
</tr>
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<tr>
<td>400 Cartons</td>
<td>88</td>
<td>15.70</td>
<td>6,280.00</td>
</tr>
<tr>
<td>550 Cartons</td>
<td>72</td>
<td>16.20</td>
<td>8,910.00</td>
</tr>
</tbody>
</table>

**Total 950 Cartons**  
"USA BRAND" FRESH NAVEL ORANGES  
USD 15,190.00  
C. I. F. HONG KONG

WE CERTIFY THAT THIS INVOICE IS TRUE AND CORRECT. WE CERTIFY THAT THE MERCHANDISE IS ORIGIN OF THE U.S.A.

FRESH ORANGE EXPORTER  
WE HEREBY CERTIFY THAT  
THIS INVOICE IS TRUE AND CORRECT.
We hereby certify that on the undersigned, insured under, and subject to the terms and conditions of Policy No. OMC-7567613 (terms, conditions, endorsements, riders attached) for FRESH ORANGE EXPORTER 123 FIRST STREET AMERICAN CITY, U.S.A. 10000 IN THE SUM OF: $16709.00 -US-

PIER/TERMINAL BERTH 223 SAN PEDRO VESSEL VOYAGE # FLAG 13 PORT OF LOADING APL JAPAN SAN PEDRO PORT OF DISCHARGE FOR TRANSSHIPMENT TO HONG KONG HONG KONG

CARGO UNDER REFRIGERATION MAINTAIN TEMPERATURE AT 42 DEGREE F VENTS 45 CFM

IN CASE OF LOSS THE SAME IS PAYABLE TO THE ORDER OF THE ASSURED.

D. ENBERG

Source: J.E. Lowden & Company
NOAA Health inspection certificate

---

**NOAA Health inspection certificate**

---

**NOAA FORM 69-907**

**U.S. DEPARTMENT OF COMMERCE**

**NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION**

**NATIONAL MARINE FISHERIES SERVICE**

---

**EXPORT HEALTH CERTIFICATE**

---

This certificate is admissible in all courts of the United States as prima facie evidence of the truth of the statements therein contained. This certificate does not excuse failure to comply with any Federal or State laws. **WARNING:** Any person who shall falsely make issue, alter, forge, or certify, or participate in any action, is subject to a fine of not more than $1,000 or imprisonment for not more than one (1) year, or both (7 U.S.C. 1622(h)).

---

**ISSUING OFFICE**

**EXPORTED BY** (Applicant's name and address)

**CONSIGNEE TO** (Name and address)

---

**SHIPPED VIA**

**PORT OF EMBARKATION**

**PORT OF DEBARKATION**

---

**IDENTIFYING MARKS**

**TOTAL CONTAINERS**

**TOTAL MARKED WEIGHT**

---

**PRODUCT**

**CLASS, TYPE, STYLE**

**LOT NO. AND CODE**

**CONTAINER SIZE**

**NO. CASES**

**LOT WEIGHT**

**LABEL BRAND**

---

**RESULTS - REMARKS**

---

**SAMPLE COPY**

---

**THIS CERTIFIES that in accordance with the regulations of Commerce governing the Inspection and Certification of the products designated herein, pursuant to the act of August 14, 1946, an amended (7 U.S.C. 1621 - 1627), the product has been inspected and found to be in compliance with the applicable regulations of the United States Department of Commerce, and is suitable for human consumption.**

---

**SIGNATURE OF INSPECTOR/INSPECTOR NO.**

---

**OFFICIAL STAMP**

(Containers stamped with this mark)

---

**PLEASE REFER TO THIS CERTIFICATE BY NUMBER AND DATE.**

---

**CERTIFICATE VALID ONLY IF EACH COPY EMBOSSED WITH OFFICIAL DEPARTMENT SEAL.**

---

**SUPERSCRIPT 1 - 42 EDITION**

---

58
CERTIFICATE FOR EXPORT

1. Pursuant to the Provisions of Rule 44 of the Federal Rules of Civil Procedure, I hereby certify that the copy attached (as listed below) is a true copy of material on file in the Food and Drug Administration, Department of Health and Human Services and is a part of the official records of said Administration and Department.

To Whom It May Concern letter dated

October 18, 1996

From, Bruce F. Wilson

regarding

Sardines

2. In witness whereof, I have pursuant to the provisions of Title 42, United States Code, Section 3505, and 21 CFR 5.22, hereto set my hand and cause the seal of the Department of Health and Human Services to affixed this 18th day of October 1996.

Philip G. Spiller
Director
Office of Seafood
Center for Food Safety and Applied Nutrition

By direction of the Secretary of Health and Human Services
Ms. Karen Folsom  
State Fish Company, Inc.  
2194 Signal Place  
San Pedro, CA 90731

Dear Ms. Folsom:

This is in reply to your request for a Certificate of Export for Sardines.

We have enclosed 1 certificate and "To Whom It May Concern" letter for the above product. The fee for the certificates ($10.00) is payable to the Food and Drug Administration at the following address:

Dept. of Health and Human Services  
Food and Drug Administration  
DFM, Accounting Branch, HFA-120  
5600 Fishers Lane, Rm. 11-92  
Rockville, MD 20857

The issuance of the certification is for exportation of Sardines. Under section 801(e) of the Federal Food, Drug, and Cosmetic Act, a food or cosmetic intended for export shall not be deemed to be adulterated or misbranded if it (a) accords to the specifications of the foreign purchaser, (b) is not in conflict with the laws of the country to which it is intended for export, (c) is labeled on the outside of the shipping package that it is intended for export, and (d) is not sold or offered for sale in domestic commerce.
The issuance of the certificate does not suggest or imply that FDA approves or sanctions any specific product shipments or any labels which the product may bear, that the product to be shipped or its labels are in compliance with the Federal Food, Drug, and Cosmetic Act and regulations established thereunder, or that the certificate precludes the Agency from taking regulatory action against the product in the future, if warranted.

Sincerely yours,

Bruce F. Wilson
Policy Guidance Branch
Division of Programs & Enforcement Policy
Office of Seafood
Center for Food Safety and Applied Nutrition
FDA Health Inspection Certificate (continued)

HEALTH CERTIFICATE
for fishery and aquaculture products intended for export to the European Community

Reference No: .................................

<table>
<thead>
<tr>
<th>Country of dispatch:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competent authority (°):</td>
</tr>
</tbody>
</table>

I. Details identifying the fishery products

Description of fishery/aquaculture products (°): ...........................................

— species (scientific name): ...........................................................................

— presentation of product and type of treatment (°): ........................................

Code number (where available): ...........................................................................

Type of packaging: .........................................................................................

Number of packages: .......................................................................................  

Net weight: .................................................................................................

Requisite storage and transport temperature: ............................................... 

II. Origin of products

Name(s) and official approval/registration number(s) of establishment(s), factory vessel(s), or cold store(s) approved or freezer vessel(s) registered by the competent authority for export to the EC: ......................................................... 

III. Destination of products

The products are dispatched

from: ............................................................................................................

(place of dispatch)

to: .................................................................................................................

(country and place of destination)

by the following means of transport: ..........................................................

Name and address of dispatcher: .................................................................

Name of consignee and address at place of destination: .................................

° Name and address.
° Delete where applicable.
° Live, refrigerated, frozen, salted, smoked, preserved, etc.
IV. Health attestation

The official inspector hereby certifies that the fishery or aquaculture products specified above:

1. have been caught, landed, where appropriate packaged, handled, marked, prepared, processed, frozen, thawed, stored and transported under conditions at least equivalent to those laid down in Council Directive 91/493/EEC of 22 July 1991 laying down the health conditions for the production and the placing on the market of fishery products;

   — have undergone health controls at least equivalent to those laid down in Directive 91/493/EEC and in the implementing decisions thereto;

   — do not come from toxic species or species containing biotoxins;

2. in addition, in the case of frozen or processed bivalve molluscs, the later have been gathered in production areas subject to conditions at least equivalent to those laid down in Council Directive 91/492/EEC of 15 July 1991 laying down the health conditions for the production and the placing on the market of live bivalve molluscs.

The undersigned official inspector hereby declares that he is aware of the provisions of Directives 91/492/EEC, 91/493/EEC and Decision 97/296/EC.

Done at ........................................ on .........................................................

(Place) (Date)

Official stamp (*)

Signature of official inspector (*)

(Name in capital letters, capacity and qualifications of person signing)

(*) The colour of the stamp and signature must be different from that of the other particulars in the certificate.
APPENDIX V
U.S. Export Assistance Centers

ALABAMA
Medical Forum Bldg. Room 707
950 22nd. St. North
Birmingham, AL 35203
Tel. (205) 731-1331
Fax (205) 731-0076

ALASKA
550 West 7th Ave., Suite 170
Anchorage, AK 99001
Tel. (907) 271-6237
Fax (907) 271-6242

ARIZONA
2901 N. Central Ave., Tower One,
Suite 970
Phoenix, AZ 85012
Tel. (602) 640-2513
Fax (602) 640-2518

ARKANSAS
TCBY Tower Building
425 West Capitol Ave, Suite 700
Little Rock, AR 72201
Tel. (501) 324-5794
Fax (501) 324-7380

CALIFORNIA
390-B Fir Avenue
Clovis, CA 93611
Tel. (209) 325-1619
Fax (209) 325-1647

11000 Wilshire Blvd., Room 9200
Los Angeles, CA 90024
Tel. (310) 235-7104
Fax (310) 235-7220

350 South Figueroa Street,
Suite 172
Los Angeles, CA 90071
Tel. (213) 894-8784
Fax (213) 894-8789

11150 Olympic Blvd., Suite 975
Los Angeles, CA 90064
Tel. (310) 235-7104
Fax (310) 235-7220

330 Ignacio Blvd., Suite 102,
Novato, CA 94949
Tel. (415) 883-1966
Fax (415) 883-2711

(* *) One World Trade Center, Suite 1670
Long Beach, CA 90831
Tel. (562) 980-4550
Fax (562) 980-4561

530 Water Street, Suite 740,
Oakland, CA 94607
Tel. (510) 273-7350
Fax (510) 251-7352

2940 Inland Empire Blvd.,
Suite 121
Ontario, CA 91764
Tel. (909) 466-4134
Fax (909) 466-4140

3300 Irvine Avenue, Suite 305
Newport Beach, CA 92660
Tel. (949) 660-1688
Fax (949) 660-8039

5700 Ralston Street, Suite 310
Ventura County, CA 93003
Tel. (805) 676-1573
Fax (805) 981-1892

917 7th Street, 2nd Floor,
Sacramento, CA 95814
Tel. (916) 498-5155
Fax (916) 498-5923

6363 Greenwich Dr., Suite 230
San Diego, CA 92122
Tel. (619) 557-5395
Fax (619) 557-6175

280 Montgomery St., 14th Floor
San Francisco, CA 94104
Tel. (415) 705-2300
Fax (415) 705-2297

(*) Bola Park Center, Suite 1270,
200 E. Robinson St.
Orlando, FL 32801
Tel. (407) 648-6235
Fax (407) 648-6756

(**) 5600 Northwest 36th St.,
Suite 617
Miami, FL 33166
Tel. (305) 526-7425
Fax (305) 526-7434

(*) 5201 Great American Parkway
#456
Santa Clara, CA 95054
Tel. (408) 970-4610
Fax (408) 970-4618

101 Park Center Plaza, Suite 1001
San Jose, CA 95113
Tel. (408) 271-7300
Fax (408) 271-7307

COLORADO
1625 Broadway, Suite 680
Denver, CO 80202
Tel. (303) 844-6623
Fax (303) 844-5651

CONNECTICUT
213 Court Street, Suite 903
Middletown, CT 06457-3346
Tel. (860) 638-6950
Fax (860) 638-6970

DELAWARE
Served by the Philadelphia District Office

DISTRICT OF COLUMBIA
Served by the Baltimore USEAC

FLORIDA
1130 Cleveland Street
Clearwater, FL 33755
Tel. (727) 441-1742
Fax (727) 449-2889

200 E. Las Olas Blvd. Suite 1600
Ft. Lauderdale North, FL 33301
Tel. (954) 356-6640
Fax (954) 356-6644

(**) 5600 Northwest 36th St.,
Suite 617
Miami, FL 33166
Tel. (305) 526-7425
Fax (305) 526-7434

(*) Bola Park Center, Suite 1270,
200 E. Robinson St.
Orlando, FL 32801
Tel. (407) 648-6235
Fax (407) 648-6756
The Capitol Suite 2001, Tallahassee, FL 32399-0001
Tel. (850) 488-6469
Fax (850) 487-3014

GEORGIA
285 Peachtree Center Avenue, NE, Suite 200
Atlanta, GA 30303-1229
Tel. (404) 657-1900
Fax (404) 657-1970

6001 Chatham Center Drive, Suite 100
Savannah, GA 31405
Tel. (912) 652-4204
Fax (912) 652-4241

HAWAII
1001 Bishop St, Pacific Tower
Suite 1140
Honolulu, HI 96813
Tel. (808) 522-8040
Fax (808) 522-8045

IDAHO
(*) 700 West State St., 2nd Floor
Boise, ID 83720
Tel. (208) 334-3857
Fax (208) 334-3873

ILLINOIS
(**) Xerox Center 55 West Monroe
St., Suite 2440
Chicago, IL 60603
Tel. (312) 353-8045
Fax (312) 353-8120

610 Central Avenue, Suite 150
Highland Park IL 60035
Tel. (847) 681-8010
Fax (847) 681-8012

922 N. Glenwood Ave., Jobst Hall,
Room 141
Peoria, IL 61606
Tel. (815) 987-8123
Fax (815) 963-7943

(*) 515 N. Court St., P.O. Box 1747
Rockford, IL 61103
Tel. (815) 987-8123
Fax (815) 963-7943

INDIANA
Penwood One, Ste. 106,
11406 N. Pennsylvania Street
Carmel, IN 46032
Tel. (317) 582-2300
Fax (317) 582-2301

IOWA
601 Locust Street, Suite 100
Des Moines, IA 50309-3739
Tel. (515) 288-8614
Fax (515) 288-1437

KANSAS
209 East William, Suite 300,
Wichita, KS 67202-4001
Tel. (316) 269-6160
Fax (316) 269-6111

KENTUCKY
601 W. Broadway, Room 634B
Louisville, KY 40202
Tel. (502) 582-5066
Fax (502) 582-6573

2292 S. Highway 27, Suite 240
Somerset, KY 42501
Tel. (606) 677-6160
Fax (606) 677-6161

LOUISIANA
365 Canal Street, Suite 1170
New Orleans, LA 70130
Tel. (504) 589-6546
Fax (504) 589-2337

7100 West Park Road
Shreveport, LA 71129
Tel. (318) 676-3064
Fax (318) 676-3063

MAINE
Note: Maine International Trade
Center
511 Congress Street
Portland, ME 04101
Tel. (207) 541-7400
Fax (207) 541-7420

MARYLAND
(**) World Trade Center,
Suite 2432
401 East Pratt Street
Baltimore, MD 21202
Tel. (410) 962-4539
Fax (410) 962-4529

MASSACHUSETTS
164 Northern Ave., World Trade
Center, Suite 307
Boston, MA 02210
Tel. (617) 424-5990
Fax (617) 424-5992

164 Northern Avenue, World Trade
Center, Suite 307
Marlborough, MA 02210
Tel. (617) 424-5990
Fax (617) 424-5992

MICHIGAN
211 W. Fort Street, Suite 2220
Detroit, MI 48226
Tel. (313) 226-3650
Fax (313) 226-3657

425 S. Main Street, Suite 103
Ann Arbor 48104
Tel. (734) 741-2430
Fax (734) 741-2432

301 W. Fulton St., Suite 718-S
Grand Rapids, MI 49504
Tel. (616) 458-3564
Fax (616) 458-3872

Oakland Pointe Office Building
250 Elizabeth Lake Road
Suite 1300 West
Pontiac, MI 48341
Tel. (248) 975-9600
Fax (248) 975-9606

MINNESOTA
45 South 7th St., Suite 2240
Minneapolis, MN 55402
Tel. (612) 348-1638
Fax (612) 348-1650

MISSISSIPPI
704 East Main St. Raymond, MS
39154
Tel. (601) 857-0128
Fax (601) 857-0026

MISSOURI
8182 Maryland Ave., Suite 303
St. Louis, MO 63105
Tel. (314) 425-3302
Fax (314) 425-3381
2345 Grand, Suite 650
Kansas City, MO 64108
Tel. (816) 410-9201
Fax (816) 410-9208

MONTANA
c/o Montana World Trade Center
Gallagher Business Bldg.
Suite 257
Missoula, MT 59812
Tel. (406) 243-2098
Fax (406) 243-5259

NEBRASKA
(*) 11135 "O" Street
Omaha, NE 68137
Tel. (402) 221-3664
Fax (402) 221-3688

NEVADA
1755 East Plumb Lane, Suite 152
Reno, NV 89502
Tel. (702) 784-5203
Fax (702) 784-5343

NEW HAMPSHIRE
17 New Hampshire Ave.
Portsmouth, New Hampshire 03801-2838
Tel. (603) 334-6074
Fax (603) 334-6110

NEW JERSEY
(**) 3131 Princeton Pike,
Building #4, Suite 105
Trenton, NJ 08648
Tel. (609) 989-2100
Fax (609) 989-2396

NEW MEXICO
(*) c/o NM Dept. of Economic Development
P.O. Box 20003
Santa Fe, NM 87504-5003
Tel. (505) 827-0350
Fax (505) 827-0263

NEW YORK
1304 Federal Building, 111 West Huron St.
Buffalo, NY 14202
Tel. (716) 551-4191
Fax (716) 551-5290

163 West 125th Street, Suite 904
Harlem, NY 10027
Tel. (212) 860-6200
Fax (212) 860-6203

1550 Franklin Avenue, Room 207
Mineola, NY 11501
Tel. (516) 739-1765
Fax (516) 739-3310

U.S. Courthouse, Room 3004
40 Foley Square
NY, NY 10007
Tel. (212) 857-8910
Fax (212) 857-8920

707 Westchester Ave. Suite 209
White Plains, NY 10604
Tel. (914) 682-6712
Fax (914) 682-6698

NORTH CAROLINA
521 East Morehead Street,
Suite 435
Charlotte, NC 28202
Tel. (704) 333-4886
Fax (704) 332-2681

400 West Market Street, Suite 102
Greensboro, NC 27401
Tel. (336) 333-5345
Fax (336) 333-5158

333 Fayetteville Mall St.,
Suite 1150
Raleigh, NC 27601
Tel. (919) 755-0363
Fax (919) 715-7373 x514/515
Fax (919) 715-7777

NORTH DAKOTA
Served by the Minneapolis District Office

OHIO
36 East 7th Street, Suite 2650
Cincinnati, OH 45202
Tel. (513) 684-2944
Fax (513) 684-3227

Bank One Center, 600 Superior Ave., E., Suite 700
Cleveland, OH 44114
Tel. (216) 522-4750
Fax (216) 522-2235

Two Nationwide Plaza, Suite 1400
Columbus, OH 43215
Tel. (614) 365-9510
Fax (614) 365-9598

300 Madison Avenue
Toledo, OH 43604
Tel. (419) 241-0683
Fax (419) 241-0684

OKLAHOMA
301 Northwest 63rd Street,
Suite 330
Oklahoma City, OK 73116
Tel. (405) 608-5302
Fax (405) 608-4211

700 N. Greenwood Avenue,
Suite 1400
Tulsa, OK 74106
Tel. (918) 581-7650
Fax (918) 594-8413

OREGON
1445 Willamette Street Suite 13
Eugene, OR 9740-4003
Tel. (541) 465-6575
Fax (541) 465-6704

One World Trade Center Suite 242
121 SW Salmon Street
Portland, OR 97204
Tel. (503) 326-3001
Fax (503) 326-6351

PENNSYLVANIA
One Commerce Square
228 Walnut Street, Room 850
Harrisburg, PA 17108-1698
Tel. (717) 221-4510
Fax (717) 221-4505

The Curtis Center, Suite 580 West
Independence Square West
Philadelphia, PA 19106
Tel. (215) 597-6101
Fax (215) 597-6123
<table>
<thead>
<tr>
<th>State</th>
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<th>Phone Numbers</th>
</tr>
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<tbody>
<tr>
<td>Federal</td>
<td>2002 Federal Building</td>
<td>Tel. (412) 395-5050</td>
</tr>
<tr>
<td>1000 Liberty</td>
<td>Pittsburgh, PA 15222</td>
<td>Fax (412) 395-4875</td>
</tr>
<tr>
<td>Ave.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>525 F.D. Roosevelt Avenue,</td>
<td>Tel. (787) 766-5555</td>
</tr>
<tr>
<td>905</td>
<td>Pittsburg, Puerto Rico 00918</td>
<td>Fax (787) 766-5692</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>RI Economic Development Corp.</td>
<td>Tel. (401) 222-2106</td>
</tr>
<tr>
<td>5300 International Blvd.</td>
<td></td>
<td>Fax (401) 222-2106</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Strom Thurmond Federal Building,</td>
<td>Tel. (803) 765-5345</td>
</tr>
<tr>
<td>172</td>
<td>1835 Assembly Street</td>
<td>Fax (803) 253-3614</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>29201</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>(**) 2050 N. Stemmons Fwy.,</td>
<td>Tel. (214) 767-0542</td>
</tr>
<tr>
<td>170</td>
<td>1700 Congress, 2nd Floor</td>
<td>Fax (214) 767-8240</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>78701</td>
<td></td>
</tr>
<tr>
<td>Utah</td>
<td>324 S. State Street,</td>
<td>Tel. (801) 524-5116</td>
</tr>
<tr>
<td>221</td>
<td>Salt Lake City, UT 84111</td>
<td>Fax (801) 524-5886</td>
</tr>
<tr>
<td>Vermont</td>
<td>National Life Building, 6th Floor</td>
<td>Tel. (802) 828-4508</td>
</tr>
<tr>
<td>221</td>
<td>Montpelier, VT 05520-0501</td>
<td>Fax (802) 828-3258</td>
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<td>Tel. (703) 524-2885</td>
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<tr>
<td>1300</td>
<td>Arlington, VA 22209</td>
<td>Fax (703) 524-2649</td>
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<tr>
<td>Washington</td>
<td>(***) 2001 6th Ave.,</td>
<td>Tel. (206) 553-5615</td>
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<td>Seattle, WA 98121</td>
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<td>Virginia</td>
<td>801 W. Riverside Ave.</td>
<td>Tel. (509) 353-2625</td>
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<tr>
<td>400 North 8th</td>
<td>99201</td>
<td>Fax (509) 353-2449</td>
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<tr>
<td>Suite 540</td>
<td>Richmond, VA 23240-0026</td>
<td>Tel. (804) 771-2246</td>
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<tr>
<td>West Virginia</td>
<td>500 Dallas, Suite 1160</td>
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<tr>
<td>801 Capitol St.</td>
<td>25301</td>
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<tr>
<td>Charleston, WV</td>
<td>Tel. (304) 347-5123</td>
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<tr>
<td>Wyoming</td>
<td>Served by the Denver District Office</td>
<td>Fax (304) 347-5408</td>
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(*) Denotes Trade Specialist at a Branch Office
(**) Denotes a U.S. Export Assistance Center
APPENDIX VI
Trade Associations/Organizations

American National Standards Institute, 1430 Broadway, New York, NY 10018. Tel. (212) 354-3300. Information regarding sanitary and other regulation can be obtained from the Institute.

American Seafood Distributors Association (ASAD), a division of the National Fisheries Institute, 1525 Wilson Blvd., Ste. 500, Rosslyn, VA 22209. Tel. (703) 524-8880. Promotes the free flow of fishery products in international trade.

American Seafood Retailers Association (ASRAJ, P.O. Box 6157, Falmouth, ME 04105. Tel. (207) 781-2997, Fax (207) 781-7112. Promotes seafood consumption, provides a lobby for the seafood industry, maintains library of periodicals on seafood, fishing, and food processing.

American Shrimp Processors Association, P.O. Box 50774, New Orleans, LA 70150. Tel. (504) 368-1571. Promotes shrimp and shrimp products, conducts research on quality control improvement, monitors Federal and State legislative actions.

Association of Seafood Importers, c/o Burt C. Faure, Empress International, 10 Harbor Park Dr., Port Washington, NY 11050. Tel. (516) 621-5900, Fax (516) 621-8318

Association of Smoked Fish Processors, 5 Hayward St., Quincy, MA 02171. Tel. (617) 328-7600, Fax (617) 770-0957. Provides technical consultation and services, maintains technical library of regulatory, scientific and industrial publications.

Board of Trade of the Wholesale Seafood Merchants, 7 Dey St., Ste. 805, New York, NY 10007. Tel. (212) 732-4340. Commodity exchange for U.S. and Canadian wholesale seafood merchants.

Catfish Farmers of America, 100 Highway 82, E., Indianola, MS 38751. Tel. (601) 887-2699.


Indo-Pacific Fishery Commission (Food and Agriculture Organization of the United Nations (FAO), Regional Office for Asia and the Pacific, Maliwan Mansion, Phra Atit Rd., Bangkok 10200, Thailand. Tel. 2 2817844, Fax: 2 280045. Cooperative program on fish product development and aquaculture research.

International Institute of Fisheries Economics and Trade, Oregon State University, Office of International Research and Development, Snell Hall 400, Corvallis, OR 97331-1641. Tel. (503) 737-6428, Fax (503) 737-3447. Facilitates cooperative research projects, data exchange, explores factors affecting seafood trade and fisheries management.
Maine Lobstermen's Association, P.O. Box 147, Damariscotta, ME 04543. Tel. (207) 563-5254.

Maine Lobster Promotion Council, 382 Harlow St., Bangor, ME 04401. Tel. (207) 947-2966, Fax (207) 947-3191.

National Blue Crab Industry Association, a Division of National Fisheries Institute, Roy E. Martin, Executive Director, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. Harvesters and processors of blue crabs.

National Fisheries Institute, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. NFI Newsletter provides information on legislation and regulation affecting the industry.

National Shrimp Processors Association, 55 Park Pl., Ste. 400, Atlanta, GA 30335. Tel. (404) 577-5100.


North Atlantic Seafood Association, 1422 Euclid Ave., Cleveland, OH 44115. Tel. (216) 781-6400, Fax (216) 696-3736. Fish producers in the U.S., Canada, Iceland, Denmark, Greenland, and Norway.


Shellfish Institute of North America, a division of the National Fisheries Institute, Roy E. Martin, Executive Director, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. Promotes the interests of the shellfish industry.

Southeastern Fisheries Association, 312 E. Georgia St., Tallahassee, FL 32301. Tel. (904) 224-0612, Fax (904) 222-3663. Promotes and represents commercial fishermen's interests in environmental, legislative and industrial matters in the South Atlantic and Gulf of Mexico areas.


United States Tuna Foundation, 1101 17th St., NW, Ste. 609, Washington, DC 20036. Tel. (202) 857-0610, Fax (202) 331-9686. Studies matters related to or affecting the industry as a whole.
# State Trade Contacts for Export Assistance

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Dr. John Gamble, Agricultural Economic Advisor  
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