

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Required Report - public distribution

Date: 11/28/2012

GAIN Report Number: BR12016

Brazil

Exporter Guide

Approved By:

Frederick Giles, ATO Director

Prepared By:

Fabiana Fonseca, Agricultural Marketing Specialist

From 2007 to 2011, exports of U.S. consumer-oriented products to Brazil more than doubled. According to the Brazilian Secretariat of Foreign Trade (SECEX), in 2007, total exports of this category amounted \$113 million, while in 2011 it reached \$241 million. As the country becomes more attractive as an export destination, ATO Sao Paulo encourages U.S exporters to visit Brazil and take the opportunity to enter this promising market. The Exporter Guide provides essential information for U.S. exporters who are willing to explore opportunities in Brazil.

I. Market Overview

Brazil's domestic market has proven to be less vulnerable to external crisis, despite a worsening of the global economic outlook. Stable economic growth, relatively low inflation rates and class mobility continue to benefit Brazilians. Massive investments have also driven income expansion, consequently pushing consumers to spend more. Two specific events, the soccer World Cup in 2014 and the Olympics in 2016 are combining to drive sales of various consumer goods categories. Today 53 percent of the country's population is considered middle class compared to 38 percent ten years ago. Retailers and importers are diversifying their portfolio as the new middle class rises and can now afford more luxuries. Brazilian income growth has led to gains in consumer spending on food. More consumers are participating in formal markets, expanding the quantity and quality of food products demanded. As household incomes continuously increase, the structure of Brazilian food expenditures is changing, with demand shifting toward more sophisticated items.

Imported foods and beverages may be roughly divided into two categories: products that are price competitive with domestic goods and products that are priced above comparable to domestic items. Mercosul and Chile benefit from tariff exemptions and less expensive transportation costs. These cost gains give them the advantage to compete with the local industry, leading this block of countries to detain more than 50 percent of market share for imported food and beverage goods. Exporters from other countries, such as EU countries and the U.S., face more difficulties to compete with the local industry and with Mercosul and Chile. For this reason, products from the U.S. and the EU, for instance, tend to be positioned within the premium price category. From the consumer perspective, premium price translates into high-end. Within this category, Brazilians are more inclined to buy European products as the population shares similar eating habits, traditions and tastes, and EU foods and beverages are frequently viewed as gourmet and sophisticated. However, U.S. food processors have the ability to offer wide variety, exceptional quality and standards to consistently gain market share.

EXPORTS OF CONSUMER-ORIENTED PRODUCTS TO BRAZIL (US\$ million)

	2007	%	2008	%	2009	%	2010	%	2011	%
World	1,670	100	2,124	100	2,220	100	3,134	100	4,007	100.0
Mercosul (4)	817	49	1,015	48	1,040	47	1,437	46	1,896	47
EU (15)	364	22	481	23	509	23	698	22	916	23
Chile	150	9	172	8	198	9	287	9	314	8
U.S.	113	7	162	8	149	7	204	7	241	6
Others	227	14	294	14	324	15	510	16	638	16

Source: Secretariat of Foreign Trade (Secex)

Note: Mercosul (4): Brazil, Argentina, Uruguay and Paraguay; EU (15): Germany, Austria, Belgium, Spain, Denmark, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, United Kingdom and Sweden.

Although the scenario is positive towards imports, there are advantages and challenges to be observed:

ADVANTAGES	CHALLENGES
As the demand for more sophisticated products increase, importers and retailers are willing to increase their portfolio of imported products in	Imported products from the non-Mercosul region may cost 5 times more than Mercosul origin products. In order to gain consumers' attention, U.S. exporters, in

order to differentiate themselves.	partnership with local importers, should invest in product promotion.
Price is not always the determinant purchasing criteria for high-end consumers.	High-end consumers are more demanding regarding other aspects of products such as innovation, packaging, status, new trends, etc.
Brazilian importers are frequently searching for new-to-market products as they must update their portfolio from time to time in order to gain market share.	Importers tend to buy small quantities to test market. In general, U.S. companies are not attracted to sell small quantities. This lack of interest many times restricts their entry in the market.
The U.S. food industry is able to respond to consumer demand promptly, regardless of the segment of products.	Consumers perceive U.S. food products to be overly processed and relatively unhealthy. This misperception restricts business of U.S. high-end products.

II. Exporter Business Tips

Oversight of imported food and beverage products is primarily the responsibility of the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) and the Ministry of Health (MS), through the National Agency of Sanitary Surveillance (ANVISA). These two government bodies ensure the safety of the food supply and enforce regulations related to food and beverage products throughout the supply chain.

MAPA AND ANVISA JURISDICTION

MAPA	ANVISA
Consumer-oriented products <i>animal products</i> : red meat and by-products, poultry meat and by-products, fish, seafood products, dairy products, and eggs; <i>beverages</i> : alcoholic and non alcoholic (except energy drinks, hydroelectrolitic beverages, soy beverages); <i>fruits and vegetables</i> : dried, fresh and processed	Consumer-oriented products <i>food</i> : all consumer-ready or processed products, (except those under MAPA's authority) <i>beverages</i> : energy drinks, hydroelectrolitic beverages and soy beverages
Intermediate products (wheat flour, planting seeds, etc)	Intermediate products (sugar, sweeteners, mineral water, flavored waters, additives, and other ingredients (excluding those under MAPA's authority)).
Bulk commodities (wheat, grains, rice, soybean, cotton, tobacco, pulses, peanuts, flour, etc)	
Pet food, feeds and fodders	
Plants and seeds	
Animals, semen and embryos	

Entry procedures into Brazil may be divided into three major phases. According to the product category, the import process may vary, during each phase, different actions must be taken by the import company. To fulfill the local requirements the importer must work together with the exporter, particularly in the initial phase, when the documents for shipment are prepared. On the third phase, upon product arrival, most companies contract a customs agent who will be responsible for clearance formalities. Although, the scheme below presents a general structure for imports of food and beverage in Brazil, importers/exporters must note other Ministries, besides

MAPA and ANVISA, share jurisdiction for ensuring the safety of the Brazilian food supply and for regulating imports of agricultural commodities and foods. The most updated set of rules each administrative agency releases must be observed prior to shipment as it directly impacts the access for foreign goods into Brazil.

IMPORT PROCEDURES

PRIOR TO SHIPMENT	DURING SHIPMENT	UPON PRODUCT ARRIVAL
1. Plant Registration	7. Shipping Instructions	9. Notification of Cargo Arrival
2. Ingredients Evaluation	8. Bill of Lading (B/L) or Airway Bill (AWB)	10. Import Declaration (DI)
3. Labeling		11. Inspection MAPA/ANVISA
4. Product Registration		12. Customs' Evaluation
5. Pro Forma Invoice		13. Re-Inspection/Product Release
6. Import License (LI)		

Import Procedures Prior to Shipment

1. Plant Registration

Stricter control is set for animal origin goods, which means that all manufacturing plants must be approved and registered by MAPA prior to exporting their products to Brazil. To comply with the Brazilian regulation, U.S. companies may contact the local USDA/FAS/Office of Agricultural Affairs (OAA) who is responsible for initiating the registration process with MAPA.

Other product categories also require pre-shipment procedures:

- MAPA establishes phytosanitary measures to allow imports of vegetable origin products. Products of vegetable origin are classified according to risk level. In order to approve imports, MAPA must evaluate the risk of the product in question. According to the risk presented, a Pest and Risk Assessment (PRA) may be requested. Once completed, the product must be included in the List of Products Authorized to Import (PVIA), indicating no risk or the risks are controlled under phytosanitary measures.
- To allow foreign alcoholic and non-alcoholic beverages into the country, MAPA requires the exporting country to provide a list of entities eligible to issue certificates of analysis and certificate of origin. Once the list is sent to MAPA by an official source, the name of the institution will be placed at: <http://sistemasweb.agricultura.gov.br/siscole/consultaPublicaCadastro!consultarCadastro.action>. At clearance, MAPA will only accept documents from entities included on this list. The Alcohol and Tobacco Tax and Trade Bureau (TTB) has the authority to certify labs and institutions to issue the certificates for alcoholic beverages. Should a lab approved by TTB not be included on MAPA's list, TTB can request an update. The current TTB list of wine, distilled and beer chemists is found at http://www.ttb.gov/ssd/chemist_certification.shtml. For obtaining guidance for non-alcoholic beverages, the exporter may contact ATO Sao Paulo.
- To export organic products to Brazil, foreign producers must comply with the Brazilian regulation for organics, which means that they must be in accordance with the Brazilian production standards and must also be certified by a compliance body accredited by MAPA. Foreign producers must also be listed under the National Register of Organic Producers. In

practical terms, it means that exporters must contract a local accredited body to certify each product they intend to sell in Brazil.

2. Ingredients Evaluation

Brazilian legislation is "positive", which means that only products (including additives, colorings, preservatives, etc) that are authorized by Brazilian regulations are allowed to enter the market. Therefore, the importer must ensure the Brazilian Government (GoB) permits the entry of the foreign product. All ingredients contained in food or beverage items should meet GoB specifications and tolerance levels. For that, the Identity and Quality Standard (PIQ) established by MAPA and ANVISA must be followed.

Under ANVISA, food products containing new ingredients and foods containing ingredients that are already consumed but with tolerance levels above the Brazilian diet patterns are considered "new foods". Such products must be analyzed and approved by ANVISA prior to importation.

3. Labeling

Labeling of food and beverage products must be in accordance with GoB regulations. The requirements are also found on the specific PIQ and the Consumer Protection Code. The exporter should forward a sample of the package to the importer to facilitate label development. Legislation requires the following information on labels:

Front panel

- technical name (according to MAPA/ANVISA classification)
- brand
- quantity indication

For all products:

Liquid content (grams or milliliters)	Minimum font height (mm)
below or equal 50	2.0
above 50 and below or equal 200	3.0
above 200 and below or equal 1000	4.0
above 1000	6.0

Front panel

- % alcohol content (for alcoholic beverages)

Side panel

- list of ingredients
- country of origin
- contact information for the processing company
- contact information for the importer
- expiration date
- lot number
- care and handling information
- instructions for product use (if necessary)
- claim "contains gluten" "does not contain gluten"
- notice "evite o consumo excessivo de alcool", which translates to "avoid excessive consumption of alcohol" (for alcoholic beverages)
- nutritional information

Nutritional labeling requirements are similar to those in force in the United States. The Nutritional Information must be set by portion of food, and the portion listing must be accompanied by its respective "household measurement", for example, cup, tablespoon, and teaspoon. The label must include the following information:

NUTRITIONAL INFORMATION		
Portion of ... grams (household measurement)		
Quantity per portion		% Daily Required (VD*)
Energy Value	kcal = kJ	%
Carbohydrates	g	%
Protein	g	%
Total Fat	g	%
Saturated Fat	g	%
Trans Fat	g	**
Dietary Fiber	g	%
Sodium	mg	%
Vitamins/Minerals (when applied)	mg or µg	%

* % daily requirements with reference to the basis in a 2,000kcal, or 8,400kJ diet.

** daily requirement not established

The letters used for writing unit-of-measure symbols must have a minimum height of 2/3 of the height of the algorithms.

For products whose label is not in the Portuguese language, an adhesive sticker can be used on the original label for the information referred to the "side panel" and "nutritional information".

4. Product Registration

Products under ANVISA jurisdiction are classified into 2 categories: products exempt from registration and products with mandatory registration. If the product is allowed to be marketed, the legal representative of the exporting company, a local subsidiary or the importer, must request product registration or an exemption from registration. If there is more than one importer for the same product, each importer must make an independent request. These forms must be delivered to the local office of the Ministry of Health in the state where the importer is legally based. Importers of food products under the mandatory list must register their products and pay fees, which vary according to the size of the company.

IMPORTED FOOD PRODUCTS AND PACKAGES EXEMPT FROM REGISTRATION
Sugar and sweeteners
Food additives
Diet sugars
Salt enriched water
Natural mineral water and natural water
Foods and beverages with complementary nutritional information (light, zero calories, free, low)
Foods for weight control
Foods with dietary restrictions of nutrients
Foods for diets with controlled sweeteners
Foods for pregnant and nursing woman

Foods for the elderly
Foods for athletes
Confectionary products (candies and gums)
Coffee, barley, tea, mate and instant products
Chocolates and cocoa products
Technological coadjuvants
Packaging
Enzyme and enzyme preparations
Seasonings, condiments and sauces
Frozen products and preparations for frozen products
Ice
Mixes for food preparation and ready for consumption products
Vegetable oils, fats and vegetable cream
Cereal products, starch, flour and meal
Products containing protein of vegetable origin
Vegetable products (exc. Heart of palm), fruit products and edible mushroom (5)
Preserved/canned vegetables
Salt
Hiposodic salt/salt substitutes
Vitamin and/or mineral supplements

IMPORTED FOOD PRODUCTS AND PACKAGES WITH <u>MANDATORY</u> REGISTRATION
Functional foods or health claims
Infant foods
Foods for enteral nutrition
Packaging from new technologies (recycled)
Novel foods and/or novel food ingredients
Bioactive substances and probiotic isolates claiming functional and/or healthy attributes

Under MAPA, animal origin (meat, fish, dairy and egg products), margarine and honey must be registered in order to be exported to Brazil. The importer or a legal representative may file a request with MAPA.

5. Pro Forma Invoice

Before shipment, a *pro forma* invoice is recommended to be sent to the Brazilian importer, as this document starts the import clearance process. The *pro forma* invoice must be filled out properly; otherwise the importer will not be able to file an import application. Delays are very common as a result of inadequate information being reported on the *pro forma* invoice. To avoid it, importers often request a copy of the invoice by email or fax to check the information prior shipment.

6. Import License (LI)

With the request for an Import License (LI), the administrative process formally starts. Since 1997, all import and export approval operations occur through an automated system called Integrated Foreign Trade System (SISCOMEX). The importer requests an import permit, so called Import License (LI), which must be obtained before shipment. The LI is mandatory for all products that fall under the "non-automatic clearance" category, which is the case of food and beverage products. Import approval must be released by ANVISA or MAPA, according to their respective jurisdiction.

Import Procedures During Shipment

7. Shipping Instructions

Shipping Instructions consist of a document containing all the information related to the sale and the merchandise's condition upon embarkation, such as the quantity of product, form of payment, transport temperature, packaging, pallet used, etc. The Shipping Instructions should further contain all the documents to be sent to the importer.

8. Bill of Lading (B/L) or Airway Bill (AWB)

With the Shipping Instruction provided by the exporter, the shipping company will be able to issue the B/L or the AWB. This is the proof of loading, issued by the shipping company, containing the entire description of shipping.

Import Procedures Upon Product Arrival

9. Notification of Cargo Arrival

Upon arrival, the cargo must be sent to the Customs Terminal (storage). Once the goods are duly placed, the "presence of Cargo" must be created. This must be done through the SISCOMEX system and prior the "Import Declaration".

10. Import Declaration (DI)

Once goods arrive in Brazil, the importer (or a contracted customs broker officially representing the importer), must prepare the Import Declaration (DI) through the SISCOMEX. At this moment all taxes are paid. Through the Mercosul Common Nomenclature (NCM), which is based on the international methodology of the Harmonized Commodity Description and Coding System or simple Harmonized System (HS), the amount of taxes to be paid is defined. The NCM is formed by 8 digits, the first 6 digits follow the HS codes while the seventh and eight digits correspond to Mercosul specifications.

11. Inspection MAPA/ANVISA

Before going through Customs, the importer must present the LI to MAPA or ANVISA officials. Officials will verify whether or not the cargo was duly authorized and if the documents are accurate.

12. Customs' Evaluation

The clearance process starts when the product arrives in Brazil. The importer (or a contracted customs broker, officially representing the importer) initiates the procedures. Clearance from customs consists of a series of acts carried out by a customs official who will authorize the release of the goods to the importer after the verification of product classification and tax payments. After the reception of documents, the system will automatically select inspection/verification method to be applied. They are:

- GREEN: customs clearance authorization is automatically issued.
- YELLOW: mandatory inspection of documentation is required and, if no evidence of irregularities is found, customs clearance is issued.
- RED: mandatory inspection of documentation and of goods is required before customs clearance authorization is issued.
- GRAY: mandatory inspection of documents, merchandise, and recalculation of import taxes applied.

Except for the green option, all documents including the Import Declaration, the receipt generated by the SISCOMEX and the Value Added Tax (ICMS) payment receipt (or waiver) must be presented to the Secretariat of Federal revenue (SRF). For goods assigned the gray option, a Declaration of Customs Value (DVA) must be made and transmitted via SISCOMEX to justify the product price and commercial aspects of the transaction. Any correction to the information presented must be carried out in accordance with SISCOMEX procedures. After registering customs clearance, the fiscal authority - the Secretariat of Federal Revenue - will release an import confirmation, approving customs clearance and the entry of goods.

13. Re-inspection/Product Release

MAPA and ANVISA inspectors must perform a re-inspection before admissibility. The admissibility will depend on:

- Documents review
- Physical examination
- Lab analysis/sample collection (to be conducted *in loco* if requested by authorities)

During the import process a series of documents will be requested and generated by government agencies. On average, importers of consumer-oriented products will deal with 18 different documents during the import process. This number may vary if the product has a mandatory registration (ANVISA) or classifies as plant origin, animal origin or alcoholic and non-alcoholic beverages (MAPA).

STANDARD DOCUMENTS

1. Ingredients List
2. Nutritional Information
3. Product Label
4. Pro Forma Invoice
5. Import License (LI)
6. Bill of lading or AWB
7. Certificate of Origin
8. Certificate of Analysis
9. Commercial invoice
10. Packing List
11. Shipping Instructions
12. Import Declaration (DI)
13. Petition for Sanitary Inspection and Clearance
14. Operating Warehouse License (for where the product will be stored)
15. Receipt of payment of the Merchandise Circulation Tax (ICMS)
16. Import Proof (CI)
17. Product Import Communication (CIP)
18. Request of Control Analysis (SAC)

III. Market Sector Structure and Trends

Agribusiness has tremendous importance in Brazil's economy. In 2011, agricultural production, processing and distribution accounted for 28 percent of the country's GDP. Brazil is a major global player of various commodities, ranking first in sugar, FCOJ and coffee production; second in soybeans, beef, and poultry; third in corn; fourth in swine and fifth in cotton. Brazil's self-sufficiency in agriculture has also helped to develop a dynamic and well established processing and

distribution industries. Alongside domestic companies, major multinationals such as Nestle, Unilever, Bunge, Kraft and Cargill have a solid presence in Brazil. According to the Brazilian Food Processors' Association (ABIA), in 2011 the processing food industry accounted for R\$383.3 billion (US\$229.64 billion). This result represents an increase of 15.9 percent compared to the previous year. In the past years, the movement of mergers and acquisitions has intensified. Brazilian companies not only became a platform for Latin America markets but have also started its internationalization process.

In contrast to U.S. companies, Brazilian food processors supply various channels: retail, wholesale, convenience stores, bakeries and food service operators. In 2011, sales from the food industry to retailers, wholesalers, convenience stores and bakeries were estimated at R\$205.3 (US\$122.9 billion) while sales to food service operators reached R\$88 billion. According to these figures, sales of food products to the retail/wholesale channel represent 70 percent while food service accounts for 30 percent. The market shares indicated have been quite constant in the past decade.

Regarding imported products, all channels may purchase foreign goods directly. However, the most common scenario for distributing and processing companies is to purchase ready packaged products or ingredients through importers who exclusively deal with foreign trade bureaucracy. In general, importers/distributors are small/medium sized companies, family owned, with countrywide distribution. Except for the alcoholic beverages segment, very few importers are specialized in one specific category of product. The great majority of importers deal with various food and beverage categories, supplying the various food distribution channels as well.

IV. Best High-Value Product Prospects

Imported food products are viewed as a luxury item and charged as such. By the time a U.S. food or beverage good clears customs it will cost approximately two times the FOB price. By the time, this same product is displayed on supermarket shelves it is likely to reach 5 times the FOB price. In general, Brazilian importers look for well-known brands and high-end products. The reason why they focus on these particularities is quite simple: first, famous brands are easier to sell, demanding less investments on marketing promotion; second, due to freight, tariffs and mark-ups, the cost of an imported good reaches the ceiling of premium products. Importers usually prefer shelf stable items, with six months' shelf-life or more. In addition to the product itself, packaging, status and level of innovation are important attributes. Products that combine these characteristics are more likely to successfully enter the market.

Health foods, especially natural and organic products, have a limited presence in the Brazilian market. Although increasing at a fast pace of 30-35 percent per year, the local industry has not directed consistent efforts to develop this segment. There are a limited number of local suppliers offering processed organic products in the market, consequently prices for these items are still very high for the average consumer. U.S. suppliers may find great opportunities within this niche. Brazil requires the use of the organic stamp on all organic products. In order to receive approval for its use, organic producers must comply with regulations, which mean that a local certifying agent, accredited by MAPA, must assure the product is produced according to MAPA's standards. Other food categories being sought by local importers are lactose free products, kosher products, diet products, gluten free products and functional foods.

Every year the ATO promotes an activity called American Products Portfolio (APP). Through this promotional activity, local importers specify U.S. products that would have appeal in the local market. Based on importers' requests, ATO Sao Paulo culls the list for best prospects, which is presented below: snacks, frozen meals, ready meals (shelf stable), baked products, infant foods, fruits (fresh and dried), instant foods, cereals, red meat, fish and seafood, cheese, sauces,

ketchup, chocolates (including diet), gums, peanut butter, jams, jellies beverages (flavored waters and juices), wine, sparkling wine and beer.

V. Post Contact and Further Information

Please do not hesitate to contact the offices below for questions or comments regarding this report or to request assistance to export processed food products into Brazil:

U.S. Agricultural Trade Office (ATO)

U.S. Consulate General
Rua Henri Dunant, 700
04709-110 Sao Paulo, SP
Tel: (55 11) 5186-7400
Fax: (55 11) 5186-7499
E-mail: atosaopaulo@fas.usda.gov
atobrazil@usdabrazil.org.br

Office of Agricultural Affairs (OAA)

U.S. Embassy
Av. das Nacoes, quadra 801, lote 3
70403-900 Brasilia, DF
Tel: (55 61) 3312-7000
Fax: (55 61) 3312-7659
E-mail: agbrasil@fas.usda.gov

APPENDIX I. STATISTICS (2011)

TABLE A. Key Trade & Demographic Information	
Agricultural Imports From All Countries (US\$ Mil) / U.S. Market Share (%) ¹	\$11,150.05/7.25%
Consumer Food Imports From All Countries (US\$ Mil) / U.S. Market Share (%) ¹	\$4,006.57/6.02%
Edible Fishery Imports From All Countries (US\$ Mil) / U.S. Market Share (%) ¹	\$1,252.45/0.19%
Total Population (Million) / Annual Growth Rate (%)	196.6/ 0.9
Urban Population (Million) / Annual Growth Rate (%)	166.4 / 1.2
Number of Major Metropolitan Areas ²	15
Size of the Middle Class (Millions) / Growth Rate (%) ³	104.2 / 3.5%
Per Capita Gross Domestic Product (U.S. Dollars)	12,594
Unemployment Rate (%)	5.2
Per Capita Average Food Expenditures (U.S Dollars) ⁴	981
Percent of Female Population Employed ⁵	45.4%

Exchange Rate (US\$1)

R\$1.88

Source: Secretariat of Foreign Trade (SECEX)
Brazilian Institute of Geography and Statistics (IBGE)

¹ Brazilian Secretariat of Foreign Trade (SECEX)

² Municipalities with at least 1,000,000 inhabitants

³ Middle class is represented by individuals who live in households with a per capita monthly income of between R\$291 and R\$1,019 (Average family income of about R\$1,164 and R\$4,076)

⁴ Data refers to food expenditure per capita for the mid income class

⁵ Percent against total number of population employed

Table B. Consumer Food & Edible Products Imports (US\$ Million)						
	Imports from World			Imports from US		
	2009	2010	2011	2009 □	2010 □	2011
Consumer Oriented Agricultural	2,219.	3,134.	4,006.5	148.8	203.6	241.3
□ Total	79	23	7	1	6	3
Snack Foods	103.00	125.73	166.27	1.38	1.81	4.69
Breakfast cereals & pancake	1.33	2.45	3.46	0.23	0.14	0.16
Red Meats, Fresh/Chilled/Frozen	146.14	202.07	277.25	0.09	0.14	0.11
Red Meats, Prepared/Preserved	5.28	9.66	11.19	0.00	0.00	0.58
Poultry Meat	1.47	3.05	2.23	0.00	0.00	0.00
Dairy Products	290.61	393.03	685.38	7.20	17.64	21.91
Eggs & Products	11.20	20.69	18.12	7.20	16.44	15.59
Fresh Fruit	289.66	370.61	460.61	15.12	14.27	20.25
Fresh Vegetables	168.72	373.13	326.24	0.18	0.63	0.73

Processed Fruit & Vegetables	425.95	640.98	689.33	20.41	27.49	21.57
Fruit & Vegetable Juices	16.59	27.64	28.19	10.92	16.91	13.45
Tree Nuts	67.17	91.22	161.24	3.25	4.85	5.75
Wine and Beer	209.48	270.23	335.34	0.81	1.78	3.24
Nursery Products	16.96	19.76	27.62	0.07	0.38	0.30
Pet Food (Dog & Cat Food)	4.00	6.12	6.79	0.22	0.38	0.50
Other Consumer Oriented	459.23	571.79	756.33	81.78	100.8 1	133.1 4
FISH & SEAPRODUCTS, EDIBLE	714.80	1,001. 16	1,252.4 5	1.70	2.14	2.38
Salmon, whole or Eviscerated	156.28	192.79	232.83	0.00	0.48	0.35
Salmon, canned	0.00	0.00	0.00	0.00	0.00	0.00
Crab & Meat	0.00	0.00	0.00	0.00	0.00	0.00
Surimi	0.00	0.00	0.00	0.00	0.00	0.00
Roe & Urchin (Fish eggs)	0.00	0.00	0.00	0.00	0.00	0.00
Other Edible Fish & Seafood	500.33	683.95	752.94	0.64	1.67	0.95
Agricultural Products Total	6,772. 27	8,789. 55	11,150. 05	383.0 0	532.6 1	808.9 2
Agricultural Fish & Forestry Total	7,617. 67	9,955. 50	12,619. 44	395.9 0	545.2 9	829.5 2

Source : Global Trade Atlas /Secretariat of Foreign Trade (SECEX)

Table C. Top 15 Suppliers of Consumer Food & Edible Fishery Products

CONSUMER-ORIENTED AGRICULTURAL IMPORTS			
(US\$ Million)			
	2009	2010	2011
World	2,219.7 9	3,134.2 3	4,006.5 7
Argentina	843.93	1,176.4 3	1,494.0 8
Uruguay	164.99	214.94	351.36
Chile	198.30	286.47	314.42
U.S.A.	148.81	203.66	241.33
China	97.91	223.57	195.90
Netherlands	79.59	120.34	152.20
Italy	86.81	109.83	144.45
France	80.11	94.32	124.67
Spain	52.16	75.46	108.87

FISH & SEAFOOD PRODUCTS IMPORTS			
(US\$ Million)			
	2009	2010	2011
World	714.8 0	1,001.1 6	1,252.4 6
Chile	194.1 7	255.23	284.39
China	27.65	96.98	234.68
Norway	154.4 9	216.85	221.14
Argentina	147.3 8	166.21	156.63
Portugal	52.40	86.54	115.88
Vietnam	6.30	23.82	68.48
Uruguay	56.50	56.10	39.5
Ecuador	11.01	18.25	30.06
Thailand	6.97	17.07	18.29

Portugal	49.58	70.65	92.56
Austria	35.99	42.97	74.61
Switzerland	25.29	48.28	68.24
Germany	40.81	52.36	60.25
Belgium	35.81	55.31	59.64
Turkey	45.69	49.07	53.09

Morocco	28.77	32.77	14.07
Peru	6.99	6.37	13.61
Spain	6.34	9.61	13.07
Taiwan	0.12	1.75	10.73
Netherlands	-	-	7.74
Iceland	3.66	4.45	4.15

Source : Global Trade Atlas /Secretariat of Foreign Trade (SECEX)