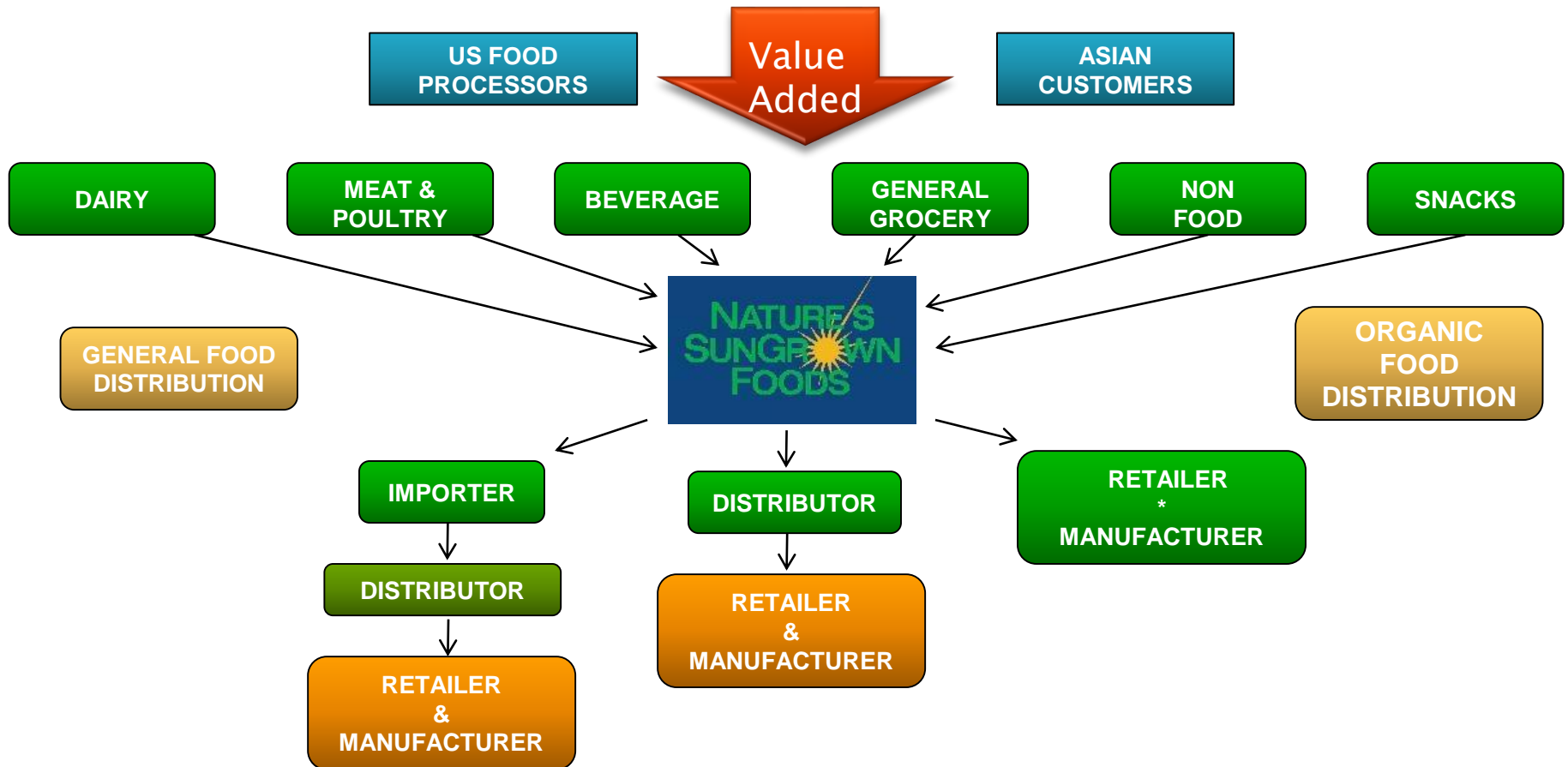


NSG- BRIDGE TO AMERICAN BRANDS & MANUFACTURERS



EXPORTER OF US ORGANIC FOOD & BEVERAGES



June 29, 2015

EXPORTER OF US MEATS AND
POULTRY



Purebred Berkshire **1875**
since

**100% PURE
BERKSHIRE PORK**

Certified by the
American Berkshire Association

Kurobuta



NATURE'S
SUNGROWN
FOODS

Goodness the natural way

EXPORTER OF US DAIRY



CHALLENGES FOR A SMALL AG EXPORTER

- ▶ MARKET ACCESS
- ▶ MEAT, DAIRY, ORGANIC – WE MUST MEET REGS IN BOTH US AND EACH COUNTRY
- ▶ COUNTRY SUBSTITUTION
- ▶ HIGH COMMODITY PRICES (DRAUGHT)
- ▶ STRONG US DOLLAR
- ▶ SHORTAGE OF PRODUCT (ORGANIC)
- ▶ FINDING AND SELECTING EXCEEDINGLY GREAT TRANSPORTATION PARTNERS
- ▶ THIS YEAR, NOT BEING ABLE TO SHIP OUR PRODUCTS IN THE FIRST QUARTER

MARKET ACCESS (OVERCOMING BARRIERS TO TRADE)

- ▶ COMMUNICATE WITH YOUR GOVERNMENT REPRESENTATIVES
 1. USDA
 2. USTR
 3. YOUR SENATORS AND CONGRESS REPRESENTATIVE

- ▶ JOIN INDUSTRY SPECIFIC TRADE ASSOCIATIONS AND BECOME ACTIVE
 - AG TRANSPORTATION COALITION
 - US MEAT EXPORT FEDERATION
 - ORGANIC TRADE ASSOCIATION



Senator Dianne Feinstein
Washington, D.C.

8/07/09

Mad,

Great news that we
have some effect! Sometimes
I wonder. Happy to be
of help.

Best,
Dianne

RELIABLE SUPPLIER – WITH CUSTOMER’S SPECIFICIED PRODUCT, RIGHT PRICE AND DELIVERING ON TIME

ISSUES NSG FACED 2013 – 2015

- ▶ HIGH COMMODITY PRICES
- ▶ STRONG DOLLAR
- ▶ SHORTAGES IN BOTH ORGANIC AND DAIRY SUPPLIES

HOW TO DEAL WITH THESE?

- ▶ FOCUS ON BRANDED PRODUCTS
- ▶ PRODUCT DIVERSIFICATION
- ▶ TAKE ADVANTAGE OF THE KOREA–US FREE TRADE AGREEMENT
- ▶ INVEST IN MARKETING WHICH INCLUDES TRAVEL, TRADE SHOWS & VISIT OUR CUSTOMERS!
- ▶ “WOW” CUSTOMER SERVICE!

SELECTING A TRANSPORTATION PARTNER, THE “WOW” FACTOR

- ▶ COMMUNICATION
- ▶ PERFORMING AS PROMISED
- ▶ NOTIFYING US WHENEVER THERE IS A SLIGHT VARIATION TO PLAN
- ▶ TAKING CARE OF US DURING CRISIS TIMES AS WELL AS THEY DO DURING BUSINESS AS USUAL
- ▶ PRICING – IT DOES FIT IN.

JUST AS IMPORTANT, WE HAVE TO BE A GREAT, DEPENDABLE CUSTOMER!