

ODA Marketing Activities

*Oregon Board of Agriculture
June 14-15, 2023*



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Types of Marketing Activities

- Governor Missions
- USDA Agricultural Trade Missions (ATMs)
- Trade Shows
- Outbound Missions
- Inbound Missions

Agricultural Development and Marketing Program (ADMP)



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Governor Missions

- Coordination with Business Oregon, Travel Oregon, and the Port of Portland
- Generates attention
- Finalizes or thanks for deals
- Trade, investment, cultural exchange



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Governor Korea Mission



- Oregon Blueberry Commission
- Oregon Raspberry/Blackberry Commission
- Oregon Wine Board
- FIC Sensory Program



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Governor Korea Mission

Objective:

- Market access for IQF blackberries & raspberries
- Support ag delegation efforts
- Governor visit key Oregon ag partner (Emart - owner of New Seasons and Shinsegae Foods in Salem)



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Governor Japan Mission



5 people from food & ag companies, commission & OSU.



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Governor Japan Mission

Objectives:

- G2G meetings to maintain goodwill and possibly respond to transportation & costs concerns
- Support ag delegation efforts
- Reciprocate visit from Toyama – Oregon’s Sister State in Japan



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Governor Vietnam Mission



- Hanoi and Ho Chi Minh City
- Dragonberry Produce

Objectives:

- Support ag company efforts
- Support Governor’s to visit Vietnam Foodexpo and research for attending in 2023 as guest of honor



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Complimentary Production

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Agricultural Trade Missions (ATMs)

FAS-sponsored international trade missions open doors and deliver results for U.S. exporters, giving them the opportunity to forge relationships with potential customers, gather market intelligence, and, most importantly, generate sales.

- June United Kingdom
- July Philippines
- October East Africa
- November Spain and Portugal
- March Panama and CAFTA-DR
- April Netherlands



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USDA Tokyo ATM Last Week



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United Kingdom ATM



- June 21-24, 2022
- Led by Dr. Jewel Bronaugh, US Deputy Secretary of Agriculture
- 12 State Departments of Agriculture
- 11 Cooperators (including WUSATA)
- Many food and ag businesses



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United Kingdom ATM



- Oregon Delegation
 - ODA – Lauren Henderson & Theresa Yoshioka
 - Oregon Wine Board
 - Pacific Seafood
 - Bornstein Seafoods



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United Kingdom ATM



- Support industry & learn about opportunities Post-Brexit
- Nudge Tariff for Oregon Pink Shrimp
 - 20% tariff in UK post-Brexit
- Support Oregon Wine
 - Wine is Oregon's 3rd largest export to UK
 - OWB groundwork for promotion in fall



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United Kingdom ATM



- DEFRA answering questions at the House of Commons
- UK Minister of State for Trade Policy
- USDA Round table with State Departments of Agriculture



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East Africa ATM November 2022



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Outbound Missions



Building connections for Oregon's food & agriculture



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Outbound Trade Missions

- ODA-led a mission to Japan that included 3 Oregon brands.
 - Learn about the Japanese market and make initial connections.
- ODA and Oregon Potato Commission mission
 - Thank leading customer of US potatoes in world market, strengthen relations, and explore next steps to expand market access fresh potatoes.
- ODA-led brewing ingredient mission to Japan and educational seminar
 - Provided information to the growing Japanese craft brewing sector about Oregon ingredients and how to use them.
 - Reconnected with Oregon’s ingredient distributors.
 - Build on the Hood to Fuji brewing festival



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Other

Trade Leads

- These visits are usually the result of connections that ODA staff have developed in international markets
- Japan: Individual buyer visited Oregon and contacted ODA for introductions to jam and fruit suppliers
- The Philippines: Individual wine buyer visited Oregon and requested introductions. Second wine buyer planning a visit.
- Africa: California wine broker seeking Oregon wine
- The Philippines: Individual exploring fresh fruit from Oregon
- Japan: Importer seeking organic dried fruit & nut
- Japan: Frozen potato leads (no connection available)
- Korea & Japan: protein powder (no connection available)

Promotions

- November: restaurant promotion in Korea with Oregon fruits runs throughout the month.



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Promoting Seafood in Europe



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Generating Media Coverage

US processors spot space for Pacific whiting on UK chippy menus

Buoyed by the high price of fish and chips, US processors in the state of Oregon believe there is scope to sell the smaller whiting to UK fish friers

By Dan Gibson | June 1, 2023 10:25 BST



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Trade Shows



January	Fancy Food West
February	Good Food Show
March	SIAL America
	Foodex (Japan)
April	Portland Mercantile
June	Fancy Food East
November	Vietnam Foodexpo



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Trade Shows



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Trade Shows



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Trade Shows



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Inbound Missions



Not always trade



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Inbound Trade Missions to Oregon

- Japan: Food ingredient inbound trade mission
- Taiwan: inbound trade mission to Oregon focused on food & beverage
- SE Asia: inbound trade mission to Oregon focused on food & beverage
- Partnered with Oregon Potato Commission to bring potato buyers from Mexico to NE Oregon during harvest.



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Building on Momentum


- ODA-led mission to Singapore & Taiwan – Fall 2023
- Fresh blueberry promotion – July 2023
- WUSATA mission to Korea & Japan – Fall 2023
- FOODEX 2024 (largest food & beverage show in Asia)
- Educational seminar on Oregon brewing ingredients – Spring 2024
- Exhibit at Vietnam Foodexpo – Fall 2023
- Lead WUSATA outbound trade mission to Thailand & Vietnam – 2024



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Questions, Comments?

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