

INTERNATIONAL AGROFOOD MARKET

According to **Aceitunas LOU** Experience, to sell your agrofood products in the external market is important

1. The market

Strategy is vital! Identify the markets with a little desk research. Find the consumption / import figures of products similar to your own and the economic growth rate of a potential new market. Look up the demographics, cultural and religious practices and your potential competition.

Export Plan

Your export plan should include your people.

Staff. Can someone from your team drive this programme or do you need to recruit?

Capacity. Do you have enough capacity to meet a new market's demands? Do you need to upscale?

Packaging. Will your packaging design appeal to your market? Is there a legal requirement to label things differently or do you need to translate your labelling?

Visit your potential new market. Showcase your products at trade fairs and build new contacts.

Choose a route to market

You can do one of four options :

1. Sell directly
2. Use a distributor
3. Use a sales agent
4. Create a joint venture.

Whichever option you chose, you must ensure clarity of responsibility for things like delivery and payment

Find the opportunities

Trade fairs are one of the best ways to find opportunities. Meet buyers and generate new business

Get paid and get insured

Once the orders start to come in, you need to be paid. Incoterms and export documentation are important

Incoterms

Internationally agreed rules setting out delivery terms for goods traded across borders. Buyer and seller agree details on the terms of sale to prevent misunderstandings or disputes. Incoterms set out responsibility for the cost of transporting goods, insurance, taxes or duties, pick up points, destinations, and responsibility for the goods at each stage.

Export documentation

Get the right documents to enter the market.

Top tips include:

- Keep in regular contact with your customers and get feedback to improve your offer.
- Deliver on time and don't keep people waiting. If delays cannot be avoided make sure you communicate early and often with your customers and keep them updated on progress.