MOROCCO FOOD PROCESSORS STUDY TOUR TO NEW YORK CITY AND THE NASFT FANCY FOOD SHOW

RAISE SPS DIAGNOSTIC REPORT # 34

JULY 2004

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The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Bob Rabatsky, Fintrac

Funded by USAID’s Bureau of Economic Growth, Agriculture and Trade (EGAT) and implemented by Development Alternatives Inc. (DAI), the **RAISE SPS Project** (“Assistance for Trade Capacity Building in Relation to the Application of Sanitary and Phytosanitary Measures”) is Task Order 14 under the RAISE (“Rural and Agricultural Incomes with a Sustainable Environment”) Indefinite Quantity Contract with DAI as Prime Contractor (Michigan State University, Abt Associates, Winrock International, and Fintrac Inc. are subcontractors). RAISE SPS assists farmers, processors, exporters, retailers and other participants in agribusiness supply chains enhance their competitiveness through achievement of international market standards. Concurrently, RAISE SPS assists regulatory, scientific, technical, and donor institutions better understand the effect of SPS issues and private sector-driven standards on economic growth and poverty reduction. USAID Missions and Bureaus can seek assistance from RAISE SPS by contacting Jim Yazman, USAID/EGAT Cognizant Technical Officer, at jyazman@usaid.gov.

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BACKGROUND

The Moroccan food processors visit to New York City and to the *National Association of Specialty Food Trade (NASFT) Summer Fancy Food Show* was one of the activities identified in the overall initiative to promote agricultural exports from Morocco to the USA. It is part of the US government's efforts to assist Moroccan businesses in maximizing the opportunities offered under the US/Morocco Free Trade Agreement. The general purpose of this market study tour was to provide these food processors with a better understanding of the high value gourmet and specialty food market. The approach taken was to arrange a market visit around a major US specialty food show, and to be situated in New York City, one of the largest US marketplaces for such products. The participants were expected to gain market exposure through "guided walks" of the show focusing on current competitors, potential trading partners, new products and trends, natural and kosher foods, food service opportunities and new packaging ideas. Also through meetings with US importers and processors, educational activities organized by the NASFT and retail market visits.

This activity took place over the period June 26 to July 1, 2004 and was implemented by Fintrac, Inc. whose team led by Bob Rabatsky comprised Pamela Wells Russell and Cathleen Waters. Planning and liaison support was provided by Don Humpal of Development Alternatives, Inc.

RESULTS

Moroccan Participants: The Moroccan participants initially identified for this activity were:

- Abdelhak Bennani – Director of FICOPAM, the Moroccan Federation of Food Processing Industry Associations.
- Mohammed Chraibi – President of COVEM, processor of frozen fruits and vegetables.
- Driss Guessons – President of URCIMAR, processor of capers, peppers, artichokes and strawberries.
- Karim Ayouche or Mohammed El Jamali – Owners of LGMC, processor of fish and fruits.
- Sellam Tahir – General Manager of LUKUS, processor of tomatoes, paprika and citrus.
- Driss Terrab – President of GRECOM, processor of herbs and spices.
- Moncef Kabbaj – Managing Director of Groupe de VCR, processor of seafood, gherkins, capers, asparagus and other specialty foods.

A reduced and revised list of participants was provided two weeks before the show and this list was used by Fintrac to arrange meetings with interested buyers and set up itineraries for representatives of the following companies: FICOPAM, SICOPA (processor of capers, olives and pepper, represented by Abdelhak Benzakour), LUKAS and GRECOM.

Ultimately only two Moroccan company representatives participated in the market study tour. These were Abdelhak Bennani of FICOPAM and Ignacio Gomendio, owner of LUKAS. The representatives

of SICOPA and GRECOM dropped out at the very last minute. However it should be noted that SICOPA had a booth in the Moroccan pavilion at the Fancy Food Show which was manned by Moncef Benzakour Knidel, who expressed no interest in activities that we planned for the group.

Buyer Contacts: Twenty-five US specialty food importers and distributors were contacted to set up meetings with the Moroccan food processors. Contact was made by a combination of email, telephone and fax, and in most instances several follow-up calls were made in order to get a response from the companies. Overall the response was very poor in terms finding buyers who were seriously interested in meeting with the Moroccan companies and even more so in terms of getting buyers to commit to an appointment on or off site of the Fancy Food Show/Jacob Javits Center. Efforts were made to facilitate on-site meetings at the show (which seemed more likely) by using the FICOPAM booth and a conference room at the Javits Center as meeting venues. However most buyers did not want to commit to a specific time and indicated that they preferred to drop by the FICOPAM booth during the block of time they had allocated to walk the show. Some companies who were exhibiting at the show suggested that the Moroccan food processors could initially meet with them at their booth to determine whether there was any interest. Typically these were smaller companies. Buyers for the larger companies indicated that hey would not be based at their companies' booths as they would be busy walking the show meeting with suppliers and finding new business. The following email response from the Purchasing Director of European Imports Limited is one example of the type of feedback received from buyers:"*Due to time constraints, I am only meeting with companies exhibiting at the show. They can schedule a meeting at our offices in Chicago on July 1 or July 2 if that works for them. Thank you."*

Appendix 1 provides details on the US specialty food buyers who were contacted regarding meetings with the Moroccan companies and their responses.

Show and Market Activities: On the evening of their arrival (Saturday 6/26) a briefing session was held with the two representatives from Morocco. They were each provided with a briefing kit which included: a welcome letter (Appendix 2), their schedule, administrative information, show badge and directory, a simple NYC map, information on the special NASFT events, US Buyer Profiles (Appendix 3), US Consumer Profile (Appendix 4) along with other "visitor" information. Most materials were made available in French. We hired a French interpreter who was available to the delegates from Saturday evening through Wednesday night.

- At the Fancy Food show the Fintrac team guided the Moroccan delegates on their "floor walks" focusing on: **Competitors and competitive products:** particularly from Spain, Egypt, Turkey, Greece and Italy.
- **US Trading Partners:** LUKAS was interested in identifying a US company who could co-pack and distribute their products in the USA.
- **New Products and Trends:** There was a wide selection of products from all over the world. Some of the trends identified included products that were "Fair Trade" certified, convenience foods and packaging (e.g. condiments in squeezy bottles or tubes) for the faster lifestyles, and food for the health conscious with a particular emphasis on "low carbs" which is in keeping with the latest diet fads as well as organic, natural and kosher products.

- **Packaging suppliers**: Booths of several packaging companies were seen, including leading suppliers in custom and specialty packaging such as Vetrerie Bruni USA (suppliers of glass containers) and United States Can Company (supplier of metal containers).

Two special events organized by the NASFT were identified for the Moroccan delegates' participation. The first was a one hour seminar on "The State of the Industry" which looked at the specialty food marketplace and provided historical and current data on industry sales, product category sizes and rankings, levels of specialty food business in supermarkets vs. specialty stores, analysis of distribution channels and strategies among other relevant information. The second activity was "A Kosher Culinary Experience" which was a guided bus tour to Five Towns' Central Avenue, Long Island. The tour included a presentation (with handouts) on kosher food, processing and certification, and visits to a "Glatt Kosher" full-service supermarket, specialty stores, a confectionery shop, deli, pizza parlor and ice cream shop with kosher "tastings" along the way.

A retail visit was also organized for the Moroccan representatives to see stores from two of the major US specialty chains; these were Dean and Deluca's flagship store in SoHo and Whole Foods Market on 7th Avenue.

The LUKAS representative met with US specialty food importers and distributors. However he indicated that his company was not ready to sell to this market and the purpose of his visit was "exploratory" as they are looking at developing retail lines in the future. Currently they supply their paprika powder, flakes, oleoresin and tomato powder, flakes in bulk packaging. In the US market they have an exclusive sales arrangement with McCormick for their tomato powder. The LUKAS representative indicated that his meeting with Occidental International Foods was very positive and he believes it may result in sales of paprika powder (in bulk) to this US importer.

A meeting was also arranged for the FICOPAM representative, at his request, with Ron Tanner – NASFT Vice President of Communications and Education to further discuss the organization of the Moroccan Food Exposition (Salon Alimentaire du Maroc) and possible areas of support from NASFT. Ron Tanner agreed to provide FICOPAM with a list of US trade show management companies along with any guidance FICOPAM may need on formulating their requests for proposals from these recommended companies. Jon Stamell of Stamell and Associates also sat in on the meeting and introduced his company's services to FICOPAM. Stamell and Associates is a Food and Beverage marketing consulting firm providing services in foodservice and retail segments, strategic planning and tactical resource management for the food industry with particular emphasis on wine and seafood.

CONCLUSIONS AND RECOMMENDATIONS

Both Moroccan delegates indicated that they found the US market and Fancy Food Show study tour informative and useful. It met the main objective of expanding their knowledge of the US specialty retail market and its various segments. Furthermore they gained a better appreciation of the highly competitive US market environment, especially in terms of the types of products produced in Morocco. However the overall participation by the Moroccan food processing industry was very disappointing. The reasons for the poor showing and low interest in this activity is unclear but should be identified and addressed before implementing further stages of this project, such as the US market study tour for the Moroccan fresh produce exporters. Generally the planning and implementation for this activity was impeded by a late start, uncertainty about which companies and products would be represented in the group, and fragmented communications. Fintrac was given a short lead time to make appointments and other arrangements and worked with minimal information on participating companies and their products which was changing even up to the last minute.

The following recommendations are made based on the lessons learned from this activity and to strengthen future assistance programs for Moroccan companies trying to sell to the US market.

- More thorough screening needs to be done of the Moroccan companies identified for these activities. Their level of export readiness for the US market, and commitment to selling to this market needs to be carefully assessed. To facilitate this task we recommend that a form similar to the attached Company Profile and Product Questionnaire (Appendix 5) be completed by companies wishing to participate. This company profile provides the necessary information for identifying appropriate buyer contacts, organizing relevant market/trade show tours and other related activities.
- Companies should also be asked to sign a “Participation Agreement” as a further demonstration of their commitment to the activity. A small non-refundable deposit could also be requested of participants, but the acceptance of this idea should be evaluated based on the existing cultural and business practices.
- If future US market study tours are planned around a major trade show (which proved to be an effective approach) Moroccan companies participating in the study tour should also be exhibitors at the show. The general feedback received from US buyers was that it was easier to meet with the exhibiting companies on the show floor while walking the show rather than having scheduled appointments and/or meetings off-site. The Moroccan companies should also ensure that they are exhibiting as a part of the Moroccan pavilion, which had a very impressive presentation at the Fancy Food Show and a strong country image. They could consider sharing booths with other companies participating on the tour. Exhibiting with the Moroccan pavilion and booth sharing will not only have cost advantages but also maximizes resources as company representatives can cover for each other and rotate booth manning responsibilities, freeing up time for representatives to walk the show while at the same time have coverage should a buyer come by the booth.

APPENDIX 1

BUYER CONTACTS	
Importers / Distributors	**Feedback**
1. American Roland Food Corp. 71 West 23rd Street New York, NY 10010 Tel: 212.741.8290 / 800.221.4030, Fax: 212.741.6572 www.rolandfood.com **Booth # 1936**	Spoke with Trude Aroch (buyer). In previous discussions with Bob, Trude had indicated interest in products from URCIMAR, LGMC and Group de VCR. She requested an email with the updated list of Moroccan products and companies. *Will follow-up email with a call mid-week (6/23) to ascertain whether there is any interest and a possibility of scheduled meeting(s).* Trude emailed to get name of SICOPA rep. Called, left voicemail -
2. World Finer Foods Inc. 300 Broadacres Drive Bloomfield, NJ 07003 Tel: 973.338.0300 / 800.225.1449, Fax: 973.338.0382 www.worldfiner.com **Booth # 1636**	Contacted company and was referred to Barbara Harloe (bharloe@worldfiner.com). Have not been able to speak with Barbara will continue to follow-up calls and email. Evelyn Malave (ext. 125) called to set up a meeting with the 3 companies on Monday. All companies - meeting with Barbara Harloe and Evelyn Malave on Monday @ 10:15 a.m. at the FICOPAM booth # 1420.
3. Source Atlantique, Inc. 140 Sylvan Avenue Englewood Cliffs, NJ 07632 Tel: 201.947.1000, Fax: 201.947.9009 **Booth #: 1436**	Tried to reach Joel Schuman (who Bob had spoken with) to set up meetings but he was not available spoke with Charlotte Placido (ext. 130) (cplacido@foodimportgroup.com) who asked us to send an email with details. *Will follow-up email with a call mid-week (6/23) to ascertain whether there is any interest and possibility of scheduled meeting(s).* Called, left voicemail -
4. Victoria Packing Corporation 443 East 100th Street	Bob spoke with Brad Denis (bdenis@victoriapacking.com) who indicated an interest in speaking with the Moroccan delegation.

BUYER CONTACTS	
Importers / Distributors	**Feedback**
Brooklyn, NY 11236 Tel: 718.927.3000, Fax: 718.649.7069 www.victoriapacking.com **Booth #: 2737** **Contact: Brad Denis**	It was agreed that we would stop at his booth on Sunday and set up a meeting for Monday.
5. Gourmet America	Acquired by Source Atlantique, Inc.
6. Atalanta Corporation One Atalanta Plaza Elizabeth, NJ 07206 Tel: 908.351.8000 Fax: 908.351.1693 www.atalanta1.com **Booth # 1550**	Bob previously contacted George Gellert by tel. and email. Tried to reach George by tel. to set up meetings but he was out of office/ unavailable, will send another email and continue to follow-up. Called, left voicemail -
7. Gourmet Global Trading, Inc. Redwood City, CA Tel: 650-368-7297 Fax: 650-368-7299 www.gourmetglobal.com	Unable to reach this company by tel. (out of service) or through the web address/ web searches. Sent a fax (which transmitted) and awaiting response.

BUYER CONTACTS	
Importers / Distributors	**Feedback**
8. G.L. Mezzetta Inc. 105 Mezzetta Court American Canyon, CA 94503 Tel: 707.648.1050, Fax: 707.648.1060 www.mezzetta.com **Booth # 1871**	Tried to reach original contact (from Bob) Sue Robinson but got voicemail again – she has not responded to previous messages left. Was referred to Eric Lummis, who was not available to take the call left voicemail message. Called again and got voicemails. Sent email 6/22 to Sue (cc Eric). srobinson@mezzetta.com and elummis@mezzetta.com
9. De Medici Imports 214 North Main Street Florida, new York, 10921 Tel: 212-974-8101, Fax: 212-581-1939 www.demedici.com **Booth # 1536**	Further to Bob's tel. & email contact with the company spoke with Marie O'Daniels (Exec. Asst. to President) who advised that the company is not interested in any of the products offered by the Moroccan companies and is not available to meet with the delegates.
10. European Imports Limited 2475 North Elston Ave Chicago, IL 60647 Tel: 773-227-0600 / 800-323-3464 Fax: 773.227.6775 **Booth # 1536**	Further to Bob's Tel. & email contact with Trish Pohanka (tpohanka@eiltd.com) unable to speak with Trish re: an appointment, left a voicemail message. Sent email and got the following response: Pamela, Due to time constraints, I am only meeting with companies exhibiting at the show. They can schedule a meeting at our offices in Chicago on July 1 or July 2 if that works for them. Thank you. *Trish Pohanka, Director of Purchasing & Marketing-European Imports Ltd. Direct Phone: 773-292-3620 - Direct Fax: 773-292-3720*

BUYER CONTACTS	
Importers / Distributors	**Feedback**
11. Liberty Ritchter 400 Lyster Avenue Saddle Brook, NJ 07663 Tel: 201-843-8900, Fax; 201-368-9150 **Booth # 1336**	Spoke with Cathy Borkowski (Ext. 425, borkowsk@libertyritchter.com). Agreed to email details on the Moroccan companies and products. She was unable to commit to an appointment. *Will follow-up mid-week (6/23) to ascertain whether there is any interest and possibility of scheduled meeting(s).* Called, left voicemail -
12. Marky's Caviar 687 North East 79th Street Miami, FL 33138 Tel: 305.758.9288, Fax: 305.758.0008 www.markys.com **Booth # 2239** **Contact: Moshe Cohen**	Spoke with Moshe Cohen (Sales Director) he indicated that they are interested in private label condiments and speciality items, currently they are looking for suppliers of "cornichon" (a French product that is like a mini gherkin). He asked us to come to his booth on Sunday so that he could meet with the Moroccan delegates and make follow-up appointments if there is interest in their products. (He did not want an email with details as he was leaving early for NYC).
13. Rogers International Ltd. 10 Dana Street, Suite 301 Portland, ME 04101 Tel: 207.828.2000, Fax: 207.828.4000 www.rogersintl.com **Booth # 450**	Spoke with Cara Rubin (cara@rogersintl.com). Currently do not import from Morocco and they are not looking for any new lines **(at** this point in time). However they invited us to pass by their booth as they would be happy to meet with the Moroccan delegates – for future reference.

BUYER CONTACTS	
Importers / Distributors	**Feedback**
14. Sid Wainer & Son Speciality Produce & Speciality Foods 2301 Purchase Street New Bedford, MA 02746 Tel: 508.999.6408 / 800.423.8333, Fax: 508.984.5374 www.sidwainer.com **Booth(s) # 2374 / 2379**	Spoke with Theresa Miller (sales@sidwainer.com), she requested more info (by email) on the Moroccan companies and products. Will follow-up email with a call mid-week (6/23) to ascertain whether there is any interest and a possibility of a scheduled meeting. Called, left voicemail -
15. The Spice Hunter 184 Suburban Road San Luis Obispo, CA 93401 Tel: 805.544.4466 / 800.444.3061, Fax: 805.544.9046 www.spicehunter.com **Booth # 1260**	Spoke with Stephanie Hanson she advised that Rod Gray (buyer) (rgray@spicehunter.com) will be walking the show floor at Fancy Food (he will not be manning the booth). He was not in office when I called but she recommended sending him an email with the details and a meeting request. *Will follow-up email with a call mid-week (6/23) to ascertain whether there is any interest and a possibility of scheduled meeting(s).* Called, left voicemail -
16. Ziyad Brothers Importing / Wild Garden 5400 West 35th Street Cicero, IL 60804 Tel: 708.222.8330, Fax: 708.222.1442 www.ziyad.com; www.wildgarden.biz **Booth # 4616**	Spoke with Nassem Ziyad he indicated that I should call again and speak with Nemer Ziyad. Will follow-up. Called again but Nemer was unavailable. Sent email to Nemer (nemer@ziyad.com) will follow-up 6/23. Called, left voicemail -

BUYER CONTACTS	
Importers / Distributors	**Feedback**
17. Urban Accents, Inc. 1770 West Berteau Avenue Chicago, IL 60613 Tel: 773.528.9515 / 877.827.7423, Fax: 773.528.9533 www.urbanaccents.com **Booth # 4120**	This company indicated that they do not import, all products made/sourced locally.
18. Metzger Speciality, Brands, Inc. 250 West 57th Street Suite 2322 New York, NY 10107 Tel: 212.957.0055, Fax: 212.957.0918 **Booth # 5003**	Spoke with Tim Metzger (tim@peakofperfection.com). Agreed to email details on the Moroccan companies and products. *Will follow-up mid-week (6/23) to ascertain whether there is any interest and possibility of scheduled meeting(s).* SICOPIA : Meeting with Tim at his booth # 5003 on Sunday @ 5:30 p.m.
19. Penzeys Spices Tel: 800-741-7787 www.penzeyss.com	Bob spoke with John Tillison (head buyer), who was not interested in the spice products offered. They source coriander from Morocco and are interested in speaking with coriander suppliers**.** They are not at the Fancy Food Show.
20. SYSCO – New York	Further to Bob's call and email to Sandra Marulanda (intl. buyer) (marulanda.sandra@metrony.sysco.com), spoke with Sandra who indicated that they would be walking the show on Monday morning and had a very full program of meetings with existing suppliers but would try to stop at "our booth". It was pointed out to her that we did not have a booth but did have access to a meeting room on Monday afternoon. She said they would only be there in the morning and it would be more likely that they could meet on the show floor. I then requested a meeting on Wednesday at their offices in NJ. She said she

BUYER CONTACTS	
Importers / Distributors	**Feedback**
	would confirm her availability this Wednesday 6/23. *Will send another email and follow-up with a call mid-week (6/23) to ascertain whether there is any interest and a possibility of scheduling a meeting at the FICOPAM booth.* Called, left voicemail -
21. Casa Pons USA **Booth # 3183 (Spanish Section)**	Spoke with Albert Savarese. He indicated that their purchaser will be in Spain at the time of the Fancy Food and the company representatives who will be at their booth (including the President) will be very focused on promoting their products and will not have time to meet with the Moroccan companies. He discouraged us from visiting their booth. However he said we could send an email with the products carried by these companies and he will forward it to their purchaser – who will get back in touch if there is interest. Email sent 6/22/04.
22. Vanns Spices **Booth # 867**	Spoke with Ann Wilder (ext. 101, ann@vannsspices.com) she indicated that they expect their booth to be very busy on Sunday but we could drop by for initial introductions and if there is interest in further discussions this could be arranged at that time. Sent an email with Moroccan companies' names & products – 6/22/04.
23. CE Zuercher & Co. **Booth # 358**	Spoke with John Lull (buyer) (jml@zuercher.biz) he indicated that he would be walking the show and would not be based in his company's booth except for meetings. He requested an email with the details on the companies & products and will respond if he is interested in meeting with any of them. Email sent 6/22 will follow-up 6/24. John requested a meeting with SICOPA on Sunday @ 11 am in the Meeting Room # 2D01.
24. Miguel & Valentino **Booth # 1253**	Spoke with Judy Man (miguelvalentino@yahoo.com) she indicated that it is very unlikely that the company will be interested in meeting with the Moroccan suppliers as they only source product from Spain. We agreed that I would email them the information about the Moroccan products anyway

BUYER CONTACTS	
Importers / Distributors	**Feedback**
	and should there be interest they will get back in contact with us. (We can visit their booth on Sunday, although there are no apparent prospects).
25. Occidental International Foods, LLC 90 Washington Valley Road, Bedminister, NJ 07921 Tel: 908-832-7183 **Contact: Scott Hall**	Bob contacted this company; they are interested in Paprika Powder. Appointment scheduled with Scott Hall and LUKAS on Monday @ FICOPAM booth # 1420 at 1:00 pm.

APPENDIX 2

(Translated into French for the Moroccan Delegates)

June 26, 2004

Dear Delegates:

Welcome to New York and the Morocco Food Processor marketing trip. My colleagues, Pam Wells Russell, Cathleen Waters, and I look forward to assisting you over the next several days with learning about the US processed food environment and in making contacts with serious US-based food buyers.

In this packet you will find information about the US market, the schedule of events from Sunday to Wednesday including meetings that we have arranged for the group and individuals in the group. In addition, there is a badge for entering the Fancy Food Show, information on the show, and instructions regarding administrative matters such as lodging, meals expenses, and local transportation. We have also included information on activities that are taking place this week in New York. There should be adequate free time for you to go out and explore one of the world's greatest cities.

If at any time you need assistance, have a question or recommendation, please do not hesitate to contact either myself, Pam or Cathleen. We want you to have a very successful trip.

Regards,

Bob Rabatsky

Fintrac

APPENDIX 3

COMPANY PROFILE Importers / Distributors / Manufacturers	
1 American Roland Food Corp. 71 West 23rd Street New York, NY 10010 Tel: 212.741.8290 / 800.221.4030, Fax: 212.741.6572 www.rolandfood.com **Booth # 1936** **Contact: Trude Aroch**	Roland Foods offers a wide range of quality ingredients and specialty foods. They pride themselves in seeking quality products throughout the world. As specialists in imported foods in the US market, examples of what they offer their customers include: anchovies, roasted peppers, vinegars, oils, and artichokes, specialty rices & grains, Asian sauces and flavors, specialty mushrooms, condiments, cookies & pastries, exotic fruits, a variety of vegetables, among other products.
2 World Finer Foods Inc. 300 Broadacres Drive Bloomfield, NJ 07003 Tel: 973.338.0300 / 800.225.1449, Fax: 973.338.0382 www.worldfiner.com **Booth # 1636** **Contacts: Barbara Harloe & Evelyn Malave**	World Finer Foods is a full service, sales, marketing and distribution company. They source over 900 specialty food products from around the USA and around the world. These products are sold to a comprehensive network of Specialty Food Distributors who service supermarket retailers in the US market. Many of the brands sold by World Finer Foods are company owned. These include Reese, Da Vinci, El Rio, Ty Ling, London Pub, Dominique's, Pritikin and Aunt Patsy's. For other brands, they are the exclusive distribution agent, working in close partnership with the brand's representatives for all sales and marketing functions.

COMPANY PROFILE Importers / Distributors / Manufacturers	
3 Source Atlantique, Inc. 140 Sylvan Avenue Englewood Cliffs, NJ 07632 Tel: 201.947.1000, Fax: 201.947.9009 **Booth #: 1436** **Contacts: Joel Schuman & Charlotte Placido**	Source Atlantique imports and distributes a wide range of specialty products from: BELGIUM, CANADA, CHINA, COSTA RICA, ENGLAND, FRANCE, GERMANY, GREECE, HOLLAND, INDONESIA, ISRAEL, ITALY, SPAIN, SWEDEN, SWITZERLAND, THAILAND, and the U.S.A.
4 Victoria Packing Corporation 443 East 100th Street Brooklyn, NY 11236 Tel: 718.927.3000, Fax: 718.649.7069 www.victoriapacking.com **Booth #: 2737** **Contact: Brad Denis**	Victoria is a family business of 75 years, employing approximately 200 people. There have two separate facilities in Brooklyn and a facility in New Jersey totaling over 250,000 square feet. Their product line consists of over 300 products in retail, food service and industrial sizes. In the metro New York area, they distribute and sell their products to every major supermarket chain. Outside the metro New York they sell through distributors. As an offshoot of their branded business, they private label and co-pack for many different firms. Their operations are Kosher approved.
5 Atalanta Corporation One Atalanta Plaza Elizabeth, NJ 07206 Tel: 908.351.8000 Fax: 908.351.1693 www.atalanta1.com **Booth # 1550** **Contact: George Gellert**	Atalanta Corporation is a multinational food importer specializing in meat, cheese, groceries, fruit juice concentrates and fish products from around the world and is the largest privately-held food importer in the United States. Their sales exceed $250 million annually and they have been in business for over 50 years. Atalanta comprises two companies: a leading food importer headquartered in the USA and an international trading company with equity partnerships in local trading companies around the world. Atalanta's house brands, *Atalanta®, Celebrity®, Zerto®, Martel®, Tivoli®, Del Destino® and White Crown®,* are sold to supermarkets, large restaurant chains and food service institutions in the USA. They also suppliy inputs to major U.S. food packagers and processors.

COMPANY PROFILE Importers / Distributors / Manufacturers	
6 G.L. Mezzetta Inc. 105 Mezzetta Court American Canyon, CA 94503 Tel: 707.648.1050, Fax: 707.648.1060 www.mezzetta.com **Booth # 1871** **Contacts: Sue Robinson & Eric Lummis**	G.L. Mezzetta, Inc. is a leading manufacturer of glass-packed peppers, olives and specialty foods in the United States. Family-owned since 1935, Mezzetta's manufacturing facility and corporate offices are located in California's Napa Valley. Mezzetta specialty foods are sold in retail grocery stores across the United States, as well as club stores, foodservice outlets, fine restaurants and through their website. They also have distribution in Canada, the Pacific Rim and Europe.
7 Liberty Ritchter 400 Lyster Avenue Saddle Brook, NJ 07663 Tel: 201-843-8900, Fax; 201-368-9150 **Booth # 1336** **Contact: Cathy Borkowski**	Liberty Ritchter imports and distributes a wide range of specialty products from: AUSTRALIA, BELGIUM, BERMUDA, CANADA, CHINA, COSTA RICA, ECUADOR, ENGLAND, FINLAND, FRANCE, GERMANY, GREECE, HOLLAND, HONG KONG, ICELAND, IRELAND, INDONESIA, ITALY, JAPAN, POLAND, PORTUGAL, SCOTLAND, SPAIN, SWEDEN, SWITZERLAND, TAIWAN, THAILAND and the U.S.A.
8 Marky's Caviar 687 North East 79th Street Miami, FL 33138 Tel: 305.758.9288, Fax: 305.758.0008 www.markys.com **Booth # 2239** **Contact: Moshe Cohen**	Marky's Caviar - International Food Emporium (Optimus, Inc.) was established in 1985, in Miami, Florida. They import and export more than 600 varieties of gourmet foods products including Smoked Salmon, Angulas, Truffles, Saffron, Dry Peppercorns, and Wild Mushrooms. Their specialties are, however, delicacy - top quality Caviar and French Foie Gras. They currently do business in the following countries/regions: Russia, France, Spain, Canada, Italy, Uruguay, Latin America among others.

COMPANY PROFILE Importers / Distributors / Manufacturers	
9 Sid Wainer & Son Speciality Produce & Speciality Foods 2301 Purchase Street New Bedford, MA 02746 Tel: 508.999.6408 / 800.423.8333, Fax: 508.984.5374 www.sidwainer.com **Booth(s) # 2374 / 2379** **Contact: Theresa Miller**	Sid Wainer & Son, since 1914, has been an importer and distributor of specialty produce and specialty foods in the U.S.A. Their product range includes: fruits, vegetables, rice and pastas, chocolates, cheeses, truffles, smoked fish, and edible flowers. Sid Wainer & Son supplies many of the finest restaurants, hotels, gourmet shops, and caterers with gourmet foods from around the world to chefs internationally. They have a 300,000 sq. ft. storage facility with eight different temperature zones to house their wide range of products.
10 The Spice Hunter 184 Suburban Road San Luis Obispo, CA 93401 Tel: 805.544.4466 / 800.444.3061, Fax: 805.544.9046 www.spicehunter.com **Booth # 1260** **Contact: Rod Gray**	The Spice Hunter targets a niche between gourmet and healthy and has developed a line of over 300 products that serve the needs of gourmet and natural food consumers. They source worldwide to supply over 150 spices and seasoning blends, plus a wide assortment of gourmet products including convenient meals-in-a-cup, salad dressings, dips, entree mixes, pastas and beverage mixes. The Spice Hunter's products are sold in grocery, specialty and natural food stores in the USA.

COMPANY PROFILE Importers / Distributors / Manufacturers	
11 Ziyad Brothers Importing / Wild Garden 5400 West 35th Street Cicero, IL 60804 Tel: 708.222.8330, Fax: 708.222.1442 www.ziyad.com www.wildgarden.biz **Booth # 4616** **Contact: Nemer Ziyad**	Ziyad Brothers Importing, originally formed as Syrian Bakery & Grocery Inc. was founded in 1966. Today Ziyad Brothers distributes to 46 states and six countries**,** imports and distributes over 1,200 items**,** manufactures/processes pita bread**,** nuts and coffee beans and carries a full line of Halal meat products (bologna, salamis, franks, etc.)**.** They are now branching out from beyond the ethnic only market to mainstream supermarkets.
12 Metzger Speciality, Brands, Inc. 250 West 57th Street Suite 2322 New York, NY 10107 Tel: 212.957.0055, Fax: 212.957.0918 **Booth # 5003** **Contact: Tim Metzger**	Metzger brands & products include: *Hogue Farms* pickled asparagus, Hot & Spicy Beans, Snappers, Sweet Bells, carrots and Sunnysides (tomatoes). Hogue pickled vegetables are all-natural, fat-free, cholesterol-free and low in calories. *Europeenne de Condiments*, France's number-one private-label mustard manufacturer, offers an impressive range of retail and foodservice sizes and flavors.
13 SYSCO – Food Services of Metro New York 20 Theodore Conrad Drive Liberty Industrial Park Jersey City, NJ 07305 Tel: 201-433-2000, Fax; 201-433-1338 www.sysco.com **Contact: Sandra Marulanda**	SYSCO is the leading supplier to "meals-prepared-away-from-home" operations in North America, which as an industry is valued at approximately $200 billion. Today, SYSCO supplies more than 420,000 customers and operates from 148 locations throughout the contiguous United States and portions of Alaska, Hawaii, and Canada. SYSCO's product lines are diverse - they include ingredients needed to prepare meals as well as numerous ancillary preparation and serving items. The company employs 47,700 people.

COMPANY PROFILE Importers / Distributors / Manufacturers	
14 Vanns Spices 6105 Oakleaf Avenue Baltimore, MD 21215 Tel: 410.358.3007 / 800.583.1693 Fax: 800.583.1617 www.vannsspices.com **Booth # 867** **Contact: Ann Wilder**	Founded by Ann Wilder in Baltimore, MD in 1981, Vanns was the product of a frustrated hobby cook who loved Indian cuisine but could not readily find the high quality spice blend needed to make Tandoori. So, she created it. In the process, she discovered the best spice growers in the world and developed a thriving business that offers more than 300 spices in addition to 80 of spice and herb blends. There is no irradiation or ethylene oxide that leaves chemical residues nor sugar, preservative, fillers, MSG or salt added to Vanns herbs or spices. Also all Vanns products are packaged and shipped to customers within 90 days of harvest.
15 CE Zuercher & Co. 7415 North St. Louis Skokie, IL 60076 Tel: 847.324.0400, Fax: 847.324.0396 www.zuercher.biz **Booth # 358** **Contact: John Lull**	C.E. Zuercher & Co. was founded in 1921 by Clement Emil Zuercher, a fourth generation cheese-maker from Switzerland. This family owned business currently stocks over 1000 different specialty food items. Their clients include specialty food stores, supermarkets, delis, restaurants, hotels, caterers, manufacturers and food-service and retail distributors. A few of the products that they sell are: artisinal cheeses, prosciutto di parma, fresh mayonnaise, and “true” Italian pasta.
16 Occidental International Foods, LLC 90 Washington Valley Road, Bedminister, NJ 07921 Tel: 908-832-7183 **Contact: Scott Hall**	This company is interested in Paprika Powder.

COMPANY PROFILE Importers / Distributors / Manufacturers	
17 Buzzuto's Inc. IGA 275 Schoolhouse Road, Cheshire, CT 06410-1241 Tel: 203-250-5400 / 203-272-3511	Bozzuto's Inc. is a leading total service wholesale distributor of food and household products to retailers in New England, New York, New Jersey and Pennsylvania. Established in 1945, the company is currently based in Cheshire, Connecticut. They are the IGA distributor for the US Northeast region that they serve.

COMPANY PROFILE Retailers	
18. Dean and Deluca 560 Broadway, NY Tel: 212-226-6800 www.deandeluca.com	Founded in 1977 by Joel Dean, Giorgio Deluca and Jack Ceglic with the opening of its flagship store in SoHo New York, Dean & Deluca quickly grew into a multi-channel retailer of gourmet and specialty foods, premium wines and high-end kitchenware with operations throughout the United States and abroad. Dean & Deluca specialty products are sold through its 14 retail stores and cafes in select U.S. markets (New York, Washington, D.C., Napa Valley, Charlotte, and Kansas City, MO), a consumer and corporate gift catalogue, and an e-commerce site, www.deandeluca.com. Dean & Deluca also markets its private label products to other retailers and wholesalers throughout the world.
19. Whole Foods Market 250 7th Avenue at 24th Street New York, NY 10001 Tel: 212.924.5969, Fax: 212.924.9923 www.wholefoods.com ***Store hours: 8 a.m. to 10 p.m. seven days a week.***	Founded in 1980 as one small store in Austin, Texas, Whole Foods Market is now the world's largest retailer of natural and organic foods, with 158 stores in North America and the United Kingdom. To date Whole Foods Market remains uniquely mission driven: They're highly selective about what they sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture. They source products locally and from all over the world, and strive to offer the highest quality, least processed, most flavorful and naturally preserved foods.
20. Lake Ave Supermarket IGA 129 Lake Ave, New York, NY Tel: 914-963-3512	IGA (International Grocers Alliance), started as an alliance of around 100 independent grocers in Poughkeepsie, N.Y. and Sharon, Connecticut, has become IGA, INC. – a global supermarket network with aggregate worldwide retail sales of more the $21 billion per year. Today's IGA includes more than 4,000 supermarkets in 48 states and 45 countries, commonwealth and territories on all six inhabited continents. IGA's exclusive store brand product line, IGA Brand, has provided customers a wide variety of products for more than 75 years.

COMPANY PROFILE Packaging Suppliers	
21. Vetrerie Bruni USA 3101 West McNab Road Pompano Beach, FL 33069 Tel: 954.590.3990 / 800.432.4825, Fax: 954.590.3991 www.vetreriebruni.com **Booth # 4500**	Vetrerie Bruni has been serving the market in glass containers for wine, champagne, spirits, food and pharmaceutical products for more than 25 years, paying particular attention to specialty products, often developed to suit a Customer's specific requirement. One of the Company's major assets is it's continuous research and its ability to propose new shapes and concepts to fulfill market and Client expectations. Their team of 75 people services more than sixty countries around the World through their distribution centers located in Italy, United States and Canada. They are also represented by exclusive agents throughout Oceania and South America.
22. United States Can Company 8416-2A Kelso Drive Essex, MD 21221 Tel: 410.686.6363 / 800.436.6830, Fax: 410.391.9323 www.uscanco.com **Booth # 4516**	U.S. Can is a leading supplier of metal containers and other products in three primary categories: aerosol; paint, plastic & general line; and custom & specialty. The company has held the leading position in aerosol container sales in the United States for a number of years, and with its global expansion in 1996, it is now the number two producer of aerosol containers throughout Europe as well. In 1994, U.S. Can began offering Custom & Specialty products that are used in a wide variety of applications, from cookie tins to specialty packaging for leading manufacturers, and today the company is also a leader in this highly specialized market segment. Their sales in 2001 were $772,188,000.

APPENDIX 4

(Translated into French for the Moroccan Delegates)

US Consumer Profile	
Less stress/simplify	Americans are taking care of daily tasks in the simplest, most time-saving manner possible.
Single-person households	Fifty years ago it was 10%, now over 25%. Majority are women
Women	Getting married later, having children later, more college educated. Fifty five percent work outside the household, even after having kids majority return to work at some point……busy lifestyles
Kids	Major market force. 29 million now, who have direct influence on $167 billion in purchases annually. $5.8 billion per year spent by kids on food items…..link product benefits to the needs of kids.
Baby boomers	People reaching 50 years will total 120 million by 2020. They will live longer (median for men 78, women almost 80). Much higher disposable income, much more emphasis on healthy lifestyle, typically spend 15-20% more than average household, much higher percentage spent on dining out.
Ethnic population	Europeans no longer the largest group in America. 20 million people foreign born, Hispanics largest “minority” at over 31 million, ethnic market estimated over $300 billion.
Busy	We are, goes without saying, so spend less time preparing and eating meals.

IT based	Most households have a PC, internet connections are common, shopping on the internet increasing dramatically, including for groceries. Do you have a website??
We like food	We spend over $700 billion per year on food, but that is just 10% of our disposable income-Food is cheap! 93% of Americans snack, 50% more than 2 times per day. 40% eat four times per day, 13% eat five or more times! Hand-held foods posted sales of $1.2 billion and is the most rapidly growing segment of the food service industry.
We are FAT	Supersized culture….even beds, chairs, cloths. Big cars, big houses, huge meals/servings. Up to one third of Americans are obese.
Food as medicine	More people are associating certain foods with health benefits. Anti oxidants, good & bad cholesterol, etc. Nutraceuticals, Foodaceuticals.
Organic	Twenty to 25 percent per year increases in organic food sales, to nearly $10 billion per year.
Consolidation of market	Supercenters (hypermarkets) such as Walmart ($53 billion in food sales, expected to double in 5 years!), Target, Costco are ringing up ever greater shares of sales. Specialty shops such as organic Whole Foods also developing good niche loyalty ($3.5 billion in sales)

Website resources:

www.foodtrends.com	A daily news report, directory of industry contacts, email links. $75/year with free 30 day trial
www.preparedfoods.com	A good launching point for product categories, with information from the magazine “Prepared Foods”
www.foodprocessing.com	The best source on the web of marketing and new product trends. Find out what your competitors have just launched
www.demographics.com	From American Demographics magazine…who are Americans, what we are doing, and why. Subscription required but a free trial offer.

APPENDIX 5

Company Profile and Product Questionnaire

Company name:

Address:
Tel: Fax:
Email: Web site:

Contact Name:

Please check the appropriate answer below:

1. Number of Employees	2. Annual Sales	3. Annual Export Sales
o Under 10	o Under US$ 100,000	o Under US$ 100,000
o 10 - 24	o US$ 100,000 – 499,999	o US$ 100,000 – 499,999
o 25 - 49	o US$ 500,000 – 999,999	o US$ 500,000 – 999,999
o 50 - 99	o US$ 1,000,000 – 4,999,999	o US$ 1,000,000 – 4,999,999
o 100 - 249	o US$ 5,000,000 – 9,999,999	o US$ 5,000,000 – 9,999,999
o 250 - 499	o US$ 10,000,000 – 49,999,999	o US$ 10,000,000 – 49,999,999
o 500 and over	o US$ 50,000,000 and over	o US$ 50,000,000 and over
o Not Disclosed	o Not Disclosed	o Not Disclosed

4. How would you best describe your company's export readiness? Check one:

o	Experienced export company
o	Exporting with some export experience
o	Beginning to develop export experience
o	Completely new to exporting

5. In which markets are you currently selling your product(s)?

6. How are your product(s) currently distributed in your local market and export markets (i.e. brokers, distributors, direct, etc.)?

7. ***Please complete the attached Product Information Sheet.***

8. Do you have a minimum or maximum order size that you are willing to ship to the US market?

   Minimum Order _____ Maximum Order _____

9. What are the target market segments for your product(s)? Check where appropriate:

o	Grocery / Supermarkets	o	HRI / Food Service
o	Convenience Stores	o	Specialty & Health Food Stores
o	Movie Theaters	o	Airlines
o	Sports/Entertainment Stadiums & Arenas	o	Other (specify)

10. (a)What is the average shelf life of your products?

    (b) Do they require special handling or storage? (If yes, specify)

11. Who are the target buyers for your product(s)? (i.e. Demographics - age, income, gender, nationality etc.)

12. Do your product(s) have a competitive advantage over your competition?

13. How do you currently promote your products?

o Print Advertising	o Radio / TV Advertising
o Price Discounts	o In-store Tastings
o Give-aways	o Store Circulars
o Other (specify)	

14. What is your description of your ideal US customer?

15. Please describe your objectives and goals for participation in this US Market Study Tour?

Product Information Sheet					
PRODUCTS					
Product Type					
Brand Name					
Packaging Type					
Packaging Size					
Wholesale Price (Suggested)					
Retail Price (Suggested)					
Case Size					
Cube Size					
Variety(s), Flavor(s)					