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U.S. Processed Foods Buyers

A Guide for Moroccan Exporters



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Contents

1. Introduction	1
2. Opportunities in the U.S. Processed Foods Market	3
Promising Sales Channels for Moroccan Processed Food Exports	3
Noncommercial Foodservice	4
Specialty Gourmet	5
Industrial Ingredients	5
Marketing and Business Development Tactics	6
3. Food Import Regulations and Norms	9
Key Regulatory Agencies for Food Imports	9
Import Documentation for Food Products	9
Norms for U.S. Food Imports	10
4. Directory of U.S. Buyers	13

Illustrations

Figures

Figure 1. Promising Sales Channels and Segments for Moroccan Food Products in the U.S. Market	4
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Tables

Table 1. Benefits of Tariff Elimination for Moroccan Food Products Under the U.S.-Morocco FTA	2
Table 2. Directory of U.S. Buyers	14

Exhibits

Exhibit 1. Moroccan Food Products Analyzed for Sales Potential	3
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I. Introduction

This guide to understanding and entering the processed food market in the United States is intended for Moroccan food manufactures. It provides information about U.S. imports of processed food products, defined here as agriculturally-based products prepared and preserved for use in the retail and foodservice segments of the U.S. food industry. The value of this industry was more than \$500 billion in 2008, a significant portion of which was imported processed food products.

Navigating and succeeding in the marketplace is challenging for those firms without knowledge and understanding of the industry's sales channels or norms. The United States–Morocco Free Trade Agreement (FTA) provides Moroccan food manufacturers with an excellent opportunity to do business with the U.S. market and an impetus to better understand its functioning. Thanks to the FTA, U.S. companies may import certain food products produced in Morocco without paying customs tariffs. The heavy competition for market share in the U.S. food market makes price an important consideration, and the opportunity to import a food product duty-free can be a strong incentive for importers to purchase goods from Morocco's suppliers rather than from suppliers from other countries. Table 1 shows how the elimination of duty reduces the costs of the most popular exported Moroccan food products.

NBO Program

This guide was produced by the Morocco New Business Opportunities (NBO) Program of the United States Agency for International Development (USAID). The program was designed to help export-oriented Moroccan enterprises pursue business opportunities that have emerged as a result of the U.S.-Morocco FTA. The objective of the program was to establish lasting business-to-business linkages between U.S. buyers and Moroccan manufacturers. The program provided technical training through seminars and workshops as well as through reports and studies. More information about the NBO Program can be found on its website, www.nbo-program.com

Table 1*Benefits of Tariff Elimination for Moroccan Food Products Under the U.S.-Morocco FTA*

Product	Normal Tariff Rate	FTA Eligible
Preserved lemons	\$0.08 per kilogram	Yes
Preserved artichokes (vinegar)	10.2% of the total product value	Yes
Preserved artichokes, (non-vinegar)	14.9%	Yes
Gherkins/pickles	9.6%	Yes
Couscous	6.4%	Yes
Preserved olives	\$.088/kg.	Yes

Notes:

The Harmonized Tariff System recognizes more than 50 import categories of olives based on their presentation and packaging. The tariff rate provided is typical for the types of olives imported from Morocco; these include "pitted" and "sliced" olives in various pack sizes.

Normal tariff rate refers to the rate applied to the product when imported. Under a free trade agreement or other preferential arrangement, the rate may be reduced or eliminated for goods originating from the exporting country. The rate is applied as a percentage of the value of the good or a U.S. dollar amount applied by weight (kilogram) of the good. The price used for duty calculation is the total payment that the buyer makes to the seller, excluding international freight, insurance, and other c.i.f. charges.

But duty-free preference is only one criterion that U.S. buyers use when deciding where to source food products, so Moroccan food manufacturers who want to do business with the United States must also adhere to industry norms and business models unique to the U.S. market. This guide provides information about the market norms and models, focusing on buyer contacts and preparing Moroccan food manufacturers to work with them.

2. Opportunities in the U.S. Processed Foods Market

The U.S. food industry was valued at over \$500 billion in 2008 with a significant portion of that value attributed to imported processed foods. Navigating such a large industry is a challenge for overseas food product manufacturers. The industry is characterized by specific “sales channels” and specialized companies playing well-defined roles in supplying food products to an end-user. Before attempting to develop in these channels, a Moroccan exporter should understand how these channels function, which companies to approach, and how to approach them.

PROMISING SALES CHANNELS FOR MOROCCAN PROCESSED FOOD EXPORTS

The “United States Food Sales Channels Opportunity Study”, conducted by the NBO program, defined three “high potential” sales channels for the import of foods from Morocco. Those channels emerged after NBO analyzed the top Moroccan food exports and their import performance and competition in the U.S. marketplace. Suppliers of the products identified in Exhibit 2-1, however, are in direct competition with providers from many other countries; furthermore, some competitors in Europe and Latin America have longstanding trade relationships in the U.S. food products market. For that reason, Moroccan manufacturers must not only be prepared to serve each sales channel efficiently but also promote their competitive advantages, such as sourcing products under the FTA.

The three sales channels identified in the study— industrial/ingredients, noncommercial foodservice, and specialty gourmet—were found to offer the most opportunity for Moroccan food products. Each operates very differently, placing varied responsibilities on the manufacturer in Morocco ranging from packaging for private label purchasers to funding promotion and marketing in the United States. Figure 1 shows the primary market segments and sales channels in the U.S. processed food industry and highlights those offering high-potential sales for Moroccan products.

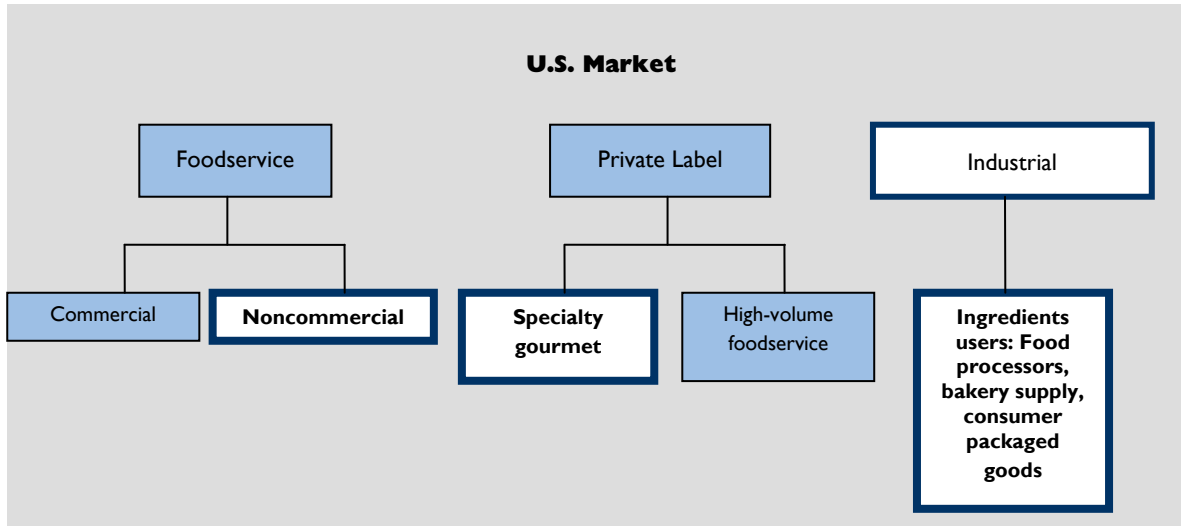
Exhibit 1

Moroccan Food Products Analyzed for Sales Potential

- Apricots
- Artichokes
- Canned and jarred gourmet vegetables
- Capers
- Confections and bakery goods
- Couscous
- Frozen fruits, and vegetables
- Green Beans
- Grilled vegetables
- Olive oil
- Olives
- Pickles
- Red peppers
- Spices and seasonings
- Tomato products

Figure 1

Promising Sales Channels and Segments for Moroccan Food Products in the U.S. Market



Noncommercial Foodservice

The noncommercial sales channel of the foodservice market segment is where most Moroccan food exports to the U.S. currently are sold and offers the strongest short-term (5- year) potential for major export expansion. Products from Morocco sold in this channel include olives (sliced, pitted, and whole) and anchovies.

The companies operating in noncommercial foodservice tend to be large firms distributing branded or private-label processed food products packed in bulk. The clients typically are major catering companies, such as those serving airlines, national restaurant chains, and food manufacturers. Noncommercial foodservice companies import product for direct use under the manufacturers label or packed in the company’s private label for future sales and distribution. When manufactured under private label, manufacturers must adhere to very stringent quality/production guidelines. The quality guidelines imposed on manufacturers can be challenging to manage, especially if factories do not have the most up-to-date processing equipment or the capability to comply with logistical requirements, including labeling/ticketing and import/export functions.

Noncommercial foodservice companies normally maintain a large network of regional distributors, which are either directly owned or independent contractors. These distributors sell to outlets including catering and restaurant services and food manufacturers, but they will not directly import product. Distinguishing companies that import from those that only distribute can be challenging. To help assess business potential, manufacturers should ask explicitly about the company’s function.

Pursuing sales in the noncommercial channel is relatively straightforward. Noncommercial buyers are authorized to make pricing and distribution decisions whereas buyers in other channels must seek the approval of their final customers or “end-users,” such as grocery store chains. Foreign manufacturers are not required to expend resources on promoting a brand or contacting distributors or end-users. Except for some highly specialized products, manufacturers selling to noncommercial foodservice firms are only expected to produce and deliver products.

Specialty Gourmet

The private-label segment includes the specialty gourmet sales channel. Products in this channel tend to be high value-added, targeted toward higher price points, and available primarily for retail sales directly to consumers. This channel is experiencing strong growth in the U.S. market as consumers become increasingly savvy about ethnic foods and more foreign suppliers take advantage of logistics technologies to place their local brands in the U.S. marketplace. Moroccan manufacturers are selling a lot of packaged olive oil into this channel.

U.S. specialty gourmet importers typically sell foreign products under brand licensing arrangements enabling them to represent the foreign manufacturers' brands in the United States. The products are then sold either to regional distributors, retail chains directly, or via the internet to commercial accounts. Most importers use independently owned specialty foodservice distributors to sell to retail outlets, including very small boutiques. These distributors sell imported food products but do not import them.

In the specialty gourmet sales channel, foreign food manufacturers can sometimes be expected to *financially support* the marketing of their brand in the United States. In contrast to noncommercial foodservice buyers, these buyers will sell the brand but require the foreign supplier to promote the brand. The reason for this is that importers carry hundreds of brands, sometimes competing brands, so they cannot afford to market each. However, these importers should be used to develop and manage actual sales, which is their role in the specialty gourmet channel. Only specialty gourmet companies that purchase products packed under their own labels will buy product outright and fund promotion. This occurs with Moroccan anchovy products sold by leading U.S. brands like Star, Bumblebee, etc.

The sizes of the companies serving this channel vary greatly. Some are national in scope and maintain sales offices throughout the country with major distribution warehouses. Others are regional and manage "sales territories" that usually include up to eight states in a geographic area. Smaller companies serve only one geographic market, such as a major city in one state.

Like other sales channels in the U.S. food industry, the business models used in the specialty gourmet channel are changing. For example, rather than actually buying product, importers are increasingly providing at-cost services, such as importing and distributing, and receiving a commission from the foreign manufacturer once products are sold to the end buyers. This shift has been driven by technology, which has empowered suppliers to move and track the status of their products virtually while reducing the responsibility (and profit margins) of the importers. At the same time importers are seeking to minimize the risk of owning product that may not sell fast enough. As a result, manufacturers serving this channel should be open to additional relationships with importers than simply as a "buyer."

Industrial Ingredients

Companies operating in the Industrial ingredients sales channel produce prepared meals or finished meal products such as frozen pizza or bakery items like cookies with nuts or chocolate, that require many raw material food inputs. With the explosion of further-processed foods and branded value-added food products in the U.S. marketplace, major food manufacturers constantly source supplies of high-quality commodities with which to produce their further-processed packaged goods offerings.

One advantage of serving the industrial ingredient market is that manufacturers can work on the basis of a contractual relationship with consistent delivery schedules that allow them to plan production within a guaranteed demand cycle and at a contracted price. In return, the manufacturer must be able to fulfill the demand cycle with products that consistently meet ingredient and performance specifications as outlined in the contract.

Relationships and supplier credibility are important in this market segment, with buyers representing the elite of the consumer packaged goods companies, as well as the largest corporate distributors in the foodservice and grocery channels. It is recommended that new entrants into this segment establish an initial representation contract with a local agent or expert in a product (such as preserved vegetables) to uncover and pursue segment opportunities. The industry accepts several layers of agents (factory representative, regional factory representative, etc.), and buyers will prefer to work with local representatives to plan purchases as opposed to a long-distance relationship.

MARKETING AND BUSINESS DEVELOPMENT TACTICS

As in all business development, several strategies and marketing tools can be applied when trying to sell processed food products in the United States. The primary and most important marketing task is to identify the segment or sales channels to be pursued. Given the differences in the business models of various segments and channels, marketing and business development demands could be simple or intensive. At a minimum, the following tactics should be employed in pursuit of U.S. business:

1. ***Develop a communications toolkit.*** Buyers will want specific information very quickly, including product specifications, details on the factory, confirmation of Food and Drug Administration (FDA) registration or Hazard Analysis and Critical Control Points (HACCP) plans and references about other clients/brands you have supplied. Like other industries, the internet is the primary form of communication and information dissemination. Companies wishing to do business in the United States will be expected to have a website in English that includes pictures of products with labels. Brochures are not as important as a website.
2. ***Understand the market segments and sales channels and use appropriate terminology in promotion.*** The complex organization of the food industry requires that manufacturers clearly target sales channels and use appropriate terminology when developing business opportunities. For example, if a manufacturer is speaking to a potential agent, it should be expressed that the company desires to sell to the “noncommercial foodservice sector” or “private-label specialty gourmet” channel. Using appropriate language helps the U.S. company (agent or buyer) understand the category in which the manufacturer works.
3. ***Participate in a major U.S. food industry trade show.*** At trade shows food product manufacturers will meet many potential clients from across the United States. As a first step in deciding which trade show to attend, identify the shows oriented to the buyers you want to attract. For example, some trade fairs attract foodservice buyers and those specifically targeted to retail. Currently, the most promising trade fair opportunity for Moroccan products is the “Fancy Food” trade fair held annually in New York, with a supplementary winter gathering in San Francisco. Fancy Food is the major specialty gourmet trade fair and many countries host pavilions for their

firms to display the food offerings for the U.S. market. For more information see www.specialtyfood.com

4. **Take sales trips.** It is common in the United States for foreign food manufacturers to seek appointments directly with buyers in their offices. Although these appointments are difficult to obtain, they are very important to pursue if opportunities present themselves. Buyers are very busy planning procurements and will prefer pre-arranged, one-on-one meetings where they may quickly evaluate factory capabilities and advantages of sourcing from the manufacturer's country.
5. **Maintain a U.S.-based agent or sales office.** U.S. buyers are mixed in their appreciation of working with agents. Agents do operate in the sales channels presented in this guide, and they are particularly appreciated in the industrial ingredients segment. For foreign factory executives, an agent can be useful for maximizing sales and reducing the burden of business development. Agents can provide high upfront value in the business process until customers are better established.
6. **Use a U.S.-based branding consultant.** Just because a branded product may perform very well in a market outside the United States does not mean the same brand or presentation will sell well inside the country. Manufacturers who are serious about building a brand in the United States should consider using branding consultants who can help position their products by recommending changes or adaptations in labeling or packaging to meet local preferences.
7. **Consider advertising in major food industry trade journals.** If building brand recognition is an initiative of your company and your U.S. distributor/importer partners, some form of advertising (web- or print-based) in major trade journals is recommended. In the specialty gourmet channel, the *Gourmet Retailer* and *Specialty Food Magazine* are the leading publications.

3. Food Import Regulations and Norms

KEY REGULATORY AGENCIES FOR FOOD IMPORTS

Several U.S. agencies may have authority over the import of food products depending on the presentation. As with any import, food or otherwise, the U.S. Customs and Border Protection (CBP) oversees the import process, including verification of documents required for goods entering the United States. Food imports also are subject to scrutiny from the U.S. Food and Drug Administration (FDA), the federal agency responsible for ensuring that food is safe, wholesome, and sanitary. The FDA also ensures that these products are honestly, accurately and informatively represented to the public. Imports of food products may be subject to inspection by the FDA but inspection is not mandatory.

The Public Health Security and Bioterrorism Preparedness and Response Act of 2002 (the Bioterrorism Act) placed new responsibility on foreign facilities exporting food products to the United States. Due to certain provisions of the Bioterrorism Act, the FDA has established new regulations requiring that (1) food facilities be registered with FDA, and (2) the FDA be given advance notice on shipments of imported food.

Owners, operators, or agents in charge of domestic or foreign facilities that manufacture, process, pack, or hold food for U.S. consumption are required to register the facility with the FDA. But foreign facilities are not required to register if food from that facility undergoes further processing (including packaging) by another foreign facility before the food is exported to the United States. The exception to this rule is that both facilities are required to register if the second one performs only a minimal activity, such as putting on a label. This means that if food products from Morocco are repacked, for example, in a European country for export to the United States, both facilities must be registered with the FDA. According to the FDA website, 431 facilities in Morocco were registered as of September 2009. For more information on the FDA and registering please consult the website: <http://www.fda.gov>.

IMPORT DOCUMENTATION FOR FOOD PRODUCTS

Food exported to the United States must be accompanied by standard import documentation, such as bills of lading, commercial invoices, customs declarations, and certificates of origin. Depending on product presentation, imported foods may also require phytosanitary certificates. This is certainly applicable to any perishable products, but processed food products are traditionally considered industrial and not subject to this requirement. New packaging technologies, however, allow many processed products to be exported in “fresh” forms that require phytosanitary certificates. In most cases, the U.S. importer will know what documents are required.

NORMS FOR U.S. FOOD IMPORTS

U.S. buyers typically impose industry norms and standards that go above and beyond the minimal regulatory requirements for processed foods imports. Without complying with some of these standards, suppliers will not be preferred over other manufacturers who do.

HACCP

Most U.S. food importers will not import from factories that do not have a certified Hazard Analysis and Critical Control Points (HACCP) plan in place. HACCP is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. HACCP is not mandatory for food imports, but it is something that most U.S. buyers will require for doing business. Moreover, once HACCP procedures have been implemented, the International Organization for Standardization (ISO) standards discussed below are much easier to achieve if needed. For more information on HACCP please visit:

www.fda.gov/Food/FoodSafety/HazardAnalysisCriticalControlPointsHACCP/default.htm

Traceability

Since January 1, 2005 the U.S. has required that all agricultural products be traceable from their source. Major retailers, such as chain stores, aim to be able to tell their customers what happens at all stages of production. In essence, manufacturers and exporters need to document and keep records of all purchasing transactions, processing steps, labor utilized, dates of processing, locations, etc., that occurred before the product arrived in the United States. Manufacturers are encouraged to keep accessible records of production to ensure compatibility with traceability demands from buyers.

International Organization for Standardization

ISO is a global network that identifies and develops standards for business, government, and societies. ISO was developed because many companies in the European Common Market decided they needed standard rules to help ensure the receipt of quality goods from their suppliers. While ISO certification is not as frequently requested by U.S. as by European firms, the certification process is respected and will help convince a U.S. buyer that a factory is in good working order. Manufacturers also seek ISO certification because they find that it gives them a marketing advantage over uncertified competitors. ISO has developed two series of standards:

- ISO 9000 is concerned with *quality management*, in terms of enhancing customer satisfaction by meeting their needs and applicable regulatory requirements.
- ISO 14000 is concerned with *environmental management*, especially minimizing harmful effects on the environment caused by company activities.

For more information on ISO, please visit www.iso.org.

Organic Certification and Labeling

The most important trend in food production today is the ability to produce “organic” products. U.S. buyers seek out facilities that have been certified by the U.S. Department of Agriculture (USDA) as producing organic foods. The certification process may take up to 3 years. Being able to put the word “organic” on a food product is a marketing advantage in

today's consumer market. Certification is intended to protect consumers from misuse of the term by companies, and to make buying organic products easier. In October 2002, the United States Congress funded the National Organic Program (NOP), which restricts the use of the term "organic" to certified organic producers.

Certification is handled by state, nonprofit, and private agencies that have been approved by the USDA. Quality Assurance International (QAI), a private U.S. corporation, is the largest organic certification body in the country.

Federal legislation in the United States defines three levels of organic products. Those made entirely of certified organic ingredients and methods can be labeled "100 percent organic" and products with 95 percent organic ingredients can use the word "organic." Both may also display the USDA organic seal. A third category, containing a minimum of 70 percent organic ingredients, can be labeled "made with organic ingredients." In addition, products may also display the logo of the certification body that approved them. Products made with less than 70 percent organic ingredients cannot advertise this information to consumers and can only mention their organic content in the product's ingredient statement.

To facilitate international trade negotiations are underway to harmonize certification between countries. International certification bodies include members of the International Federation of Organic Agriculture Movements (IFOAM) and the Organic Crop Improvement Association (OCIA). Where formal agreements do not exist between countries, organic products for export are often certified by agencies from the importing countries, who may establish permanent foreign offices for this purpose. Ecocert, the world's largest organic certification organization, has offices in 20 countries, operates in more than 85 countries, and certifies more than 40,000 farms and companies worldwide.

For more information on organic certification and labeling see the following:

- National Organic Program U.S.: www.ams.usda.gov/nop/indexIE.htm
- USDA: www.usda.gov/wps/portal/lut/p/_s.7_0_A/7_0_I0B?navid=ORGANIC_CERTIFICATIO&parentnav=PRODUCERS&navtype=RT

Fair Trade

Fair trade is a system that ensures consumers that products have been produced by persons who have been treated fairly, especially with regard to wages paid and working conditions. Like organic products, some companies have chosen to adopt the fair trade certification as a policy for sourcing goods, especially from developing countries. The principles of fair trade include the following:

- Producers receive a guaranteed price for their goods and are afforded the security of long-term trading contracts.
- Producers benefit from guaranteed minimum health and safety conditions.
- Producers, workplaces, and their environments are not exploited.
- Education and training opportunities for producers, especially women and children, are actively fostered.

Fair trade labeling is overseen by an international umbrella organization called Fairtrade Labeling Organizations International (FLO). Certification involves independent auditing of producers to ensure that certain standards are met. Companies offering products that meet fair

trade standards may apply for licenses to use the Fairtrade Certification Mark for those products on their labels. The FLO certification system covers a growing range of products, including bananas, cocoa, cotton, dried and fresh fruits and vegetables, honey, juices, nuts and oil seeds, oranges, quinoa, rice, spices, sugar, tea, and wine.

For more information on fair trade labeling please visit the website of the Fair Trade Labeling Organization: www.fairtrade.net/

4. Directory of U.S. Buyers

Table 2 provides information on U.S. companies that import and distribute processed foods products in three sales channels: specialty foods, noncommercial foodservice, and ingredients/processors brokers. The Industrial ingredients contacts are exclusively sales brokers that would formally represent a Moroccan manufacturer. The information is not exhaustive, but each company identified here has been confirmed as a buyer/importer of the foods identified and some have imported directly from Morocco. Noncommercial companies are very large, so their sourcing is often regional (e.g., East, West). Websites of these companies should be consulted for precise contact information.

Table 2*Directory of Buyers of Processed Foods*

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
AKC Commodities 1086 Stelton Rd. Piscataway, NJ 08854 732-339-0071	Grains/fruit	Rice, dried fruit, nuts	www.akccommodities.com
A & B Foods Inc. 14550 Miller Ave. Fontana, CA 92336 909-428-7300	Olive oil	Olive oil	www.a-bfoods.com
A&G Trading P.O. Box 951 Pearl River NY 10965 845-735-7676	Sardines, anchovies, oils	Sardines, olive oil, etc	n/a
Abu Maher International Grocery 6148 Hanging Moss Road, Ste 160-170 Orlando, FL 32807 407-677-8000	Middle Eastern foods	Spices, etc	www.abumaher.com
ACME Import Company 408 Bloomfield Ave. Montclair NJ 07042 973-783-5001	Baked goods, cookies	n/a	www.acmeimport.com
Adria Imports 47-00 Northern Blvd. Long Island City NY 11101 718-326-4610	All Mediterranean	Olives, capers, peppers, spices, canned fish	www.adriainports.com
Adro International Inc. 1142 E. Fifth St. Brooklyn, NY 11230 718-252-0119	Marinated vegetables	Preserved vegetables	
Agro Foods Inc. 256 W. Mashta Dr. Key Biscayne FL 33149 305-361-7200	Spanish products	Olives, capers, artichokes, etc	www.agrofoods.com
Albert Uster Imports 9211 Gaither Rd. Gaithersburg MD 20877 310-258-7350	Baking goods/ ingredients	Apricots, figs, dates	www.aiswiss.com
Aliseao Foods 7619 Rockpoint Dr. Austin TX 78731 512-207-0064	Olive oil, blood orange, Italian	Olives, capers, artichokes, etc	www.aliseo.com
American Roland Corp. 71 W. 23rd St. New York NY 10010 212-741-8290	All Mediterranean	Olives, capers, peppers, spices, canned fish	www.rolandfood.com

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
Arnabel International 13459 Savannah Tustin CA 92782 714-665-9477	Olive oil	Olive oil	www.arnabal.com
Asmars Mediterranean Foods Inc. 6460-F General Greenway Alexandria VA 22312 703-750-2960	Mediterranean foods	All Moroccan products	www.asmars.com
Associated Buyers PO BOX 399 (5 Commerce Way) Barrington, NH 03825 603-664-5656	All Mediterranean	All Moroccan products	www.assocbuyers.com
Atalanta Corporation 255 Spring St., SW Atlanta GA 30303 404-688-1315	All Mediterranean	Olives, capers, peppers, spices, canned fish	www.atalanta1.com
Atlantic International Products PO Box 4429 Utica, NY 13501 888-724-4837	All Mediterranean	Olives, capers, peppers, spices, canned fish	www.aipi.net
Atlas-Vista Company 155 Pompton Ave. Verona NJ 07044 973-239-8300	Pickles, blended vegetable, bakery	Pickles	
Avenue Gourmet P.O. Box 628 Reistertown MD 21136 410-902-0600	All Mediterranean	Olives, capers, peppers, spices, couscous (DARI)	www.avenuegourmet.com
Baldor Specialty Foods 155 Food Center Drive Bronx, New York 10474 718-860-9100	All Mediterranean	Olives, capers, peppers, spices, couscous	www.baldorfood.com
BAPA Fine Foods P.O. Box 426 Fulton MD 20759 240-456-0241	All Mediterranean	Olives, capers, peppers,	www.bapafood.com
Bartlett Foods International LLC 29 Glenwood Drive Montville, NJ 07045 973-722-2441	Specialty foods	Olives, peppers	
Bear Creek Fine Foods P.O. Box 1836 Woodinville, WA 98072 425-806-0751	All Mediterranean	Olives, capers, peppers, spices, couscous	www.bearcreekfinefoods.com
Bel Canto Foods LLC, 100 E. Ridge Rd. Ridgefield, CT 06877 203-894-1345	All Mediterranean	Olives, capers, peppers, spices	www.belcantofoods.com

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
BK Specialty Foods 6512 Eastwick Avenue Philadelphia, Pennsylvania 19142 215-724-4044	All Mediterranean	All Moroccan products	
Blue Marble Brands 96 Executive Ave. Edison, NJ 08817	Organic Mediterranean	Olives, capers, peppers, spices	www.mediterraneanorganic.com
BMA USA Inc. 1819 Dana St, Unit C Glendale, CA 91201 1-877-826-2872	Olives, Peppers, Mediterranean Foods	Olives, oils	www.bmausa.net
Bri-Al LLC 1300 Mount Kemble Rd. Morristown NJ 07962 908-630-9701	All Mediterranean	Olives, capers, peppers, spices	www.bri-al.com
C.E. Zuercher & Co., Inc. 7415 N. St. Louis Ave Skokie, IL 60076-4031 847-324-0400	Olives, olive oil	Olives, olive oil	www.zuercher.biz
Castella 60 Davids Drive Hauppauge NY 11788 631-231-5500	All Mediterranean	Olives, capers, peppers, spices	www.castella.com
Chaski International 345 North Palm Drive Beverly Hills CA 90210 424-204-9183	Specialty foods	n/a	www.chaskiintl.com
Chex Finer Foods 39 Franklin McKay Road Attleboro MA 02703 508-226-0660	Specialty foods	All Moroccan products	www.chexfoods.com
Ciao Imports 1521 Alton Road Suite #325 Miami Beach, FL 33139 866-249-0400	All Mediterranean	Olives, capers, peppers, spices	www.ciaoimports.com
Conca d'oro Importers Inc. 72-02 51st Ave. Woodside, NY 11377 718-446-0800	All Mediterranean	Olives, capers, peppers, spices	
Crystal Food Import Corporation 86 Bennett Street Lynn, MA 01905 781-599-0202	All Mediterranean	Olives, capers, peppers, spices	www.crystalfoodimport.com
Culinary Specialty Produce, Inc. 1190 Route 22 West Mountainside, NJ 07092	Grains/spices	All Moroccan foods but prefer Spanish origin. Could have future interest	

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
DiCarlo Distributors 1630 North Ocean Avenue Holtsville, NY 11742 631-758-6000	Food products	Spices, dried fruits, couscous	www.dicarlofood.com
Doral International 215-10 42 Ave. Bayside NY 11361 718-224-7413	All Mediterranean	Olives, capers, peppers, spices	www.doralgourmet.com
DPI Mid-Atlantic 1000 Prince Georges Boulevard Upper Marlboro Maryland 20774 301-430-2263	Specialty foods	All Moroccan products	
Edward & Sons Trading Co. 4420 Via Real, Suite C Carpinteria, CA 93013 805-684-8220	Canned/Jarred vegetables, ORGANIC ONLY	Artichokes, beans	www.edwardansons.com
Encore Foods 350 Lincoln St. Suite 1107 Hingham, MA 02043 781-749-7491	European foods	All Moroccan products	www.encorefoods.com
Epicure Foods Corporation 1 Atalanta Plaza Elizabeth NJ 07206 908-527-8080	All Mediterranean	Olives, grilled vegetables	www.epicurefoodscorp.com
Euro-American Brands, LLC 95 Route 17 South Paramus, NJ 07652 201-368-2624	Confection, condiments, canned fish	All Moroccan products	www.euroamericanbrands.com
European Imports Ltd. 2475 N. Elston Ave. Chicago, IL 60647 773-227-0600	All Mediterranean	Olives, capers, peppers, spices	www.eilttd.com
Fantis Foods, Inc. 60 Triangle, Blvd. Carlstadt, NJ 07072 201-933-6200	All Mediterranean	Olives, capers, peppers, spices	www.fantisfoods.com
Fast-Pak Trading Inc. 70 Outwater Ln, Ste 2 Garfield, NJ 07026 973-925-1111	All Mediterranean	Olives, capers, peppers, spices	www.fastpakstore.com
Food Match 575 Eighth Ave., 23rd Floor New York, NY 10018 212-244-5050	Olives, peppers, Mediterranean foods	Moroccan olives, capers	www.foodmatch.com
G.L. Mezzetta Inc. 105 Mezzetta Court American Canyon, CA 94503	Specialty foods	All Moroccan products	www.mezzetta.com

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
George Dellalo Co. 6390 Route 30 Jeannette, PA 15644 800-433-9100	All Mediterranean	Olives, capers, peppers, spices	www.dellalo.com
Giustos Specialty Foods LLC 344 Littlefield Ave, San Francisco, CA 94080 650-873-6566	Grains (couscous)	n/a	www.giustos.com
Global Food Source & Co. P.O. Box 184 Tuckahoe, NY 10707 914-320-9615	All Mediterranean	Olives, capers, peppers, spices	www.globalfoodsource.com
Global Specialty Foods Inc. 5305 Peachtree Industrial Blvd., Dock H Suite One Chamblee, GA 30341 770-399-0414	All Mediterranean	All Moroccan products	www.globalspecialtyfoods.com
Golden Bridges Enterprises Corp. 8040 San Fernando Rd Sun Valley, CA 91352 818-504-0830	All Mediterranean	olives, capers, peppers, spices	
Grand Prix Trading Corp. 75A Onderdonk Ave. Ridgewood, NY 11385 718-821-8563	All Mediterranean	Olives, capers, peppers, spices	www.grandprixtrading.com
Haram-Christensen Corp., 125 Asia Place Carlsstadt, NJ 07072 201-507-8544	Preserved vegetables	Olives, peppers	www.haramchris.com
In Tavola Corporation 132 West 36th Street, 10th Floor New York, NY 10018 212-244-1003	Spices, olive oil	Spices, olive oil, etc	www.intavolausa.com
Indo-European Foods 1000 Air Way Glendale AZ 91201 818-247-1000	Ethnic foods	Olives, capers, peppers, spices	www.indo-european.com
International Delicacies 2100-f Atlas Road Richmond, CA 94806 510-669-2444	Distributors- Gourmet Foods	Mediterranean	
International Food Associates 1201 Mt. Kimble Ave Morristown, NJ 07960 973-425-1200	All Mediterranean	Olives, capers, peppers, spices	

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
International Industrial Development Associates, Inc., 2666 SE Willoughby Blvd. Stuart Florida 772-220-1588	Specialty Foods	Olive oil, canned fish, prepared vegetables	www.iidagroup.com
Kadouri International Fine Foods 234 Starr Street Brooklyn, NY 11237 718-381-6100	Grains, nuts, dried fruits	Spices, dried fruits, couscous	www.kadourifoods.com
Kehe Foods 900 N. Schmidt Rd. Romeoville, IL 60446 630-343-0000	European foods	All Moroccan products	www.kehefoods.com
Kradjian Importing Co. 5018 San Fernando Rd. Glendale, CA 91204 818-469-8167	European/Middle Eastern Foods	All Moroccan products	
Krinos Foods, Inc. 47-00 Northern Blvd. Long Island City, NY, 11101 718-729-9000	Specialty foods	Peppers, olives	www.krinos.com
Kusha, Inc. 1211 McGaw Avenue Irvine, CA 92614 949-870-6580	Couscous	Couscous	www.kushacorp.com
La Tourangelle 1145 Harbor Way South Richmond, CA 94804 646-290-7402	Oils	Nuts, olive oils	www.latouragnelle.com
LBB Imports 2015 Acacia Court Ranch Dominguez, CA 90220 310-761-9565	Specialty foods	Peppers, capers, artichokes, Mediterranean	www.lbbimports.com
Liberty Richer 300 Broadacres Drive Bloomfield, NJ 07003 973-339-0300	Specialty foods	Peppers, capers, artichokes, Mediterranean	www.worldfiner.com
Market Place Imports 677 Duchess Turnpike Poughkeepsie, NY 12603 845-485-2502	Specialty foods	Peppers, artichokes, spices	
Muju Fruits 80 1/2 Jane Street, Suite 4B New York, NY 10014 917-703-1742	Dried fruits-Organic	Apricots, figs, dates	www.mujufruits.com
Otis McAllister 160 Pine Street, Suite 350 San Francisco, CA 94111	Grains, canned fish	Canned fish	www.otismcallister.com

Company Name, Address, Telephone	Products	Current Imports	Website
Specialty Food Importers			
PDM International LLC 898 Calamasas Road Watsonville, CA 95076 831-662-3933	Specialty foods	All Moroccan products	
Primizie 330B Casanova Street Bronx, New York, NY 10474 347-702-9761	Specialty foods	Peppers, capers, artichokes, Mediterranean	www.primziefinefoods.com
R.A.B. Food Group One Harmon Plaza, 10th Floor Secaucus, NJ 07094	Specialty foods	All Moroccan products	www.rabfoodgroup.com
Sadaf Foods 2828 S. Alameda Street Los Angeles, Ca 90058 323-234-6666	Middle Eastern foods	All Moroccan products	www.sadaffoods.com
Sahadi Fine Foods 4215 1st Ave Brooklyn, NY 11232 718-369-0100	Specialty foods	Olives, capers, peppers, spices	www.sahadifinefoods.com
Stiener Foods, Inc. 510 North Avenue New Rochelle, NY 10801 914-235-2300	Specialty foods, foodservice	All foods	www.steinerfoods.com
Sunset Olive Oil 133 Van Norman Road Montebellow, CA 90640 562-908-5353	Olive oil	Olive oil	www.sunsetliveoil.com
Tree of Life 405 Golfwat West Drive St. Augustine, FL 32095 904-940-2955	Gourmet foods	All Moroccan products	www.treeoflife.com
US Food Group 22 West Allegheny Avenue, Ste 204 Towson, MD 21204 410-847-9175	Tomato products	Many products including tomato and grilled red pepper	www.usfoodgroup.com
Vanns Spices 1716 Whitehead Rd., Suite A Baltimore, MD 21207 410-944-3888	Spices, saffron	All spices	www.vannsspices.com
Ziyad Brothers Importing 5400 W. 35th Street Cicero, IL 60804 708-222-8330	Specialty/ethnic foods	Couscous, olives, capers	www.ziyad.com

Company Name, Address, Telephone	Products	Current Imports	Website
Noncommercial Foodservice			
Aramark Corporation	Foodservice, catering, restaurant distribution	All food products produced in Morocco	www.aramark.com
Compass Group 2400 Yorkmont Road Charlotte, North Carolina 28217	Military food catering	All food products produced in Morocco	www.cgnad.com
The Kroger Co. 1014 Vine Street Cincinnati, Ohio 45202 513 762-4000	Retail grocery	All food products produced in Morocco	www.thekrogerco.com
Sodexo USA 9801 Washingtonian Boulevard Gaithersburg, Maryland 20878	Foodservice, catering, restaurant distribution	All food products produced in Morocco	www.sodexhousa.com
SYSCO 1390 Enclave Parkway Houston, TX 77077 218-584-1390	Foodservice, catering, restaurant distribution	All food products produced in Morocco	www.sysco.com
Taher Professional Food Service Management	Foodservice, catering, restaurant distribution	All food products produced in Morocco	www.taher.com
Thompson Hospitality 505 Huntmar Park Drive, Suite 350 Herndon, VA 20170 703-964-5500	Foodservice	All food products produced in Morocco	www.thompsonhospitality.com
U.S. Foodservice (located in every U.S. state. Please use website for contact information depending on which state to be targeted.)	Foodservice	All food products produced in Morocco	www.usfoodservicegroup.com

Company Name, Address, Telephone	Products	Current Imports	Website
Industrial Ingredients Sales Brokers			
Camerican International, Inc. 45 Eisenhower Drive Paramus, NJ 07652 T: 201-587-0101 F: 201-587-2040	Ingredients/food products	All food products produced in Morocco	
Clover Specialties 1702 W. El Segundo Gardena, CA 90249 T: 310-329-3280 F: 310-329-6946	Ingredients/food products	Saffron/white truffles	
Dadant & Company 1913 E. 17th St., Suite 200 Santa Ana, CA 92705 714 564-8710	Ingredients/food products	n/a	www.dadantco.com
Gehrke Co. Inc., 8125 Lewis Rd., Suite 200 Golden Valley, MN 55427 612-332-4497	Ingredients/food products	n/a	
Great Lakes International Trading P.O. Box 432 Traverse City, MI 49685 231-947-2141	Ingredients/food products	Sun dried tomatoes	
Haile Resources 2650 Freewood Dr. Dallas, TX 75220 214-357-1471	Ingredients/food products	n/a	www.hailerresources.com
J.F. Kelly Inc. 150 River Road, A-3 Montville, NJ 07045 973-299-9100	Ingredients/food products	n/a	www.jfkelly.com
KDM Food Sales, Inc. 30 South Valley Rd., Suite 307 Paoli, PA 19301 610-644-8800	Ingredients/food products	n/a	www.kdmfoodsales.com
Klass Ingredients Inc. 3885 North Buffalo Rd. Orchard Park, NY 14127 716-662-6665	Ingredients/food products	n/a	www.klassingredients.com
Lilar Ingredients 1820 S. Third St. St. Louis, MO 63104 314-436-5050	Ingredients/food products	n/a	www.lilar.com
Mile High Ingredients Inc. 224 Potomac St. Aurora, CO 80011 303-343-7585	Ingredients/food products	n/a	www.milehighingredients.com

Company Name, Address, Telephone	Products	Current Imports	Website
Industrial Ingredients Sales Brokers			
Northwest Ingredients Inc. 4610 200 St., S.W., Ste. C Lynnwood, WA 98036 425-775-7383	Ingredients/food products	n/a	www.nwingredients.com
Sloan Sales Inc. 1 Pleasure Island Road Wakefield, MA 01880	Ingredients/food products	Sun dried tomatoes	
Technical Food Sales, Inc. 1050 W. Mehring Way Cincinnati, OH 45203 513-621-0544	Ingredients/food products	n/a	