



# GLOBAL INSIGHT

President/Founder – Juanita Gaglio

Providing international services for export  
opportunities

# What is Global Insight



The company was established to serve the needs of U.S companies interested in exporting their goods to the European/Israel market.

We are a group of international individuals,  
each with a different specialty,  
who are able to provide a wide array of services  
from research and market development  
to information on food safety.

# According to the USDA export forecast:

- ▶ Decrease of \$12.9 billion from fiscal 2014
- ▶ February -Fiscal 2015 agriculture exports are forecasted at \$140.5 billion
- ▶ Influencing factors – strength of the dollar
- ▶ Exchange rates
- ▶ Relatively low energy prices

Source: Outlook for U.S Agricultural Trade /AES-86/May 28, 2015

# Why Europe?



The EU comprises 28 member states. With a population of more than 508 million it is the largest importer of fruits and vegetables in the world, excluding intra-EU trade.

The population is large and relatively affluent with a year round demand for high quality fresh fruits & vegetables making the EU dependent on imports.

Source: David R. Kelch – Global Trade Patterns in Fruits & Vegetables

# Some European Demographics



- ▶ Relatively elderly – 23% over 60 yrs. of age
- ▶ Relatively affluent – EU purchasing power is roughly equal to 72% of U.S purchasing power
- ▶ Eastern Europe is becoming a growing market
- ▶ Germany has 82 million of the world's wealthiest consumers and is the biggest market for food and beverages in the EU

# Agriculture Export Opportunities:

- ▶ Convenience - Seedless fruit, easy peelers
- ▶ Products with longer shelf life
- ▶ Mini papayas, mini watermelons
- ▶ Pre-cut mixes
- ▶ Off season produce availability, e.g, asparagus
- ▶ Products with specific sustainable certification is a major area

# German Supermarkets



Lidl – 10,000 stores in 26 countries



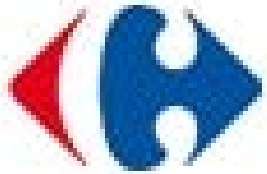
Aldi – leading global discount supermarket chain – 10,000 stores in 18 countries – highly interactive website



Metro – 750 stores in 26 countries, largest sales division of the German trade and retail giant.

Source: FENEDEX – private association of Dutch exporters and international companies

# French Supermarkets



Carrefour – 11,900 stores in more than 30 countries under various banners throughout the world with 5,680 in France. Europe 4,711



Cora – Louis Delhaize Group – privately owned retail group of hypermarkets located in 6 countries. 59 stores in France.



Monoprix – 300 stores/France, 85 international. Considered an upscale store similar to Gelson's



# Trade Shows - Two Major Food Shows



Sial – World’s largest food innovation show held every other year in Paris – October 16-20, 2016



Anuga – 160,000 trade visitors/119 countries Cologne, Germany.

# Fruit Logistica



**FRUIT 2016**  
**LOGISTICA**  
**BERLIN**  
3|4|5 FEBRUARY

Fruit Logistica is THE PREMIER international trade show dedicated to produce. Some stats from the 2015 expo:

- ▶ Held every February in Berlin, Germany
- ▶ 2,700 exhibitors representing 83 countries
- ▶ 65,000 trade visitors visited from 135 countries
- ▶ Importers, exporters, wholesalers, and retailers, as well as, packaging and handling specialist, transport and logistic specialist comprise the show attendees

# How can Global Insight help you?

- ▶ Partner with you to assist in growing new international markets for your products
- ▶ Bridge the cultural differences
- ▶ Identify the correct channel for your product/products – importer/wholesaler to retailer

# How can Global Insight help you?

- ▶ Explore alternative channels – food service, food companies seeking ingredients for healthy snack foods
- ▶ Educate on the various trade organizations, e.g., German Fruit Trade Association, CMA Deutschland – central marketing association for agriculture produce
- ▶ Keeping you current about EU food safety regulations

## Summary:

As a network of individuals specialized in providing services in the European market.

We can act on your behalf as an extension of business development to oversee all your needs for export to the European continent.

Once the product is identified for export, we are able to move forward with the required research to determine the value of exporting your products.

# Food is Borderless

