Agricultural Trade Matters

Global trade is the economic engine of U.S. agriculture and rural America. Trade helps create markets for U.S. farm and food products, supports U.S. jobs, encourages investment and fosters economic growth.

Value of U.S. Food and Farm Products Exported in 2016: $135 Billion

$1.27
Every $1 in Ag Exports Generates an Additional $1.27 in Economic Activity

95%
of the World's Consumers Live Outside of the United States

1,000,000+ Jobs
Every $1 Billion in Farm Exports Supports 8,000 jobs

>20% of U.S. Agricultural Production is Exported

70% of Cabbage
70% of Tree Nuts
50% of Wheat
50% of Rice
50% of Soybeans

The U.S. is the World's Top Exporter of Food and Agricultural Products

#1

Twitter: @USDAForeignAg  Website: www.fas.usda.gov

United States Department of Agriculture  Foreign Agricultural Service
FAS/Santiago links U.S. agriculture to Chile to:

1. **Identify market opportunities to expand U.S. trade**
2. **Increase market access**
3. **Support education exchange and partnerships with the Chilean government and institutions in the realm of agricultural science**

### Identify Market Opportunities to Expand U.S. trade
- Providing transparent, reliable and up-to-date information to maintain and increase market share.
- Monitoring trade agreements, trade obligations, and new policies.
- Gathering marketing intelligence and reporting.

### Increase Market Access
- Working with retailers, importers and U.S. cooperators to support promotional activities.
- Supporting trade missions to the U.S. (trade shows).
- Matchmaking Chilean importers with U.S. suppliers.
- Promoting USA generic brand.

### Agricultural Science, Partnerships and Collaborations
- Promotes technical and scientific exchange.
- Supports U.S. and Chile bilateral agricultural goals.
- Contributes to the Ministry of Agriculture playing a regional leadership role by hosting regional conferences and seminars.
$683.2 million of exports in 2017 (Jan - Aug)

Data Source: U.S. Census Bureau Trade Data
California Agricultural & related Exports to Chile

$162.5 Million in California exports to Chile 2017 (Jan-Aug)

- Wine & Beer
- Dairy Products (cheese and skim dry milk)
- Tree Nuts (almonds)
- Fresh Fruit (lemons, oranges, table grapes)
- Beef & Beef Products
- Non-Alcoholic Bev. (ex. juices)
- Prepared Food (dried soup)
- Processed Vegetables (tomato paste, potato flakes)
- Planting Seeds (corn, alfalfa)
- Forest Products

Data Source: U.S. Census Bureau Trade Data
Chile’s Agriculture Sector

- USDA & Ministry of Agriculture (MOA) enjoy an excellent relationship.
- Chilean Agriculture represents nearly 11% of the country’s GDP, 31% of exports, & 20% of labor force employed in the sector.
- U.S.–Chile agricultural bilateral trade increased by 32% since 2011.
- U.S. agricultural & related exports reached nearly $881.6 million.
- Chile agricultural exports to the U.S. reached $5.5 billion.
Chilean Agricultural & Related Exports to the United States

$ 5.5 Billion in 2016

- Fresh Fruit
- Salmon & Seafood
- Value-Added Wood Products (Furniture)
- Panel Products (Including Plywood)
- Processed Fruit & Vegetables
- Wine and Beer
- Planting Seeds
- Softwood and Treated Lumber
- Fruit & Vegetable Juices

Data Source: U.S. Census Bureau Trade Data
The market is open!
Thanks to the 2004 United States-Chile FTA, duties for all U.S. agricultural products are 0%.

Avian Influenza Seminars save top largest market for U.S. poultry in South America

14 days at sea

$881.6 Million in US Agricultural & Related Exports

Sabores USA Pavilion at Espacio Food Service 2016

New to the market 2016:

1) US Products Campaign:
- Social media videos with USA products and recipes
- Espacio Food Service show - September 12-14 2017

2) Reverse Trade Missions:
- Natural Products Expo West
  On-site U.S. sales of US$65,000
  7 new U.S. brands introduced to the market
  Projected purchases worth US$350,000 in the next 6 months.
- NRA Show
  Post will follow-up in the next 6 months

Some Success Stories

U.S. Ambassador Michael Hammer TV debut promoting Sabores USA
Cost of USA pavilion and media outreach $39,228
An audience of over 2.9 million reached through social media
The show generated $13 million in sales of high value product in 2016

New to the market 2016:

Coming Soon! 2017

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For More Information
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