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Caribbean Basin

Exporter Guide

Caribbean Basin Exporter Guide

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Report Highlights:
Over the past 12 years (2003-2014) U.S. exports of consumer-oriented products and fish products to the Caribbean have averaged over nine percent annual growth, surpassing the $1 billion mark in 2014. The upward trend is expected to continue in the foreseeable future. With little agricultural production of their own, most Caribbean islands rely heavily on imported food products, particularly from the United States. This report aims to provide U.S. suppliers general information on export opportunities in the Caribbean Basin.

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Executive Summary:

NOTE: For purposes of this report, the term “Caribbean” refers to the Caribbean Basin Agricultural Trade Office’s (CBATO) islands of coverage: Anguilla, Antigua & Barbuda, Aruba, The Bahamas, Barbados, Bermuda, British Virgin Islands, Cayman Islands, Curacao, Dominica, Grenada, Guadeloupe, Martinique, Montserrat, the Caribbean Netherlands or BES Islands (Bonaire, Sint Eustatius and Saba), Saint Barthélemy, Saint Kitts and Nevis, Saint Lucia, Saint Martin, Saint Vincent & the Grenadines, Sint Maarten, Trinidad and Tobago, and Turks and Caicos Islands. The Office of Agricultural Affairs based in Santo Domingo covers the islands of Hispaniola and Jamaica.

The Caribbean is an excellent market for U.S. suppliers, due in large part to the fact that demand for imported food products is largely inelastic. These island nations must import the majority of their food requirements due to production constraints - insufficient arable land, scant water resources available on some islands, no economies of scale, and a limited food-processing sector. Due to familiarity, the 3.9 million island residences hold strong appeal for U.S. products. Annually between six and seven million stop-over tourists (over half of which are from the United States) visit the region which also helps spur the Caribbean food service sector’s demand for U.S. ingredients.

The United States is the largest supplier to the Caribbean of food products, largely in part on the strength of these favorable conditions. In 2014, the United States exported a record high $985 million worth of consumer-oriented products to the region, capping a dozen years of consecutive growth in that category. Preliminary 2015 data indicate this upward trend continuation, with January-October data showing consumer-oriented product exports to the Caribbean increasing by two percent over the same period in 2014. Consumer-oriented products account for over 60 percent of U.S. agricultural and related product exports to the Caribbean, with poultry meat & products (excluding eggs), dairy products, prepared foods, beef & beef products, and snacks rounding out the top five export categories. In 2014, the United Stated also exported a record-setting $40 million worth of fish products to the region, which should reach a similar level in 2015.

The Caribbean market is witnessing increasing competition from Europe, Canada, South and Central America. While the United States still enjoys several major location advantages, U.S. suppliers should remain mindful that in coming years rising competition will necessitate closer market monitoring in order to capitalize on emerging market opportunities around the region.

Section I. Market Overview

The small economies of the Caribbean, which are highly vulnerable to any external shocks, have struggled in the wake of the global economic recession in the late 2000's which curtailed tourist activity, dried up worker remittances, reduced foreign direct investment to the region, and softened demand for Caribbean exports. Beginning in 2010 the region began to show signs of modest economic recovery, which became more pronounced in 2014. Buoyed by economic recovery in the United States (the source of roughly 50 percent of the region's tourists), the Caribbean has begun to experience better than anticipated visitor arrivals, accommodation performance, and visitor spending. This, in turn, contributed to a healthy 2.4 percent GDP growth in the tourism-intensive island economies in 2014, according to the IMF. However, high public debt, fragile financial systems, and weak competitiveness remain significant challenges for the region.

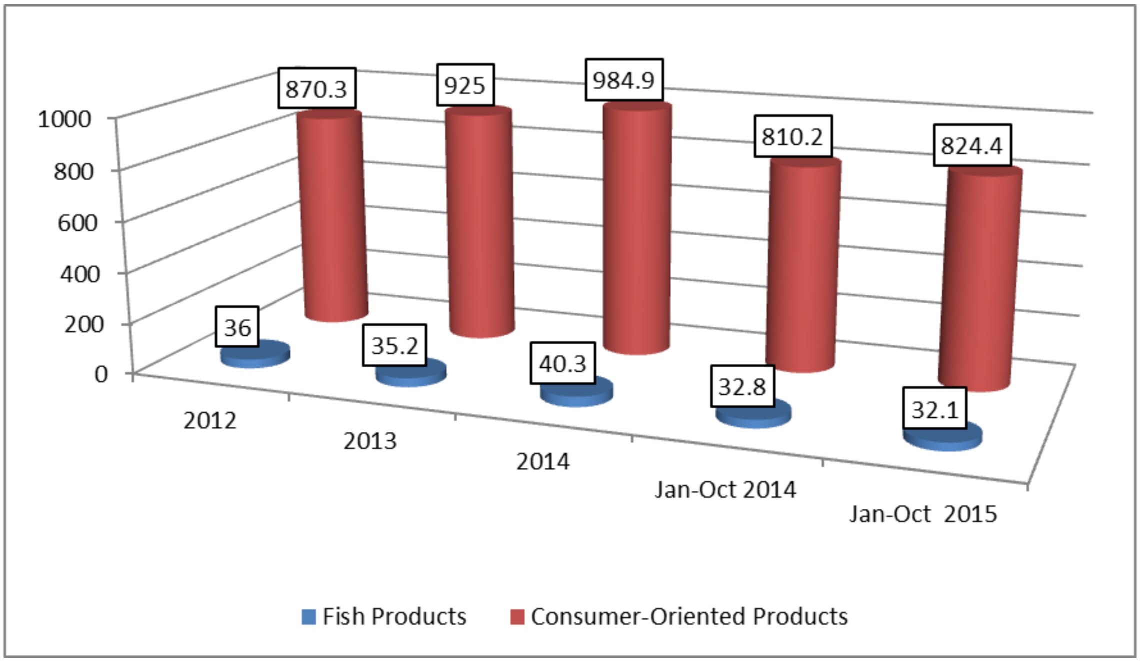
Low fuel prices, expansion in visitor arrivals from North America and emerging source markets (Brazil, Russia, India, China and South Africa) as well as increased intra-regional travel all point toward continued expansion in tourist activity in the foreseeable future. The IMF predicts similar economic growth (2.3 percent) for the region in 2015 and 2016.

While the region's economic recovery slowly improves, demand for U.S. foods remains as strong as ever. With an insufficient amount of arable land, scant water resources in some islands, no economies of scale, and a limited food-processing sector, the islands of the Caribbean must import the majority of their food needs. There is also the strong appeal of U.S. products among the 3.9 million local residents. This is primarily due to exposure to U.S. products through visits that many Caribbean citizens make to the United States and through U.S. television programming which is widely available throughout the region via satellite. Moreover, between six and seven million stop-over tourists (over half of which are from the United States) visit the Caribbean annually and help fuel demand for U.S. products in Caribbean food service outlets. The regulatory environment in the islands is also quite receptive toward U.S. products.

Given these favorable conditions for U.S. exports, it is no surprise that the United States is the largest supplier of food products to the Caribbean. In 2014, the United States exported a record high $985 million worth of consumer-oriented products to the region, capping a dozen years of consecutive growth in the category. Preliminary data indicate a continuation of this upward trend in 2015, with January-October exports of consumer-oriented products to the Caribbean increasing by two percent from the same period in 2014. Consumer-oriented products account for over 60 percent of U.S. agricultural and related product exports to the Caribbean, with poultry meat & products (excluding eggs), dairy products, prepared food, beef & beef products, and snacks rounding out the top five export categories. In 2014, the United Stated also exported a record-setting $40 million worth of fish products to the region, which should reach a similar level in 2015.

U.S. Exports of Consumer-Oriented and Fish Products to the Caribbean

(Millions of Dollars)



Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics.

Caribbean importers have a long history of doing business with the United States. Their strong interest in U.S. suppliers and products is mainly due to the following: close proximity, long-standing reputation of high quality products, and superior quality of service. In fact, many local importers have noted that they are able to source a variety of products from non-U.S. suppliers, but few of these suppliers can match their U.S. counterparts in terms of product quality and reliability.

Advantages	Challenges
With little arable land and food production, the islands of the Caribbean must import most of their food needs.	In some markets, such as the French West Indies, a key constraint is breaking the traditional ties with Europe. Chefs in many islands are European trained and thus prefer European products.
The tourism sector is rebounding. This is a key factor in generating demand for U.S. products, particularly in the food service sector. The Caribbean is visited by approximately six to seven million stop-over tourists annually.	Caribbean economic well-being is highly dependent on tourism. Hence, economies remain very susceptible to factors that may disrupt tourism (i.e. the world economy, terrorism, more active hurricane seasons, etc.).
The United States is the source of approximately 50 percent of all tourists visiting the region, boosting demand for U.S. foods.	Ocean transportation rates from the United States can be more expensive than those from Europe.
Proximity and frequent transportation service to	Political interest in attaining "regional food security" or

the region work to the advantage of U.S. suppliers.	"food sovereignty" has strengthened in recent years, and many islands are actively attempting to boost domestic production and diversify food supplies.
Exposure to US media as well as language, cultural, and commercial ties with the United States all contribute to consumers having a positive attitude toward U.S. products.	The nature of individual island markets requires special effort from US exporters: dealing with several small accounts; consolidation of small orders; complying with different import requirements for select products; ascertaining different market characteristics in every island.
US exporters, particularly south Florida consolidators, service the market very well and are in many ways better positioned to supply the Caribbean than competitors.	The 2008 trade agreement between the Caribbean and the EU has set the stage for increased competition from Europe. CARICOM is also negotiating a free trade agreement with Canada.
The United States has a dominant market share in the vast majority of Caribbean islands (estimated at 46 percent overall).	Other competitors are also targeting the Caribbean. The expansion of the Panama Canal, which is expected to be completed in 2016, may open the door to greater competition from Asia.
The regulatory environment at present is fairly open to U.S. products.	Certain products, particularly meat and poultry, may be restricted in selected markets due to either EU or island-specific restrictions.

Section II. Exporter Business Tips

The best way for a U.S. supplier to enter the market with success is to first research the market for potential niches, and develop an effective marketing plan. In doing so, it is important to weigh the advantages and disadvantages of using an importer/wholesaler versus selling directly to different customers throughout the region. The decision will not be the same for all U.S. exporters. For instance, large U.S. suppliers with a dedicated sales force who can travel to the islands periodically to service their customers may find it advantageous to work directly with multiple retail and food service accounts throughout the islands. Exporters who are not able to do so will find it easier to work with an importer/wholesaler in a particular island. The latter is, in fact, the easiest and preferred method for most U.S. exporters.

In general, Caribbean buyers rely heavily on consolidators, particularly those located in South Florida, for shipment of mixed container-loads to their local ports. As a result, a crucial part of doing business with Caribbean importers, is building a relationship with a consolidator in South Florida, and sometimes in New Jersey for purposes of shipping to Bermuda. Since some large resorts and chain supermarkets often order larger shipments directly from suppliers, the main resource for medium to smaller sized retail and food service businesses are local importer/wholesalers, making them a good target for smaller U.S. exporters. These importers/wholesalers will work with prospective U.S. suppliers to find the best means of product delivery, and meeting local standards and regulations. Local importers will usually stay informed of changing regulations and duties on food and beverage products.

In most islands, food safety responsibilities fall under the Ministry of Public Health or its equivalent. The Ministry of Agriculture may also play a role with plant and animal products both in terms of public health and in terms of plant and animal health. Meat and poultry, dairy products, seafood, and produce typically require import approval and health/country of origin certification. For example, phytosanitary certificates from the country of origin must accompany imported fresh produce and plants. Health certificates must accompany live animals and animal products. Certain items may be restricted if the government decides they pose a risk to food safety or plant and animal health. It is always a good idea for U.S. exporters to verify that their product is eligible for entry into a particular island prior to shipping.

Most Caribbean countries follow international standards (e.g., Codex Alimentarius standards) and fully accept U.S. standards for food and agricultural products, including the standard U.S. nutritional fact panel. However, U.S. suppliers must be aware that EU standards may apply for some EU Member State territories in the Caribbean. The French overseas departments of Guadeloupe & Martinique are a case in point, as they require food and beverage products to be labeled in French and to comply with EU norms. In general, enforcement of labeling and other product standards is carried out mostly at the port of entry, but routine and random checks at the retail and wholesale levels are also conducted. As always, good communication with local importers will help to ensure proper compliance with local food laws.

More information on Caribbean Basin import requirements can be found in the Food and Agricultural Import Regulations and Standards (FAIRS) Reports for the following countries: Aruba, The Bahamas, Barbados, Bermuda, Cayman Islands, Cuba, Curacao, Sint Maarten, and Trinidad and Tobago.

Section III. Market Sector Structure and Trends

A. HRI Food Service Sector

As mentioned earlier, tourism is expected to remain sluggish for the foreseeable future. However, one positive development is the considerable investment in tourism infrastructure that has taken place in recent years, which certainly strengthens the long term potential of the hotel, restaurant, and institutional (HRI) food service sector. One such investment is the Baha Mar gaming resort project in The Bahamas, which is being billed as the largest resort development currently under construction in North America and the largest single-phase resort development in the history of the Caribbean. The $3.5 billion, 1,000 acre development will be located 5 miles west of Nassau along a half mile stretch known as Cable Beach. Nearing its completion in 2015, the project ran into financial/legal difficulties and has yet to open. Provided these obstacles can be overcome in 2016, when it open s its doors Baha Mar will include four resort hotels, the Caribbean's largest casino, The Bahamas' largest convention center, and 20 full-service restaurants and bars among other attractions. In an effort to capitalize on the Chinese and Asian outbound tourism trend, Baha Mar is setting up an office in Hong Kong's business district. They plan to court Asian tourists by promoting Baha Mar as an Asia-friendly destination. Bahamian tourism and demand for U.S. foods are expected to increase accordingly. U.S. suppliers of Asian style products may find Bahamian importers increasingly interested in their products if Bahama is successful at attracting large numbers of Asian tourists. For more information see the following GAIN report: Tourism Development Spells Good News for U.S. Suppliers.

Overall, the Caribbean HRI food service sector is estimated to account for roughly 35 to 45 percent of consumer-oriented agricultural imports. The percentage of Caribbean hotels and restaurants that are independently owned varies from approximately 90 percent in Grenada to 25 percent in The Bahamas (Nassau in particular). This characteristic impacts the flow of imports to the island. The independently-owned restaurant or hotel is more likely to source its food and beverage products from local importers/wholesalers, while larger chain restaurants and hotels have both the connections and the economies of scale to also make direct imports from U.S. suppliers.

While corporate-owned resorts and hotels have boomed over recent years, independently-owned food service businesses are still strong on all Caribbean islands. Local independently-owned restaurants remain especially popular in countries such as Aruba, Barbados, Bermuda, and Sint Maarten/St. Martin. Some of the world's most acclaimed chefs are working in the Caribbean. Using high quality ingredients, these chefs and their restaurants often are a valuable platform for U.S. food and beverage products. However, many chefs are European-trained and thus breaking their preference toward European products can be challenging. Heightened interest of chefs in the use of locally produced ingredients is a recent trend, similar to other parts of the world.

For more information on this sector, see the following GAIN HRI food service sector reports for the Caribbean Basin: Cayman Islands (2013), Trinidad and Tobago (2012), The Bahamas (2011), Bermuda (2010), Eastern Caribbean (2009), Netherlands Antilles (2008).

B. Retail Sector

An estimated 55 to 65 percent of consumer-oriented agricultural imports in the Caribbean are destined for the retail sector. Most of the products stocked on the shelves of Caribbean retail stores are imported.

As in the HRI sector, smaller retailers such as neighborhood 'mom and pop' stores will buy most if not all of their products from local import wholesalers. These retailers have a slower turnaround on product sales and have limited space for storage, which both lead to wholesale as a preferred option for sourcing food and beverage products.

In contrast, supermarket chains often have both local and U.S. or foreign-based purchasing offices.

They work closely with U.S. suppliers to find the best prices for products of interest. Again, a consolidator in South Florida is still crucial to the equation in this market segment.

International retail chains in the Caribbean include: PriceSmart (U.S.), Cost-U-Less (Canada), Save-A-Lot (U.S.), Carrefour (France), and Albert Heijn Zeelandia (Holland). While these retail outlets do quite well, 'mom and pop' stores will continue to supply a large share of consumers' needs for basic supplies. In addition, national and international convenience stores and gas marts play a small but growing role in consumer food purchases, contributing about five percent of total retail food sales.

An interesting market niche in the retail sector is yacht provisioning. Yachters (or 'yachtees' as they are known in some islands) often phone or fax in their orders to harbor stores or may venture into town to visit the local supermarkets who cater to their specific needs. This is especially prevalent in the British Virgin Islands, Antigua and Barbuda, and Trinidad and Tobago.

For more information on this sector, see the following GAIN retail sector reports for the Caribbean Basin: Cayman Islands (2013), Trinidad and Tobago (2012), The Bahamas (2011), Bermuda (2010), Eastern Caribbean (2009), and the Dutch Caribbean (2008).

C. Food Processing Sector

Food processing in the broad Caribbean Basin is highly concentrated in the larger countries such as the Dominican Republic and Jamaica. In the CBATO's islands of coverage, which have very limited food production and practically no economies of scale, food processing is much less prevalent. In fact, bulk and intermediate agricultural products account for less than a quarter of U.S. agricultural and related exports to the CBATO islands. Nonetheless, there is processing of wheat flour, pasta products, rice, bakery products, soy products, dairy products, and animal feeds in some countries, particularly in Trinidad and Tobago and Barbados. Food processors within the region buy roughly 20 percent of raw materials and food ingredients from local suppliers and import 80 percent from international suppliers.

Section IV. Best Consumer Oriented Product Prospects

Market Opportunities exist for practically all high-value, consumer-oriented foods/beverages and seafood products in the Caribbean Basin. Some of the most prominent growth categories include:

Product Category	2014 Market Size* (Volume)	2014 Imports* ($1,000)	5-Yr. Avg. Annual Imp Growth* (%)	Import Tariff Rate ** (%)	Key Constraints Over Market Development	Market Attractiveness for USA
Wine & Wine Products	No local production	36,362	11	5-60 in most islands	Strong competition, particularly from Europe, Chile & Argentina	Consumer-oriented product demand should continue strong, albeit tempered by overall economic conditions.
Pork & Pork Products	Min. Local Production	49,705	8	0-40 in most islands	Select countries have domestic purchase requirements. Retail market is a niche market, subject to health of the economy. HRI market depends on tourism.	Consumer-oriented product demand should continue strong, albeit tempered by overall economic conditions.
Beef & Beef Products	Min. Local Production	82,796	6	0-40	Retail market is a niche market, subject to health of the economy. HRI market depends on tourism.	Consumer-oriented product demand should continue strong, albeit tempered by overall economic conditions.
Dairy Products	Min. Local Production	98,570	6	0-20	Retail market is a niche market, subject to health of the economy. HRI market depends on tourism.	Attractive to U.S. suppliers with market driven approach to business in the Caribbean.
Snack Foods	Min. Local Production	76,618	4	0-20	Retail market is a niche market, subject to health of the economy. HRI market depends on tourism.	Consumer-oriented product demand should continue strong, albeit tempered by overall economic conditions.
Prepared Food	Min. Local Production	89,149	8	0-20	Retail market is a niche market, subject to health of the economy. HRI market depends on tourism.	Consumer-oriented product demand should continue strong, albeit tempered by overall economic conditions.
Poultry Meat	Min. Local Production	150,413	4	0-40 in most islands	Some domestic production (i.e. T&T, Barbados, St. Lucia). Select countries have domestic purchase requirements. Retail	Consumer-oriented product demand should continue strong, albeit tempered by

					market is subject to health of the economy. HRI market depends on tourism. Proposed increase in CARICOM's common external tariff for poultry products could become a major constraint for U.S. suppliers.	overall economic conditions.

*Total market size data is unavailable. Imports and average annual import growth are based on U.S. export data from the U.S. Bureau of the Census trade data.

**Applied import duties and competing imports may vary from country to country in the Caribbean.

Some other product categories with excellent 5-year average annual growth in U.S. exports include tree nuts (13 percent), eggs & products (11 percent), processed fruit (10 percent), fresh vegetables (9 percent), and fresh fruit (9 percent).

Section V. Key Contacts and Further Information

A. For more information, please contact:

Caribbean Basin Agricultural Trade Office
Foreign Agricultural Service
United States Department of Agriculture
909 SE 1st Ave, Suite 720
Miami, Florida 33131
Phone: (305) 536-5300
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B. Useful U.S. Government Websites:

Foreign Agricultural Service (FAS), USDA

This site provides extensive information on FAS programs and services, trade statistics, market research, trade shows and events, and much more.
http://www.fas.usda.gov

Caribbean Basin Agricultural Trade Office (CBATO), FAS/USDA

The CBATO website offers information on services available to U.S. exporters in the Caribbean, promotional activities, market research and more.
http://www.cbato.fas.usda.gov

US Department of Commerce

This is the U.S. Government's Export Portal, which provides a wealth of information on services and programs available to U.S. exporters. Comprehensive Country Commercial Guides are available for select markets through the portal's Market Research Library (under the Opportunities tab click on 'Market Research' and then on 'Market Research Library').
http://www.export.gov

US Department of State

This site provides country fact sheets as well as valuable information on travel & business in foreign countries and on U.S. Embassies and Consulates around the world.
http://www.state.gov

Central Intelligence Agency

The CIA's on-line World Fact book provides useful and up-to-date guides for practically every country in the world.
https://www.cia.gov/library/publications/the-world-factbook/

C. Other Useful Sources of Information (Non-U.S. Government):

The websites listed below are provided for the readers' convenience; USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with the information contained in these websites.

CARICOM (Caribbean Community)

The CARICOM website provides news and information on a wide variety of topics related to the Caribbean Community.
http://www.caricom.org

Caribbean Hotel & Tourism Association (CHTA)

This site provides information on different events related to the region's hotel and tourism industry as well as other related information.
http://www.caribbeanhotelassociation.com

Caribbean Tourism Organization

This site contains comprehensive tourism statistics on the region and other market research.
http://www.onecaribbean.org

Appendix I. Statistics

The following statistics were obtained from several sources. Many sources of statistical information were consulted due to the widespread nature of the CBATO'S islands of coverage. Some variations, depending on the agency compiling data, will exist in the tables provided.

Table A. Key Caribbean Basin Trade and Demographic Information

Agricultural Imports From All Countries ($Mil) / U.S. Market Share (%) 1/	$3,159/ 46.2
Consumer Food Imports From All Countries ($Mil) / U.S. Market Share (%) 1/	$2,061/ 43.9
Edible Fishery Imports From All Countries ($Mil) / U.S. Market Share (%) 1/	$157/ 25.9
Total Population (Millions 2/) / Annual Growth Rate (%)	3.9 / Range: -0.28 to 2.32
Urban Population (Millions 2/) / Annual Growth Rate (%)	2.0/ Range: -1.2 to 2.5
Number of Major Metropolitan Areas 3/	0
Size of the Middle Class (Millions) / Growth Rate (%)	N/A
Per Capita Gross Domestic Product (ppp, U.S. Dollars)	Range: $8,500 to $85,700
Unemployment Rate (%)	Range: 3.3 to 33.5
Per Capita Food Expenditures (U.S. Dollars)	N/A
Female Population Employed (%) 4/	Range: 36.4 to 63.8
Exchange Rate (US$1 = Caribbean country's currency)	Varies by Country

Footnotes:

1/ 2014 global export value to the CBATO islands of coverage based on reporting countries export statistics as compiled by the Global Trade Atlas database.

2/ 2015 mid-year estimates

3/ Populations in excess of 1,000,000

4/ Female population employed as a percentage of working age (15-64) female population.

Source: CIA World Fact book, Global Trade Atlas, Euromonitor, UN data.

Table B. Consumer Food and Edible Fishery Product Imports

(U.S. Dollars)

				% Change
	2012	2013	2014	2014/2013
Consumer-Oriented Agricultural Total	2,052,403,848	1,932,238,192	2,060,763,416	6.65
Chicken Cuts And Edible Offal (Inc Livers), Frozen	141,403,001	160,250,817	162,265,528	1.26
Food Preparations Nesoi	119,518,030	110,094,297	113,827,003	3.39
Cheese, Nesoi, Including Cheddar And Colby	105,272,216	93,404,684	104,264,432	11.63
Wine, Fr Grape Nesoi & Gr Must W Alc, Nov 2 Liters	82,210,293	74,848,072	82,432,945	10.13
Meat Of Bovine Animals, Boneless, Frozen	65,809,529	60,452,795	68,428,471	13.19
Beer Made From Malt	81,402,214	61,852,559	65,775,944	6.34
Bread, Pastry, Cakes, Etc Nesoi & Puddings	57,256,098	56,529,469	61,513,051	8.82
Potatoes, Prepared Etc., No Vinegar Etc., Frozen	54,170,313	57,406,529	50,792,854	-11.52
Mlk/Cream Cnctrd Nt Swtn Pwd/Oth Solids Ov 1.5% Fa	51,590,607	48,253,190	47,854,933	-0.83
Waters, Incl Mineral & Aerated, Sweetnd Or Flavord	47,641,585	45,564,894	46,818,434	2.75
Meat Of Swine, Nesoi, Frozen	45,761,614	36,858,664	46,489,696	26.13
Nonalcoholic Beverages, Nesoi	40,890,864	41,540,846	46,324,806	11.52
Sauces Etc. Mixed Condiments And Seasonings Nesoi	34,664,893	31,651,944	35,206,502	11.23
Malt Extract; Flour, Meal, Milk Etc Prod Etc Nesoi	28,278,362	31,515,889	32,173,304	2.09
Cookies (Sweet Biscuits)	33,259,706	31,554,777	30,978,271	-1.83
Sparkling Wine Of Fresh Grapes	30,074,379	28,271,497	30,362,336	7.4
Meat Of Sheep, Cuts With Bone In, Nesoi, Frozen	20,912,628	22,305,525	29,409,040	31.85
Mlk & Crm,Cntd,Swt,Powdr,Gran/Solids,Nov 1.5% Fat	15,224,409	20,216,996	29,122,394	44.05
Food Preparations For Infants, Retail Sale Nesoi	24,103,843	24,001,232	25,203,691	5.01
Potatoes, Except Seed, Fresh Or Chilled, Nesoi	27,772,079	24,658,027	24,919,685	1.06
Milk And Cream, Concentrated, Not Sweetened, Nesoi	30,544,555	22,943,912	24,816,698	8.16
Dog And Cat Food, Put Up For Retail Sale	26,657,888	24,185,772	24,328,776	0.59
Meat Of Bovine Animals, Boneless, Fresh Or Chilled	20,134,642	20,511,922	23,524,810	14.69
Other Consumer-Oriented Products	867,850,100	803,363,883	853,929,812	6.29
Fish & Seafood Products	387,660,135	158,107,254	157,354,490	-0.48
GRAND TOTAL	2,440,063,983	2,090,345,446	2,218,117,906	6.11

* Because import data for all Caribbean Basin countries are not available, the above numbers represent global export value to the CBATO islands of coverage based on reporting countries export statistics as compiled by the Global Trade Atlas database.

Source: Global Trade Atlas.

Table C. Top 15 Suppliers of Consumer Foods and Edible Fishery Products

Consumer-Oriented Agricultural Imports*, US$

	2012	2013	2014	Market Share (%)
USA	811,154,264	853,780,656	903,905,056	43.9
EU28 (External Trade)	332,606,692	247,923,629	275,720,264	13.4
Netherlands	151,023,205	85,704,101	93,327,885	4.5
Brazil	86,580,757	84,136,051	90,282,834	4.4
New Zealand	86,864,629	87,042,713	89,101,749	4.3
Canada	59,041,499	77,265,521	67,389,464	3.3
United Kingdom	49,190,656	54,631,228	57,551,654	2.8
Costa Rica	36,322,091	42,200,083	44,580,567	2.2
France	44,280,885	27,741,687	32,492,229	1.6
Jamaica	28,012,543	30,684,961	30,981,254	1.5
Ireland	19,495,712	18,774,670	25,531,374	1.2
Colombia	23,229,214	22,175,085	24,958,430	1.2
Australia	17,580,507	18,598,365	23,634,457	1.1
Barbados	18,317,131	19,713,087	22,665,123	1.1
Germany	15,475,382	15,889,296	20,082,579	1.0
Other	273,228,681	245,997,059	258,558,497	12.5
TOTAL	2,052,403,848	1,932,258,192	2,060,763,416	100.0

* Because import data for all Caribbean Basin countries are not available, the above numbers represent global export value of consumer-oriented products to the CBATO islands of coverage based on reporting countries export statistics as compiled by the Global Trade Atlas database.

Table C. Top 15 Suppliers of Consumer Foods and Edible Fishery Products, (Continued)

Fish & Seafood Product Imports*, US$

	2012	2013	2014	Market Share (%)
USA	36,270,247	35,210,744	40,763,329	25.9
Canada	18,257,842	17,872,164	16,922,335	10.8
Thailand	16,050,177	12,372,937	13,411,226	8.5
China	6,940,909	9,225,532	10,131,777	6.4
Norway	9,563,347	10,656,010	8,686,202	5.5
Guyana	6,540,530	7,295,274	7,895,721	5.0
Peru	5,723,671	7,516,735	7,864,133	5.0
India	4,386,240	5,052,505	7,119,746	4.5
Tanzania	-	-	6,601,279	4.2
EU28 (External Trade)	5,743,093	4,038,695	4,665,838	3.0
Indonesia	2,300,867	2,866,319	4,406,417	2.8
Belize	4,336,897	9,330,590	3,760,995	2.4
Panama	1,929,718	1,570,226	3,521,861	2.2
Taiwan	5,916,845	5,071,776	2,870,066	1.8
Brazil	3,818,481	4,514,285	2,679,097	1.7
Other	259,881,271	25,513,462	16,054,468	10.2
TOTAL	387,660,135	158,107,254	157,354,490	100.0

* Because import data for all Caribbean Basin countries are not available, the above numbers represent global export value of fish and seafood products to the CBATO islands of coverage based on reporting countries export statistics as compiled by the Global Trade Atlas database.

Source: Global Trade Atlas.

Table D. U.S. Exports of Consumer Food and Edible Fishery Products to the Caribbean

(Thousands of U.S. Dollars)

	2012	2013	2014	Jan - Oct 2014	Jan - Oct 2015
Product	Value	Value	Value	Value	Value
Consumer Oriented Total	870,319	925,015	984,867	810,224	824,444
Poultry Meat & Prods. (ex. eggs)	141,168	152,218	150,413	121,863	118,244
Dairy Products	88,591	89,312	98,570	82,098	80,819
Prepared Food	74,918	87,086	89,149	73,904	79,766
Beef & Beef Products	75,627	71,540	82,796	67,534	72,790
Snack Foods NESOI	74,497	73,168	76,618	64,806	63,332
Non-Alcoholic Bev. (ex. juices)	45,351	52,266	55,450	45,830	47,765
Wine & Beer	39,777	43,888	55,154	46,191	46,009
Pork & Pork Products	38,780	42,183	49,705	38,466	34,425
Fruit & Vegetable Juices	43,868	43,954	41,402	34,845	34,555
Fresh Fruit	30,899	34,619	38,314	30,285	31,624
Fresh Vegetables	20,960	29,238	33,786	27,162	26,866
Processed Vegetables	30,975	31,534	32,821	27,563	26,924
Condiments & Sauces	27,165	27,846	30,543	25,562	26,567
Eggs & Products	21,555	25,740	30,019	24,984	28,521
Dog & Cat Food	27,430	29,253	28,701	24,703	23,896
Chocolate & Cocoa Products	19,908	18,395	19,353	15,925	18,206
Other Consumer Oriented	18,538	19,096	17,763	13,961	14,875
Breakfast Cereals	16,762	18,337	16,246	14,058	14,364
Meat Products NESOI	13,999	12,391	15,707	12,610	13,046
Tree Nuts	9,616	12,343	12,537	9,803	12,265
Processed Fruit	9,933	10,606	9,816	8,071	9,584
Fish Products	36,006	35,158	40,303	32,817	32,050
GRAND TOTAL	906,325	960,173	1,025,170	843,041	856,494

Source: U.S. Bureau of the Census Trade Data.