

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Brazil

Exporter Guide

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Report Highlights:

This report provides a general guidance for U.S. exporters who are exploring opportunities in the Brazilian market. Although the local import company would be responsible for most of the import operation, exporters play an important role. Accurate information and proper documentation provided by the exporter will be crucial to clear products at customs with minimal delays and administrative burdens.

Post:

Sao Paulo ATO

I. Market Overview

In Brazil, most imported foods and beverages considered consumer-oriented are not price competitive compared to domestically produced goods. Exporters from the non-Mercosul region face difficulties to compete with products from Mercosul and Chile, as this group of countries benefits from tariff exemptions. In this environment, U.S. exporters mainly compete with EU suppliers, as both enter the market under similar conditions. Imported products from the U.S. and the EU are positioned within the premium price category and, as such, premium attributes are expected to be offered. In general, Brazilians are more familiar with European eating habits as the population shares similar traditions and tastes. Although the EU starts with an advantage, U.S. products have exceptional quality and standards to consistently gain market share.

Brazil's imports of consumer-oriented food products stood at US\$3.1 billion in 2010. Compared to 2009, imports of these items rose 41.2 percent. From the consumers' perspective, this result reflects a combination of factors: higher income, adoption of new consumption habits (middle class consumption patterns mirroring values and behaviors of the upper class), and more access to high-end products due to the expansion of these items at supermarkets where imported goods were not sold previously. As the dollar depreciated against the local currency (the real), U.S. goods have also become more attractive, driving importers' interest for U.S. food and beverage items. Although demand has risen, the U.S. has not expanded market share.

CONSUMER-ORIENTED AGRICULTURAL TOTAL (US\$ million)

	2006	%	2007	%	2008	%	2009	%	2010	%
World	1,422.0	100.0	1,670.1	100.0	2,123.7	100.0	2,219.8	100.0	3,134.2	100.0
Mercosul (4)	743.4	52.3	816.9	48.9	1,015.4	47.8	1,040.0	46.9	1,436.5	45.8
EU (15)	286.2	20.1	364.0	21.8	480.6	22.6	509.2	22.9	697.7	22.3
Chile	119.1	8.4	149.6	9.0	171.5	8.1	198.3	8.9	286.5	9.1
U.S.	93.7	6.6	112.6	6.7	162.0	7.6	148.8	6.7	203.7	6.5
Others	179.6	12.6	227.1	13.6	294.2	13.9	323.5	14.6	509.9	16.3

Source: Secretariat of Foreign Trade (Secex)

Note: Mercosul (4): Brazil, Argentina, Uruguay and Paraguay; EU (15): Germany, Austria, Belgium, Spain, Denmark, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, United Kingdom and Sweden.

Although the scenario is positive towards imports, U.S. companies may find it useful to observe the following advantages and challenges:

ADVANTAGES	CHALLENGES
Retailers offer foreign goods to differentiate themselves, develop new niche markets and gain high-end consumers' attention.	Brazil is self-sufficient in food supply. In 2010 the local food industry launched 15,000 sku's. Imported products are considered a luxury item.
Price is not always the determinant purchasing criteria for high-end consumers.	High-end consumers are more demanding regarding other aspects of products such as innovation, packaging, status, new trends, etc.

Brazilian importers are frequently searching for new-to-market products as they must update their portfolio from time to time in order to gain market share.	Importers tend to buy small quantities to test market. U.S. companies are not always predisposed to sell small quantities.
The U.S. food industry is able to respond to consumer demand promptly, regardless of the segment of products.	Consumers perceive U.S. food products to be overly processed and relatively unhealthy. This misperception restricts business of U.S. high-end products.

II. Exporter Business Tips

Oversight of imported food and beverage products is primarily the responsibility of the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) and the Ministry of Health (MS), through the National Agency of Sanitary Surveillance (ANVISA). These two government bodies ensure the safety of the food supply and enforce regulations related to food and beverage products throughout the supply chain.

MAPA AND ANVISA JURISDICTION

MAPA	ANVISA
<u>Consumer-oriented products</u> <i>animal products</i> : red meat and by-products, poultry meat and by-products, fish, seafood products, dairy products, and eggs; <i>beverages</i> : alcoholic and non alcoholic (except energy drinks, hydroelectrolitic beverages, soy beverages); <i>fruits and vegetables</i> : dried, fresh and processed	<u>Consumer-oriented products</u> <i>food</i> : all consumer-ready or processed products, (except those under MAPA's authority) <i>beverages</i> : energy drinks, hydroelectrolitic beverages and soy beverages
<u>Intermediate products</u> (wheat flour, planting seeds, etc)	<u>Intermediate products</u> (sugar, sweeteners, mineral water, flavored waters, additives, and other ingredients (excluding those under MAPA's authority).
<u>Bulk commodities</u> (wheat, grains, rice, soybean, cotton, tobacco, pulses, peanuts, flour, etc)	
Pet food, feeds and fodders	
Plants and seeds	
Animals, semen and embryos	

Entry procedures into Brazil may be divided into three major phases. According to the product category, the import process may vary, during each phase, different actions must be taken by the import company. To fulfill the local requirements the importer must work together with the exporter, particularly in the initial phase, when the documents for shipment are prepared. On the third phase, upon product arrival, most companies contract a customs agent who will be responsible for clearance formalities. Although, the scheme below presents a general structure for imports of food and beverage in Brazil, importers/exporters must note other Ministries, besides MAPA and ANVISA, share jurisdiction for ensuring the safety of the Brazilian food

supply and for regulating imports of agricultural commodities and foods. The most updated set of rules each administrative agency releases must be observed prior to shipment as it directly impacts the access for foreign goods into Brazil.

IMPORT PROCEDURES

PRIOR TO SHIPMENT	DURING SHIPMENT	UPON PRODUCT ARRIVAL
1. Plant Registration	7. Shipping Instructions	9. Notification of Cargo Arrival
2. Ingredients Evaluation	8. Bill of Lading (B/L) or Airway Bill (AWB)	10. Import Declaration (DI)
3. Labeling		11. Inspection MAPA/ANVISA
4. Product Registration		12. Customs' Evaluation
5. Pro Forma Invoice		13. Re-Inspection/Product Release
6. Import License (LI)		

Import Procedures Prior to Shipment

1. Plant Registration

Stricter control is set for animal origin goods, which means that all manufacturing plants must be approved and registered by MAPA prior to exporting their products to Brazil. To comply with the Brazilian regulation, U.S. companies may contact the local USDA/FAS/Office of Agricultural Affairs (OAA) who is responsible for initiating the registration process with MAPA.

Other product categories also require pre-shipment procedures:

- MAPA establishes phytosanitary measures to allow imports of vegetable origin products. Products of vegetable origin are classified according to the level of risk. In order to approve imports, MAPA must evaluate the risk of the product in question. According to the risk presented, a Pest and Risk Assessment (PRA) may be requested. Once completed, the product must be included in the List of Products Authorized to Import (PVIA), indicating no risk or the risks are controlled under phytosanitary measures.
- To allow foreign alcoholic and non-alcoholic beverages into the country, MAPA requires the exporting country to provide a list of entities eligible to issue certificates of analysis and certificates of origin. Once the list is sent to MAPA by an official source, the name of the institution will be placed at: <http://sistemasweb.agricultura.gov.br/siscole/consultaPublicaCadastro!consultarCadastro.action>. At clearance, MAPA will only accept documents from entities included on this list. The Alcohol and Tobacco Tax and Trade Bureau (TTB) has the authority to certify labs and institutions to issue the certificates for alcoholic beverages. Should a lab approved by TTB not be included on MAPA's list, TTB can request an update. The current TTB list of wine, distilled and beer chemists is found at http://www.ttb.gov/ssd/chemist_certification.shtml. For obtaining guidance for non-alcoholic beverages, the exporter may contact ATO Sao Paulo.

2. Ingredients Evaluation

Brazilian legislation is "positive", which means that only products (including additives,

colorings, preservatives, etc) that are authorized by Brazilian regulations are allowed to enter the market. Therefore, the importer must ensure the Brazilian Government (GoB) permits the entry of the foreign product. All ingredients contained in food or beverage items should meet GoB specifications and tolerance levels. For that, the Identity and Quality Standard (PIQ) established by MAPA and ANVISA must be followed.

Under ANVISA, food products containing new ingredients and foods containing ingredients that are already consumed but with tolerance levels above the Brazilian diet patterns are considered "new foods". Such products must be analyzed and approved by ANVISA prior to importation.

3. Labeling

Labeling of food and beverage products must be in accordance with GoB regulations. The requirements are also found on the specific PIQ and the Consumer Protection Code. The exporter should forward a sample of the package to the importer to facilitate label development. Legislation requires the following information on labels:

Front panel

- technical name (according to MAPA/ANVISA classification)
- brand
- quantity indication

For all products:

Liquid content (grams or milliliters)	Minimum font height (mm)
below or equal 50	2.0
above 50 and below or equal 200	3.0
above 200 and below or equal 1000	4.0
above 1000	6.0

For alcohol contents:

Liquid content in milliliters	Minimum font height (mm)
up to 600	1.5
above 600 and up to 1,000	2.0
above 1,000 and up to 2,500	3.0
above 2,500 and up to 4,000	4.0
above 4,000	6.0

Side panel

- list of ingredients
- country of origin
- contact information for the processing company
- contact information for the importer
- expiration date
- lot number
- care and handling information
- instructions for product use (if necessary)
- claim "contains gluten" "does not contain gluten"
- % alcohol content (for alcoholic beverages)
- notice "evite o consumo excessivo de alcool", which translates to "avoid excessive consumption of alcohol" (for alcoholic beverages)
- nutritional information

Nutritional labeling requirements are similar to those in force in the U.S.. The Nutritional Information must be set by portion of food, and the portion listing must be accompanied by its respective "household measurement", for example, cup, tablespoon, and teaspoon. The label must include the following information:

NUTRITIONAL INFORMATION		
Portion of ... grams (household measurement)		
Quantity per portion		% Daily Required (VD*)
Energy Value	Kcal = kJ	%
Carbohydrates	g	%
Protein	g	%
Total Fat	g	%
Saturated Fat	g	%
Trans Fat	g	**
Dietary Fiber	g	%
Sodium	mg	%
Vitamins/Minerals (when applied)	mg or µg	%

* % daily requirements with reference to the basis in a 2,000Kcal, or 8,400kJ diet.

** daily requirement not established

Quantity indication should appear on the front panel as demonstrated below:

For all products:

NET CONTENT (grams or milliliters)	MINIMUM HEIGHT OF ALGORITHMS (mm)
Below or equal 50	2.0
Above 50 and below or equal 200	3.0
Above 200 and below or equal 1,000	4.0
Above 1,000	6.0

For alcohol content:

LIQUID CONTENT (milliliters)	MINIMUM HEIGHT OF ALGORITHMS (mm)
up to 600	1.5
Above 600 and up to 1,000	2.0
Above 1,000 and up to 2,500	3.0
Above 2,500 and up to 4,000	4.0
Above 4,000	6.0

The letters used for writing unit-of-measure symbols must have a minimum height of 2/3 of the height of the algorithms. For imported products, if the original packaging gives no indication of quantity on the main panel, or if such indication is in dimensions or units which do not agree with those established by INMETRO, a special authorization may be requested to allow the quantity statement elsewhere. However, in such cases, the size of the letters used must be, at a minimum, two times greater than those established on the above table.

For products whose label is not in the Portuguese language, an adhesive sticker can be used on the original label, containing all the required information.

4. Product Registration

Products under ANVISA jurisdiction are classified into 2 categories: products exempt from registration and products with mandatory registration. If the product is allowed to be marketed, the legal representative of the exporting company, a local subsidiary or the importer, must request product registration or an exemption from registration. If there is more than one importer for the same product, each importer must make an independent request. These forms must be delivered to the local office of the Ministry of Health in the state where the importer is legally based. Importers of food products under the mandatory list must register their products and pay fees, which vary according to the size of the company.

IMPORTED FOOD PRODUCTS AND PACKAGES <u>EXEMPT</u> FROM REGISTRATION
Sugar and table top sweeteners
Flavoring additives
Foods enriched with essential nutrients (minerals and vitamins)
Foods and beverages with complementary nutritional information (light, zero calories, free, low)
Confectionary products
Coffee, barley, tea, mate and instant products
Chocolates and cocoa products
Packaging
Enzyme and enzyme preparations
Seasonings, condiments and sauces
Frozen products and preparations for frozen products
Ice
Mixes for food preparation and ready for consumption products
Vegetable oils, fats and vegetable cream
Cereals and derivatives
Products containing protein of vegetable origin
Canned vegetable products (excl. heart of palm), fruit products and mushrooms

IMPORTED FOOD PRODUCTS AND PACKAGES WITH <u>MANDATORY</u> REGISTRATION
Additives
Dietetic sweeteners
Waters containing salt
Mineral water and natural water
Functional foods or health claims
Infant food
Food for weight control
Food with dietary restrictions of nutrients
Foods for diets with controlled sweeteners
Foods for special diets
Foods for pregnant and lactating women
Foods for elderly people
Foods for sport activities
Processing aids
Packaging from new technologies (recycled, PET)
Novel foods and/or novel food ingredients
Salt
Other salts
Bioactive substances and probiotic isolates claiming functional and/or healthy attributes
Vitamin and/or mineral supplements
Canned vegetable (heart of palm)

Under MAPA, meat, dairy and fish products must be registered in order to be exported to Brazil. The importer or a legal representative may file a request with MAPA.

5. Pro Forma Invoice

Before shipment, a *pro forma* invoice must be sent to the Brazilian importer, as this document starts the import clearance process. The *pro forma* invoice must be filled out properly; otherwise the importer will not be able to file an import application. Delays are very common as a result of inadequate information being reported on the *pro forma* invoice. To avoid it, importers often request a copy of the invoice by email or fax to check the information prior shipment.

6. Import License (LI)

With the request for an Import License (LI), the administrative process formally starts. Since 1997, all import and export approval operations occur through an automated system called Integrated Foreign Trade System (SISCOMEX). The importer requests an import permit, so called Import License (LI), which must be obtained before shipment. The LI is mandatory for all products that fall under the "non-automatic clearance" category, which is the case of food and beverage products. Import approval must be released by ANVISA or MAPA, according to their respective jurisdiction.

Import Procedures During Shipment

7. Shipping Instructions

Shipping Instructions consist of a document containing all the information related to the sale and the merchandise's condition upon embarkation, such as the quantity of product, form of payment, transport temperature, packaging, pallet used, etc. The Shipping Instructions should further contain all the documents to be sent to the importer.

8. Bill of Lading (B/L) or Airway Bill (AWB)

With the Shipping Instruction provided by the exporter, the shipping company will be able to issue the B/L or the AWB. This is the proof of loading, issued by the shipping company, containing the entire description of shipping.

Import Procedures Upon Product Arrival

9. Notification of Cargo Arrival

Upon arrival, the cargo must be sent to the Customs Terminal (storage). Once the goods are duly placed, the "presence of Cargo" must be created. This must be done through the SISCOMEX system and prior the "Import Declaration".

10. Import Declaration (DI)

Once goods arrive in Brazil, the importer (or a contracted customs broker officially representing the importer), must prepare the Import Declaration (DI) through the SISCOMEX. At this moment all taxes are paid. Through the Mercosul Common Nomenclature (NCM), which is

based on the international methodology of the Harmonized Commodity Description and Coding System or simple Harmonized System (HS), the amount of taxes to be paid is defined. The NCM is formed by 8 digits, the first 6 digits follow the HS codes while the seventh and eight digits correspond to Mercosul specifications.

11. Inspection MAPA/ANVISA

Before going through Customs, the importer must present the LI to MAPA or ANVISA officials. Officials will verify whether or not the cargo was duly authorized and if the documents are accurate.

12. Customs' Evaluation

The clearance process starts when the product arrives in Brazil. The importer (or a contracted customs broker, officially representing the importer) initiates the procedures. Clearance from customs consists of a series of acts carried out by a customs official who will authorize the release of the goods to the importer after the verification of product classification and tax payments. After the reception of documents, the system will automatically select inspection/verification method to be applied. They are:

- GREEN: customs clearance authorization is automatically issued.
- YELLOW: mandatory inspection of documentation is required and, if no evidence of irregularities is found, customs clearance is issued.
- RED: mandatory inspection of documentation and of goods is required before customs clearance authorization is issued.
- GRAY: mandatory inspection of documents, merchandise, and recalculation of import taxes applied.

Except for the green option, all documents including the Import Declaration, the receipt generated by the SISCOMEX and the Value Added Tax (ICMS) payment receipt (or waiver) must be presented to the Secretariat of Federal revenue (SRF). For goods assigned the gray option, a Declaration of Customs Value (DVA) must be made and transmitted via SISCOMEX to justify the product price and commercial aspects of the transaction. Any correction to the information presented must be carried out in accordance with SISCOMEX procedures. After registering customs clearance, the fiscal authority - the Secretariat of Federal Revenue - will release an import confirmation, approving customs clearance and the entry of goods.

13. Re-inspection/Product Release

MAPA and ANVISA inspectors must perform a re-inspection before admissibility. The admissibility will depend on:

- Documents review
- Physical examination
- Lab analysis/sample collection (to be conducted *in loco* if requested by authorities)

During the import process a series of documents will be requested and generated by government agencies. On average, importers of consumer-oriented products will deal with 18 different documents during the import process. This number may vary if the product has a mandatory registration (ANVISA) or classifies as plant origin, animal origin or alcoholic and non-alcoholic beverages (MAPA).

STANDARD DOCUMENTS

1. Ingredients List
2. Nutritional Information
3. Product Label
4. Pro Forma Invoice
5. Import License (LI)
6. Bill of lading or AWB
7. Certificate of Origin
8. Certificate of Analysis
9. Commercial invoice
10. Packing List
11. Shipping Instructions
12. Import Declaration (DI)
13. Petition for Sanitary Inspection and Clearance
14. Operating Warehouse License (for where the product will be stored)
15. Receipt of payment of the Merchandise Circulation Tax (ICMS)
16. Import Proof (CI)
17. Product Import Communication (CIP)
18. Request of Control Analysis (SAC)

III. Market Sector Structure and Trends

Brazil is self-sufficient in its food supply, relying on a well developed food processing industry, with thousands of food companies established throughout the country. In addition to domestic enterprises, there are major multinationals such as Nestle, Unilever, Bunge, Kraft, Cargill, and Cadbury. Since the 1980's the supply of processed food in the market has increased significantly. According to the Brazilian Association of Food Processors (ABIA), at that time the distribution of food was composed of 44 percent of fresh products and 56 percent of processed products. Today the percentage of fresh products decreased to 15 percent, while processed products make up 85 percent.

Food processors supply various channels: retail, wholesale, other food processing companies and food service. Negotiations with wholesalers and distributors may include semi-exclusive contracts with limitations on geographic areas covered and/or restrictions on product lines available to a company's competitors. With the development of the food service industry in the past years, many food processors created a food service department within their companies to fulfill this demand, however it is quite common for food service companies to buy goods from wholesalers. In contrast with the U.S., Brazilian retailers have access to food processors. Purchases may be made directly from processing companies. However, the option of buying from wholesalers and distributors remains.

The food processing industry follows strict standards to purchase or import ingredients. In general, there are specifications related to the product and a bidding process is used to select the best supplier. Retailers are more open to market opportunities and more oriented towards consumer-ready products. For retailers, if the volume to be imported does not justify the operation, they will prefer to purchase imported items locally from importers/distributors. While avoiding the middleman is a general goal, it only happens if companies are able to fill containers and keep overhead costs in check.

IV. Best High-Value Product Prospects

Brazilian importers are generally looking for well-known brands and high-end products. They usually prefer products with six months' shelf-life or more. In addition to the product itself, packaging, status and level of innovation are important attributes. Products that combine these characteristics are more likely to successfully enter the market.

Health foods, especially natural and organic products, have a limited presence in the Brazilian market. The food industry has not directed consistent efforts to develop this segment, as the consumer base for these products is restricted to the higher-end. There are a limited number of local suppliers offering processed organic products in the market, consequently prices for these items are high. U.S. suppliers may find great opportunities within this niche. Brazil requires the use of the organic stamp on all organic products. In order to get approval for its use, organic producers must comply with regulations, which mean that a local certifying agent, accredited by MAPA, must assure the product is produced according to MAPA's standards. Other food categories being sought by local importers are lactose free products, kosher products, diet products and gluten free products.

Every year the ATO runs an activity called American Products Portfolio (APP). Through this promotional activity, local importers specify U.S. products that would have appeal in the local market. Based on importers' requests, ATO Sao Paulo culls the list for best prospects, which is presented below:

PRODUCT	IMPORTS 2010* (US\$ Million)	IMPORT TARIFF (%)	KEY CONSTRAINTS OVER MARKET DEVELOPMENT	MARKET ATTRACTIVENESS FOR USA
FISH PRODUCTS	1,001.2	10-16	Plant/Product registration process restricts entry in the short run.	Consumption of fish products increased 40% from 2003-2009.
WINE	251.6	20	Higher price compared to European wines limits sales of new world wines. Comply with local regulation. Only lab certificates from labs accredited by TTB will be accepted.	Although the U.S. ranks 10 th as a wine supplier, U.S. exports to Brazil in 2010 increased 94% compared to 2009. Total wine imports increased 28% in the same period
OLIVE OIL	231.6	10	Price range restricts target consumers.	As the olive oil market consolidates, importers are starting to search for new trends. Interest for US olive oil is increasing.
RED MEATS	214.8	10-16	Plant/Product registration process restricts entry in the short run.	Brazil imports of fresh/chilled/frozen red meats from the US boomed in 2010. Exports increased approx. 500% compared to the previous year.
SNACKS	125.7	18-20	Price range restricts target consumers.	Snacks are the third major category of consumer-oriented product exported from the US to Brazil.
CHEESE	103.3	16-28	Plant/Product registration timing	Strong domestic demand increased cheese imports by 32% in 2010.

CHOCOLATE & CANDIES	92.4	20	Price range restricts target consumers.	Gourmet chocolates and candies represent approximately 15% of this market. This segment is expected to grow 20% a year.
DRIED FRUIT	48.3	10	The import process of dried fruits is subject to stricter control, once phytossanitary measures are to be observed.	Brazil is a major importer of dried fruits. Increasing demand for quality and standards puts the US in an advantageous position.
FRUIT & VEGETABLE JUICES	27.6	14	Comply with local regulation. Only lab certificates from labs accredited by US government will be accepted.	Imports of this category increased 233% from 2009 to 2010.
BEER	18.4	20	Comply with local regulation. Only lab certificates from labs accredited by TTB will be accepted.	Beer is by far the most consumed alcoholic beverage in Brazil (61%). As income rises, demand for high end products rises.

Source: * Secretariat of Foreign Trade (Secex)

V. Post Contact and Further Information

Please do not hesitate to contact the offices below for questions or comments regarding this report or to request assistance to export processed food products into Brazil:

U.S. Agricultural Trade Office (ATO)

U.S. Consulate General
Rua Henri Dunant, 700
04709-110 Sao Paulo, SP
Tel: (55 11) 5186-7400
Fax: (55 11) 5186-7499
E-mail: atosapaulo@usda.gov
atobrazil@usdabrazil.org.br

Office of Agricultural Affairs (OAA)

U.S. Embassy
Av. das Nacoes, quadra 801, lote 3
70403-900 Brasilia, DF
Tel: (55 61) 3312-7000
Fax: (55 61) 3312-7659
E-mail: agbrasil@usda.gov

APPENDIX I. STATISTICS (2010)

TABLE A. Key Trade & Demographic Information	
Agricultural Imports From All Countries (US\$ Mil) / U.S. Market Share (%) <input type="checkbox"/>	8,789.55
Consumer Food Imports From All Countries (US\$ Mil) / U.S. Market Share (%) <input type="checkbox"/>	3,134.23
Edible Fishery Imports From All Countries (US\$ Mil) / U.S. Market Share (%) <input type="checkbox"/>	683.95
Total Population (Million) / Annual Growth Rate (%)	191/ 1.94
Urban Population (Million) / Annual Growth Rate (%)	161 / Not Available
Number of Major Metropolitan Areas <input type="checkbox"/>	36
Size of the Middle Class (Millions) / Growth Rate (%) <input type="checkbox"/>	95 / Not Available
Per Capita Gross Domestic Product (U.S. Dollars)	10,816
Unemployment Rate (%)	6,7
Per Capita Average Food Expenditures (U.S Dollars) <input type="checkbox"/>	3,585
Percent of Female Population Employed <input type="checkbox"/>	13.15%
Exchange Rate (US\$1)	R\$1.7650

Source: Secretariat of Foreign Trade (SECEX)

Brazilian Institute of Geography and Statistics (IBGE)

☐ Brazilian Secretariat of Foreign Trade (SECEX)

☐ Metropolitan areas with at least 1,000,000 inhabitants

☐ Middle class is represented by families with income between R\$ 1,126.00 - R\$ 4,854.00/month

☐ Data refers to 2008/2009. Exchange rate: US\$1=R\$1.7404 of Dec 31, 2009.

☐ Percent against total number of woman (10 years old or above)

Table B. Consumer Food & Edible Products Imports

	Imports from World			Imports from the U.S.		
	2008	2009	2010	2008	2009	2010
Consumer Oriented Agricultural Total	2,123.75	2,219.79	3,134.23	162.01	148.81	203.66
Snack Foods	92.59	103.00	125.73	1.06	1.38	1.81
Breakfast cereals & pancake	1.66	1.33	2.45	0.20	0.23	0.14
Red Meats, Fresh/Chilled/Frozen	149.55	146.14	202.07	0.13	0.09	0.14
Red Meats, Prepared/Preserved	5.61	5.28	9.66	0.00	0.00	0.00
Poultry Meat	1.57	1.47	3.05	0.00	0.00	0.00
Dairy Products	249.40	290.61	393.03	14.55	7.20	17.64
Eggs & Products	20.08	11.20	20.69	14.33	7.20	16.44
Fresh Fruit	246.17	289.66	370.61	13.19	15.12	14.27
Fresh Vegetables	166.53	168.72	373.13	0.26	0.18	0.63
Processed Fruit & Vegetables	438.54	425.95	640.98	17.11	20.41	27.49
Fruit & Vegetable Juices	15.37	16.59	27.64	11.41	10.92	16.91
Tree Nuts	83.90	67.17	91.22	10.00	3.25	4.85
Wine and Beer	199.36	209.48	270.23	0.63	0.81	1.78
Nursery Products	14.10	19.96	25.82	0.02	0.01	0.38
Pet Food (Dog & Cat Food)	4.07	4.00	6.12	0.18	0.22	0.38
Other Consumer Oriented	435.24	459.23	571.79	78.93	81.78	100.81
FISH & SEAPRODUCTS, EDIBLE	682.87	714.80	1,001.16	3.53	1.70	2.14
Salmon, whole or Eviscerated	123.09	156.28	192.79	0.00	0.00	0.48
Salmon, canned	0.00	0.00	0.00	0.00	0.00	0.00
Crab & Crabmeat	0.00	0.00	0.00	0.00	0.00	0.00
Surimi	0.00	0.00	0.00	0.00	0.00	0.00
Roe & Urschin (Fish eggs)	0.00	0.00	0.00	0.00	0.00	0.00
Other Edible Fish & Seafood	488.25	500.33	683.95	1.72	0.64	1.67
Agricultural Products Total	8,095.38	6,772.27	8,789.55	682.94	383.00	532.61
Agricultural Fish & Forestry Total	8,963.96	7,617.67	9,955.50	697.74	395.90	545.29

Source : Secretariat of Foreign Trade (SECEX)

Table C. Suppliers of Consumer Food & Edible Fishery Products

CONSUMER-ORIENTED AGRICULTURE IMPORTS				FISH & SEAFOOD PRODUCTS IMPORTS			
(US\$ Million)				(US\$ Million)			
	2008	2009	2010		2008	2009	2010
Argentina	865.18	843.93	1,176.43	Chile	160.46	194.17	255.23
Chile	171.50	198.30	286.47	Norway	192.01	154.49	216.85
China	64.61	97.91	223.57	Argentina	115.27	147.38	166.21
Uruguay	122.28	164.99	214.94	China	30.79	27.65	96.98
U.S.A.	162.01	148.81	203.66	Portugal	60.35	52.40	86.54
Netherlands	85.85	79.59	120.34	Uruguay	51.75	56.50	56.10
Italy	83.22	86.81	109.83	Morocco	21.35	28.77	32.77
France	81.07	80.11	94.32	Vietnam	0.00	6.30	23.82
Spain	37.39	52.16	75.46	Ecuador	12.67	11.01	18.25
Portugal	40.88	49.58	70.65	Thailand	4.31	6.97	17.07
Belgium	37.46	35.81	55.31	Spain	7.86	6.34	9.61
Germany	42.19	40.81	52.36	Peru	5.49	6.99	6.37
Turkey	46.67	45.69	49.07	Iceland	7.39	3.66	4.45
Switzerland	18.66	25.29	48.28	U.S.A.	3.53	1.70	2.14
Paraguay	27.99	31.08	45.16	Canada	1.77	2.62	1.86
Others	236.80	238.91	308.38	Others	7.86	7.83	6.92
World	2,123.75	2,219.79	3,134.23	World	682.87	714.80	1,001.16

Source : Secretariat of Foreign Trade (SECEX)

TABLE D. Exchange Rate (US\$ 1.00=R\$)

Month	2009	2010	2011
January	2.32	1.87	1.67
February	2.38	1.81	1.66
March	2.25	1.78	1.62
April	2.18	1.77	1.57
May	1.97	1.81	1.57
June	1.95	1.80	1.57
July	1.87	1.75	1.55
August	1.88	1.75	1.59
September	1.80	1.69	1.85
October	1.74	1.70	1.69
November	1.74	1.71	1.75*
December	1.74	1.66	

Source : Brazilian Central Bank (BACEN)

Note : * refers to November 17th, 2011