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# **INTERNATIONALIZATION OF FOOD DISTRIBUTION**

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## **The Role of Port Facilities in the Food Distribution System:**

### **The Houston Case**

by

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Houston, Texas

1. **Traditional Role**
  - A. Node in Network
  - B. Gathering for Export
  - C. Receiving Import
2. **New Role in Process**
  - A. Catalyst for Economic Development
  - B. Economic Linkage:
    1. Regional Output
    2. Regional Input
  - C. Facilitation Through Investment:
    1. High Capital Costs
    2. Market Entry Risks
    3. Joint Public/Private Initiatives
3. **The PHA Experience**
  - A. Historic Output of Agri-Business
  - B. Developing Consumer Base
  - C. Need for Diversification
  - D. Existing Infrastructure in Transport
  - E. Basis for Value-Adding Enterprise
  - F. Market Identification
    1. Latin America (population, output, dollar, distance)
  - G. Differentiation of Product
    1. Economics
    2. Technology (quality, loss)
4. **Result of Initiative**
  - A. Base for Growth & Diversification
  - B. Related Developments:
    1. Refer Warehousing
    2. Juice Packaging
    3. Food Processing
    4. Food Packaging
    5. Down-Stream (Irradiation)
  - C. Captive Cargo:
    1. New Zealand
    2. Brazil
5. **Lessons Learned**
  - A. Analyze Economics
  - B. Take Measured Risks
  - C. Attack Tradition - Carefully