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U.S Department of Agriculture

Agricultural Outlook Forum 2002

February 21 & 22, 2002

COMPETING IN GLOBAL MARKETS FOR PROCESSED PRODUCTS

CAN U.S. VALUE-ADDED PRODUCTS COMPETE GLOBALLY?

Dan Duran International Sales Manager Wells Dairy

Session No. 4 Competing in Global Product Markets

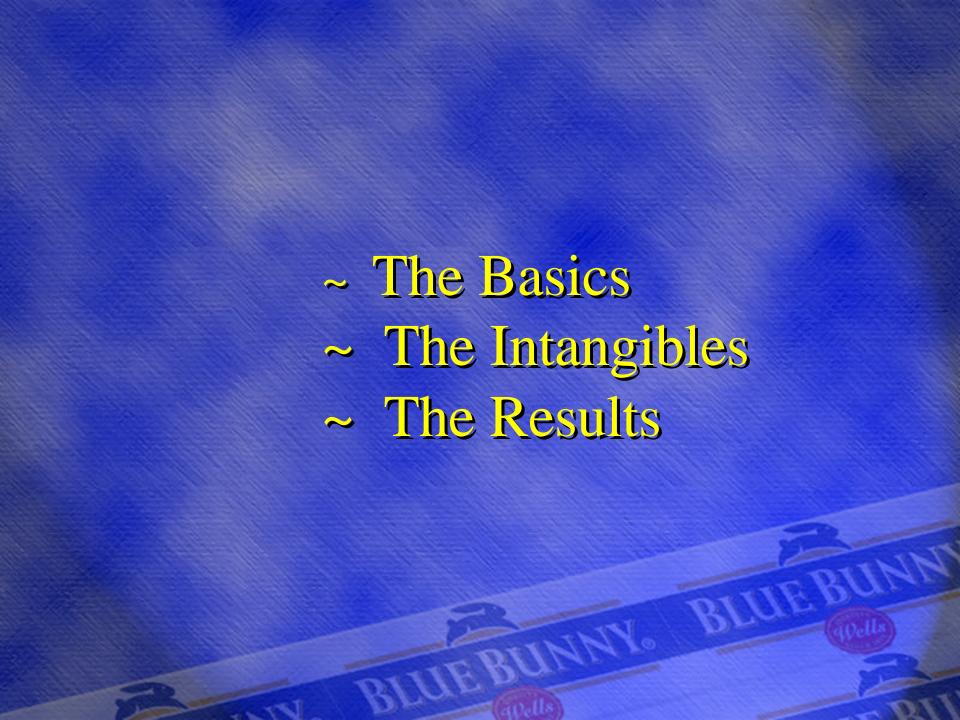
Topic 5:

Can U.S. value-added products compete globally?

Dan Duran/Wells' Dairy, Inc.

Confessions of An Incurable Exporter Or Columbus Was Right,

The World is Not Flat

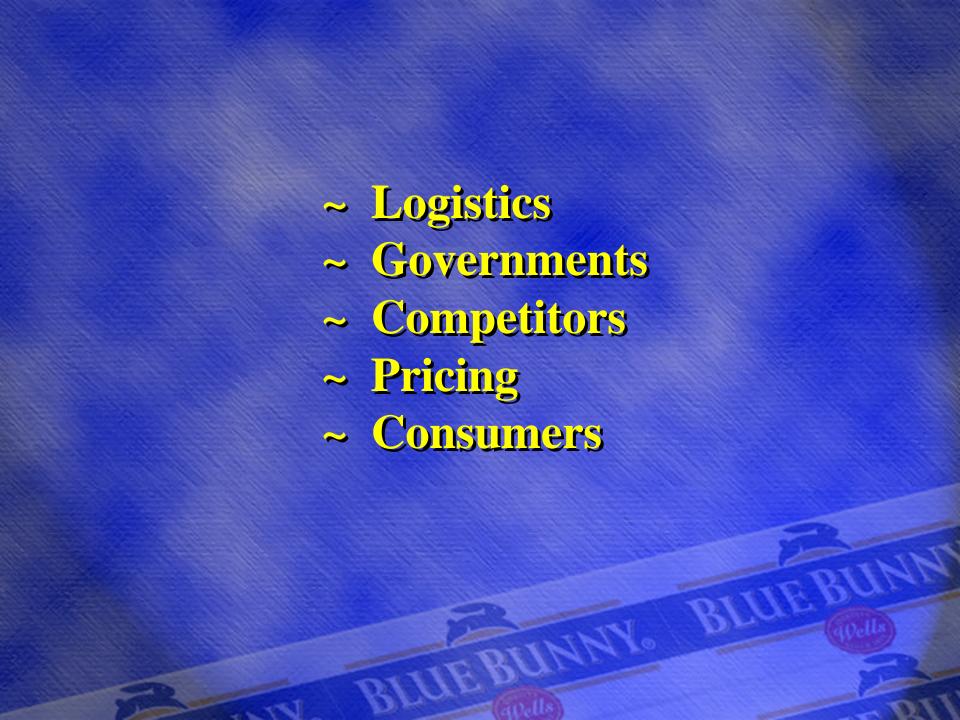


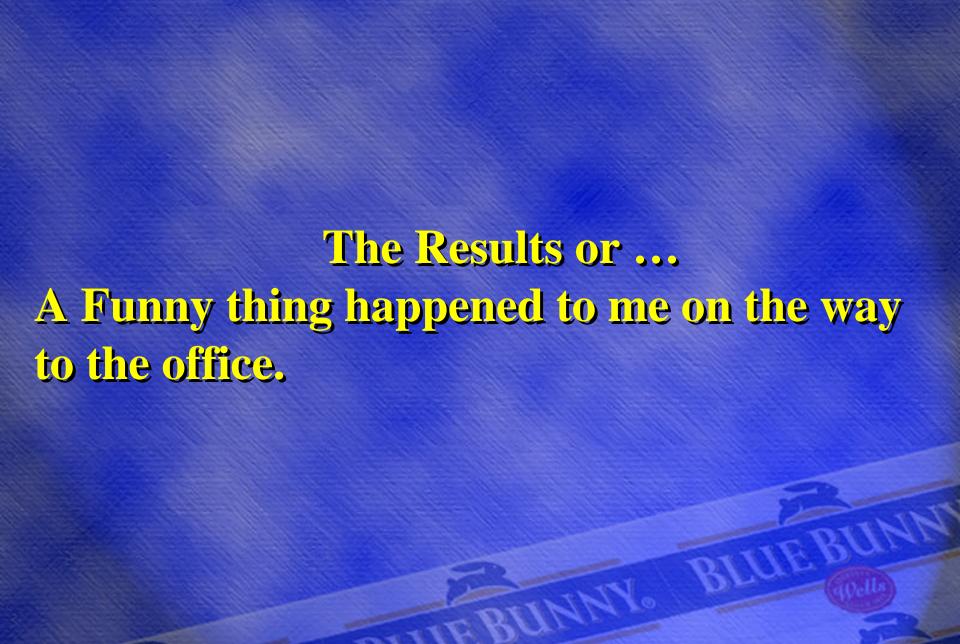
The Basics or... Things Mamma said I should know.



- ~ Your Company
- ~ Your Products
- ~ Your Goals
- ~ Your Resources
- ~ Yourself

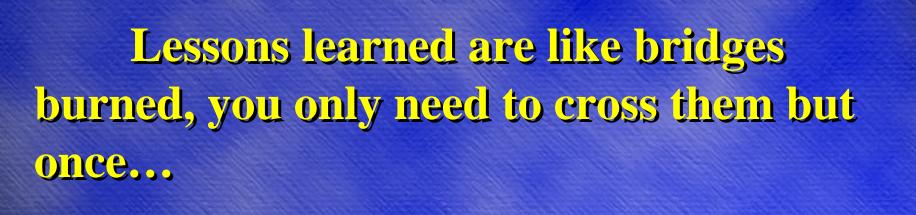
The Intangibles or... Say it ain't so Joe.







- ~ Company/Product Identity
- ~ Immigrant Connection
- ~ Relationships
- ~ The New World



U.S. value-added products can compete globally if U.S. companies are willing to accept, practice and promote the merits of capitalism and free markets in countries that are not always capitalistic or free.

