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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
- ~ The Intangibles
- ~ The Results



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



Know...

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



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



- ~ **Logistics**
- ~ **Governments**
- ~ **Competitors**
- ~ **Pricing**
- ~ **Consumers**



The Results or ...

**A Funny thing happened to me on the way
to the office.**



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



**Lessons learned are like bridges
burned, you only need to cross them but
once...**



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.



Thank you.

