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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

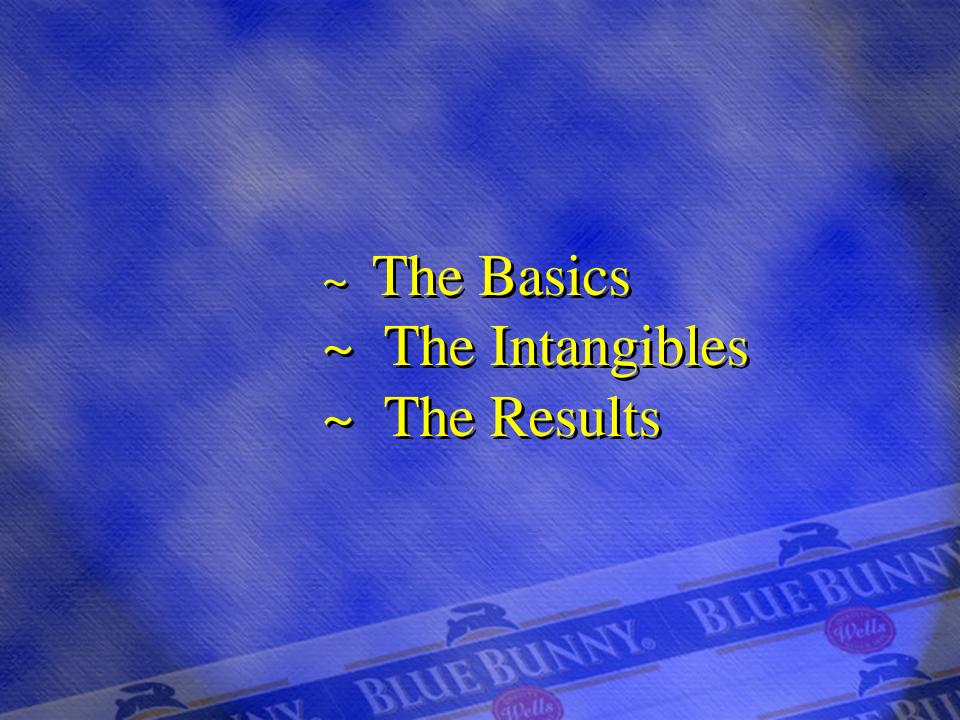
Topic 5:

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

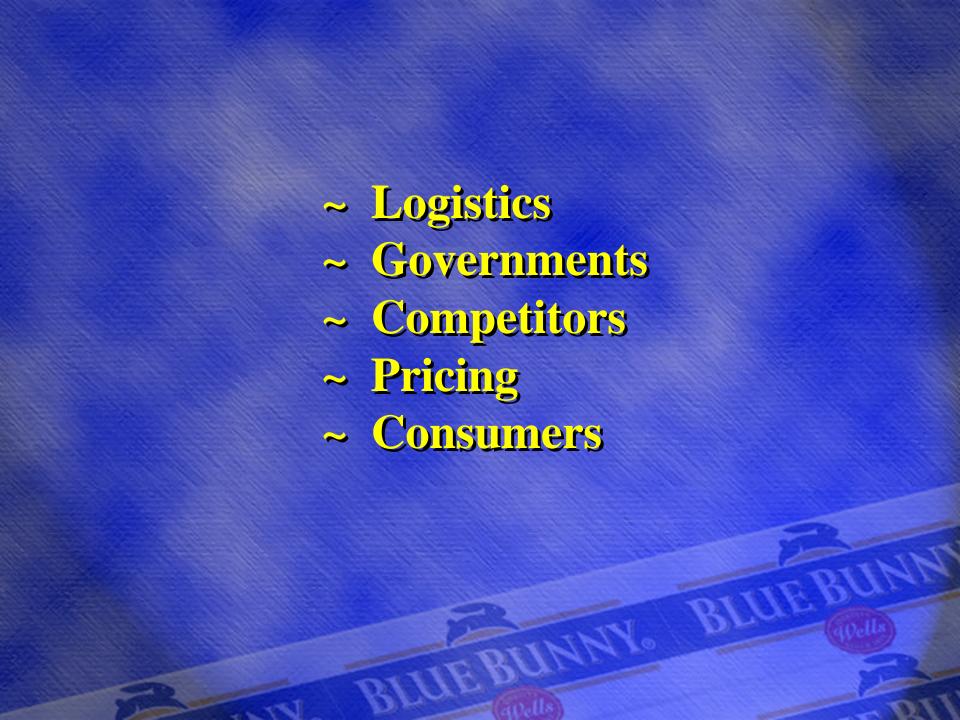


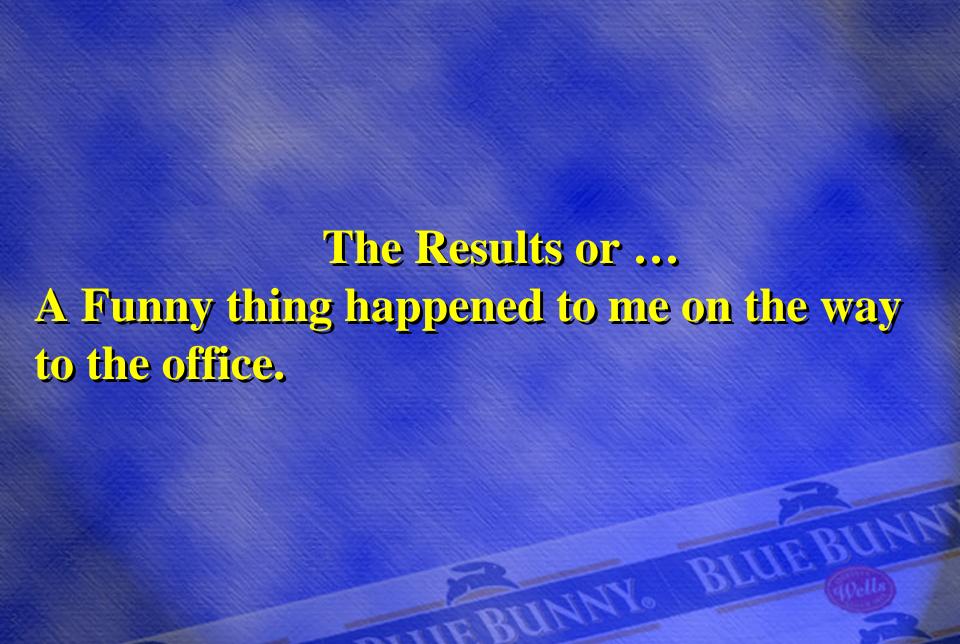
# The Basics or... Things Mamma said I should know.



- ~ 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.

