

# VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

## MARKETING AND DEVELOPMENT SERVICES

The Virginia Department of Agriculture and Consumer Services' Office of International Marketing connects Virginia agricultural producers with export opportunities. We promote Virginia agricultural commodities, wood products, seafood, craft beer and spirits, and specialty food and beverage items through our Richmond office and a global network of trade representatives in Canada, China, Europe, India, Latin America, the Middle East and Southeast Asia.



### EXPLORE GLOBAL OPPORTUNITIES

#### LET OUR EXPERTS HELP

- Assess your product's potential in foreign markets
- Understand international regulations
- Identify and make introductions to qualified partners and importers
- Work with logistics and export finance service providers
- Learn about grant programs that pay export marketing expenses
- Participate in international marketing events and meet face-to-face with buyers around the globe

#### BRANDED PRODUCT MARKETING

International marketing specialists work with companies to develop and execute export marketing plans for their products.

#### TRADE EVENTS

The OIM provides opportunities and assistance to Virginia companies for product-specific trade shows and missions that increase exposure and introduce them to buyers in target markets. The OIM also partners with organizations such as the Southern United States Trade Association, the American Hardwood Export Council and a variety of commodity export associations to leverage USDA funding and other resources for international marketing assistance for Virginia companies.

#### AGRICULTURAL COMMODITY MARKETING

Our international trade representatives are continually promoting Virginia agriculture around the globe and gathering qualified trade leads. These trade leads are then distributed by local staff to the appropriate Virginia companies for follow up.

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