



New Mexico Department of Agriculture



New Mexico Agricultural Innovation and International Trade Mission TO THE NETHERLANDS



May 6-13, 2018

REGISTRATION FORM

PLEASE EMAIL OR FAX COMPLETED FORM BY
FRIDAY, MARCH 16, 2018 TO JASON NEW

New Mexico Department of Agriculture
jnew@nmda.nmsu.edu, FAX (575) 646-3303

By submitting this form, you are committing to attend the 2018 Agricultural Innovation and International Trade Mission. You will be contacted for more details after your form is received.

"Agriculture in New Mexico has innovative operators and a desire to adopt new technologies while respecting our customs, culture and traditions. The mission to the Netherlands is intended to showcase operations and adaptable technologies that can be incorporated into our state's agriculture. The Netherlands is the world's second largest exporter of agriculture products behind the United States on only a fraction of the land base. This mission will provide a unique opportunity to meet with individual farmers, processors, exporters, importers and others who are involved in the agrifood business. As we prepare New Mexico producers for the opportunities of tomorrow's agriculture, these production practices may provide the necessary tools to have higher yields on less land base and with fewer inputs."

*Jeff Witte, Director/Secretary,
New Mexico Department of Agriculture*



PARTICIPATION FEE PER PERSON:
\$900 Double Occupancy
\$1200 Single Occupancy

Participation fee covers:
Coordination, customized itinerary of agricultural site-visits, professional appointments, and designated group meals per program, lodging and ground transportation with the New Mexico Secretary of Agriculture.

NOT INCLUDED:
Airfare (estimated at \$980.00. Ground transport to/from airport/hotel. Meals not specified as included in the itinerary, alcoholic beverages, travel insurance, tips and travel insurance.



Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Web address: _____ Fax: _____

Name of first participant: _____

Title: _____

Email: _____

Office Phone: _____ Cell: _____

Name of second participant: _____

Title: _____

Email: _____

Office phone: _____ Cell: _____

Double Occupancy fee \$900 Per Person

Single Occupancy fee \$1200 Per Person

METHOD OF PAYMENT:
Credit or Debit Card ONLY,
Contact Jason New at 575-646-4929
for payment arrangements

REGISTRATION DEADLINE: FRIDAY, MARCH 16, 2018

NMDA

New Mexico Department
of Agriculture



New Mexico Agricultural Innovation and International Trade Mission TO THE NETHERLANDS



Benefits of NMDA

Trade Missions:

- Open doors to prime international markets and gain exposure to new and innovative agricultural production, processing and marketing techniques
- Recognize the potential for your product in the global marketplace
- Create international relationships and gain a deeper understanding of markets in Europe

Participating companies receive:

- Site visits and educational tours of agricultural production and value-added processing operations
- Mission details including market, cultural, political, and economic information
- Comprehensive itinerary; and logistical arrangements including hotels and ground transportation
- Meetings with key government officials within your industry sector
- If qualified, pre-qualified appointments with importers/buyers/distributors

Who should participate:

- New Mexico agricultural producers, processors, agribusiness, associations wishing to expand their knowledge of foreign agriculture and international business
- New Mexico agribusiness looking to expand sales and/or build international business relationships in a new market
- New Mexico agribusiness who want to strengthen and transform existing customer relationships that have already been established in the Netherlands.

The Netherlands in a Nutshell

The Netherlands is a small country in Western Europe, bordering Germany on the east, Belgium to the South, and the North Sea to the northwest. The largest and most important cities in Netherlands are Amsterdam, The Hague, Rotterdam and Utrecht, together referred to as the Randstad. Amsterdam is the capital, while The Hague holds the Dutch seat of government and parliament.

GDP (billion \$): US \$848.9 (2018)

Growth 3.3%

Population: 16.8 million

Net National Income: US \$41400

Unemployment 4.7%



Why The Netherlands?

The Dutch food, agriculture and horticulture sector is innovative and export oriented, with high value-added along the food chain and significant world export shares for many products. Continuous adoption of innovation has permitted them to reach high levels of productivity and sustained growth, in particular, at the farm level in a context of increased environmental regulatory constraints. The improvements in current technologies and expertise have allowed the Dutch to meet current rates of productivity growth and sustainability. The innovation systems will generate new ideas to face future challenges, including those linked to projected food shortages in the future.

Dutch Traders are key in distributing U.S. agricultural exports throughout the EU. The Netherlands is a perfect gateway for U.S. agricultural products due to the presence of the Rotterdam Port, Amsterdam Airport Schiphol, the confluence of several major rivers and an excellent road and railway system. The Dutch are known for their expertise in transportation, logistics and trade. The Netherlands is the second largest exporter of agricultural products in the world after the U.S. These exports include products produced in the Netherlands, such as flowers and plants, but mostly products imported and then immediately re-exported, directly or after further processing. An estimated 25% of Dutch agricultural exports are products that are directly re-exported after being imported.

Dutch agricultural imports from the U.S. totaled \$2.9 billion in 2017 and is the second largest export destination for New Mexico pecans.

**Space is limited! FIRST COME, FIRST SERVE
REGISTRATION DEADLINE: FRIDAY, MARCH 16**