MARKET PROFILE

Fruit veg juice nes (exc mx) unfermented unspiritd, whether/not sug/sweet
TO
UNITED STATE OF AMERICA

Bangladesh

June 2015

Market Profile

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. Market Analysis tools of International Trade Centre (ITC) help to identify export market opportunities. It provides data and information on international trade trends, national export performance, export markets and help to analyze market in depth. SME Foundation has taken an initiative to prepare product-wise market profile using Market Analysis Tools and Market Profile Template developed by ITC. The main objective of the project profile is to guide and help the SME entrepreneurs to analyse international market of their products.

This market profile provides data, information and analysis of a exportable product which includes HS code, production, consumption, world import and export, annual growth in value and quantity, demand and supply analysis, country trade performance, Time series analysis, graphical analysis, market screening, identify potential attractive market, competitor analysis, tariff advantage in potential markets, target market selection, PEST analysis, market access (Tariff and non-tariff measures), packaging & labeling regulations, price, distribution channels, promotion, buyer list and many other issues.

Although, the material included in this document is based on data/information gathered from various reliable sources; however, it may differ from case to case. As the data are dynamic, it is changing frequently. Further study and in some cases professional advice are required before taking any decision to act upon the information. The actual results may differ substantially from the presented information due to various factors. SME Foundation does not assume any liability for any financial or other loss resulting from this document.

The annual data in this market profile is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

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Executive Summary

This market profile reviews the **United states of America** market for **Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet** and its future prospects for new suppliers entering the market. The purpose of this market profile is to guide possible new entrants into the Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet market.

The United states of America market for Spices nes is growing significantly in the last few years.

A total of 2,472 million US$ of this products is imported and 2,682 million US$ of this product is exported in the world in 2014.

The demand for Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet has been increased. Annual growth of world import is increased by 3% between 2010-14. United States of America, Netherlands and Germany are the largest importer of this product.

Bangladesh already exports this product. Export earnings from spices was US$ 6 million in 2014. Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 43% in 2010-2014 while world average growth rate was 4%. The major importing countries are: USA, Netherlands, Germany, Japan, France, Austria, UK, Italy, Canada and so on.

USA, Netherland and Germany are the attractive markets for the Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet exported by Bangladesh. Among these countries, United States of America has been selected as target market for this market profile for the following reasons:

- United States of America is the largest importing market of spices commanding 12.2% share of world imports.
- United States of America is the 3rd largest importer of spices from Bangladesh (5.9% share in Bangladesh’s export).
- USA is a growing market for Bangladeshi fruit juices over the last 5 years (57% growth in value)
- There is a prospect for market diversification of Bangladeshi fruit juices in the USA market (bubble graph).
- USA import has grown by 2% over the last 5 years in the world.

A. Product Description

This market profile illustrates the United states of America market for **Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet** and is intended for the use of producers and exporters of Fruit veg juice nes (exc mx) unfermented unspirid, whether/not sug/ sweet in Bangladesh.

A.1 Definition and description of product and its application(s)

Juice is a liquid (drink) that is naturally contained in fruit and vegetables. It is commonly consumed as a beverage or used as an ingredient or flavoring in foods. It is also a common practice to mix juices of different fruits/vegetables.

The increasing health awareness among consumers drove demand for juice. Consumers tended to drink more juice as it is perceived as a healthy drink derived from fruits.

Juice is prepared by mechanically squeezing fresh fruits or may be extracted by water. Juices are fat-free, nutrient-dense beverages that are rich in vitamins, minerals and naturally occurring phytonutrients that contribute to good health.

HS code

Specific codes to identify the product category are as follows:
HS (Harmonized System) Code[1]:

4-digit HS: 2009 6-digit HS: 200980

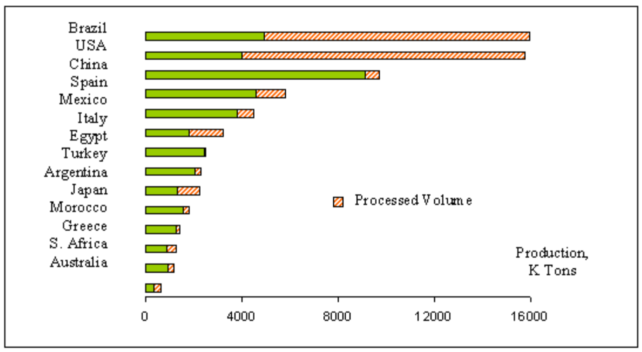
[1] HS Codes are internationally standardized names and numbers that classify traded products that are developed and maintained by the World Customs Organization (WCO). The WCO is an independent organization of 160 countries based in Brussels, Belgium. The HS system represents almost 98 percent of world trade, which includes 200 countries. www.wcoomd.org

A.2 Production

World production

Citrus juice products enjoy a significant share of the retail beverage market and have evolved over the years from fresh juice to the popular Not-From-Concentrate (NFC) juice, which today outperforms all other citrus juice categories. Season to date sales of NFC orange juice in the United States are up 10.5% from last season figures. The total world orange juice production for 1999/00 was close to 2.4 million tons at 65o Brix equivalent. The main producers of orange juice are Brazil and Florida and their combined production account for close to 90% of the world supply. China has emerged with a significant orange crop production and will continue to grow at an accelerated pace as new groves are installed and trees come into production.

1999/2000 World Citrus Production and Utilization



Bangladesh's production

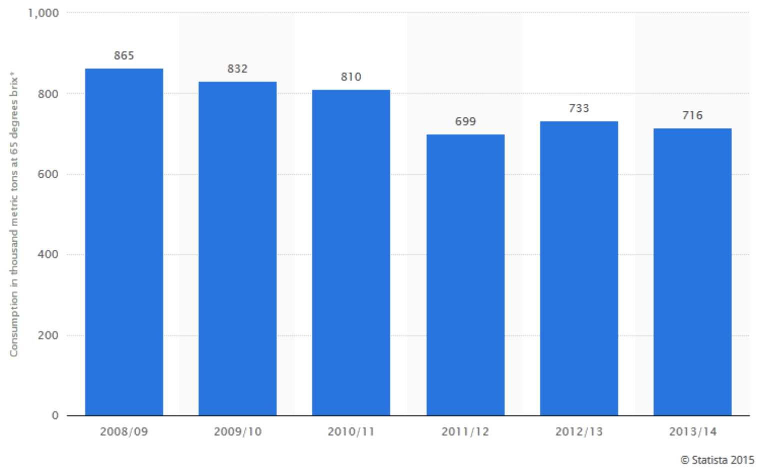
In 2010-11, Bangladesh produced 34 million metric tons of fresh fruit (mainly bananas, mangos, jackfruit and guavas) and 10.5 million metric tons of fresh vegetables (mainly potatoes, tomatoes, eggplant, water gourds, pumpkins and assorted leafy vegetables). As much as 30 to 35 percent of Bangladesh's fruits and vegetables are wasted due to lack of processing and preservation facilities. Despite the gradual development of preservation and industrial processing facilities, so far only approximately 2 percent of fruits and a negligible percentage of vegetables are processed into value-added products. Those that are processed include a variety of products such as juices and concentrates, pulp, jams and jellies, pickles and chutneys. In addition, fresh fruits and vegetables are processed (graded, chilled and packaged) for the export market, though in negligible quantities.

A.3 Consumption

In the U.S. beverage market, fruit juice has increasingly been promoted on a health platform. Its consumption is encouraged as an important part of any diet leading towards good health.

This timeline shows the domestic consumption of fruit juice in the United States from 2008/09 to 2013/14. In 2013/14, the U.S. domestic fruit juice consumption amounted to 716 thousand metric tons at 65 degrees brix.

On a per-capita basis, Americans consumed US$52.50 worth of fruit/vegetable juice in 2010. This amounts to around 30.3 litres per person



B. Global Trade Overview

B.1 World Trade characteristics for selected product

B.1.1 How much in total of this product is imported in the world in 2014?

Value imported in 2014 (USD thousand) 2,472,165

B.1.2 How much in total of this product is exported to the world in 2013?

Value exported in 2014 (USD thousand) 2,682,015

B.1.3 Have the world imports grown or declined in the last 5 years? Annual growth in value between 2010-2014 (%) Annual growth in value between 2009-2013 (%)

Annual growth in value between 2010-2014 is grown by 3%.

B.1.4 Is there a difference between the world's growth rate in value and world's growth rate in quantity?

The growth in value has increased but the growth in quantity has decreased. It means the price of the product has increased and the demand has slightly decreased.

B.1.5 Approximately how many countries import and export the selected product?

Approximately 221 Countries are import and 148 countries are export the product in the world.

B.2 World imports characteristics:

B.2.1 which countries are the 3 largest importers (in value in 2013) of the product?

Ranking	Importers	Share in World Imports, %
1	United States of America	12.2
2	Netherlands	12
3	Germany	9.7

B.2.2 What share of world total imports do the 3 main importers make up together? 33.9%

B.2.3 Does this indicate that the world demand for this product is concentrated?

NO

B.2.4 Among the list of top 20 importers (in value) in 2014 is there country for which the trade balance (in value) is positive in 2014.

Name of the countries: Austria, Italy & Spain

Reason:

Export > Import

B.3 World Exports characteristics:

B.3.1 Which countries are the 3 largest exporters (in value in 2014) of this product? What is the value of their exports?

Ranking	Exporters	Share in World Exports, %
1	Thailand	11
2	Netherland	9.9
3	Poland	7.8

B.3.2 What share of world total exports do the 3 main exporters make up together?

28.7

B.3.3 Does this indicate that the world supply for this product is concentrated?

No

C. Country trade performance for your selected product

C.1 Bangladesh’s export performance for selected product in the world market

C.1.1 Does Bangladesh already export this product? YES

If yes, what is Bangladesh’s ranking in world exports and world market share of this product in 2014?

Ranking: 45th World Market Share: 0.2%

C.1.2 How much in total of this product is exported by Bangladesh to the world?

6,021 (US$ thousand in 2014)

Quantity: N/A

C.1.3 Is Bangladesh winning or losing market share in the world market?

Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 43% in 2010-2014 while world average growth rate was 4%.

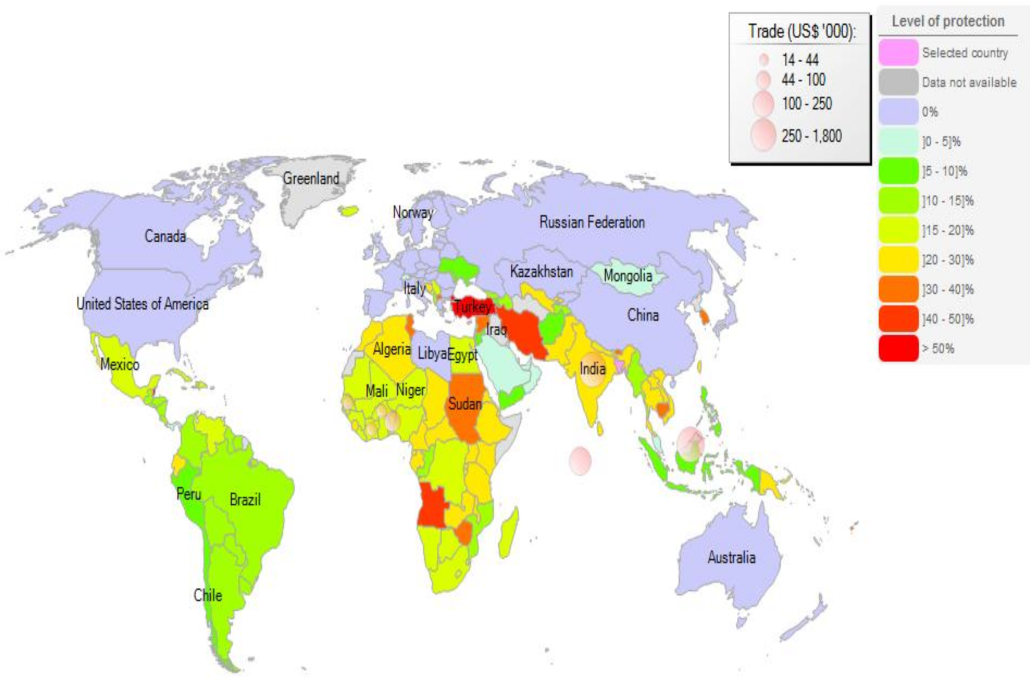
C.1.4 Who are the three biggest importers for your product in 2014?

1. Malaysia 2.Oman 3. United States of America

Importers	Exported value 2014 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2014	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2010-2014 (%, p.a.)	Exported growth in quantity between 2010-2014 (%, p.a.)	Exported growth in value between 2013-2014 (%, p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2010-2014 (%, p.a.)	Tariff (estimated) faced by Bangladesh (%)
Total	6021	100	0	No quantity		43	57	66		100	3	
Malaysia	3116	51.8	7853	Tons	397	105	112	74	15	1.3	15	3
Oman	1131	18.8	4585	Tons	247	409	589	160	71	0.1	-41	
United States of America	356	5.9	436	Tons	817	57	32	-17	1	12.2	2	
Singapore	312	5.2	550	Cubic meters	567	36		28	14	1.6	34	
Bahrain	163	2.7	248	Tons	657	89	48	361	34	0.4	14	
Australia	153	2.5	310	Tons	494	32	37	29	11	2.1	13	
Belgium	142	2.4	0	Mixed				604	12	1.9	7	
New Zealand	129	2.1	183	Tons	705			111	45	0.3	4	
India	84	1.4	76	Tons	1105	-40	-49	-25	48	0.3	-11	30
United Kingdom	78	1.3	222	Tons	351	-1	33	77	7	3.9	0	

C.2 Tariff faced by Bangladesh in the world

Product: 200980 - Juice of fruit or vegetables, unfermented, whether or not containing added sugar or other sweetening matter (excl. containing spirit, mixtures, and juice of citrus fruit, pineapples, tomatoes, grapes, incl. grape must and apples)
Trade year: 2013
Applied tariff data source: ITC (MAcMap) complemented by WTO (IDB)
Trade data source: ITC Normalized trade matrix
AVE Methodology: AVE based on the World Tariff Profile (WTP)

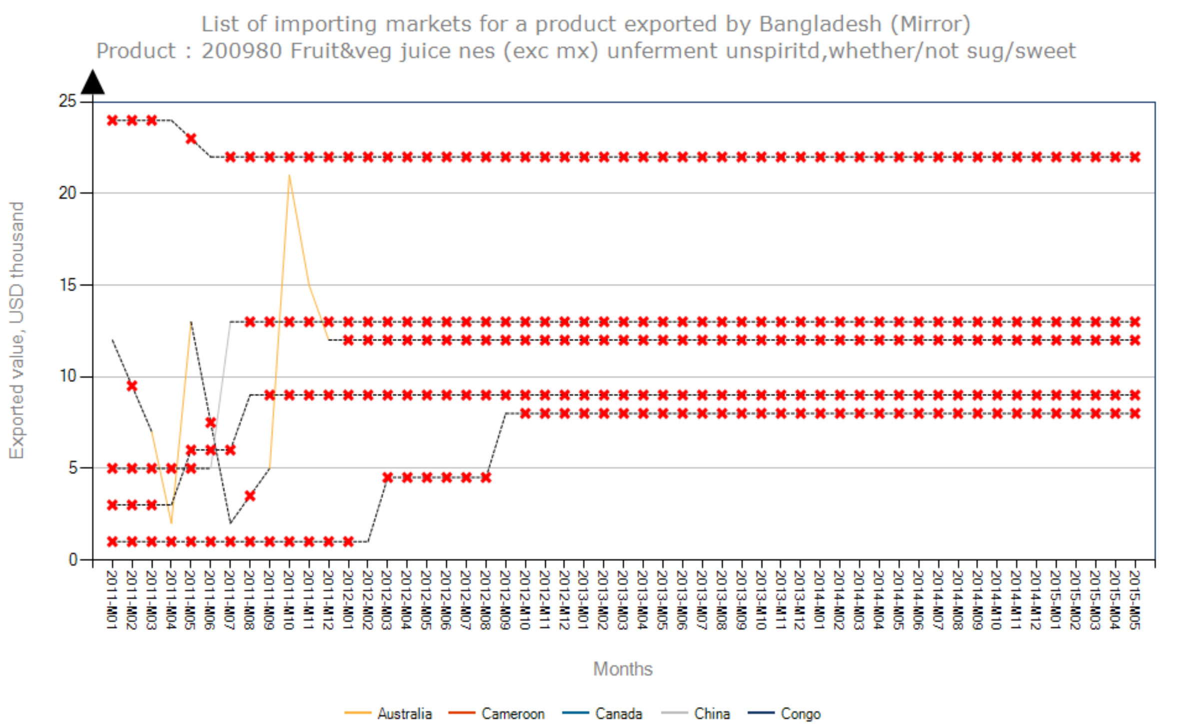


C.3 Graphic Analysis

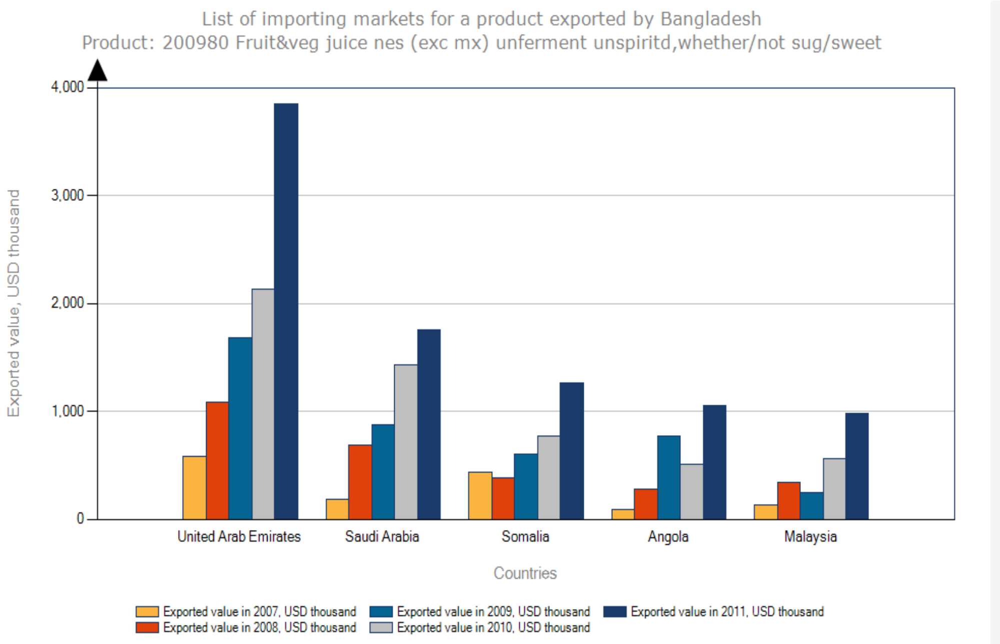
Time Series Data

List of importing markets for a product exported by Bangladesh
Product: 200980 Fruit &veg juice nes (exc mx) unfermented unspiritd, whether/not sug/sweet
The product code selected above has been removed from the 2012 HS revision.

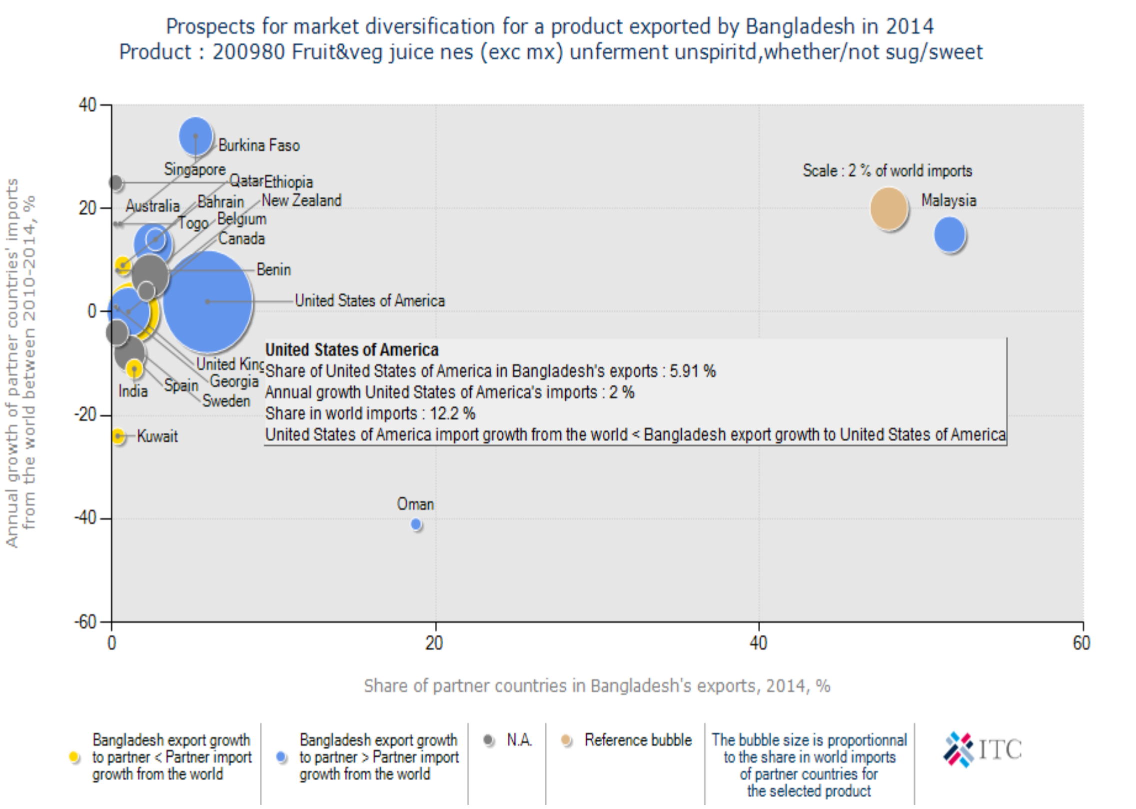
Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011
World	30591	44238	31490	31432	36833
USA	24406	28198	17592	14669	15286
Germany	512	2756	4467	7245	7906
Netherlands	1420	1329	2043	1328	2089
India	0	0	0	473	1815
France	446	931	266	399	1672
United Kingdom	871	928	1376	2732	1451
Italy	279	553	202	98	1171
Canada	1087	2227	1211	1045	931
South Africa	0	5	70	393	884
Spain	538	500	315	395	751



Bar Chart



Bubble graph



Note: When Bangladesh export growth to partner < Partner import growth from the world
That means Bangladesh is losing market share in partner countries

D. Market Screening

Which importing countries have the highest imported value in 2014? And what are their respective annual growth rates in value and in quantity between 2010 and 2014, share in world import and Average tariff?

SL No.	Importing Country	Value imported in 2014 (USD thousand)	Annual growth in value between 2010-2014 (%)	Annual growth in quantity between 2010-2014 (%)	Share in world imports (%)	Average tariff (estimated) applied by the country (%)
1	United States of America	301627	2	-16	12.2	...
2	Netherlands	297576	3	1	12	...
3	Germany	239009	1	-1	9.7	...
4	Japan	196021	10	11	7.9	...
5	France	100700	4	-2	4.1	...
6	Austria	98190	7	3	4	...
7	United Kingdom	96540	0	-3	3.9	...
8	Italy	82644	4	0	3.3	...
9	Canada	65029	0	-2	2.6	...
10	Russian Federation	51102	9	-2	2.1	...

Which countries would you consider as potential attractive markets for the oranges exported by Bangladesh?

1. USA
2. Netherland
3. Germany

D.1 Identify attractive potential markets.

D.1.1. Which are three attractive markets for exporting this product?

	Target Country	***Value Imported (million $)***	***Unit Value (US$/unit)***	***Growth Rate in value 2010-14 (%)***	***Growth Rate in quantity 2010-14 (%)***	***Share in world imports (%)***	**Average tariff (estimated) applied by the country (%)**
1	United States of America	301627	1,035	2	-16	12.2	…….
2	Netherlands	297576	3,603	3	1	12	………
3	Germany	239009	3,400	1	-1	9.7	…….

D.1.2 **Who would be your main competitors in these countries and why?**

	Target Country	*Your country's main competitor in target market*	*Market Share in 2013 (%)*	*Gaining or loosing market shares(2010-14)*
A	*USA*	*China*	*4.1*	*13 (gaining)*
		Brazil	*4.5*	*-13 (loosing)*
		Canada	*1.8*	*20 (gaining)*
B	*Netherlands*	*Ecuador*	*3.4*	*6 (gaining)*
		Poland	*7.8*	*-2 (loosing)*
		Peru	*1.6*	*11(gaining)*
C	*Germany*	*Netherlands*	*9.9*	*5(gaining)*
		Poland	*7.8*	*-5 (loosing)*
		Austria	*4.6*	*9(gaining)*

D.1.3 <u>Identify the tariffs and tariff advantages in your potential markets?</u>

Identify the tariffs and trade regimes that Bangladesh faces in the three attractive markets.

	Target Country	*Trade Regimes*	*Tariffs applied*
A	USA	*Preferential tariff for GSP countries*	*0%*
B	Netherlands	*Preferential tariff for GSP countries*	*0%*
C	Germany	*Preferential tariff for GSP countries*	*0%*

Do you have tariff advantage advantages/disadvantages vis a vis your main competitors in the three target markets?

	Target Country	*Competitors*	*Tariffs faced by competitors average*
A	USA	*China(MFN duties (Applied)*	*0% & 0.08%*
		Brazil (MFN duties (Applied) *Preferential tariff for GSP countries*	*0.08%* *0%*
		Canada (MFN duties (Applied) *Preferential tariff for GSP countries*	*0.08%* *0%*
B	Netherlands	*Ecuador (MFN duties (Applied)* *Preferential tariff for GSP countries*	*OQTR: 46.29%* *IQTR : 20.00%* *12.69%*
		Poland (European Union rate)	*0%*
		Peru (MFN duties (Applied) *Preferential tariff for GSP countries*	*OQTR: 33.60%* *IQTR : 20.00%* *0%*
C	Germany	*Netherlands (European Union rate)*	*0%*
		Poland (European Union rate)	*0%*
		Austria (European Union rate)	*0%*

D.2 Target Market Selection

Taking into consideration the trade patterns that you observed in the last section and the market access considerations that you just reviewed, which of these countries should you select as a target market for this Market Profile and why?

Target market is: **UNITED STATE OF AMERICA**

Comments:

- United States of America is the largest importing market of spices commanding 12.2% share of world imports.
- United States of America is the 3rd largest importer of spices from Bangladesh (5.9% share in Bangladesh's export).
- USA is a growing market for Bangladeshi fruit juices over the last 5 years (57% growth in value)
- There is a prospect for market diversification of Bangladeshi fruit juices in the USA market (bubble graph).
- USA import has grown by 2% over the last 5 years in the world.

E. PEST Analysis

Political	**Social**
▪ Political factors include government regulations and legal issues determining the conditions under which companies have to operate. ▪ The US government have restrictive their policies which are maintained to protect domestic industries and production. Such policies often hinder foreign companies from entering into their markets. ▪ The country faces international criticism for its interventionist policies regarding the ‘War on Terror’ which is souring foreign relations, and at the same time fueling terrorist groups, increasing the threat of terrorism.	▪ Like most developed countries, the US faces the problem of an aging population which can lead to a serious labor shortage and rising tax rates in the future. ▪ The education and healthcare system is one of the best in the world. ▪ A majority of the population has a liberal mindset, but rising racial intolerance is a serious concern. ▪ Increasing illegal immigration is a concern, as there are currently more than 11.7 million people living illegally in the US, further increasing the risk of racial discrimination. ▪ Current strengths: -strong education systems. -health care services ▪ Future prospect: - System of "managed migration - Supporting low & Middle income
Economic	**Technology**
▪ The United States of America is the third most populous country in the world, and the fourth largest by total area. With a population of over 318 million, the country is ethnically diverse and has the largest economy in the world. ▪ The economic environment refers to the nature and direction of the economy in which a firm competes. ▪ The computer industry expects a growth of approximately ten percent over the next few years. Dell was the one of the three biggest PC firm after Hewlett-Packard and IBM.(Oreskovic,2010) ▪ The recession in 2009 adversely affected the economy of the country and unemployment rates soared to an alarming point. But the economy bounced back with a growth of around 4% in the third quarter of 2014 as consumers and businesses have stepped up spending.	▪ Innovation and technology are the cornerstones of the US economy. Since its inception, the country has been leading in terms of adapting and applying technology. Though the country faces strong competition from rising economies, it is expected it will continue to retain a technology supremacy over its competitors. ▪ Additionally, the US has also been at the forefront in enhancing and developing technologies in areas such as nanotechnology, environmental technology and biotechnology, which opens up massive opportunities for companies with expertise in the mentioned fields. ▪ IT is another field the US has been excelling in. ▪ However, it has also been facing intense competition from countries like China and India.

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F. People & Product

- In the U.S. beverage market, fruit juice has increasingly been promoted on a health platform. Its consumption is encouraged as an important part of any diet leading towards good health.
- Orange juice, the most popular juice, accounts for 60% of all juice consumed.
- Sales of these fruit juices in the market to appreciate how favorably these products are accepted and even embraced by the consumers:

Sales of Refrigerated Juices in Food Outlets (for the 52-week Period Ending April 22, 2001)

Category	Sales ($ million)
Apple Juice	11.6
Blended Fruit Juice	315.2
Cider	44.5
Cocktail Mixes	0.3
Cranberry Cocktail/Drink	2.5
Cranberry Juice/ Blend	0.7
Fruit Drink	684.4
Fruit Nectar	23.4
Grape Juice	0.4
Grapefruit Cocktail/Drink	0.5
Grapefruit Juice	130.1
Lemon/lime Juice	3.1
Lemonade	73.8
Orange Juice	3,078.9
Pineapple Juice	8.9
All Other Fruit Juice	8.6
Total Category	**4,493.6**

Source: Information Resources, Inc.

- U.S. consumers are very trend sensitive. What is popular in the market today can significantly change tomorrow. This keeps fruit juice manufacturers on their toes in terms of new product offerings.
- Of grocery purchases, almost all fruit juices are consumed at home (96.8%). Fruit juice is mainly consumed at breakfast meals (70.1%), and lunches and dinners account for about 10% each. The balance is consumed at snacking occasions (6.7%) and in meals and snacks carried from home (3.2%). [International Markets Bureau, AMERICAN EATING TRENDS REPORT, June 2012]
- Consumption by US Region (%):

North East	
New England	5.4
Mid-Atlantic	17.3
Central	
East North Central	17.5
West North Central	10.2
South	
South Atlantic	18.2
East South Central	8.8
West South Central	6.2
West	
Mountain	5.8
Pacific	10.5

Source: NPD Group.

- Consumers have become more health conscious, especially regarding juices that are high in added sugars. Stevia, a natural sweetener added to nectars and juice drinks (up to 24% juice), has become very popular.

G. Permission: Market Access

G.1 Tariffs

United States of America

	Market share	Tariff (estimated applied by USA %)	Tariffs faced	Total ad valorem equivalent Tariff	Trade Regime	
Bangladesh	**0.1**	**----**		**0%**	**Prefere**ntial tariff for GSP countries	
<<Home Country's>> main competitors in target market	**Market share**	**Tariff (estimated applied by USA %)**	**Tariffs faced by competitors**	Total ad valorem equivalent Tariff	**Trade Regime**	**Tariff advantage for <<home country>> (yes or no)**
China	17.9	------		0.47%	MFN duties (Applied)	
Brazil	12.1	-------		0%	Preferential tariff for GSP countries	
Canada	10.8	-------		0%	Preferential tariff for Canada	

G.2 Non-tariff measures

- Sanitary and phytosanitary measures
- Technical barriers to trade

H. Packaging and Labelling Regulation

- **The U.S. Food and Drug Administration (FDA) regulates the packaging and labeling of food. The intent of these regulations is to enhance the safety of food distributed throughout the United States and keep consumers informed about the food they're consuming.**

The FDA classifies any packaging that comes into direct contact with food as a "food contact substance." It is the responsibility of The Office of Food Additive Safety and The Center for Food Safety and Applied Nutrition (CFSAN) to ensure the safety of these food contact substances.
This means packaging materials like- plastics, coatings, papers, food colorants, and adhesives must be regulated and deemed safe for use.

The FDA's guidelines also require that package labeling include nutrition guidelines, expiration or "best if used by" dates, handling and preparation instructions, and the packaging company's contact information.

The Environmental Protection Agency (EPA) requires that antimicrobial technology be built into plastic and textiles used in food packaging to prevent the growth of bacteria, mold, mildew, fungi, discoloration and odor.

Allergen labeling has also been a requirement since 2006. <u>The Food Allergen Labeling and Consumer Act not only requires disclosure if the product contains potential allergens like milk, fish, eggs, shellfish, peanuts, wheat or soybeans, but a notification if the product was made or packaged in a facility using any of the aforementioned allergens.</u>

Exceptions

- All packaging manufacturers and product distributors must follow the 100 parts per million rule, with few exceptions:
- Completed packages or packaging parts delivered to a distributor or manufacturer before January of 1992 are exempt.
- Packaging or packaging parts with codes indicating manufacture dates before January 1992 are exempt.
- Packages and packaging parts containing cadmium, lead, mercury or hexavalent chromium for the purpose of complying with federal health/safety requirements are exempted at the discretion of the commissioner.
- Packages and packaging parts containing cadmium, lead, mercury or hexavalent chromium for which there is no reasonable alternative may be exempted at the discretion of the commissioner.
- In such cases, the manufacturer must petition the appropriate department in writing, explaining the need for the exemption. If granted, a 2-year renewable exemption is given.

Packaging Violation Penalties

The Hazardous Packaging Law is nothing to mess with, and various penalties are in place for those who dare to violate it. Hefty fines should be expected by any manufacturer or distributor violate the HPL and are as follows:

- The first offense by any manufacturer or distributor is punishable by a maximum of $10,000.
- Second and other additional violations will lead to a maximum of $25,000 in fines, *per offense*.

- There is one exception to packaging violations. No manufacturer or distributor is held responsible for violations unknown. In such cases, they will not be held in violation if it is possible to show that he or she had the *written* guarantee of packaging/component compliance from whomever the items were purchased from.

The bottom line is this: regulations regarding heavy metal usage in packaging products exist for a reason. Consumer and environmental safety are paramount. It is, of course, necessary to keep exceptions in mind, but the Hazardous Packaging Law should be followed at all costs. These rules are in effect to protect all New Yorkers.

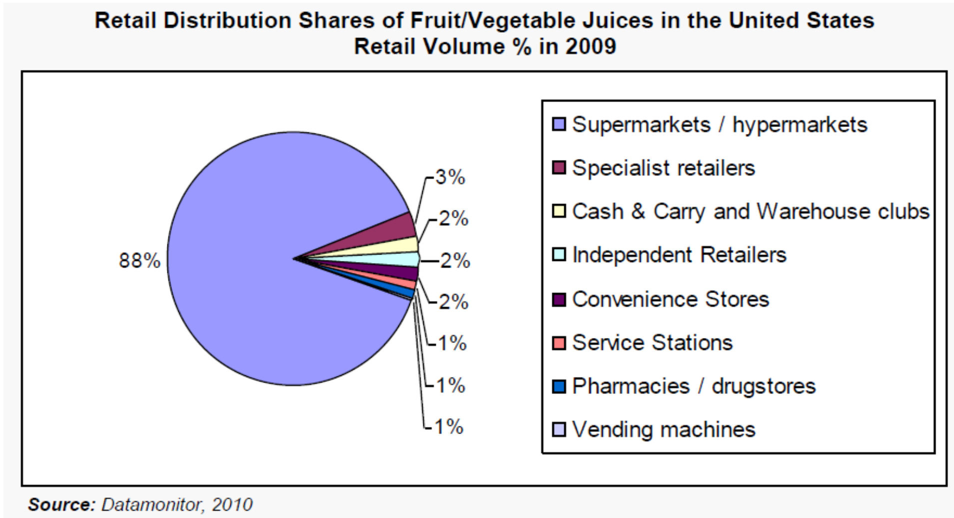
Follow the link: http://www.fda.gov/Food/IngredientsPackagingLabeling/

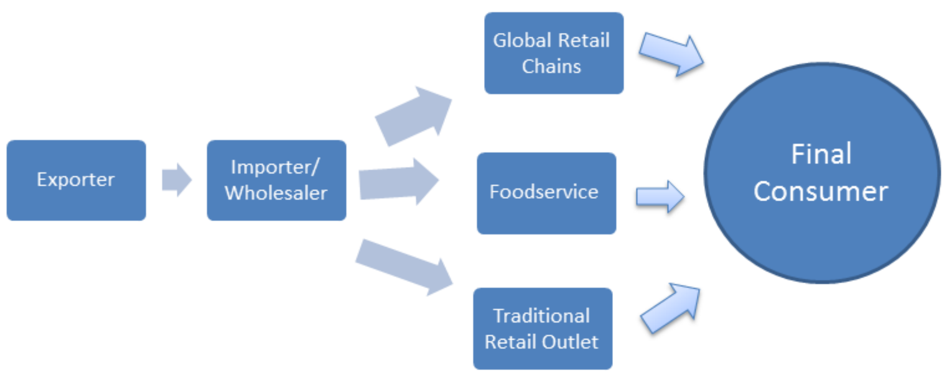
I. Price

- Average price of juice: US$ 1035/ ton [trade map]

J. Placement: Distribution Channels

According to Datamonitor, in 2009, 88% of retail purchases of fruit/vegetable juice in the United States, were through supermarkets or hypermarkets.





Source: UNCTAD Secretariat

K. Promotion

- Television advertising
- Use of public schools as advertising and marketing venues
- Use of Internet (website, e-commerce)
- Using social media and other information technologies for promotion and customer relationships. Social media such as Facebook and Twitter are used widely. Interactive websites or platforms are often established in order to communicate with different parties.

L. Potential Prospects

Sl	Organization	Country	Contact no.	Website
Product category : Fruit and vegetable juices, frozen				
1.	Ajinomoto Frozen Foods U.S.A., Inc.	USA, Portland	Phone: 1 503 286-6548 Fax: 1 909 394-5646 Executives: Komei Arai (Top Management)	http://www.ajichem.com
2.	Encore Fruit Marketing, Inc.	USA, San Dimas	Phone: 1 909 394-5640 Fax: 1 503 286-7089 Executives: Greg Kaiser (President / Chairman)	http://www.encorefruit.com
3.	Evolution Fresh, Inc.	USA, San Bernardino	Phone: 1 909 478-0895 Fax: 1 207 546-2074 Executives: James Rosenburg (President / Chairman)	---------------------
4.	Jasper Wyman & Son	USA, Millbridge	Phone: 1 207 546-2311 Executives: Tom Gardner (Sales Director)	http://www.wymans.com
5.	T. F. Louderback, Inc.	USA, Richmond	Phone: 1 510 729-5000 Fax: 1 510 635-4504 Executives: T J Louderback (President / Chairman)	http://www.bayareabev.com
6.	Ventura Coastal LLC	USA, Ventura	Phone: 1 805 653-7000 Fax: 1 805 641-3723 Executives: William borgers (Owner)	--------------------------
Product category : Fruit and vegetable juices, pasteurised				
Sl	**Organization**	**Country**	**Contact no.**	**Website**
7.	Jasper Wyman & Son	USA, Millbridge	Phone: 1 207 546-2311 Fax: 1 207 546-2074 Executives: Tom Gardner (Sales Director)	http://www.wymans.com
Product category : Fruit drinks				
8.	Ohio Pure Foods Inc	USA, Akron	Phone: 1 330 753-2293 Executives: Raymond Lee (CEO)	
9.	World-Link Group, Inc.	USA, Chicago	Phone: 1 312 474-7742 Executives: Robert Wilkus (President)	http://www.world-linkgroup.com
Product category: Fruit juice based drinks				
10.	World-Link Group, Inc.	USA, Chicago	Phone: 1 312 474-7742 Fax: ----------- Executives: Robert Wilkus (President)	http://www.world-linkgroup.com
Product category: Fruit juices, pure				
11.	Jasper Wyman & Son	USA, Millbridge	Phone: 1 207 546-2311 Executives: Tom Gardner (Sales Director)	http://www.wymans.com
Product category : Fruit juices, unsweetened				
12.	Jasper Wyman & Son	USA, Millbridge	Phone: 1 207 546-2311 Fax: 1 207 546-2074 Executives: Tom Gardner (Sales Director)	http://www.wymans.com
Product category : Juices, fruit and vegetable				

13.	Calavo Growers Inc	USA, Santa Paula	Phone: 1 805 525-1245 Fax: 1 805 921-3223 Executives: Arthur Bruno (Finance Director)	http://www.calavo.com
Product category : Juices, fruit and vegetable (trade)				
14.	Hansen Beverage Company	USA, Corona	Phone: 1 951 739-6200 Executives: Rodney C Sacks	http://www.hansens.com
15	Odom Corporation	USA, Bellevue	Phone: 1 425 456-3535 Fax: 1 425 456-3544 Executives: John P Odom (Chairman)	http://www.odomcorp.com
16	Paradise Beverages, Inc.	USA, Waipahu	Phone: 1 808 678-4000 Fax: 1 808 678-4092 Executives: Paul Ahtook (Vice President)	http://www.lioncoffee.com
17	PGB International LLC	USA, Morristown	Phone: 1 973 401-9000 Fax: 1 973 401-9001 Executives: Authur Kupperman (GM)	http://www.pittra.com
18	Premier Juices	USA, Clearwater	Phone: 1 727 533-8200 Fax: 1 727 573-5730 Executives: Joseph D Marshburn	http://www.premierjuices.com
19	T. F. Louderback, Inc.	USA, Richmond	Phone: 1 510 729-5000 Fax: 1 510 635-4504 Executives: T J Louderback (President	http://www.bayareabev.com