

# Trends in AG Marketing and Containerization

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# Containerized Wheat for Overseas Markets

- **Feasible ?**

# Current Export Shipment of Containerized Wheat

- **Type of Containerized Wheat**
  - Organic Wheat (Organic HRS)
  - Special Grade Wheat (e.g. HWW, IP Wheat)
  - Conventional Wheat (SWW, Club Wheat, HRS)

# Advantage of Containerized Wheat

- **For Suppliers**
  - **Acquisition of Higher Premium**
    - **Organic wheat > Special Grade Wheat > Conventional Wheat**
  - **Direct Sales Marketing to end users**
- **For Users**
  - **Develop value added products**
  - **Improve profitability (reduce transportation cost)**

# Various Cases of Containerized Wheat

- **Organic Wheat from Australia to Japan**
  - Japanese Udon Noodle
- **Organic Wheat from Canada to Japan**
  - Soy sauce
- **Organic Wheat from Canada to EU**
  - Organic Bread and Pastry
- **Conventional Wheat from Australia to Vietnam**
  - Conventional wheat flour

# Key to Success

- **Maintain Quality Consistency**
  - Meet required export s standard at country sight
  - Cleaning facility
- **Find Customers**
  - Create new demand and source
- **Establish Appropriate Transportation System**
  - Adopt effective transportation method to end users
- **Set Practical Price Level**
  - “Too high” - lose buyer’s interest

# Japanese Trading Company

- **World Wide Network**
- **Experienced International Trade**
- **Long Term Business Relationship with World Buyers**
- **Japanese Trading Companies in Portland, Oregon**
  - **Mitsui / Mitsubishi / Marubeni / Itochu / Sumitomo / Nissho Iwai  
Granplex / Tomen / Kanematsu / Toshoku / Yuasa**

# Containerized Wheat for Overseas Markets

- **Yes, possible !**