



How to sell to the United States

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- Which market do you want to capture?
- Is it specialty foods?
- Is it the supermarket world?
- Is it just volume?

What is your story?

Documentation

- Quality Control – Compliance, labeling laws, nutritional information
- FDA Compliance
- Certifications (IFS/BC)
- Traceability
- Analyses

Packaging

- Modify packaging for US market
- English labels

Creativity

- Thinking outside of the box
- Still tying to tradition

Communication

- Be proactive, not aggressive when looking for business
- Answer emails within one day of receiving
- Communicate, communicate, communicate
- Don't forget the telephone still exists

Support & Follow Up

- Don't expect importer to do everything
- Technical spec sheets
- Visiting the US
- Price promotions
- Giveaways like hats, shirts
- Offering incentives to sales

Tariffs

Thank you!

MiTiCA[®]

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