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## Ukraine

**Post:** Kyiv

### **CSSF Gulfood 2019**

**Report Categories:**

CSSF Activity Report

CSSF Activity Evaluation

SP1 - Expand International Marketing Opportunities

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**Report Highlights:**

FAS Kyiv attended Gulfood 2019, which took place in Dubai, UAE on February 17-21, 2019. Gulfood is the world's largest annual food, beverage and hospitality exhibition, attracting F&B professionals from all over the world to Dubai – a hub for international trade and commerce. FAS Kyiv met U.S. exporters, producers and cooperators. Post sought opportunities at the show to demonstrate to interested and capable U.S. exporters that the Ukrainian market offers significant opportunities for U.S. food and beverage exports. CSSF funding paid for two participants' airfare, accommodation and per diem (total cost \$6,218.61).

## General Information:

Gulfood is the world's largest annual food, beverage and hospitality exhibition, attracting F&B professionals from all over the world to Dubai – a hub for international trade and commerce. Since its launch in 1987, the exhibition has grown to promote F&B trade between more than 180 countries annually. In 2018, Gulfood set records with 97,000 visitors and over 5000 companies from over 185 countries exhibiting products. FAS Kyiv participated in Gulfood 2019 for the first time. The show, in Dubai, UAE, took place on February 17-21, 2019.

Attendees to Gulfood received the Gulfood Global Industry Outlook Report, a comprehensive study of the Food & Beverage industry and consumer behavior. Commissioned to Euromonitor International, the report offers an in-depth market survey, featuring trade discussions with local and global manufacturers, distributors, trade associations and government entities. The 120+ page report dives into key consumer trends and market opportunities across 5 core industry sectors:

- Meat & Poultry
- Beverages
- Dairy
- Edible Oils
- Pulses, Grains & Cereals

As Ukraine is a rapidly evolving market with developments closely linked to world-wide F&B trends, this report will be helpful in anticipating new trends and understanding how to effectively market U.S. food and agricultural products in the Ukrainian market.

What are the three most important trends in the F&B industry?



More than 50% of senior F&B professionals who took part in this research consider "Organic & Free-from" as one of the 3 most important trends in the industry. Regarding other key trends, besides for "Private Label" in second place, 3 of the top 5 have to do with "ethics": the concepts of being eco-friendly, conscious of the effect of plastic on the environment, concerned of fair trade, and practicing honest advertising are considered to be key factors today and for the years to come.

“ This year, private label will see a race for the best marketing strategies, looking to penetrate the largest market segments. ”

*Phil Hassan, CEO, Hassan Group (Singapore)*

### **Gulfood International Culinary League**

“A culinary battle on a global level.” The first edition witnessed a one-day competition where four teams of world-renowned chefs took on the challenge of preparing world-class cuisines.

*A Taste of the World* in 2019 – was an opportunity to experience a chef cook-off with world-renowned chefs, live demos, masterclasses and competitions. Four teams of elite chefs prepared dishes from four continents for a jury-panel, consisting of Michelin-star chefs. Each team was given one hour to prepare a three-course menu, across two segments of the competition. FAS Kyiv observed team Europe - Chef Francesco Guarracino (Corporate Executive Chef, Roberto’s restaurant) competing against team America - Chef Roberto Segura (Chef, Co – Founder and Director, Waka Restaurant & Bar – The Oberoi Hotel Dubai). This was particularly useful for FAS Kyiv staff as Post is hosting a week-long American Culinary Journey in June. This Culinary Journey features a similar event with a cook-off competition between an American chef and a Ukrainian chef.



*Photo credits: Gulfood website*

### **Gulfood Innovation Summit**

Gulfood 2019 offered plenty of learning opportunities. The innovation summit was a multi-track conference covering consumer trends, product innovation and industry success cases.

### ***Food Trends on Social Media***

Ben Ebbrell is co-founder and chef for SORTEDfood. Built the “SORTED” channel which now has over 2 million subscribers on YouTube. The channel is a cross between entertainment, inspiration and education, and it explores some of the best food and associated trends. Ben talked about:

- How Social Media has seen an explosion in the scale and proliferation of new food trends
- #foodstagram: Instagram, snapchat and pinterest - how to grow brands through social media
- Youtube – SORTEDfood story
- Examples of successful food influencer marketing campaigns

Ben provided an excellent explanation of the differences between a trend, a fad and seasonal trends. Trends appear among small groups of people first, and then they slowly and steadily spread and gain more followers. Trends do not appear overnight and stay “in the market” for a longer period of time (e.g. chia seeds, plant-based milk, turmeric, matcha). Fads, on the other hand, happen when people enthusiastically follow an impulse for a finite period without a basis in the object's qualities (e.g. coffee in a waffle cone might be instagramable but not practical, or a rainbow burger – good for picture taking but does not taste good). Seasonal products are the ones, which have annual demand during a very specific time (e.g. pumpkin spiced latte). Understanding the differences between trends, fads, seasonal products, learning tools that are used on social media to prompt consumers to make a purchase will be helpful when working on social media posts for various FAS events & promotions.



*Ben Ebbrell is delivering his presentation on food trends on social media*

### ***Effectively Using Social Media to Promote Your Brand***

Jochen Bischoff, Head of FMCG, Facebook, talked about changing the consumer and how it affects company's strategies. For instance, more and more customers use their phones while waiting at the supermarket checkout and that has caused a drop in sales of items at the checkout counter (e.g. 89% of Saudi females will open Facebook and Instagram while waiting at the supermarket checkout). Technological advances shape future trends and the importance of a product is moving toward the

experiences which the product can bring and that consumer will be able to share or associate with his/her lifestyle (e.g. a company who strives for waste reduction, sustainability, supports fair trade, etc.). The growing share of ecommerce was discussed and the projection for 2025 is that 1/5 of grocery shopping will be done online. This session helped FAS Kyiv to consider how food and beverage consumption is changing and how we can better proactively promote to those changes.

***Gulfood Global Connections Ukrainian Market Outlook: Ukrainian Agrarian sector: Overview and Opportunities for Investments***

Olga Trofimtseva – the Acting Minister of Agrarian Policy and Food of Ukraine, Ministry of Agrarian Policy and Food of Ukraine. Minister Trofimtseva delivered a presentation about Ukraine – its production, market, imports, and exports.



*Olga Trofimtseva is delivering her presentation*

**U.S. pavilion**

FAS Kyiv met with U.S. exporters, producers and cooperators, and/or the EU distributors to discuss market opportunities in Ukraine for U.S. food and beverage exports.



Photo credits: Gulfod report

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## Summary:

1. **Event Name:** Gulfood 2019
2. **Funds reservation number:** CT7400008897
  - **Beginning/Ending Dates:** February 17-20, 2019
  - **City/Country:** Dubai, UAE
3. **Purpose of the activity:** The purpose of visiting the show was to increase the effectiveness of the FAS Kyiv Office in creating, expanding and/or maintaining Ukrainian market for U.S. agriculture products, as well as creating new channels of communication with U.S. cooperators, producers and exporters. This was accomplished by meeting potential new contacts among the U.S. industry representatives and providing information on the developing potential for U.S. products in the Ukrainian market. Attendees also benefited by attending seminars and chef's competition.
4. **Expected Results and Desired Outcomes:**
  - The show offered FAS staff the opportunity to meet the U.S. industry representatives and to develop working relationships that would continue after the show.
  - The show offered FAS staff the opportunity to learn about food trends, social media as a tool for leveraging consumer's purchase decisions, and the importance of a private label (a significant trend offering opportunities for U.S. food and beverage exports).
  - FAS staff was able to obtain Gulfood Global Industry Outlook Report for further learning.
5. **Actual Results and Outcomes:**
  - In addition to building relationships with the U.S. companies, FAS Kyiv staff had the opportunity to hear firsthand about what is happening with Ecommerce, trends, consumer's changing preferences.
    - Gulfood International Culinary League– the competition provided ideas for activities and a chance to learn about important challenges when organizing similar events.
    - Overview of food trends on social media (the Changing European Retail Sector)
    - FAS Kyiv staff was able to provide market information to a number of potential U.S. exporters on the growing potential in the Ukrainian market
    - Connections were made at Gulfood that were then utilized during Post visit with Ukrainian buyers to the Natural Products Expo West

## 8. Recommendations/Follow-up Evaluations:

Follow up is recommended in six months to see which Ukrainian importers indicated interest in which U.S. products.

## 9. Costs/Revenue:

Total FAS expenditures CSSF: \$6,218.61

Budget Source	Costs
CSSF Funds reservation number	CT7400008897



Total	\$6,218.61
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10. **Attendees:** 2 FAS-Kyiv staff: Robin Gray – Agricultural Attaché, Mariia Sorokina – Agricultural Assistant.

**Pictures:**



*U.S. pavillion*



*Gulfood International Culinary League*