

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Netherlands

**Post:** The Hague

### Increased U.S. Millet Exports to the Netherlands

**Report Categories:**

Export Accomplishments - Other

Market Promotion/Competition

Grain and Feed

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**Report Highlights:**

In April 2011, the Colorado Department of Agriculture visited the Netherlands to promote millet exports to the region. Due to a temporary halt of the supply from Russia and the Ukraine, buyers were interested in learning about alternative suppliers. In Marketing Year 2011, the United States increased millet exports to the Netherlands to 1.85 million US\$ from 0.60 million US\$ in MY 2010.

In April 2011, Timothy Larsen of the Colorado Department of Agriculture visited the Netherlands. Goal of his visit was to promote millet exports to the region. Accompanied with staff of FAS The Hague, Timothy Larsen met millet traders, users and sector associations in the Netherlands.

The timing of the visit coincided with the closure of the Russian and Ukrainian export because droughts and fires diminished their cereal production (see FAS EU Grain and Feed Annual 2011). EU buyers were therefore interested in learning about alternative suppliers of cereals, including for millet.

During 2011, a major reduction of millet exports from the Ukraine and Russia forced Dutch importers to source from alternative suppliers. In Marketing Year 2011, the United States increased millet exports to the Netherlands to 1.85 million US\$ from 0.60 million US\$ in MY 2010 (see table below). With a market share of more than forty percent of the trade value, Colorado was the premier state exporting millet to the EU in 2011.

United States Export Statistics Commodity: 100820, Millet							
Year Ending: September							
Partner Country	United States Dollars			% Share			% Change
	2009	2010	2011	2009	2010	2011	2011/2010
World	14,749,228	15,519,865	25,428,020	100.00	100.00	100.00	63.84
Canada	3,260,468	3,090,431	4,665,944	22.11	19.91	18.35	50.98
UK	1,198,047	1,245,899	2,936,694	8.12	8.03	11.55	135.71
Indonesia	1,815,402	2,005,815	2,536,932	12.31	12.92	9.98	26.48
Mexico	1,622,922	1,331,867	2,357,232	11.00	8.58	9.27	76.99
Netherlands	505,999	599,912	1,845,249	3.43	3.87	7.26	207.59
Philippines	1,812,779	1,564,162	1,797,741	12.29	10.08	7.07	14.93
Germany	580,833	709,966	1,595,642	3.94	4.57	6.28	124.75
Malaysia	832,844	1,295,024	1,322,255	5.65	8.34	5.20	2.10
Belgium	1,054,920	193,392	1,044,843	7.15	1.25	4.11	440.27
France	202,306	138,968	814,829	1.37	0.90	3.20	486.34

Source: GTIS