

# Market Brief

## Export of Ice Cream from Trinidad & Tobago to United States of America

(December 2014)

### The Product



Figure 1: Ice Cream

Trinidad and Tobago is the home of various ice cream manufacturers. Currently, the TTMA's membership contains three such manufacturers, i.e. B's Home Made Ice Cream Limited, Flavorite Foods Limited, and Quicksilver Convenience Limited. Currently, Trinidad and Tobago exports ice cream of different flavours and sizes to various CARICOM markets, but this ice cream is yet to be exported to North American countries such as the United States of America and Canada. Undoubtedly, trade in home-grown brands of ice cream will resonate well with the diaspora residing in these countries.

|   |  |
|---|--|
| Total national production:                | N/A  |
| Total national exports :                  | N/A  |
| Average [unit] value:                     | N/A  |
| HS Code:                                  | 21.05.00   |
| Trinidad and Tobago tariff line:          | 21.05.00.10  |
| Tariff lines in United States of America: | 21.05.00.05.00,<br>21.05.00.10.00,<br>21.05.00.20.00 |

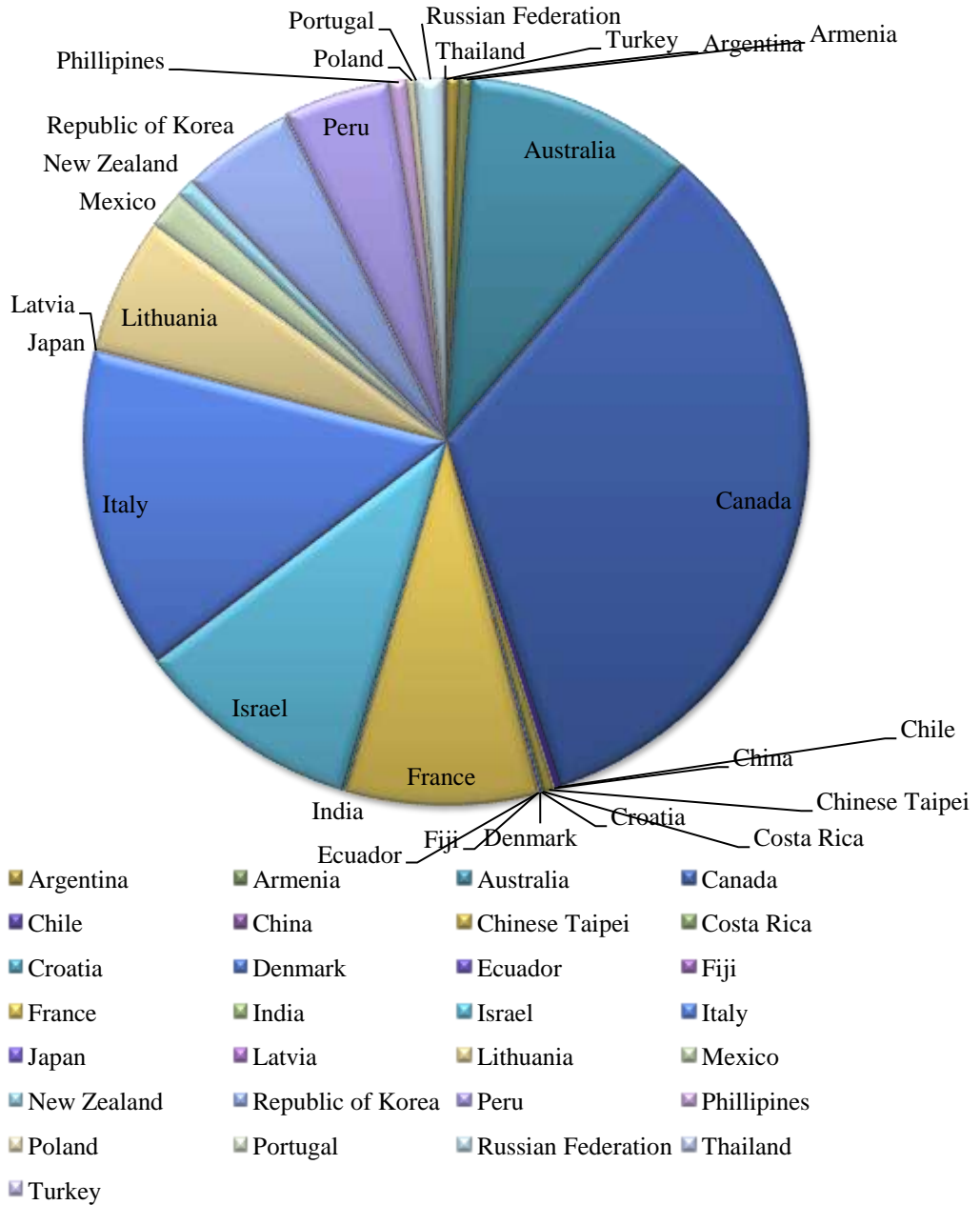
### Target Market<sup>1</sup>



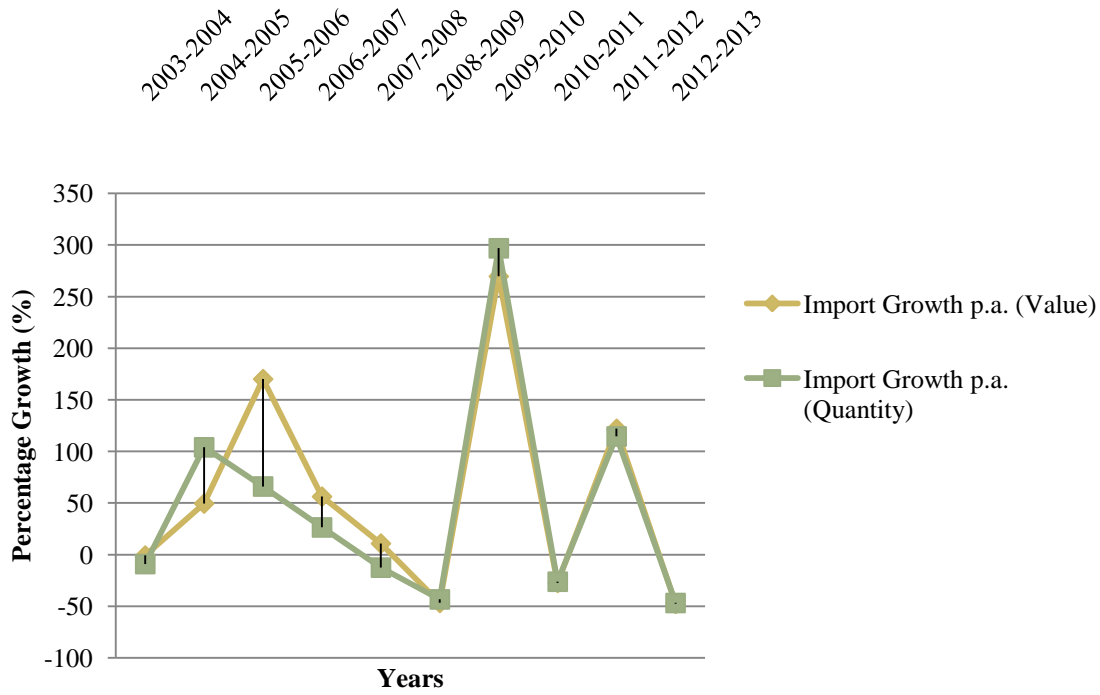
|                 |                               |          |       |
|-----------------|-------------------------------|----------|-------|
| Population:     | 313.9 million<br>(World Bank) | % Growth | 0.75% |
| GDP per Capita: | 49,965 (Current, US)          | % Growth | 2%    |

|               |   |
|---------------|---|
| Capital:      | Washington D.C.   |
| Major cities: | Miami, Orlando, Tampa (Florida), New York City (New York) |
| Currency:     | US Dollar   |
| Languages:    | English (national language)                               |
| Religions:    | Primarily Christianity                                    |

# Import Values for Ice Cream in USA for 2009-2013



## Annual Percentage Change of Imports



|   |                    |
|---|--------------------|
| Total imports of ice cream (2012):                    | 6,870 USD Thousand |
| Imports of ice cream from Trinidad and Tobago (2012): | 0 USD              |
| Average import [unit] value:                          | N/A                |
|   |                    |

### Market Access

The United States of America is a member of the WTO, and is a member of various Preferential Trade Agreements (as per the WTO's Preferential Trade Agreements portal). Trinidad and Tobago is part of the Caribbean Basin Economic Recovery Act (CBERA), which affords the twin-island state preferential access into the USA market.

|  |   |
|--|---|
| General applied tariff:                | 20%   |
| Tariff applied to Trinidad and Tobago: | 0%  |
| Tariff applied to main competitors:    | Australia, Canada, Israel, Peru – 0%; France, Italy, Lithuania – 20%, Republic of Korea – 14.2%   |
| Other import duties to be paid:        | Possible excise tax (based on federal regulation) and user fees (all dependent on the type of good) <sup>1</sup> . N.B. The merchandise processing fee is not charged on imports benefitting from CBERA. <sup>3</sup> |

#### Certification:

**For goods with materials originating outside Trinidad and Tobago:**

A declaration setting forth all pertinent detailed information concerning the production or manufacture of the article shall be submitted directly to the port director (i.e. in USA)

**For goods wholly made from materials originating within Trinidad and Tobago:**

A statement to that effect shall be included on the commercial invoice provided to Customs<sup>2</sup>

#### Other regulatory requirements to comply with:

All commercial imports of food and beverage products require the filing of Prior Notice with FDA and, if the products contain meat, egg, milk, poultry, or other animal origin products, may require permits, health certificates, and/or other specified certifications from the country of origin. Foreign manufacturers and/or distributors of food products must register with the FDA before their goods may be admitted.<sup>2</sup>

The term “ice cream” is defined in US regulations.<sup>4</sup>

The Food Safety Modernisation Act (FSMA) would affect the sale of these goods.<sup>5</sup>

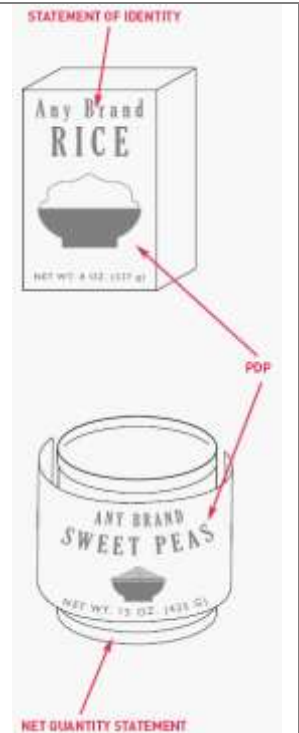
#### Packaging requirements:

The container which is used to contain the ice cream is defined as a food contact article.<sup>6</sup> This container would be required to pass one of the following tests (according to US legislation):

1. Is the component an appropriately regulated indirect additive?
2. Is use of the component Generally Recognised as Safe (GRAS)?
3. Is use of the component Prior Sanctioned?
4. Is the component on the Threshold of Regulation Exemptions?
5. Is the component affected by the listing of Effective Food Contact Substance Notifications?<sup>3</sup>

#### Labelling requirements:

Place the statement of identity, or name of the food, and the net quantity statement, or amount of product, on the Principal Display Panel (PDP)<sup>7</sup> and on the alternate PDP. The information panel is the label panel immediately to the right of the PDP, as displayed to the consumer.<sup>8</sup>



#### Distribution channels:

Since the diaspora would be targeted, existing West Indian food stores in these markets would serve as the selling points of the ice cream. Thus, the distribution channel would be:

B's Ice Cream (Trinidad and Tobago)  
→ West Indian Store (in Florida, New York & Washington DC) → Final consumer

#### Prices and pricing aspects in major distribution channels:

N/A

#### Voluntary standards:

Food Safety System Certification 22000 (FSSC 22000); Hazard Analysis and Critical Control Point (HACCP)

Export development & export promotion:

Trade Shows available in 2015:

| Name  | Date           | Location            | More information  |
|---|----------------|---------------------|---|
| Retails BIG Show                                    | 11-14 Jan 2015 | New York, USA       | <a href="http://10times.com/theretail-big-show">http://10times.com/theretail-big-show</a>   |
| Key West Food and Wine Festival Hospitality Suite   | 27-31 Jan 2015 | Florida, USA        | <a href="http://10times.com/key-west-food-and-wine-festival-hospitality-suite">http://10times.com/key-west-food-and-wine-festival-hospitality-suite</a> |
| KeHE Summer Selling & Product Innovation Show       | 02-03 Feb 2015 | Florida, USA        | <a href="http://10times.com/kehe-florida">http://10times.com/kehe-florida</a>   |
| Food Network South Beach Wine & Food Festival       | 19-22 Feb 2015 | Florida, USA        | <a href="http://10times.com/sobewff">http://10times.com/sobewff</a>   |
| Expocomer   | 11-14 Mar 2015 | Panama City, Panama | <a href="http://10times.com/expocomer">http://10times.com/expocomer</a>   |
| Snaxpo  | 28-31 Mar 2015 | Florida, USA        | <a href="http://10times.com/snaxpo-orlando">http://10times.com/snaxpo-orlando</a>   |
| Summer Fancy Food Show New York                     | 28-30 Jun 2015 | New York, USA       | <a href="http://10times.com/summer-fancy-show">http://10times.com/summer-fancy-show</a>   |
| American Global Summit and Expo on Food & Beverages | 03-05 Aug 2015 | Florida, USA        | <a href="http://10times.com/food-beverages-florida">http://10times.com/food-beverages-florida</a>   |
| Sunshine Food, Beverage and Fuel Expo               | 28-31 Aug 2015 | Florida, USA        | <a href="http://10times.com/sunshine-food-beverage-and-fuel-expo">http://10times.com/sunshine-food-beverage-and-fuel-expo</a>                           |
| Americas Food & Beverage Show                       | 27-28 Oct 2015 | Florida, USA        | <a href="http://10times.com/americas-food-beverage">http://10times.com/americas-food-beverage</a>   |

For more information, please contact us. <http://www.ttma.com>  
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## Notes

1. Market penetration would be achieved by targeting the diaspora in Florida, New York, and Washington DC.
2. Code of Federal Regulations, Title 19 Parts 141-199 (Caribbean Basin Initiative) United States Customs Service, Revised 10/12.: Customs and Border Protection, 2012. (available at <http://www.gpo.gov/fdsys/pkg/CFR-2012-title19-vol1/pdf/CFR-2012-title19-vol1-sec10-198.pdf>, accessed December 10, 2014)
3. "Other taxes or fees required to import goods into the U.S., other than duty." U.S. Customs and Border Protection INFO Centre. [https://help.cbp.gov/app/answers/detail/a\\_id/810/~/-/other-taxes-or-fees-required-to-import-goods-into-the-u.s.-other-than-duty](https://help.cbp.gov/app/answers/detail/a_id/810/~/-/other-taxes-or-fees-required-to-import-goods-into-the-u.s.-other-than-duty) (accessed December 10, 2014).
4. "Caribbean Basin Economic Recovery Act (CBERA)." CBP.gov. [http://www.cbp.gov/xp/cgov/trade/trade\\_programs/international\\_agreements/special\\_trade\\_programs/caribbean/cbera.xml](http://www.cbp.gov/xp/cgov/trade/trade_programs/international_agreements/special_trade_programs/caribbean/cbera.xml) (accessed December 10, 2014).
5. "Importing food for commercial use (resale)." U.S. Customs and Border Protection.. [https://help.cbp.gov/app/answers/detail/a\\_id/83/~/-/importing-food-for-commercial-use-%28resale%29](https://help.cbp.gov/app/answers/detail/a_id/83/~/-/importing-food-for-commercial-use-%28resale%29) (accessed December 10, 2014).
6. Code of Federal Regulations, Title 21 Parts 135 (Frozen Desserts) United States Customs Service, Revised 10/12.: Customs and Border Protection, 2012. (available at <http://www.gpo.gov/fdsys/pkg/CFR-2012-title21-vol2/pdf/CFR-2012-title21-vol2-part135.pdf>, accessed December 10, 2014)
7. "FDA Food Safety Modernization Act (FSMA)." U S Food and Drug Administration Home Page. <http://www.fda.gov/Food/GuidanceRegulation/FSMA/default.htm> (accessed December 10, 2014).
8. "Food Ingredients and Packaging Terms." U S Food and Drug Administration Home Page. <http://www.fda.gov/Food/IngredientsPackagingLabeling/Definitions/ucm064228.htm> (accessed December 10, 2014).
9. "Determining the Regulatory Status of Components of a Food Contact Material" U S Food and Drug Administration Home Page. <http://www.fda.gov/Food/IngredientsPackagingLabeling/PackagingFCS/RegulatoryStatusFoodContactMaterial/default.htm> (accessed December 10, 2014).
10. Refers to the portion of the package that is most likely to be displayed
11. "Food Labelling Guide." US Food and Drug Administration Home Page. <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm2006828.htm> (accessed December 10, 2014).