

# Exporting U.S. Dairy Products Past, Present & Future

*What goes into a sale (especially in  
Mexico)?*

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## What are the differences between an export sale and a domestic sale?

1. Product
2. Logistics
3. Price and Payment Terms
4. The Cost of Solving Problems



Doing Business with the Right Company Affects Everything

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## 1. Product



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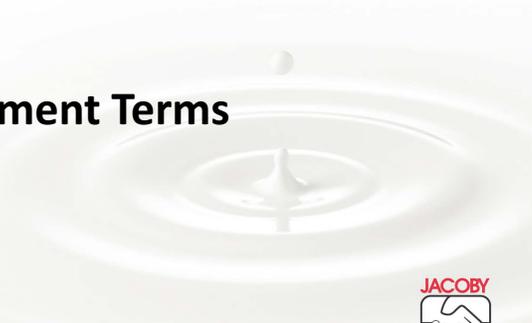
## 2. Logistics



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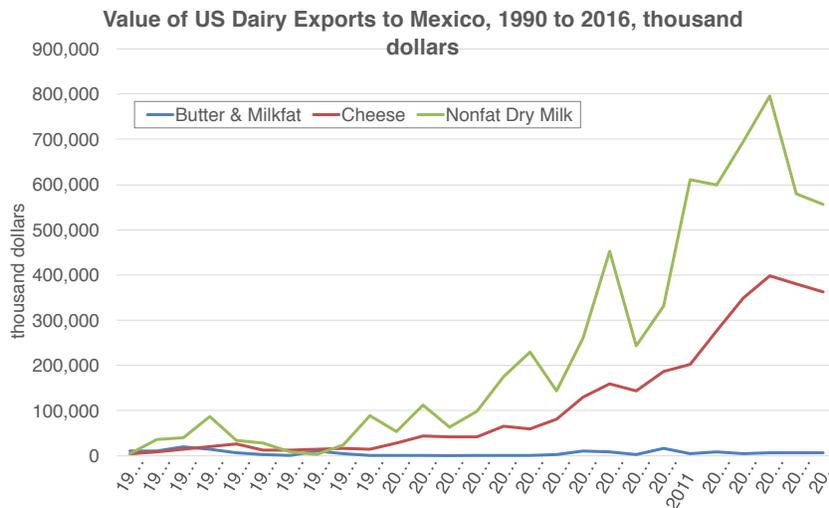
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Oceania, EU, & US Butter Price, 2013 to Present, in US\$/MT



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## What really happened - Mexico



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JACOBY  
DAIRY PRODUCT  
MERCHANTS

## Current Environment in Mexico

1. Mexico is a relationship based sales market.
2. The Trump rhetoric is not helping.
  - Made in the USA means less today than 6 months ago.
3. A withdrawal from NAFTA would be very bad for U.S. Dairy in Mexico.
4. Mexican customers are actively pursuing other options.
5. Don't underestimate Mexican pride.



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## Thank You!



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