



ANUGA 2011

**Cologne, Germany
October 8-12, 2011**

Report prepared for the
US Dry Bean Council

by

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Global Assessment

ANUGA 2011 attracted over 155,000 attendees from 180 countries, a very slight increase over 2009. 6,596 companies from 100 countries exhibited in a trade show exhibition space of more than 3 million sq. ft.

The general consensus of the trade show team was that ANUGA 2011 was a success for the US Dry Bean Council, in particular because there is a reduced supply of, yet an increased demand for, dry beans this year. Garbanzo beans and cranberry beans were the principal items that importers were asking for. US dry beans are sought after because the US is seen as a consistent, reliable supplier of superior quality beans. Many buyers prefer to do business with the US because Americans are known for their honesty and transparency in business dealings. The general economic picture around the world today favors US dry beans because the US is able to offer a healthy product that is still affordable when compared with the alternatives. Trade team opinions also included comments regarding the size of the booth and the location and quality of the hotel, both of which are related to cost.

Please see pages 11-14 of this Report for a summary of comments made by ANUGA trade team members.

The US Dry Bean Council booth received many visitors (269 trade leads from 79 countries). They ranged from 44 top buyers, to those of medium buying potential (86 trade leads), to low buying potential (139 trade leads).



From left to right: Joe Cramer, Johanna Stobbs (USDBC European representative), James Zenk, Dennis Engelhard (USDBC President), Greg Delawie, Deputy Chief of Mission, US Embassy, Germany, Charles Wachsmuth, Cindy Brown and Phil Hinrichs.

Background Information and Trade Show Statistics

ANUGA, Cologne, Germany – October 8-12, 2011

More than 155,000 trade visitors from 180 countries came to ANUGA 2011 to see the product ranges presented by the event's 6,596 exhibitors from 100 countries. 86% of exhibitors were from foreign countries (i.e. not Germany), while 62% of visitors came from abroad. ANUGA is ranked as the largest and most important food and beverage trade fair in the world.

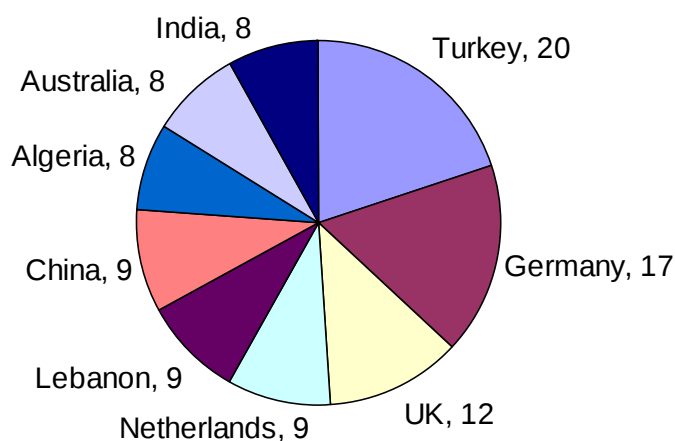
Italy, the Anuga 2011 partner country, was featured this year with a wide range of food products. With 1,057 exhibiting companies, Italy accounted for the largest contingent of foreign exhibitors at this year's trade show.

The new specialized Anuga Food Service section had its debut in 2011, presenting not only technical equipment for professional kitchens, but also food and beverage products. The highlight of ANUGA Food Service was the awarding of prizes in the professional "Chef of the Year" competition, which was won by Sebastian Frank, *chef de cuisine* at the Horvath Restaurant in Berlin.

The next ANUGA is scheduled for October 5-9, 2013.

Top trade lead countries at ANUGA 2011, by number of actual leads.

Total trade leads: 269





James Zenk and Dennis Engelhard greet a visitor to the USDBC booth..



Dennis Engelhard provides a visitor with information.

Exhibition Booth

The US Dry Bean Council stand was located in the US Pavilion (Hall 10.2), well placed on a central traffic lane.

The booth, which was shared with the USA Dry Pea & Lentil Council, was square-shaped and measured only 20.5 sq. m. (220 sq. ft.), (total cost to the USDBC: \$11,000). This did not provide enough space for the trade show teams and visitors. This booth size compares with the SIAL booth space of 24 sq. m. (258 sq. ft.) for a cost to the USDBC of \$12,000. However, due to the special configuration of the US Pavilion at ANUGA, managed by Koelnmesse, larger, rectangular booths are very expensive.

The US Pavilion lounge was located at the back of the US Pavilion and was not conveniently located to the USDBC booth. It was also considerably smaller than in previous years because Koelnmesse had sold more booth space to exhibitors.



Top left: the traditional open-bag display of US dry legumes always attracts buyers and visitors from many countries and backgrounds.

Top right: Joe Cramer greets visitors from Slovenia.

Bottom: Dry legumes laid out in the display cabinet to spell "USA".

Stand representatives

The US Dry Bean Council was represented by Dennis Engelhard, Randy Duckworth, Joe Cramer, James Zenk, Cindy Brown and Charles Wachsmuth, as well as Johanna Stobbs (USDBC/USADPLC representative for Europe) and David McClellan (USDBC/USADPLC representative for Spain and the Mediterranean region).

The USA Dry Pea & Lentil Council was represented by Phil Hinrichs, Mallesh Hiriyur, Jeff Van Pevenage and Lynn Virkler.

A trilingual German assistant, Elisa Hemsing, was hired to enter trade leads into the USDBC database during the show and to translate as necessary.

Stand materials and product samples

The stand was decorated with colorful posters and a range of product samples, which were exhibited in open bags and arranged in such a way as to attract maximum attention. Visitors were given the USDBC Suppliers Directory and the USDBC bean sample card, as well as a range of USDBC souvenir items.



Top left: Dennis Engelhard and Joe Cramer, with Cindy Brown and Charles Wachsmuth in the background.



Top right: Charles Wachsmuth with visitors.



Bottom right: Joe Cramer, David McClellan and Bob Green.

Reception for the International Pulse Industry

The US Dry Bean Council hosted a reception for the international pulse trade on Monday, October 18, in cooperation with the USA Dry Pea & Lentil Council.

Gathered together were key international buyers from many countries and various members of the Executive Committee of CICILS-IPTIC (the International Pulse Trade and Industry Confederation).

Dennis Engelhard, President of the US Dry Bean Council, opened the reception with words of welcome. Paul Spenser; US Agricultural Counselor at the US Embassy, Berlin, also greeted guests.

The two-hour reception was held in the lounge of the US Pavilion at ANUGA.

Representing the US Dry Bean Council:

Dennis Engelhard
Randy Duckworth
Joe Cramer
James Zenk
Cindy Brown
Charles Wachsmuth

Representing the USA Dry Pea & Lentil Council:

Phil Hinrichs
Mallesh Hiriyur
Jeff Van Pevenage
Lynn Virkler

Left: Johanna Stobbs, Cindy Brown and Ana Reguera of Seprolesa (Spain).

Bottom: Bob Green, Randy Duckworth and David McClellan.



ANUGA 2011 Industry Reception Attendees			
	Name	Company	Country
1	ALONSO PEREZ, Marcos	Fruleco	Spain
2	ALVAREZ RIC, Pedro	Penelas	Spain
3	ARAL SAVUCU, Didem	Aral	Turkey
4	BALSINGER, Beatrix	Balsinger Communications	Germany
5	BASKAYA, Ergun	Marka Trading	Turkey
6	BESSEMS, Bart	Schepens	Belgium
7	BOUBESE, Hassan S.	HB Agrottrade	Switzerland
8	BRAET, Jan	Alimex	Belgium
9	BRAHIM, Morsli	MB Produit Alimentaire	Algeria
10	BROWN, Cindy	USDBC	USA
11	BURKEMAN, Robert	Poortman	UK
12	BUTUN, Bilgen	Marka Trading	Turkey
13	CATTANEO, Florent	COGESER	France
14	CHERKI, Alex	CIACAM	France
15	CHERKI, Ilan	Ilan	France
16	COOK, Sharon	FAS	USA
17	CRAMER, Joe	USDBC	USA
18	CUNNINGHAM, Hayley	SPL Foods	UK
19	DECARPENTRY, Sylvie	Soufflet Alimentaire	France
20	DUNCAN, Sindy	Canada Exports	Canada
21	ENGELHARD, Cindy		USA
22	ENGELHARD, Dennis	USDBC	USA
23	FENNESZ-BERKA, Andrea	FAS/Vienna	Austria
24	FLATEN, Justin	JM Grain	USA
25	GARCIA, Albert	Alons-Gar	Spain
26	GEORGEGLLOU, Jason	Elamer	Greece
27	GEORGEGLLOU, Nico	Elamer	Greece
28	GOETHALS, Peter	Beanworks	Belgium
29	GREEN, Robert	Michigan Bean Commission	USA
30	GREEN, Randall N.	NMS	USA
31	HAGE, Cor	Poortman	Netherlands
32	HAGEN, Erik	Poortman	Netherlands
33	HAYOUNA, Kamal	Arcane	Algeria
34	HAYOUNA, Mustapha	Canyon Traders International	USA
35	HELSEN, Alex	Boomerang	Belgium
36	HEMSING, Elisa	USDBC/USADPLC	Germany
37	HINRICHS, Pamela		USA
38	HINRICHS, Phil	USADPLC	USA

39	HIRIYUR, Mallesh	USADPLC	USA
40	HOUSE, Maurice W.	FAS/Brussels, Minister-Counselor	Belgium
41	HUS, Yannick	Soufflet Alimentaire	France
42	HUTTMANN, Manfred	Müller's Mühle	Germany
43	ILAN, Handan	Memisler Group	Turkey
44	JAARMAN, Kalle	Dobeles	Latvia
45	JACOBS, Andrew	Poortman	UK
46	JOURNO, Laurent	US Embassy	France
47	KIZILTAN, Ahmet	Marka Trading	Turkey
48	KOTEL, Osner	Memisoglu	Turkey
49	KOTELNIKOVA, Julia	Mistral	Russia
50	KUCUK, Erkan	Penguen Canning	Turkey
51	KURBATOVA, Olga	Mistral	Russia
52	LEVER, Bradley	Advance Seed	South Africa
53	LIN, Daniel	United Brokers	China
54	LUNT, Dorian	FAS/London	UK
55	MAC COURTNEY, Peter	Macbema	Costa Rica
56	McCLELLAN, David	USDBC/USADPLC	Spain
57	MEDINA, Franlitz	New Coast Trading	USA
58	MEMIS, Murat	Memisoglu	Turkey
59	MEMIS, S.	Memisler Group	Turkey
60	MEMIS, Tuba	Memisoglu	Turkey
61	MEMIS, Vesel	Memisoglu	Turkey
62	MORENO DUNCAN, Humberto	SARA	Canada
63	MORAY, Onat	Penguen Canning	Turkey
64	MORRISON, Frank	Morrison Farms	USA
65	MORSLI, Brahim	MB Produit Alimentaire	Algeria
66	MORSLI, Sofiane	MB Produit Alimentaire	Algeria
67	NOLTE, Gaspar E.	FAS/Lima	Peru
68	OBRC, Sinisa	Dalant	Croatia
69	OPACAK, Zvonko	Dalant	Croatia
70	PATEL, Divyesh	Global Agro Commodities	USA
71	PEDON, Paolo	Pedon	Italy
72	PERSSON, Sven-Ake	GoGreen (Lantmännen)	Sweden
73	PUHK, Romet	Dobeles	Latvia
74	PURDY, Emiko M.	FAS/Lima	Peru
75	RAMEL, Sara	GoGreen (Lantmännen)	Sweden
76	REDA, Iman	Gedco	Canada
77	REGUERA SANTAMARIA, Ana	Seprolesa	Spain
78	ROCK, Claire	Sabarot Wassner	France
79	SAHR, Michael	Michigan Bean Commission	USA
80	SAHR, Sally	Michigan Bean Commission	USA
81	SALVADORES JAVARES, E.	El Maragato	Spain
82	SCHMIDT, Hartwig	USA Rice Federation	Germany

83	SERFATI, Gérard	COGESER	France
84	SERTTAS, Ahmet Turan	Serttas	Turkey
85	SIBECAS PALOUZIE, Alejandro	Fruleco	Spain
86	SIMON, Robert	SPL Foods	UK
87	SMITH, Mary Ellen	FAS/The Hague	Netherlands
88	SPENCER, Paul	FAS, Agricultural Counselor	Germany
89	STOBBS, Johanna	USDBC/USADPLC	France
90	TADROS GUIRGIS, Atef	Teekay & Danny	Egypt
91	TARTARA, Miran	Propak	Slovenia
92	THORPE, Tyler	Agricom International	Canada
93	TISSUT, Lionel	Soufflet Alimentaire	France
94	UGUREL, Tolga	Evbak	Turkey
95	VAN GOETHEM, Leslie	Casi Beans	Belgium
96	VAN PEVANAGE	USADPLC	USA
97	VAN WEZEMAEL, Stijn	CWT	Belgium
98	VAUPOTIC, Drago	Propak	Slovenia
99	WACHSMUTH, Charles	USDBC	USA
100	ZENK, James	USDBC	USA
101	ZIMNIEWSKI, Cesary	Schepens	Belgium
102	ZMITKO-SOMERS, Jamie	Michigan Dept. of Ag.	USA
103	ZOCCA, Luca	Pedon	Italy

ANUGA 2011 Evaluation Survey

Four responses to the survey were received. They are listed below by color and by a, b, c and d, for each respondent.

1. N° of business meetings you had at ANUGA 2011

- a) I participated in more than 20 business meetings during ANUGA.
- b) I did at the least 10 interviews per day, so I might have done more than 50 during the show.
- c) 17

2. Value of US legume sales you made at the ANUGA 2011 show

- a) I didn't confirm any business during ANUGA.
- b) I might have done around half a million \$ in business. I'm currently following up with customers and sending samples. I will know by the end of next month the exact amount, i.e. if it's more than half a million \$.
- c) \$200,000

3. Value of US legume sales generated in the next 12 months by contacts made at ANUGA 2011

- a) I expect our business to exceed \$1 million over the next 12 months as a result of meetings during ANUGA.
- b) I will be able to do more than \$2 million in sales very easily. I would not be surprised if I could do up to \$5 million from ANUGA 2011 alone.
- c) \$3,000,000

Also, we would appreciate from all of you your thoughts on ANUGA and our US legumes booth:

- Did the booth work well? What could be improved?
 - US Pavilion – OK?
 - Booth big enough?
 - Booth materials useful? Something lacking?
 - How did it compare with the booths of other pulse industry exhibitors (Canada, Australia, Turkey, Argentina, etc.)?
 - Hotel – is the Best Western Leverkusen an acceptable compromise given that a comparable quality hotel in downtown Cologne costs at least 50% more?
 - Other

- a) I felt that the booth was a bit overstaffed, but I'm not suggesting that this is all bad. Everything worked fine. I always wonder if the return on investment would be good or bad if we added a chef component to our offering.

a) We need to review the hotel situation. I know hotels are very very expensive during ANUGA but we could do better. Our customers are downtown and we taking the train each day out of town.

b) The US Pavilion was in a great location. Great job. It was perfect.

b) The booth was able to fit everything and everyone but if there were budget available, a little extra would be great because we could take people into the booth for interviews and have them sit with us. That would give us an advantage in understanding the customer better.

b) All the materials were more than enough - great job in producing and organizing them. They were perfect and we had enough to give to every customer. I also saw that customers were carrying the USDBC bags. It was a nice advertisement. If budget were available, I would like to give customers small sample cards of lentils and peas like the US Dry Bean Council's bean sample card. This would allow the customer to keep it in his office or home.

b) The US booth was outstanding. Thanks to David and Johanna for their excellent booth presentation. The open bags placed in the front made a very impressive display. I found the way that customers browsed the bags amazing. I could tell their interest and appreciation from the way they looked at the display and put their hands into the bags to hold and touch the beans. I always found David and Johanna to be on top of managing the booth. They attended to the customers and made sure that team volunteers were there to take care of visitors. Everyone answered questions with great energy. I did not find the same with other pulse industry booths. It was very quiet in their respective booths and there were no volunteers to explain or discuss customer needs.

b) I can not comment on the hotel because I made my own arrangements.

c) US Pavilion - OK? Good.

c) Booth big enough? No. The booth could have been bigger.

c) Booth materials useful? Something lacking? Good materials.

c) How did it compare with the booths of other pulse industry exhibitors (Canada, Australia, Turkey, Argentina, etc.)?

There were some individual companies that had a more open atmosphere. I think the way the US Pavilion is set up, with slides across the top, closes the booths in. It needs to be opened up to make it more inviting for people to come in to sit down and visit.

c) Hotel – Not acceptable. In town is way better

d) The booth size was small but certainly not unworkable, and being part of the US Pavilion is valuable.

d) I think the staffing was just right because it afforded flexibility to our traders and diversity to our customers.

d) I think the booth materials were great. I learned that the bean sample cards are expensive and challenging to produce. I think they are very valuable because they are attractive and enticing.

d) The hotel was absolutely fine, especially given the pricing.

d) I did not visit pulse booths from other countries.

- Who did we talk to and what did they say? We have put together statistics on the number of visitors, the countries of origin and the varieties requested, but please give us your ideas on what you think was most significant about:
 - the trade that visited the booth
 - what they do
 - where they are from
 - what they are looking for
 - how the current economic situation is affecting the pulse business
 - other

a) Only 4 years ago ANUGA was overrun with cheap beans and cheap sellers out of China, etc. This year we were much more in demand. The packagers that attend ANUGA agree that we are a much more consistent/dependable supplier of great quality dry beans and they seem to enjoy doing business with Americans. I think that the economics around the globe today may actually be positive for our industry. We still have a very healthy product that, in comparison to the alternatives, is still affordable. I also believe that many, many more consumers today are watching what they eat and are more health-conscious. We have the safest food in the world.

b) I think it's extremely important to get the attention of every customer and ask them questions. I found that a lot of customers were busy or shy, and it seemed like we had to push them to come to talk to us. I thought some customers were just browsing, but when I spoke to them I was surprised to learn that they were big buyers, doing 50-70 containers. It's extremely important to be at ANUGA to make customers aware that US products are better than Canadian and other countries, and to educate them on how much importance we give to quality. Our farmers spend millions getting the rights to seeds, but in Canada and other places they keep using old seed, so their quality can never beat our quality.

The economic situation will continue to affect the pulse industry in the coming years. It's important that everybody should use their expertise in making decisions. The customer may have the money to buy, but the market does not have the money. We may see more of this in the future.

c) Our visitors were traders (mostly importers). They came from all over the place, but there were a lot of Turks and Europeans. They were looking for garbanzos and dry beans; there were some lentil buyers. Dollar strength and overall world economic conditions are making things tough. More buyers are trending towards buying smaller quantities and are more "hand to mouth". It feels like money is tight.

d) I thought the most valuable message I was able to carry to our ANUGA visitors was a better understanding of the challenges our industry faces in getting producers to plant edible beans. In many cases it is a message that is hard for customers to accept. It is still important for them to grasp that if we are to be consistent, reliable producers of edible beans, we must have consistent reliable buyers of edible beans. I found many to be very understanding and receptive. No challenge gets solved overnight but venues like this give an excellent opportunity to breed team work and understanding between buyer and seller. I think farmers who are not sellers breed trust and comfort for our industry at trade shows like ANUGA.

d) The number one question I heard was: why don't you grow more beans?

d) I was amazed by how many folks were asking for cranberry beans.

d) Our message of corn and soy competition is gaining credibility because they are now also hearing it from the Chinese.

Outcomes

ANUGA 2011 was characterized by a good, solid number of trade leads (269) and a great deal of buying activity, especially for garbanzo beans. Buyers were also looking desperately for cranberry beans and, occasionally, were accepting pinto beans as an alternative. The uncertain situation in China in terms of product availability, and the still unharvested Argentinean garbanzo bean crop, were factors that pushed buyers to the USDBC booth.

The comments from ANUGA trade show team members (see pages 11-14) tells a very interesting story and provides helpful insight into how the USDBC might try to improve for SIAL 2012 and ANUGA 2013.

The areas that are weak and need improvement are the booth size, the US Pavilion lounge size for the industry reception, the quality of the food for the industry reception, and hotel accommodation.



From left: Joe Cramer, Mathieu Bonnafous (Bonduelle) and Dennis Engelhard.

Booth - Comments and Recommendations

The ANUGA 2011 booth cost \$22,000 (cost split between the US Dry Bean Council and the USA Dry Pea & Lentil Council) and measured just 20.5 sq. meters (220 sq. ft.). The space was small and the square format was not convenient. However, it was the only affordable space available within the normal budget for trade shows. Larger booths are available in the US Pavilion, but the shapes are irregular and the cost increases are dramatic.

In contrast, the SIAL 2012 booth will measure 24 sq. meters (258 sq. ft) and will be a more convenient, rectangular shape. It will cost approximately \$24,000 (cost split between the US Dry Bean Council and the USA Dry Pea & Lentil Council – calculated from Euros at today's rate of 1.41 dollars to the Euro).

Before signing up for ANUGA 2013, it is recommended that booth sizes, shapes and costs be reviewed.

Lounge Size - Comments and Recommendations

The ANUGA 2011 US Pavilion lounge was too small and its long, thin format was not convenient for the industry reception. The lounge seems to shrink with every ANUGA. This is because the organizers of the US Pavilion, Koelnmesse, are focusing on selling more booth space at the expense of the lounge space. Unfortunately, this is something that the USDBC, as an exhibitor, can not control. Unlike SIAL, where there are restaurants that can be rented for receptions, ANUGA does not permit restaurant rentals. Meeting rooms are available but, we know from experience, that reception guests will not be bothered to find the location. For that reason, the industry reception needs to remain in the US Pavilion lounge, which is easily found.

It is recommended that concerns regarding the size of the US Pavilion lounge be communicated to the Trade Show office of FAS in Washington.

Industry Reception Catering – Comments and Recommendations

The quality of the food served at the ANUGA 2011 industry reception was poor. This was unexpected since the same company was used in 2009 and performed well. The excuse was that a new chef had been hired shortly before the 2011 reception. However, this is not an acceptable excuse.

It is recommended that a new catering company be engaged for ANUGA 2013.

Hotel Accommodation – Comments and Recommendations

Where the USDBC ANUGA trade team members stay during ANUGA is purely a question of money. The per diem rate for lodging in Cologne in 2011 was \$246, which does not begin to reflect the hotel rate increases during ANUGA and other Cologne trade shows. At the Best Western in Leverkusen, the USDBC paid \$252 for a single room and \$295 for a double.

The USDBC looked at many hotels in the Cologne city center, but found that most, if not all, had raised their rates to the \$450-\$500 range. Hotel rates are quoted in Euros in Germany, so a calculation into dollars was necessary and the dollar level frequently changed, as the dollar weakened.

If USDBC trade team members would like to stay in Cologne city center, there are many hotels to choose from. FAS will waive the per diem rate if a viable explanation is given. What remains is the question of whether USDBC members would be willing to pay rates of \$450 or more (even on a 50% reimbursement) and whether the USDBC could also pay 100% of this when a member is on a 100% reimbursement system.

The question of how much the USDBC is willing to pay for hotels is an ongoing one that needs to be addressed for SIAL. In 2012, USDBC members will be lodged in a new area of Paris in order to have easy access to the new bus service that will take US exhibitors out to the SIAL fairgrounds. Hotels in Paris have also put up their prices, therefore rates that exceed the per diem will have to be considered.

It is recommended that the USDBC consider higher hotel rates for SIAL 2012 and ANUGA 2013 in order that our members be accommodated in lodgings that are comfortable and that have good locations relative to transportation facilities.

Attachment:
Trade Leads, ANUGA 2011

Marketbase
October 31, 2011