

# Overcoming Obstacles in Exporting from the United States

*An interview with Bob Anderson of Sustainable Strategies and Katherine DiMatteo of Wolf, DiMatteo + Associates, Project Leaders for OTA's Global Gap Analysis*

**D**espite hard economic times, organic is still in demand throughout the world—but there are many areas that don't have access to organic products, especially processed foods. For companies in the U.S., this

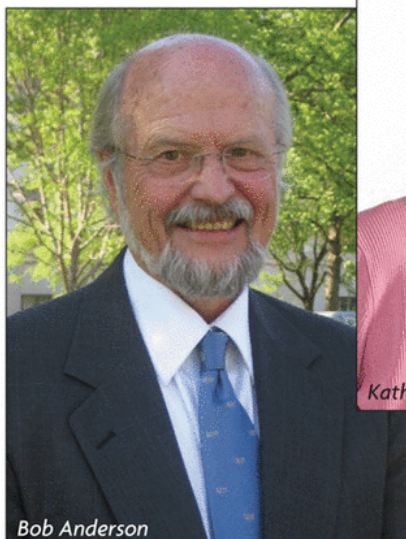
means there is a world of opportunity to expand their markets.

Exporting, however, gets very tricky when you start taking into account all the various organic standards and lists of what is allowed and what is not allowed.

To help break down trade barriers and increase market opportunities, the U.S. Department of Agriculture's Foreign Agricultural

Service (FAS) has awarded funding through its Technical Assistance for Specialty Crops (TASC) program to the Organic Trade Association (OTA), in partnership with Sustainable Strategies. Together with Wolf, DiMatteo + Associates, Sustainable Strategies has led projects to analyze and address trade issues for U.S. or-

ganic products—including assessments and gap analyses. Gap analyses are detailed, side-by-side comparisons of the U.S. national organic standards and those of designated countries. Each analysis identifies the barriers to exporting U.S. organic products to specific international specialty markets. In 2009 alone, the team helped with negotiations to create agreements with Taiwan and the landmark equivalency agreement with Canada.



*Bob Anderson*



*Katherine DiMatteo*