



**EXPORT TOOLS &  
OPPORTUNITIES**  
— *for* —  
**DAIRY  
EXPORTERS**





# A GROWING INDUSTRY

American-produced dairy, livestock, and poultry products are highly sought in the global market. With international sales churning out billions for U.S. exporters, there’s plenty of opportunity for businesses to break into new markets. Dairy exports from the United States have continued to thrive, with over \$34 billion in annual sales in 2023, and a three-year average of \$35 billion.

Top international markets in 2023 included:

| Top Importers      | Total Sales     |
|--------------------|-----------------|
| Mexico             | \$7.6 billion   |
| China              | \$4.8 billion   |
| Canada             | \$4.1 billion   |
| Japan              | \$3.8 billion   |
| South Korea        | \$3.2 billion   |
| Taiwan             | \$1.1 billion   |
| Philippines        | \$769.3 million |
| European Union     | \$642.4 million |
| Dominican Republic | \$624.1 million |
| Hong Kong          | \$580.4 million |

With 95% of the world’s consumers residing outside the U.S., there is a substantial opportunity in exporting. While venturing into exporting may seem daunting, a wealth of federal and state resources are available to guide you through the process. EXIM can help mitigate the risk of nonpayment through invoice insurance.

With the help of Export Credit Insurance for small businesses, many dairy farmers have the support they need to compete globally.

## Dairy Industry Facts at a Glance



**\$34.5B**  
dairy, livestock, and poultry  
export sales in 2023



**\$35.6B**  
3-year sales average



**10.8M**  
metric tons of product  
exported



**3.2M**  
total jobs, including 1.1  
million jobs in dairy product  
manufacturing

[fas.usda.gov/data/commodities/dairy-livestock-and-poultry](https://fas.usda.gov/data/commodities/dairy-livestock-and-poultry)

[www.idfa.org/news/u-s-dairy-industry-adds-60k-new-jobs-and-higher-wages-driven-by-growing-consumption-and-immense-economic-returns-to-local-and-regional-communities](https://www.idfa.org/news/u-s-dairy-industry-adds-60k-new-jobs-and-higher-wages-driven-by-growing-consumption-and-immense-economic-returns-to-local-and-regional-communities)



# WHAT'S STOPPING YOU FROM EXPORTING?

Imagine this: your U.S. business has identified an international buyer for its product, you have agreed on pricing, and your buyer wants open account credit terms. How will your company manage the risk of nonpayment by your international buyer? Insuring the receivables generated by international sales with EXIM's Export Credit Insurance is a great place to start.

**Export Credit Insurance is an insurance policy that covers international receivables.**

Export Credit Insurance mitigates the risk of nonpayment and empowers you to meet, or beat, your competitors by offering attractive credit terms. Your business can use open account credit terms to win new customers and increase sales to existing buyers.

Another benefit to insuring international receivables is that lenders will often accept them as collateral, expanding your borrowing base and improving cash flow.

## ***Export Credit Insurance:***

- ✓ Increases your ability to compete in international markets
- ✓ Protects your international invoices from nonpayment
- ✓ Expands your borrowing base for improved liquidity



# BENEFITS INCLUDE:

## Increased Sales

Every business wants to be more competitive. Providing open account credit terms can be the difference between winning and losing a deal. With more time to pay, customers have the financial flexibility to increase the size of their orders. Open account credit terms speeds up the delivery of goods by avoiding delays associated with a letter of credit or cash in advance.

## Risk Prevention

The challenge for exporters, particularly small businesses, is clear. Selling to international buyers on open account credit terms can be risky. If the buyers don't pay, there is little recourse for a U.S.-based company and the financial impact can be significant. Export Credit Insurance mitigates the risk of nonpayment by insuring international receivables.

## Cash Management

When your business needs cash to fulfill orders or pay for operations you often look to your local lender. These lenders are more likely to include international receivables in your borrowing base when those receivables are insured, giving you access to additional financing and improving cash flow.

## What Does Export Credit Insurance Cover?

### *Commercial Risks:*

- ✓ Insolvency
- ✓ Bankruptcy
- ✓ Protracted Default

### *Political Risks:*

- ✓ War, Revolution, Insurrection
- ✓ Currency Transfer Risk
- ✓ Cancellation of an Import or Export License





# HOW DOES EXPORT CREDIT INSURANCE WORK?

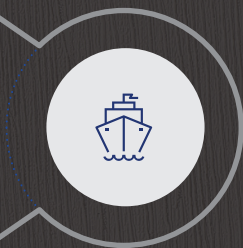
## Step 1:

You identify an international buyer and obtain an Export Credit Insurance policy.



## Step 2:

You offer credit terms to your foreign buyer.



## Step 3:

The buyer accepts the deal's terms.



## Step 4:

You ship your product and invoice the buyer.



## Step 5:

You report shipments and pay premiums on the amount shipped.

The buyer pays. If they fail to do so, EXIM pays.



# WHAT POLICY OPTIONS ARE OFFERED?

## Express Insurance

Most attractive to small businesses with limited or no prior export experience.

### *Features Include:*

- ✓ 95% coverage
- ✓ No deductible
- ✓ Pay-as-you-go premiums
- ✓ Streamlined application

## Multi-Buyer Insurance

Options to cover all or part of your export portfolio.

### *Features Include:*

- ✓ 95% coverage
- ✓ No deductible
- ✓ Pay-as-you-go premiums

## Single-Buyer Insurance

Covers one buyer for a predetermined period of time and dollar amount.

### *Features Include:*

- ✓ 90% coverage
- ✓ No deductible
- ✓ Individual policies for each deal
- ✓ Policies to cover all the deals from a single buyer

**TIP:** With Single-Buyer Insurance, you can have multiple policies for the same buyer covering different deals.





# WHAT'S NEXT?

EXIM is here to support you on your exporting journey. We offer a wide range of financing tools for your company's unique needs, as well as free consultations, educational material, exporter resources, and more. You can:



## Get Started

Request a free consultation with an EXIM specialist in your area to determine your eligibility.

[grow.exim.gov/consultationrequest](https://grow.exim.gov/consultationrequest)



## Learn Exporting Basics

Learn the basic fundamentals of trade finance and turn export opportunities into sales.

[grow.exim.gov/export-guide](https://grow.exim.gov/export-guide)



## Get Helpful Advice

Do you have questions about account terms and financing for exporters? Our experts are here to help:

[grow.exim.gov/export-financing-faqs](https://grow.exim.gov/export-financing-faqs)



## Guide to Working Capital Loan Guarantee

Find out how EXIM can unlock your cash flow by working with your lender.

[grow.exim.gov/wclg-guide](https://grow.exim.gov/wclg-guide)



This is a descriptive summary to be used only as a general introductory reference tool. The complete terms and conditions of the policy are set forth in the policy text, applications, and endorsements.