



THE
**NATURAL PRODUCT
INDUSTRY**

Tools & Opportunities
for U.S. Exporters

A GROWING INDUSTRY

With a growing global focus on healthier lifestyles, the demand for natural and organic products continues to rise. U.S. products are recognized worldwide for their exceptional quality. This offers tremendous opportunity for U.S. companies and manufacturers to increase their export sales and support the domestic economy, while making a meaningful contribution towards improving individual and public health worldwide.

EXPORTING WORLDWIDE

The United States stands as the world’s second-largest exporter of trade goods, with total annual exports—spanning both goods and services—exceeding three trillion dollars. In 2023, Canada and Mexico, the nation’s closest neighbors, are the top two destinations for U.S. exports.

<i>Top Importers of U.S. Goods & Services</i>	<i>Imports Value</i>
Canada	\$354.4 billion
Mexico	\$322.7 billion
China	\$147.8 billion
Netherlands	\$81.3 billion
Germany	\$76.7 billion
Japan	\$75.7 billion
United Kingdom	\$74.3 billion
South Korea	\$65.1 billion
Brazil	\$44.6 billion
France	\$43.9 billion

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

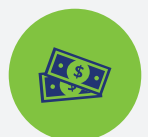
2023 U.S. Export Facts at a Glance



2nd Largest
exporter of trade
goods in the world



\$3.05T
U.S. goods and
services exported



\$677.1B
exported across
North American countries

www.statista.com/statistics/186592/ranking-of-the-largest-trading-partners-for-us-exports-in-2010/

www.statista.com/statistics/219691/value-of-international-us-exports-of-goods-and-services-since-2000/



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

“EXIM allowed us to take on a larger customer overseas. We never would have expanded our exports without the support offered by EXIM. We could take on multiple orders, pay our vendors on time and offer better terms to our customers without concern for receipt of payment.”

L. James-Meyer, CEO of BioSafe

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 global buyer.



Step 4:

You ship your product and invoice the buyer.



Step 6:

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



Step 5:

You report shipments & pay premiums on the amount shipped.

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.



EXPORTER SPOTLIGHT

Nature's SunGrown Foods

Despite being a premier provider of high-quality organic food and beverages, Nature's SunGrown Foods lost sales sometimes, even though its prices were lower than the competition's. Open account credit terms could make it more competitive, because payment terms were often more important to buyers than price. However, this opened the company up to the risk of not being paid.

Nature's SunGrown Food decided on an Export Credit Insurance policy with EXIM, which protected invoices, as well as Working Capital Loan Guarantee to free up bank financing. With EXIM's support, the company has now shipped more than \$2 million in food products worldwide.

"Customers wanted to stop using letters of credit, so we offered 30-day terms. Our bank wasn't comfortable with that until it was insured by EXIM."

Mark M. Schulz
President of Nature's SunGrown Foods

BNutty

It was fundraising season, so Joy Thompkins worked with Carol Podolak to create healthy peanut butter for friends and family. When BNutty's popularity attracted overseas buyers, Thompkins and Podolak realized they were unprepared for global sales; the pair was worried about whether exporting could cause cashflow issues that would negatively impact domestic sales.

BNutty was introduced to EXIM through their local export accelerator program. EXIM offered the solution they needed: an invoice insurance policy that protects against buyer nonpayment. With EXIM's help, both Thompkins and Podolak learned about liabilities and reducing obstacles as their product travels.

"EXIM took the time to point out things that could lead to an expensive mistake, and we were able to take those lessons and avoid a lot of that."

Carol Podolak & Joy Thompkins
Founders of BNutty



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



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



Learn Exporting Basics

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

grow.exim.gov/export-guide



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



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.