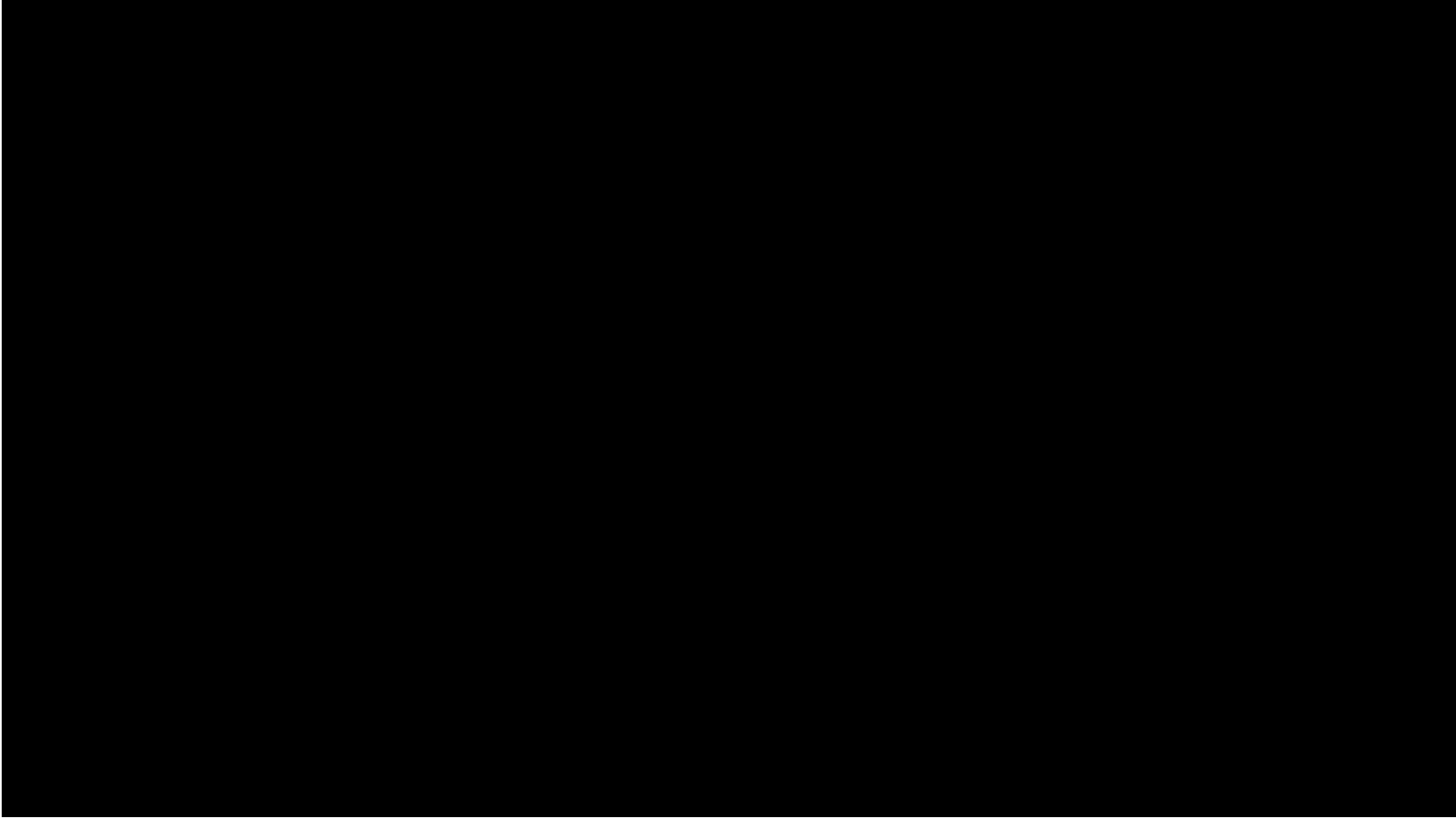


KANSAS INTERNATIONAL TRADE DAY 2018



THE MARKETS WE SERVE



PET FOOD = 60%

- DOG FOOD, CAT FOOD



AQUAFEED = 30%

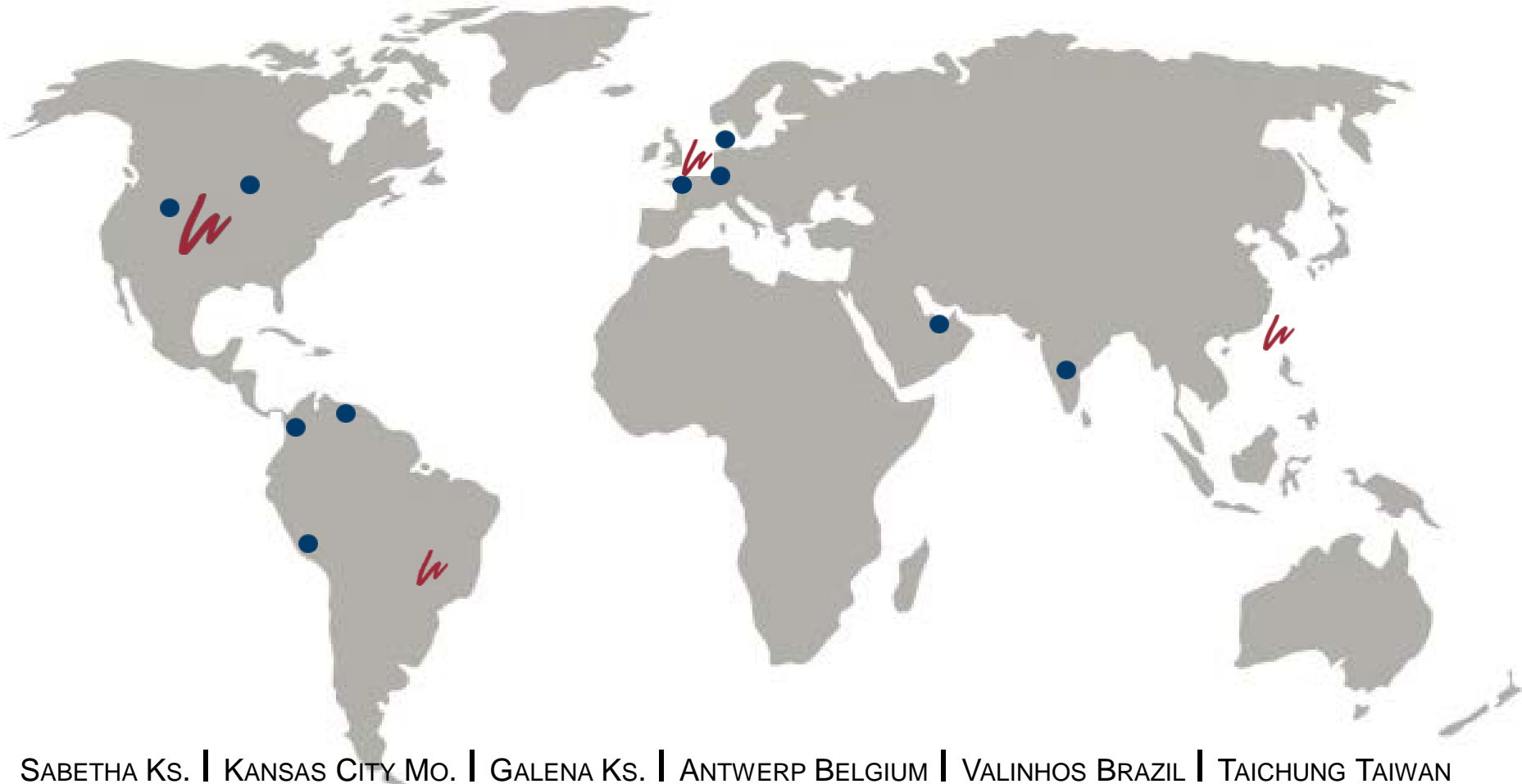
- TUNA, SALMON, TILAPIA, SHRIMP, CAT FISH



FOOD AND INDUSTRIAL = 10%

- CEREALS, TEXTURED SOY, RICE, CORN SNACKS, AND OTHER INDUSTRIAL GOODS.

GLOBAL PRESENCE



SABETHA KS. | KANSAS CITY MO. | GALENA KS. | ANTWERP BELGIUM | VALINHOS BRAZIL | TAICHUNG TAIWAN

 **WENGER**®

1 WAY TO GO GLOBAL

- BE WILLING TO TAKE CALCULATED RISKS
- START WITH THE RIGHT PEOPLE
- GAIN MARKET INTELLIGENCE
 - PRIMARY RESEARCH
 - SECONDARY RESEARCH
 - 3-STEP METHOD (SCREEN→SELECT→COMPARE)
 - NEGATIVE LIST METHOD

IMPORTANT FACTORS TO KEEP IN MIND

- MAKE SURE YOU CAN MAKE A PROFIT
- DON'T BITE OFF MORE THAN YOU CAN CHEW
- ADAPT

HOW WE FIND CUSTOMERS TODAY

- “TRY TO BE THE HOTTIE THAT EVERYONE WANTS TO DANCE WITH”
- “IF YOU DON’T WANT SOMEONE TO TAKE YOUR GIRL, THEN DON’T STOP DANCING WITH HER”