



PRESS RELEASE

FOR IMMEDIATE RELEASE

December 14, 2006

2006-025

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SALVADORAN TRADE COMPANY SHIPS ITS FIRST CONTAINER

SAN SALVADOR– Today, the Salvadoran trade company Latin Food Distributors shipped its first container with food products from La Canasta facilities to the United States of America.

The U.S. Agency for International Development (USAID), through its Export Promotion Program, has been instrumental for the development and establishing of the trade company. In a short period of time and with USAID-sponsored technical support and training, Latin Food Distributors managed to start operations and sent its first order of four types of products (chow mein, cookies, spices and red beans) for a total amount of \$30,000.

Latin Food Distributors was established earlier this year to bring together small and medium Salvadoran enterprises that manufacture food products. The trade company, made up of 11 businesses, opened a commercial office at Centro Comercial Loma Linda. Latin Food Distributors has a commercial director and an assistant who carry out its daily operations.

The trade company is a good alternative for small enterprises that do not have capacity to complete large amount orders and have associated themselves with other small enterprises to become more attractive for big importers.

Bay Shore Distributors is a New York-based enterprise that has bought the products from Latin Food Distributors. Bay Shore Distributors, which owns 25 grocery stores located in New York, has been in the food business for over 15 years. Bay Shore Distributors is currently working on a project to place different types of ethnic food in their grocery stores. It is expected that the shipping of this first container with food products be the beginning of a long-term commercial relation between both enterprises.

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