



STATE OF IDAHO



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TAIWAN FLOUR MILLERS TO SIGN \$484 MILLION WHEAT DEAL

(BOISE) Governor C.L. "Butch" Otter will preside as Taiwan Flour Mills Association representatives and Idaho wheat industry officials sign an agreement supporting U.S. wheat exports over the next two years – a deal worth \$484 million.

Taiwan Flour Mills Association (TFMA) Executive Director Wei-Chang Chang, Director General Andy Chin of the Taipei Economic and Cultural Office in Seattle, and Idaho Wheat Commission Chairman Ned Moon will join Governor Otter for the ceremony.

"The Agriculture Goodwill Mission is visiting the great state of Idaho for wheat and for friendship," said Director General Andy Chin. "I greatly appreciate the warm hospitality extended to the mission by the government and people of Idaho and firmly believe that, with the visit, bilateral relations between Idaho and Taiwan, particularly in the fields of business, tourism and education, will be further developed and enhanced."

"Export markets are critical to Idaho's economy and to Idaho wheat growers," said Governor Otter, "We met with the Taiwan Flour Mills Association during my trade mission to Asia in April and greatly appreciate their loyalty as an Idaho customer. This visit will continue to foster further sales opportunities for our state."

"Taiwan and Idaho also enjoy a close trade relationship. In 2012, Taiwan was Idaho's third-largest export market; Idaho exported US\$755 million to Taiwan in that year," said Mr. Wei-Chang Chang, Executive Director of the TFMA. "Taiwan's consumers have long appreciated high-quality Idaho-grown wheat."

The U.S. wheat industry has had an excellent working relationship with Taiwan for more than 40 years. The Taiwan Flour Millers Association imports 60,000 metric tons (2.2 million bushels) of wheat, every three months which is distributed among all of the millers. The TFMA continues to be one of Idaho's best customers year-after-year, coming in as one of the top 5 wheat importing trade partners.

The importance of maintaining trade relationships with valued customers was one of the objectives when Idaho Wheat Commission Chairman (IWC) Ned Moon traveled to Taiwan in April as part of the Governor's Trade mission to Asia, where he met with the Taiwan Flour Millers Association. "These millers are some of our most sophisticated and progressive customers," said Moon. "They like to buy U.S. wheat because they know exactly what quality of wheat they are getting in contrast with buying wheat from other countries that have lower grading standards. We look forward to meeting with TFMA as they visit Idaho and thank them for their commitment to purchase Idaho wheat."

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