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High Volume Grain Carts To Africa

Ag Machinery Manufacturer Finds Export Success at Nampo in South Africa

J&M Manufacturing is a Ft. Recovery, OH based agricultural machinery manufacturer. The company had been receiving international email inquiries for several years, so company managers decided to dip their toes into the waters of exporting. With the help of U.S. Commercial Service Agribusiness Team member Heather Ranck, J&M conducted an Initial Market Check (IMC) in South Africa, where U.S. Commercial Service personnel in South Africa contacted a range of potential clients and distributors and gathered feedback on the market interest in J&M's product range. The IMC results indicated that there was a need for the company's large volume grain carts and gravity wagons, so in 2012 J&M took a mini booth in the USA Pavilion at Nampo, the largest ag machinery show in South Africa. The USA Pavilion is organized by the U.S. Commercial Service each year at Nampo. It's a large tent serving as a home base and a launching pad for business people. Representatives can meet prospective business partners at their booth in the USA Pavilion or by walking the show.



J&M Grain Cart on Display in USA Pavilion at Nampo Show in South Africa

During and immediately following Nampo 2012, J&M made a few sales to South Africa, so they decided to scale up their participation at Nampo 2013 with the display of their eye-catchingly large equipment. This strategy was rewarded with more sales and distribution contacts. J&M repeated their participation in the USA Pavilion in 2014 with another display of their grain cart and gravity wagon, yielding even more sales and leads.

"International business not easy, quick or simple," said Kent Gibbons of J&M Manufacturing. "Over the last three years, the U.S. Commercial Service has provided J&M programs, people and answers, including Initial Market Checks, Gold Key Service, trade show pavilions, and office networking worldwide. You can do it on your own but why? The Commercial Service programs and services are very reasonable and the experience and networking invaluable. The quickest, simplest, cost effective international development is with the U.S. Commercial Service."

With hard work, follow up and clever utilization of tools available to them from the U.S. Commercial Service, J&M Mfg. evolved from a new-to-export company to successfully exporting multiple units.

For a list of support available to U.S. agribusinesses at overseas shows, [click here](#). For information on the U.S. Commercial Service, call (701) 239-5080, or visit www.export.gov/northdakota.

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