

INTERNATIONALIZATION OF FOOD DISTRIBUTION

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The Role of Port Facilities in the Food Distribution System: The Houston Case

by

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1. **Traditional Role**
 - A. Node in Network
 - B. Gathering for Export
 - C. Receiving Import
2. **New Role in Process**
 - A. Catalyst for Economic Development
 - B. Economic Linkage:
 1. Regional Output
 2. Regional Input
 - C. Facilitation Through Investment:
 1. High Capital Costs
 2. Market Entry Risks
 3. Joint Public/Private Initiatives
3. **The PHA Experience**
 - A. Historic Output of Agri-Business
 - B. Developing Consumer Base
 - C. Need for Diversification
 - D. Existing Infrastructure in Transport
 - E. Basis for Value-Adding Enterprise
 - F. Market Identification
 1. Latin America (population, output, dollar, distance)
 - G. Differentiation of Product
 1. Economics
 2. Technology (quality, loss)
4. **Result of Initiative**
 - A. Base for Growth & Diversification
 - B. Related Developments:
 1. Refer Warehousing
 2. Juice Packaging
 3. Food Processing
 4. Food Packaging
 5. Down-Stream (Irradiation)
 - C. Captive Cargo:
 1. New Zealand
 2. Brazil
5. **Lessons Learned**
 - A. Analyze Economics
 - B. Take Measured Risks
 - C. Attack Tradition - Carefully