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*International Business News*

*April 2021*

## **Prairie AquaTech**

*Promoting the health of  
Fish and shrimp worldwide*



Mark Luecke  
Prairie AquaTech CEO



*Also in this issue: Spotlight on South Dakota Exporters / Tunisia Travel Tips  
International News / Tunisia Business Tips*



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Tunisia**

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## IBNewsmag

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..... *In God we trust!* .....

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As many of you have pointed out, shipping bottlenecks may be obstructing your international business.

Port bottlenecks are a primary cause for shipping delays. At one point as many as 40 container ships were lined up off the port of Long Beach. Shipping containers simply cannot be unloaded at California ports fast enough.

**There are several reasons for this.**

1. Shipping demand has been extremely high amidst the availability of fewer containers.
2. Due to COVID-19, many dock workers are not showing up.
3. Rail cars are also in short supply.
4. Chassis are either not available or are broken down for badly needed repairs.
5. Drayage drivers have been scarce seeking alternative job opportunities.
6. Truck drivers also have been at a premium - if any can be found.
7. Customs cargo inspections can block the supply chain as even one item in a container if flagged, can hold up an entire ship's worth of containers.
8. Due to the very high consumer demand in the US and the low availability of containers, in some cases it has taken more than 75 days to sail port to port. (east Asia to west US)

Of course, it doesn't help when a huge container vessel blocks the Suez Canal.

**What are your alternatives?**

1. Plan ahead for shipments expecting delays.
2. Look to smaller ports such as Everett (Washington), Virginia, New Orleans and others.
3. Reroute incoming shipments to your destination from these smaller ports by rail and or truck.

While many forecasters thought these bottlenecks would subside by the end of March, they may in fact continue throughout 2021.

**Frederick Baehner**



Analytical lab manager prepares an assay to test quality release criteria for ME-PRO prior to shipment.

## Prairie AquaTech – promoting the health of worldwide fish and shrimp with better food ingredients for better water.

As many of the world's countries move toward sustainable water conservation, they are discovering that restricting the emission of fish secretion results in cleaner water in estuaries, ponds - and even oceans.

Prairie AquaTech located in Brookings, South Dakota, has developed a patented microbial process that converts soybean meal into a highly digestible, 70% protein feed ingredient with low antinutritional factors that improves the health and growth of fish and shrimp in markets worldwide.

The company's premier product is ME-PRO (Microbially Enhanced Protein), which promotes the health and performance of fish and shrimp reared in fish farms springing up in countries throughout the world. The microbially-enhanced soybean meal to produce ME-PRO is sourced from locally grown South Dakota soybeans.

The origins of Prairie AquaTech stems from the work of two research scientists from South Dakota State University (SDSU) – Bill Gibbons and Mike Brown - who first developed the plant-based

sustainable ingredient, intended to lower global dependence on fish meal - historically, the primary source of aqua-feeds.

“We are able to produce ME-PRO from non-genetically modified organism (non-GMO) soybeans to include in feed formulations for the European market which requires non-GMO products,” said Mark Luecke, Prairie AquaTech's CEO.

“We have the opportunity to sell our product to feed mills in Europe that can formulate feed for Atlantic salmon and other important species such as sea bass and sea bream,” Mr. Luecke explained.

The company also sells its product to more than a dozen countries, including Mexico, Panama, Peru, Nigeria, Saudi Arabia, the Netherlands and Indonesia. “We're also seeking government registrations in Ecuador and Colombia, among others,” noted Mr. Luecke.

Prairie AquaTech's most significant challenge is working with foreign governments during the pandemic to obtain product registrations. “Looking

ahead, we expect to sell 75% or more of our product to the international market where seafood product occurs.”

To protect its intellectual property, Prairie Aqua-Tech employs an in-house patent attorney who has produced patents for countries throughout the world, as well as here in the US.

Its international-destined products are shipped in containers via ocean vessels to the ports of destination. “Like many exporters,” continued Mr. Luecke, “we’ve encountered high demand for outgoing containers, which sometimes causes delays.”

The value of the 2019 global aquaculture feed market was \$63.8 billion, according to a Grand View Research *Market Analysis Report*, which amounts to more than 40 million metric tons of feed reported by a 2020 global feed survey.

Farmers sign up to be part of Prairie AquaTech’s certified grower network. “We work closely with farmers on seed genetics and agronomics,” Mr. Luecke explained. “One of the big things in aquaculture is traceability. We want to be able to tell the story about ME-PRO starting from the farmer’s fields — where the ingredient comes from and how it is handled. The marketplace expects this; however, not many ingredient companies have the relationship with their supply chain to do so.”

“We are also developing partnerships in different parts of Europe focused on different animal species,” Mr. Luecke added, pointing to the use of the company's product in feed for weaned pigs and companion animals such as dogs and cats. “Being able to work with pet food manufacturers in Latin America and Europe may then help create opportunities with American companies.”

**Content for this article provided by:**



**Rock Nelson** - International Marketing Director of the Sioux Falls Development Foundation and Chamber of Commerce



**Cinnamon King** - Director, U.S. Commercial Service - South Dakota

For much more information about the company and its products, visit [www.prairieaquatech.com](http://www.prairieaquatech.com) and <https://www.mepowered.com>.



Warehouse technician organizes pallets of ME-PRO for container loading and international shipment.

# Spotlight on South Dakota Exporters

## Advanced Sunflower

Huron and Redfield, SD

Contact: Contact: Dan Dale,  
[danny@advancedsunflower.com](mailto:danny@advancedsunflower.com)

**Business:** Advanced Sunflower is an Edible Sunflower Seed Processing Company Founded in 2011 with 3 locations in Huron and Redfield SD. We provide the highest quality sunflower kernels and inshell sunflower seeds to roasters and snack food companies in the US and around the globe.

We also custom roast product for clients large and small and provide sunflower chips, and inshell sunflowers to the wild bird food industry. Advanced is one of the few privately held sunflower companies left in the US. We designed and constructed our own facility all in house and have a skilled team of employees ready to make any changes or additions needed to meet the ever-changing market demands. We have over 50 years of combined experience in this industry and are growing the company every year.

**International Business:** We were selected as the 2020 Exporter of the year for the State of South Dakota. Exporting our products to South Korea, Japan, Israel, Jordan, Dubai, Turkey, Spain, Romania, Columbia, Mexico and Canada. We have exhibited at several international food shows over the years.

Website: [www.advancedsunflower.com](http://www.advancedsunflower.com)

## Diamond Mowers

Sioux Falls, SD

Contact: Mark Ferguson,  
[mferguson@diamondmowers.com](mailto:mferguson@diamondmowers.com)

**Business:** In 2000, Diamond Mowers started as a mower equipment manufacturing company and was created to provide exceptional quality, value and service to its customers. Diamond Mowers is

a USA-based company out of Sioux Falls, SD and is now a leading manufacturer of industrial mowing, mulching, and brush-cutting equipment for the municipal, skid-steer, and excavator markets. In 2017 Diamond was included in the Inc. 5000 as one of the country's fastest growing privately held companies.

**International Activities:** Diamond Mowers has sold industry-leading vegetation management products internationally for 9 years and maintains distributors in Australia, Mexico, Brazil, Argentina, Chile, and Malaysia. Diamond Mowers is continuously expanding its international footprint with innovative, value-driven products. The multitude of applications for Diamond Mowers trusted and tested product lines generates world-wide appeal. From roadside maintenance to right-of-way, from forestry and agriculture to fire prevention and eradication of invasive species, for landowner to governmental agency to contractor, it provides the best value-driven solutions. Diamond Mowers strives to present the best customer experience in all countries by partnering with trained and experienced distribution channels.

Website: <http://diamondmowers.com>

## Kolberg-Pioneer, Inc.

Yankton, SD

Contact: Mark Kielty,  
[mkielty@astecindustries.com](mailto:mkielty@astecindustries.com)

**Business:** Kolberg-Pioneer, Inc., Johnson Crushers International, Inc. and Astec Mobile Screens, Inc., (NASDAQ: ASTE) are worldwide leaders in manufacturing equipment for the aggregate, construction and recycling industries. It manufactures quality, state-of-the-art products including washing and classifying, conveying, jaw and impact crushing, screening and portable, stationary and track-mounted plants. Kolberg Pioneer, Inc. manufactures its products in Yankton, South Dakota, Johnson

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## Spotlight Continued

Crushers International, Inc. in Eugene, Oregon and Astec Mobile Screens, Inc. in Sterling, Illinois.

**International Business:** The company ships its large equipment and parts to customers worldwide through its dealer network, and has international offices in Chile, South Africa, Brazil, India and Australia.

Website: [www.astecindustries.com](http://www.astecindustries.com)

### Macurco Gas Detection

Sioux Falls, SD

**Contact:** Jace Krumwiede,  
[jkrumwiede@macurco.com](mailto:jkrumwiede@macurco.com)

**International Business:** Macurco Gas Detection is a leading global provider of rapidly deployable connected, intelligent gas detection systems that enable real-time safety and toxic threat detection. Macurco designs, develops and manufactures a full set of fixed and portable gas detection monitors for the protection of workers, responders and the community.

Macurco's products provide advanced gas detection, control and protection of workers and the community via three product solutions. TracXP offers robust fixed and wireless gas transmitters for oil/gas and other harsh industrial applications. The innovative Macurco gas detectors are designed for security systems, building automation, HVAC systems, parking structures, cold storage, homes and residences, and other general purpose applications. The groundbreaking AimSafety portable gas monitors are used for monitoring specific gases in potentially hazardous environments including fire and hazmat, oil and gas, confined spaces, and in other areas where personnel require PPE and need localized notification.

**International Activities:** Macurco has almost 50 years of proven experience in residential, commercial and industrial gas detection. Macurco gas detection systems are widely recognized by distributors, integrators and users for their high performance and consistent reliability. Macurco, AimSafety and TracXP equipment is exported to, and used in, more than 60 countries around the world to save lives and maintain safety.

Website: <http://www.macurco.com>

### Sterling Technology, Inc.

Brookings, SD

**Contact:** Derek Kjelden,  
[derek@sterlingtechnology.com](mailto:derek@sterlingtechnology.com)

**International Business:** Sterling Technology is a fourth generation manufacturer of bovine colostrum products that was founded in 1987. Sterling Technology is known for producing the highest quality colostrum-based products for human and veterinarian uses. Colostrum is the first milk produced by dairy cattle after giving birth. Our location in South Dakota allows us to obtain the raw colostrum from all across the United States from dairies in California to New York and everywhere in between.

**International Activities:** Sterling Technology primary exporting countries include Canada, Mexico, Brazil, Argentina, China, Vietnam, South Korea, Malaysia, Australia and New Zealand. Sterling Technology will be focusing on expanding these exports along with Europe and India.

Website: [www.sterlingtechnology.com](http://www.sterlingtechnology.com)

# Express News from Around the World

## **Asahi Shimbun (Japan)**

- Toyota Motors (autos), Isuzu Motors (trucks), Hino Motors (Toyota's truck division) are establishing a partnership to develop electrical, hydrogen, connected and autonomous driving technologies.
- Land prices in Japan decreased by 0.5% for the first time in 6 years in 2020 due to Covid-19.
- Idemitsu, a Japanese oil refiner, will produce an ultra-compact electric vehicle.

## **Korea Times (South Korea)**

- Hanwha General Chemical has acquired 100% of 2 global gas turbine companies that possess cutting edge hydrogen combustion technologies - U.S. Power Systems. Manufacturing LLC and Ansaldo Thomassen LLC and Ansaldo Thomassen B.V.- The Netherlands. The two companies are affiliates of the global gas turbine conglomerate, Ansaldo Energia.
- Various industry sectors, including electronics and autos, are grappling with the semiconductor shortage and supply chain deterioration.
- Hyundai Motor Group is getting into the electric vehicle charging business. It will set up 20 charging stations across South Korea in 2023.
- LG Uplus, a Korean telecom company, opened its first unmanned store in downtown Seoul.

## **Jerusalem Post (Israel)**

- Kubota, a large Japanese agricultural equipment manufacturer, is partnering with two Israeli organizations, Kinneret Innovation Center (KIC) and Impact Innovation Israel on identifying and implementing innovative technological solutions. Previously, Kubota invested in Israeli ag tech startups - Tevel Robotic and SeeTree.

## **Bangkok Post**

- Chinese auto manufacturer, Great Wall Motors, plans to start production of electric vehicles in Thailand in 2023.

## **Buenos Aires Times**

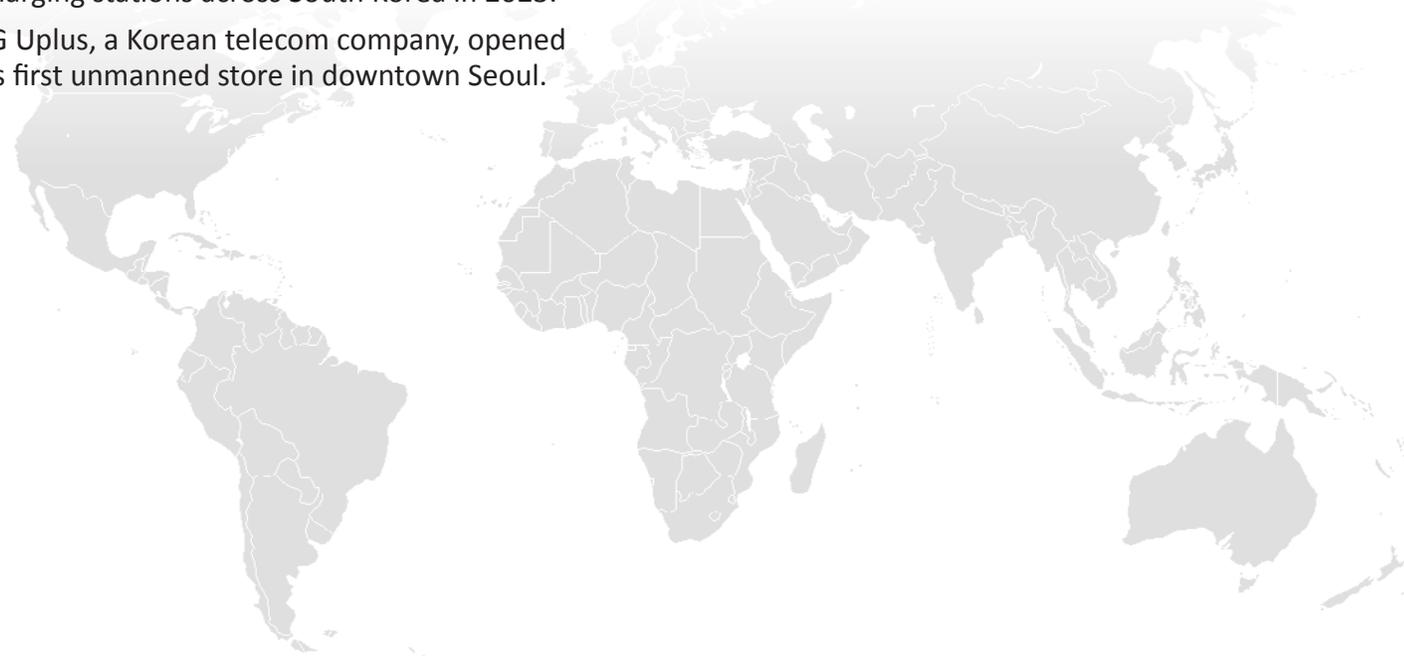
- Argentina's economy shrunk by 9.9% in 2020 due to Covid-19.

## **Santiago Times**

- Chile will expel more than 100 Colombian and Venezuelan migrants who have entered its country.

## **The Australian**

- JBS, a large Brazilian meat processor, is looking to acquire Riverlea, an Australian pork processor.



## Tunisia – small yet much to savor

Gazing out at the horizon, all that meets the eye is endless sand and sky. The harsh, rugged beauty is mesmerizing. Tunisia's Sahara Desert entertains the senses and can easily be enjoyed as a day trip or multi-day adventure. Star Wars fans will relish an opportunity to visit movie sets, and others will simply enjoy the unusual architecture and rippling landscape. Remarkably, the desert is only a miniscule fraction of this North African country's interesting things to see and do.

Sandwiched between Algeria, Libya and the Mediterranean Sea, Tunisia ranks as the smallest North African nation. Since the 2011 revolution and devastating terrorist attacks of 2015, it is now considered a safe place to live and visit. They are working to increase tourism and show off their beautifully diverse country. While both Tunisia and Morocco are considered Muslim countries, they are more westernized than their neighbors, as well as accepting of different cultures and religions. They also offer some similarities in landscape, food, and available activities. Tourists flock to Morocco, leaving the little-visited Mediterranean jewel of Tunisia a wonderful vacation destination, not crammed full of tourists.

Tunisia's small size makes it easy to travel between points of interest, so avoid staying in one place, if possible. When visiting Tunisia, the following sites and activities should not be missed:

What better way to acclimate to a country than to visit its capital city? Get lost in the twisting alleyways of **Tunis' Medina (old town)** while shopping and taking in the sights, smells and sounds of this interesting ambiance. Climb to the top of the **Al-Zaytuna (Olive Tree) Mosque** to enjoy panoramic city views. It is also important to allow plenty of time to explore the world-famous **Bardo Museum**, which houses tremendous mosaic art collections and is Tunis' most visited attraction.

Worthy of exploring is the popular seaside suburb of **Sidi Bou Said**. Though this Bohemian-flavored, "blue and white pearl of Tunisia" offers plenty to see and do, it has maintained a quaint and laidback feel. Whitewashed buildings with blue roofs dominate the

landscape, and the shoreline is spectacular. Along with enjoying a meal at one of the cliffside cafes, both **Museum Dar el-Annabi and Palais Ennejma Ezzahra** are worth a visit.

Enjoy the Mediterranean Sea and its gorgeous **beaches**. Tunisia's lengthy coastline provides more than enough golden sand for everyone, and never feels crowded. The two most famous beaches are **Seguia and Sidi Mahrez**.

The city of **Sousse** is home to **Sousse Rivat**, the 8th century fortress with a tower offering amazing views, the **Sousse Archeological Museum**, and the **Grand Mosque of Sousse**. Also found here is a waterpark and casino.

**Djerba**, known as "the island of 1,000 palm trees" is famous for its beach resorts and interesting Muslim and Jewish quarters.

A stone's throw from Tunis, the Phoenician's ancient seafaring city of **Carthage** remnants lie in the scattered the Bay of Tunis. Climb to the top of **Byrsa Hill** for spectacular views.

*Tunisiac continued on page 11*



Sousse Rivat



Medina of Tunis

*Tunisia continued from page 10*

Tunisia's **Saharan Desert** can be explored in a day. Adventurous travelers opt for overnight excursions, sometimes lasting multiple days. These can include hiking, camel riding, 4 x 4 driving, or a combination of different modes of transportation to fully experience the expansive desert.

**Hammamet**, located in Southeast Tunisia, is popular among both tourists and locals alike. Great for outdoor enthusiasts, this town offers pristine beaches, a waterpark, golf course, loads of water sports, and a marina.

One of the largest and best-preserved Roman amphitheaters in the world is located in Thysdrus. **El Jem** is a World Heritage Site. It was built around 238 AD, and is absolutely remarkable.



Author, *Lisa Osborne Blalock* with daughter  
[lisa@footloosetravelandtours.com](mailto:lisa@footloosetravelandtours.com)



El Jem Amphitheater



Sidi Bou Said

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## PROFILE: Tunisia

### A Few Practical Tips for Doing Business in Tunisia

- Primary languages are Tunisian Arabic and French.
- Business languages are French and English.
- Major religion is Islam.
- Religious freedom is a constitutional right.
- World Bank ranked Tunisia 78th out of 190 countries in ease of doing business.
- Tunisian people are very hospitable.
- Business hours are generally 8AM- 6PM.
- In general, confrontations and arguments are avoided so people can save face.
- Punctuality is very important.
- Although Tunisia is primarily a Muslim country, organizations are closed on Sunday instead of Friday.
- Business dress is formal.
- Establishing personal relationships is very important.
- Don't schedule business meetings during Ramadan.
- The most senior manager generally makes decisions.
- Shaking hands is a common practice.

### Brief History

Beginning in the 12th century, the land was colonized by the Phoenicians, Carthaginians, Romans, Vandals, Byzantines, various Arab and Berber kingdoms and the Ottoman Empire (16th-19th centuries).

After that time period, Italy occupied the land until 1881 when the French conquered it.

In 1956, Tunisia became independent from France.

### Location

- Northern Africa, bordering on the Mediterranean Sea, between Algeria and Libya. Its coastline is 713 miles.
- Government: Parliamentary republic
- Capital: Tunis
- Literacy Rate: 82%



- Size: Slightly larger than Georgia
- Population: 11.8 million (2021 est.)
- Population Growth Rate: 0.75 % (2021 est.)
- Population Distribution: Large majority of people are located in the northern half of the country. South is sparsely populated.

## Economy

The Government is under pressure to grow the economy quickly because of high youth unemployment. Terrorist attacks as well as worker strikes in the phosphate industry affected 15% of the economy. They are also seeking foreign investment. Tunisia's import market has grown over the last 5 years and is projected to continue expanding until 2024.

- Currency Exchange Rate: 1 US Dollar = 2.74 Tunisian Dinars (March 12, 2021)
- GDP: \$38 B (2019 est.)
- GDP Growth Rate: 2% (2019 est.)
- Labor Force: 4.054 M (2017 est.)
- Labor Force Breakdown: Agriculture - 14.8%, Industry - 33.2%, Services - 51.7%
- Major Industries: Petroleum, mining (primarily phosphates and iron ore), tourism, textiles, footwear, agribusiness, beverages International Trade

**Total Exports:** \$13.82B (2017 est.)

**Major Exports:** Clothing, semi-finished goods and textiles, agricultural products, mechanical goods, phosphates, chemicals, electrical equipment, hydrocarbons

**Major Export Partners:** France (32.1%), Italy (17.3%), Germany (12.4%)

Total Imports: \$19.09B (2017 est.)

**Major Imports:** Textiles, machinery and equipment, hydrocarbons, chemicals, foodstuffs

**Major Import Partners:** Italy (15.8%), France (15.1%), China (9.2%), Germany (8.1%), Turkey (4.8%), Algeria (4.7%), Spain (4.5%) (2017 est.)

## English Language News Sites

- The Worldfolio - general news - [www.theworldfolio.com](http://www.theworldfolio.com)
- Arab World Daily News - general news - [www.arabworlddailynews.com](http://www.arabworlddailynews.com)

## Sampling of Companies

- Enterprise Tunisienne d'Activités Pétrolières (ETAP) - petroleum, natural gas exploration, production, crude oil trading - [www.etap.com.tn](http://www.etap.com.tn) - Tunis (Note: Government-owned)
- Evertex - mobile phones - [www.evertex.com.tn](http://www.evertex.com.tn) - Tunis
- Intermetal - steel rolling mill - [www.intermetal.com.tn](http://www.intermetal.com.tn) - Rades

- Integration Objects - software - [www.integrationobjects.com](http://www.integrationobjects.com) - Tunis (Note: Has operations in Italy and the US)
- El Fouladh - steel billets and rods - [www.elfouladh.com.tn](http://www.elfouladh.com.tn) - Tunis
- Adwya - pharmaceuticals - [www.adwya.com.tn](http://www.adwya.com.tn) - La Marsa
- Wallyscar - automobile production - [www.wallyscar.com](http://www.wallyscar.com) - Tunis
- Opalia Tunisia - pharmaceuticals - [www.opaliapharma.com.tn](http://www.opaliapharma.com.tn) - Ariana
- Tunisie Profilés Aluminium - aluminum alloy products - [www.tpr.tn](http://www.tpr.tn) - Mégrine
- Tunisie Telecom - fixed line telecommunication - [www.tunisietelecom.tn](http://www.tunisietelecom.tn) - Tunis
- Unimed - pharmaceuticals - [www.unimed.com.tn](http://www.unimed.com.tn) - Sousse
- CAT (Ciments Artificiels Tunisiens) - cement production - [www.colacem.com/tn](http://www.colacem.com/tn) - Tunis
- Banque Internationale Arabe Tunisie - largest private bank in Tunisia - [www.biat.com.tn](http://www.biat.com.tn) - Tunis
- SIPHAT - pharmaceuticals - [www.siphath.ms.tn](http://www.siphath.ms.tn) - Ben Arous
- The Tunisian Chemical Group (GCT) - phosphate mining & processing - [www.gct.com.tn](http://www.gct.com.tn) - Tunis
- Teriak - pharmaceuticals - [www.teriak.com](http://www.teriak.com) - Tunis

## National Office Holidays - 2021

- January 1 - New Year's Day
- January 14 - Revolution and Youth Day
- March 20 - Independence Day
- April 9 - Martyrs' Day
- May 1 - Labor Day
- May 13 - Aid El-Fitr Day
- May 14 - Aid El-Fitr
- May 15 - Aid El-Fitr
- July 20 - Aid El-Kebir
- July 21 - Aid El-Kebir
- July 22 - Aid El-Kebir
- July 25 - Republic Day
- August 10 - Ras el am el Hejri
- August 13 - Women's Day
- October 15 - Evacuation Day
- October 19 - Prophet Mohammed's Day

*By Paul Mastilak  
InterMark3, Inc.*