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Campbell Soup Company  
1 Campbell Place  
Camden, NJ 08103

## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket# USTR-2013-0027

<b>Country:</b>	Argentina
<b>Commodities:</b>	Mixed Vegetable Juices Canned Soups Fruit and Vegetable Juices
<b>Classification Numbers:</b>	HTS 2009.90 (mixed vegetable juice) HTS 2104.10 (canned soups) HTS 2202.90 (V8 Splash)
<b>Tariff:</b>	14% (mixed vegetable juice) 18% (canned soups) 20% (V8 Splash)
<b>Additional Import Fees:</b>	3% additional import tax on anticipated profits does not exempt these products.
<b>Market Access Barrier:</b>	Argentina raised duties on these three products from 5-10% upon joining Mercosur in 1991.
<b>Potential Increase in U.S. Exports:</b>	\$1 - \$5 million (mixed vegetable juice & V8 Splash) \$25 - \$50 million (canned soups)

Tracing its heritage to 1869, Campbell is a global manufacturer and marketer of high-quality foods and simple meals, including soups, baked snacks and healthy beverages. Its portfolio includes retail and food service brands including *Campbell's*, *Pace*, *Prego*, *Swanson*, *V8*, *Bolthouse Farms* and *Pepperidge Farm*. Headquartered in Camden, New Jersey, Campbell products are sold in 120 countries around the world. Campbell employs more than 17,000 workers and operates more than 30 principle manufacturing facilities in 10 countries. Its annual revenue is \$7.7 billion, and the company is a major consumer of U.S. agricultural and farm products.

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket # USTR-2013-0027

<b>Country:</b>	Brazil
<b>Commodities:</b>	Mixed Vegetable Juices Canned Soups Fruit and Vegetable Juices
<b>Classification Numbers:</b>	HTS 2009.90 (mixed vegetable juice) HTS 2104.10 (canned soups) HTS 2202.90 (V8 Splash)
<b>Tariff:</b>	14% (mixed vegetable juice) 18% (canned soups) 20% (V8 Splash)
<b>Market Access Barrier:</b>	High tariffs on the identified products pose a market access barrier to U.S. exports.
<b>Potential Increase in U.S. Exports:</b>	\$5 - \$25 million (mixed vegetable juice & V8 Splash) \$25 - \$50 million (canned soups)

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket# USTR-2013-0027

<b>Country:</b>	People's Republic of China
<b>Commodities:</b>	Mixed Vegetable Juice – V8 Canned Soups
<b>Classification Numbers:</b>	HTS 2009.9090 (mixed vegetable juice) HTS 2104.1000 (canned soups)
<b>Tariff:</b>	20% (mixed vegetable juice) 15% (canned soups)
<b>Market Access Barrier:</b>	Reduction of China's high duties to 5% or less (similar to the rates prevalent in other Asian countries) would greatly benefit Campbell's strategic plans to tap this high-potential and high-growth market, which has a growing middle class, rising incomes, and among the highest per capita soup consumption rates in the world.
<b>Potential Increase in U.S. Exports:</b>	\$25 - \$50 million (mixed vegetable juice) \$25 - \$50 million (canned soups)

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket # USTR-2013-0027

<b>Country:</b>	India
<b>Commodities:</b>	Mixed Vegetable Juice Canned Soups
<b>Classification Numbers:</b>	HTS 2009.90 (mixed vegetable juice) HTS 2104.10 (canned soups)
<b>Tariff:</b>	30% (mixed vegetable juice) 30% (canned soups)
<b>Additional Import Fees:</b>	Countervailing Duty (CVD): 5% Educational Cess: 3% Special CVD: 4% Net Effective Import Fee: 43.31%  India's net effective import fee for Campbell's products is the highest in the world.
<b>Potential Increase in U.S. Exports:</b>	\$50 - \$100 million (canned soups) \$5 - \$25 million (mixed vegetable juice)

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket # USTR-2013-0027

<b>Country:</b>	Taiwan
<b>Commodities:</b>	Canned Soups Mixed Vegetable Juice <i>[Products are identified in previous NTE Reports.]</i>
<b>Classification Numbers:</b>	HTS 2104.10.11 & 2104.10.19 (canned soups) HTS 2009.90.10 (mixed vegetable juice)
<b>Tariff:</b>	10% (canned soups) 25% (mixed vegetable juice)
<b>Market Access Barrier:</b>	Tariff reductions on canned soups and mixed vegetable juice are a priority to Campbell. The 25% mixed vegetable juice duty is among the highest in Asia. High tariffs on these products pose a market access barrier to U.S. exports.
<b>Potential Increase in U.S. Exports:</b>	\$5 - \$25 million (mixed vegetable juice) \$25 - \$50 million (canned soups)

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket # USTR-2013-0027

<b>Country:</b>	Venezuela
<b>Commodities:</b>	Mixed Vegetable Juice Canned Soups
<b>Classification Numbers:</b>	HTS 2009.90 (mixed vegetable juice) HTS 2104.10 (canned soups)
<b>Tariff:</b>	20% (mixed vegetable juice) 20% (canned soups)
<b>Market Access Barrier:</b>	High tariffs pose a market access barrier to U.S. exports.
<b>Potential Increase in U.S. Exports:</b>	\$1 - \$5 million (mixed vegetable juice) \$5 - \$25 million (canned soups)

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## **2014 NATIONAL TRADE ESTIMATE REPORT**

Docket # USTR-2013-0027

<b>Country:</b>	Japan
<b>Commodities:</b>	Tomato and Mixed Vegetable Juices Canned Soups
<b>Classification Numbers:</b>	HTS 2009.50.200 (tomato juice)  HTS 2009.90.220 (mixed vegetable juice)  HTS 2104.10.010 (canned soups) HTS 2104.10.020
<b>Tariff:</b>	21.3% (tomato juice, no added sugar) 5.4% (mixed vegetable juice, without sugar) 7 – 8.4% (canned soups)
<b>Market Access Barrier:</b>	Japan's high tariffs on products pose a market access barrier to U.S. exports. Campbell urges USTR to prioritize these tariff lines in its market access negotiations with Japan in the context of the Trans-Pacific Partnership.
<b>Potential Increase in U.S. Exports:</b>	\$5 - \$25 million (tomato juice) \$5 - \$25 million (mixed vegetable juice) \$5 - \$25 million (canned soups)

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<b>Country:</b>	Russia
<b>Commodities:</b>	Mixed Vegetable Juice Canned Soups
<b>Classification Numbers:</b>	HTS 2009.90 (mixed vegetable juice) HTS 2104.10 (canned soups)
<b>Tariff:</b>	Mixed vegetable juice - 14% as part of Russia's WTO accession package.  Canned soups – 15%, lowering to 12.5% by 2015 as part of Russia's WTO accession package.
<b>Market Access Barrier:</b>	As a result of Russia's accession to the WTO, the reduction of Russia's mixed vegetable juices from 15% to 14% in 2013 and soups from 15% to 12.5% by 2015 is a step in the right direction. However, even Russia's final MFN bound rates for these products remain high and impede access to the Russian market. Tariffs at 5% or lower would greatly benefit Campbell's strategic plans to tap this high-potential market, which has a growing middle class and rising incomes.
<b>Potential Increase in U.S. Exports:</b>	\$1 - \$5 million (mixed vegetable juice) \$25 - \$50 million (canned soups)

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