

ERC Bagger Baxmatic

AGR 1110 “Promoting Canadian Agrifood Exports

Nepal: Final Report

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Part I- Product Information

Product Description

The Bradford, Ontario-based company, Weening Brothers Manufacturing (WBM) has a product named the ERC Bagger Baxmatic, which is an automated packing system for loose bags from 2.5 Kg to 50 kG in weight (WBM Inc, 2014). This system allows up to 800 bags per hour to be produced for Nepalese products, such as organic coffee beans (WBM, 2014). In Nepal, there is a lack of organic coffee beans packaging system, which prevents the coffee industry from developing (Aryal, 2006). For this reason, Nepal is in demand for technology to help process their coffee beans. The ERC Bagger Baxmatic includes a bag cartridge, a filling process, a closing system, a labelling option and allows for additional options that streamline the packaging process further (WBM, 2014). Additionally, an easy-to-use touchscreen computer allows the user to adjust the machine settings (WBM, 2014).

The ERC Bagger Baxmatic is manufactured in the Netherlands by ERC Machinery and the Weening Brothers Manufacturing company is the distributor for the product in Canada (E. Nederveen, personal communication, November 5, 2014). As of to date, ERC Machinery and Weening Brothers have not done business with the country Nepal (E. Nederveen, personal communication, November 5, 2014). However, this product has the ability to be distributed worldwide through distributors (WBM Inc, 2014). The WBM has been providing post-harvest equipment globally from Bradford, Ontario since 1986 (WBM Inc, 2014). Additionally, they partner with many Canadian companies to help deliver technology in a safe, fast and efficient manner (WBM Inc, 2014).

Input Costs

The cost to buy one ERC Bagger Baxmatic, would be approximately 150,000 dollars (E. Nederveen, personal communication, November 5, 2014). Although the machine is automatic, it is necessary that there are people on-site at all times while it is being used (WBM Inc, 2014). The capacity of the bag cartridge is 1000 bags, therefore there will need to be someone manually reloading the cartridge approximately every hour as the system produces 800 bags per hour (WBM Inc, 2014). Additionally, someone will have to export all the filled bags to wherever that specific order of coffee beans is going (WBM Inc, 2014). Furthermore, there needs to be someone who understands that technology to work the touchscreen computer (WBM Inc, 2014). Therefore, there would need to be someone hired for all hours of the day when the machine is packaging. The minimum monthly salary for someone in Nepal to work is \$101.23 in Canadian dollars (Karoobar National Economic Daily, 2013). The machine uses electricity, so that is an added input cost (WBM Inc, 2014). As all these costs add up, it is expensive for the people of Nepal to buy this product. For this reason, the ERC Bagger Baxmatic will be located at a warehouse in west-central Nepal where farmers can bring their product to be packaged. The farmer would then get paid for how much product they brought. This means that there would be another input cost of buying or renting land. Whoever decides to buy the ERC Bagger Baxmatic would have to be wealthy enough to buy the machine, pay for the land and pay workers before they would get the profit.

Market Opportunity

The number of coffee producers in Nepal in 1996 was 1984 people (Aryal, 2006). In 2005, this number had a huge increase to 12,000 producers (Aryal, 2006). Therefore, many people would have the opportunity to use the ERC Bagger Baxmatic due to this rapidly growing industry (Aryal, 2006). The first ERC Bagger Baxmatic would be located in West-Central Nepal so it would be convenient for many farmers to bring their coffee beans to get packaged. However, with this fast developing industry, the future for this machine looks very promising to grow and to have many more warehouse locations to package more coffee beans in the future. With the ERC Bagger Baxmatic doing the labour of packaging the beans, the Nepali farmers would have more time to produce more beans and expand their farms. This would create even more business to the ERC Machinery and Weening Brothers Manufacturing company.

Figure 1: Number of Coffee Producers in Nepal

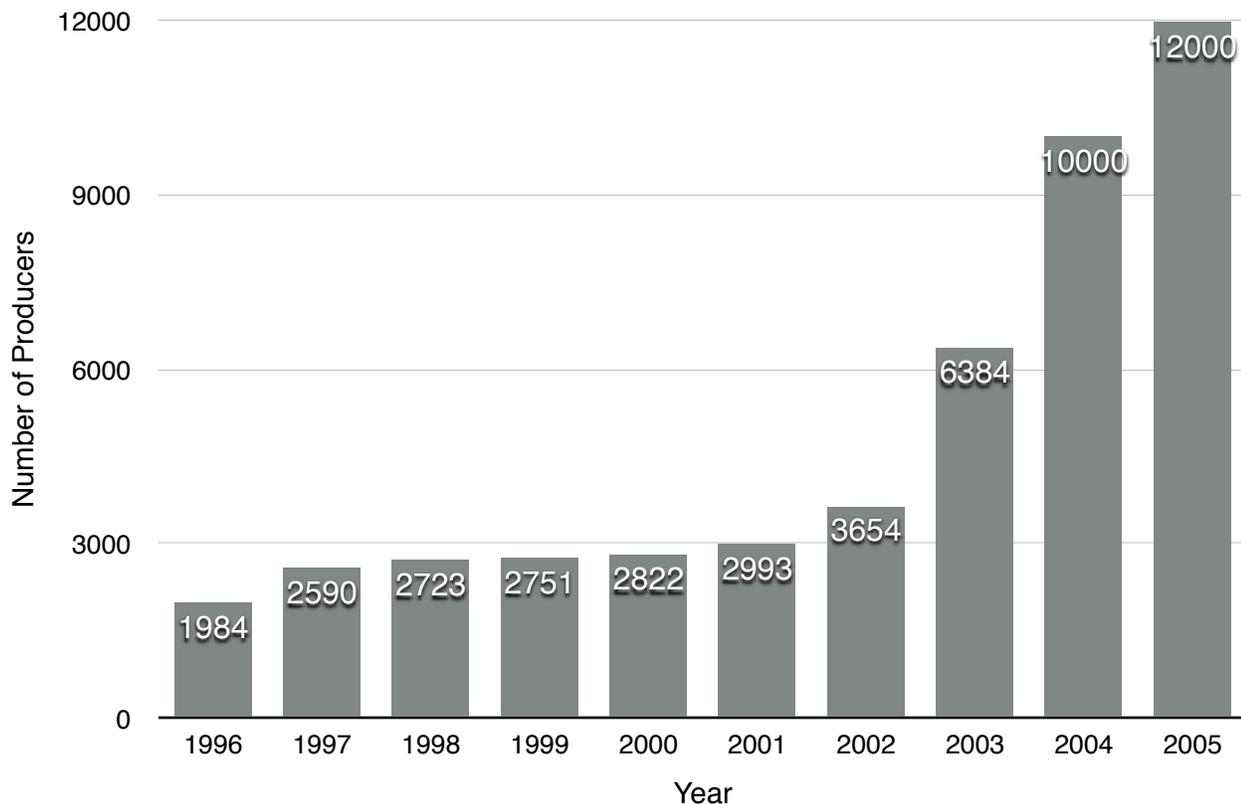


Figure 1: (Aryal, 2006)

Nepal has a large potential to produce high quality organic coffee beans for the international market (Aryal, 2006), however, it is important that farmers are earning as much money possible from their products. Therefore, with instant coffee easy to make, Nepalese people are able to make quick and fast money supplying high quality coffee for their tourists. As this is a niche market, it is extremely important for the farmers to spend time focusing on the quality of their coffee beans. With the packaging done for them with the ERC Bagger Baxmatic, the farmers would have more time to care for their beans. In 2004 and 2005, 36% of the Nepalese coffee was sold in the domestic market (Aryal, 2006). This is how they make a lot of money, but this market is not stable as it is dependent on the time of year the majority tourists travel to Nepal. For this reason, Nepal is able to export their coffee beans to Canada and other countries, such as Japan. Japan was the biggest importer of Nepali coffee in 2005 (Aryal, 2006). The United States is also in a large demand of Nepali coffee (Aryal, 2006). Nepal and the U.S have great economic relations, therefore this would be a great opportunity to start a trade deal (U.S Department of State, 2014). With a high demand of such extremely high quality coffee around the world, the international market is increasing at a rapid pace (Aryal, 2006). As Nepal has potential for their coffee in both, domestic and international markets, it is important that they produce enough coffee to maximize their opportunities.

Benefits to Canada

There are many benefits to Canada from exporting the ERC Bagger Baxmatic to Nepal. To begin, of course purchasing the ERC Bagger Baxmatic would be beneficial to Canada as Weening Brothers Manufacturing is the distributor and is located in Ontario, Canada (WBM, 2014). Additionally, Weening Brothers partner with many Canadian companies to help deliver this product, which would also benefit Canada (WBM Inc, 2014). In order to export this product, I would use the company Export Depot, which is a shipping company based in Montreal, Canada (Export Depot, 2013). For this reason that this is a Canadian organization, this would bring more opportunities to Canada. Export Depot is an international shipping company providing export opportunities to all around the world (Export Depot, 2013). Additionally, their service could be used when shipping between Nepal and other international countries (Export Depot, 2013). Both of these companies would have at least one hundred people working for them, ranging from sales people to workers in the factories who create the product and to people who operate the ship. Other than providing business for Canada, it would also create a trust between Nepal and Canada which would be beneficial for future opportunities between the countries. Furthermore, the ERC Bagger Baxmatic would allow Nepal to export the fresh bagged beans back to Canada. Distribution opportunities for large Canadian operations such as supermarkets and chain coffee shops, like Tim Hortons, would be a large benefit to Canada.

Part II- Export Potential to Nepal

Introduction about Nepal

Nepal is located in South Asia, in-between China and India (Encyclopedia of the Nations, 2014).

As it is not surrounded by a large body of water, it is landlocked (Encyclopedia of the Nations,

2014). Nepal measures to be about 800 kilometres along the Himalayan axis by 200 kilometres across, creating a total of just over 147,00 square km in total (Encyclopedia of the Nations, 2014). The capital of Nepal is Kathmandu (Encyclopedia of the Nations, 2014). The population of Nepal is over 25 million people((Encyclopedia of the Nations, 2014). Agriculture takes up to 75 % of the labour force, which includes farming, fishing and forestry, and industry takes up 7% of the labour force, which includes mining, manufacturing, energy production and construction (Central Intelligence Agency, 2013). Agriculture is the highest priority as the economic growth is based upon it. The industry focuses mainly on tourism and the ability to sell products to tourists.

Who will purchase the ERC Bagger Baxmatic?

The number of coffee producers in Nepal in 1996 was 1984 people and in 2005, this number rapidly increased to 12,000 producers (Aryal, 2006). Therefore, many people would have the opportunity to use the ERC Bagger Baxmatic due to this fast growing industry (Aryal, 2006). The first ERC Bagger Baxmatic would be located in West-Central Nepal so it would be convenient for many farmers to bring their coffee beans to get packaged. Whether you are a large or small coffee producer, you would be able to bring your beans to get packaged and everyone would get payed the same. For this reason, small farmers will not get hurt by this product. In fact, with the ERC Bagger Baxmatic doing the labour of packaging the beans, the Nepali farmers would have more time to produce more beans and expand their farms. This would encourage large and small farmers to expand their farms as they would have more time. With this fast developing industry, the future for this machine looks very promising to grow and to have many

more warehouse locations to package more coffee beans in the future. Perhaps if farms get large enough and the products price is reduced, farmers could have the Baxmatic on their home farm. This would create even more business to the ERC Machinery and Weening Brothers Manufacturing company.

Location

The ERC Bagger Baxmatic warehouse would be located in West-Central Nepal. Although coffee is located in approximately forty districts and in a wide range of locations in Nepal, there are some places better to grow coffee compared to others (Aryal, 2006). In the Eastern region of Nepal, there is a high rainfall average and many diseases and pests (Aryal, 2006). Furthermore, the Eastern region is known to be a high producer of tea, which would be a competitor to the coffee (Aryal, 2006). Of course, this would be a burden to the coffee producers in this region. Additionally, in far-west and mid-west regions, there occurs to be numerous droughts, which make coffee production difficult (Aryal, 2006). However, in the West-Central area, there is a lot of potential for coffee production. This means that most of the coffee farmers would be located here and it would be the most convenient for the majority of farmers to bring their beans to be bagged.

As there are some coffee producers located in the Eastern region of Nepal, a problem is developed (Aryal, 2006). The Eastern region is the tea producing area, therefore coffee producers have to compete with resources and for the market with tea farmers (Aryal, 2006). As the ERC Bagger Baxmatic has the ability to expand farms, there will be more coffee being

produced in this area. For this reason, the tea producers in this area may be Nepalese people who might be hurt by this product.

Transportation Logistics

In order to export the ERC Bagger Baxmatic, a shipping company based in Montreal, Canada named Export Depot could be used (Export Depot, 2013). As they are a Canadian company, they would bring more opportunities to Canada (Export Depot, 2013). Export Depot is an international shipping company providing export opportunities to all around the world (Export Depot, 2013). Export Depot would provide a personal international moving consultant, professional packing and wrapping services, door-to-door services, loading and unloading at any locations preferred (Export Depot, 2013). The Baxmatic would be shipped by Export Depot using a ship from Toronto, Ontario to Calcutta, India. From there, it would be driven by a truck to West-Central Nepal, where the warehouse will be located to have the products packaged.

Figure 2 describes other potential international exporting companies that could be used to transport the ERC Bagger Baxmatic.

Figure 2: Potential International Exporting Companies

Company Name	Location/Contact Information	Summary
AllCargo Express Inc (AllCargo Express, 2014)	2251 No. 5 Road V6X 2S8 Richmond, BC Canada Tel:604 606 0633 1 800 660 9399 Email: ace@allcargoexpress.com (AllCargo Express, 2014)	-Canadian owned and operated since 1978 -International transportation by ocean, air, rail and truck freight -Specialize in cars, heavy equipment, new machinery and trucks. -Help arrange foreign customs clearance -Help appropriately package, mark and label the product (AllCargo Express, 2014)

<p>ZIM Canada Integrated Shipping Services Ltd (Integrated Shipping Services Ltd, n.d.)</p>	<p>Headquarters in Montreal, Quebec Canada</p> <p>Service offices in: -Montreal, Quebec: 514 875 2335 -Toronto, Ontario: 416 703 7301 -Vancouver, British Columbia: 604 693 2335 -Halifax, Nova Scotia: Tel:902 422 7447</p> <p>(Integrated Shipping Services Ltd, n.d.)</p>	<p>-ZIM Integrated Shipping Ltd is one of the largest global shipping company -Established in 1945 -Have locations internationally and also export internationally</p> <p>(Integrated Shipping Services Ltd, n.d.)</p>
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Import/Export Documentation Required

There are many customs regulations and information that needs to be thought about before exporting a product to Nepal. In order to export the Baxmatic, the following documents are needed: Passport, original bill of lading, packing list, investment licence, business licence and a letter of employment (Export Depot, 2013). It is important to note that the shipper does not have to be present at the customs, however, a copy of their passport and required documents is mandatory (Export Depot, 2013). As the product will be going to India, the shipment also needs to be inspected by Indian Customs Authority (Cargo Exports, 2014). Also, a Combined Transport Document is required (Cargo Exports, 2014). Before exporting the Baxmatic, it is important to send all the required documents about 3-4 weeks in advanced to make sure the documents get there before the product and that you have everything that is necessary to ship (Cargo Exports, 2014).

It is required to report your exports from Canada (Canada Boarder Services Agency, n.d.). This can be done by submitting an export declaration and any other required permits (Canada Boarder

Services Agency, n.d.). These can be submitted through any of the following: The Canadian Automated Export Declaration (CAED), G7 Electronic Data Interchange (EDI) Export Reporting, Form B13A, Export Declaration, or Summary Reporting (Canada Border Services Agency, n.d.). It is important to report the ERC Bagger Baxmatic exporting no less than two days before the goods are loaded onto the ship (Canada Border Services Agency, n.d.). This is for Canada to manage an accurate average on how much Canadians export, to have control over the movement of goods through Canada and to manage the exports strategies (Canada Border Services Agency, n.d.). Furthermore, Canada would like to check what is being exported to make sure that it is not a potential threat to where the product is going (Canada Border Services Agency, n.d.).

If qualified, there is an opportunity from the Ministry of Foreign Affairs to receive a Duty Free Exemption Certificate. To apply for this, you need to provide the cost, insurance and freight of the shipment (Cargo Exports, 2014).

Market Strategies to Promote the ERC Bagger Baxmatic

When starting a new project, it is extremely important that you promote it! To market this strategy, the Baxmatic would be promoted on markets online, at trade fairs, and by agricultural consultants in Nepal. Working with Nepalese agricultural consulting companies would help to initially develop strategies to target proper producers that need help in warehousing and packing their products for export. These companies would help assist with target of product, target of producers, development of logistics to transport products to warehouses and help with marketing

products for export. A Nepalese company that could do this is SILT Consultants (P) Ltd (SILT, 2009). This is a company that was founded in 1979 and is a consulting business in Nepal in the fields of agriculture, rural development, and economic studies (SILT, 2009).

Benefits to Nepal

Since there is a lack of organic coffee bean packaging systems in Nepal, there is a high demand for technology that can package products automatically and fast (Aryal, 2006). With the organic coffee business growing at such a fast rate in tourist areas and international countries such as, Japan, there is an immediate need for the ERC Bagger Baxmatic as it would package the beans in a more time efficient manner and minimize physical labour for workers (Aryal, 2006).

Particularly woman and youth are working extremely hard at labour-intensive jobs in Nepalese agriculture, and this needs to stop (Thapa, 2012). As packaging beans is highly labour intensive, it would have a high cost of production. The minimum monthly salary for someone in Nepal to work is \$101.23 in Canadian dollars (Karoobar National Economic Daily, 2013). If there was someone having to package all the beans by hand at a farm, it would be very costly as it takes a long time and depending on the size of farm, maybe more than one worker would be required. Nepal has a large potential to produce high quality organic coffee beans for the international market and for the niche market of tourists (Aryal, 2006). With instant coffee easy to make, Nepalese people are able to make quick and fast money supplying high quality coffee for their tourists. The ERC Bagger Baxmatic would allow farmers to to have more time to focus on the quality of their beans as they would not need to spend hours bagging. With a high demand of

such extremely high coffee around the world, the international market is increasing at a rapid pace (Aryla, 2006) For this reason, not only would the ERC Bagger Baxmatic would increase the relations between Nepal and Canada, it would increase the trust of Nepali people with many other international countries. This is beneficial to Nepal as it could increase future business opportunities between the countries. Furthermore, the ERC Bagger Baxmatic needs someone to be around for all hours of the day when the machine is packaging to reload the cartridge, to export the filled bags and to use the touchscreen computer on the machine (WBM Inc, 2014). Therefore, this machine gives job opportunities for people to work at the warehouse where the Baxmatic is located. Furthermore, this product gives more job opportunities to Nepalese agriculture consultants. When starting this project, it needs to be promoted. Working with Nepalese agriculture consultants would help develop strategies to target producers, develop logistics to transport the product and help with marketing products for export. For the above reasons, there are many ways that the ERC Bagger Baxmatic is beneficial to the country, Nepal.

Product Competition

There are countless different products made worldwide that are similar to the ERC Bagger Baxmatic. As there is so many, it is hard to compare them all. However, Figure 3 summarizes where a few are manufactured and their main functions.

Figure 3: Comparison between International Bagging Units

Product Name	Company	Location Manufactured	Summary of Product
WB1 Wicket Bagger (P.E.I Bag Co. Ltd, 2014)	P.E.I Bag Co. Ltd. (P.E.I Bag Co. Ltd, 2014)	Central Bedeque, PEI Canada Toll-Free: 1-800-716-2261 Tel: 902-436-2261 (P.E.I Bag Co. Ltd, 2014)	-3lbs to 20 lbs -3 sizes of bags available -adjustable exit conveyor (P.E.I Bag Co. Ltd, 2014)
2515 Upmatic Bagger (Emballage Coderre Packaging, 2014)	Emballage Coderre Packaging Inc. (Emballage Coderre Packaging, 2014)	Drummondville, Quebec Canada Toll free: 1 800 567 0909 Sales Tel: 819 395 4223 (Emballage Coderre Packaging, 2014)	-bag size from 0,5-5 kg -weighing buckets -rate of approx. 70 bags/min -platform is a catwalk (Emballage Coderre Packaging, 2014)
Fully Automatic Bagging Machine (Namdhari Industrial Works, n.d.)	Namdhari Industrial Works (Namdhari Industrial Works, n.d.)	Punjab, India (Namdhari Industrial Works, n.d.)	-100 bags per hour -weighing range, computerized -Easy to have an export market to Nepal, as it is the neighbouring country -Transportation costs lower (Namdhari Industrial Works, n.d.)
D5 Bagging Machine (Zhengzhou Muchang Agricultural Machinery Manufacture, 2014)	Zhengzhou Muchang Agricultural Machinery Manufacture Co. Ltd (Zhengzhou Muchang Agricultural Machinery Manufacture, 2014)	Zhengzhou Cit, Henan China (Zhengzhou Muchang Agricultural Machinery Manufacture, 2014)	-package products ranging from 5kg-50 kg -sealing device, high loading speed, precise weighing (Zhengzhou Muchang Agricultural Machinery Manufacture, 2014)

<p>ALC5-A25 5-50 kg Semi-Automatic Filling Bag Machine</p> <p>(W. Fang, personal communication, November 23, 2014)</p>	<p>Zhengzhou Alliance Trading Co Ltd.</p> <p>(W. Fang, personal communication, November 23, 2014)</p>	<p>Zhengzhou City China</p> <p>(W. Fang, personal communication, November 23, 2014)</p>	<p>-Approx. \$10,500.00/unit CAN</p> <p>-Weighing range is 5-50 kg/bag</p> <p>-Weighing speed is 3-4 bags/min</p> <p>-Weighing error is +/-30g/bag</p> <p>-weighing machine, conveying machine, sewing machine, adjustable speed</p> <p>(W. Fang, personal communication, November 23, 2014)</p>
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Future Studies/Current Unknowns

There are many logistics still that are unknown about the ERC Bagger Baxmatic and how the export to Nepal would be made. Future studies that are required to properly evaluate the potential of this product is the cost of transportation. To find the best possible deal, an analysis on many different international exporting companies is necessary. Emails have been sent and phone calls have been made for estimates, however a reply is still being waited for.

Additionally, a deeper investigation to different bagging machines would be beneficial to this study. This would allow for more understanding of other worldwide companies and products that could be used and the different price points.

Future studies would need to include how much the import duties for exporting this product would cost and how much does it cost to obtain all the required documents for export.

The cost of bags for the Baxmatic is unknown. There are many different companies and types of bags that you could use, so depending on your preference there is a large range of prices. Future studies would need to compare these different companies and material types.

Recommendations

If Canadian companies are wishing to export many of their products to Nepal, it is necessary that they come up with a lower cost machine. This is for the reason that it is hard to compare Canadian prices with products made in India and China, as internationally the prices are much lower. For example, the cost to buy one ERC Bagger Baxmatic would be approximately 150,000 dollars (E. Nederveen, personal communication, November 5, 2014). However, the cost to purchase the ALC5-A25 5-50kg Semi-Automatic Filling Bag Machine from China is approximately \$10,500 (W. Fang, personal communication, November 23, 2014). The Canadian product prices are more expensive and would have a more costly trip as the machine has to travel long distances across seas. Products from India or China would be less expensive to export to Nepal as they are neighbouring countries.

The ERC Bagger Baxmatic can be used to package many different products, not just coffee beans (WBM Inc, 2014). For this reason, if the business is ever to be found slow, they would be able to open up the Baxmatic to many different types of farmers. For example, rice and potatoes. As the ERC Bagger Baxmatic will be packaging products for export, do not use paper bags. This can easily result in ripped or punched bags. A recommendation is to use woven or thick plastic bags.

Summary

The ERC Bagger Baxmatic is a fantastic machine that would be beneficial to both, Canada and Nepal in many different aspects. The future of coffee production looks very bright for Nepal, and therefore the Baxmatic has a lot of potential. However, there is other countries which product bagging machines for a much lower cost. Therefore, if Canada wants to be competitive in this market, they will need to develop a lower cost product.

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