

United States Market Entry Plan

True Ceylon Cinnamon Quills · HS Code 0906.11 · United States · Practical Entry Route

This report turns a defined United States market opportunity into a practical market-entry plan. It explains what must be done before the first shipment, how the US import route works, which channel best fits your premium organic positioning, what the first-order economics look like, and the actions required to move from research to a controlled commercial test.

**PREPARED FOR**

**Serendib Spice Exports (Pvt)
Ltd**

Contact: Ruwan Perera

PRODUCT & TARGET MARKET

True Ceylon Cinnamon Quills
Sri Lanka · HS 0906.11 · United States

CAPACITY & REPORT DATE

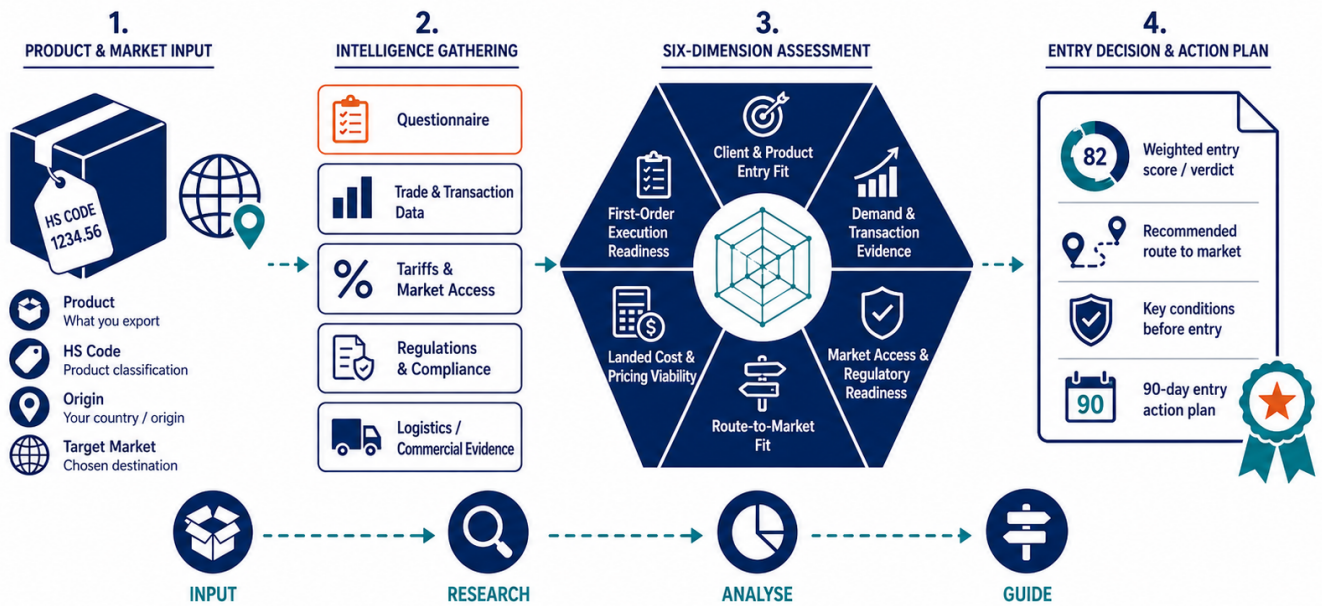
120 tonnes/year
MOQ: 500kg · August 2026

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Understand the route → Clear compliance → Build the offer → Test the market → Win the first order

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R2 Market Entry Intelligence



The R2 assessment process — from Questionnaire and evidence gathering to six-dimension scoring, entry decision and 90-day action plan.

R2 does not simply describe a market. It determines how the exporter should enter it, what must be resolved first, and the safest practical route to a first order.

HOW TO USE THIS REPORT

About This Report — Purpose, Benefit & Scope

What this £350 assessment is designed to do — and how its evidence becomes an entry decision.

Purpose

R2 turns a target-market opportunity into a practical entry route. For Serendib, it answers one commercial question: **how should premium Ceylon cinnamon quills enter the United States without taking unnecessary regulatory, channel, logistics or pricing risk?** It identifies what must be true before the first order, which route should be used, and where the client should not commit money or responsibility too early.

Benefit — why this work is worth paying for

The information needed to enter the US safely does not sit in one place. An exporter would have to find and interpret tariff rules, FDA/FSVP requirements, USDA Organic controls, import alerts, testing requirements, transaction evidence, freight economics, channel structure and commercial terms - then reconcile sources that may be incomplete or changing.

The value is not simply finding data. It is **knowing which evidence matters, interpreting it for the client's actual transaction and turning it into a controlled first-order plan.** A £350 report can repay itself many times over if it prevents one rejected shipment, detention, badly structured DDP commitment, uneconomic trial order or months spent selling through the wrong channel.

Scope — the six dimensions behind the decision

R2 is organised around six assessment dimensions. These same six dimensions are the analytical chapters in the body of the report and the same six lines scored in the Executive Summary. No competing chapter framework is used.

01 Client & Product Entry Fit

Does Serendib's product, capacity, certification, MOQ and experience fit the proposed US route?

02 Demand & Transaction Evidence

Is there enough credible market and shipment evidence to justify practical market testing?

03 Market Access & Regulatory Readiness

Can the product enter compliantly, and are the FDA, FSVP, Organic, testing and documentation gates understood?

04 Route-to-Market Fit

Is the recommended importer/distributor route commercially appropriate and operationally realistic?

05 Landed Cost & Pricing Viability

Can Serendib build a workable trial-order price without relying on misleading national averages or hidden logistics assumptions?

06 First-Order Execution Readiness

Are the responsibilities, documents, payment posture, shipment structure and 90-day actions clear enough to move safely toward a first PO?

What this report does not do: R2 does not provide qualified named buyers or contact research - that belongs in R4 Buyer Intelligence. It is commercial intelligence, not legal/customs advice; planning freight and cost figures must be replaced by live quotations before a binding offer.

Client Questionnaire

Questionnaire summary · what Serendib told us before research began.

This is the client-supplied starting point used to shape the R2 analysis. It is kept separate from independently researched market evidence.

Company & product

Serendib Spice Exports (Pvt) Ltd, Colombo, Sri Lanka. True Ceylon cinnamon quills, Alba and C5 Special grades, dried · HS 0906.11 · Sri Lanka → United States.

Scale & positioning

120 tonnes/year, year-round. MOQ 500kg. Premium positioning.

Export readiness

USDA + EU Organic and ISO 22000. GlobalGAP in progress.

Export experience

Approximately six years exporting via trading agents to the UAE and India.

Target customer

Importer / trading company serving the organic and speciality segment.

Logistics & shelf life

Two-year ambient shelf life. No cold-chain requirement, which supports ocean LCL trial shipments.

Americas readiness

No direct Americas experience. US documentation, importer coordination and first-entry management are new.

Decision this report must support

Define the practical US entry route: regulations, channels, pricing and the safest path to a first controlled order.

How the questionnaire shaped the analysis

Serendib's 500kg MOQ and premium organic positioning support a trial-led specialist-importer route. Its lack of direct Americas experience makes border readiness, importer/FSVP responsibility and a tightly controlled first shipment more important than rapid scale.

Source: client questionnaire supplied for this fictitious sample report. Client-supplied facts are not treated as independently verified market evidence.

Section 1 — Executive Summary

Five decisions that define the US entry route.

How to read the R2 score

Each dimension is scored from 1–10, where a higher score means stronger entry readiness. The weighted result is expressed out of 100. For this R2 framework: **GREEN 70+** = proceed with defined controls; **AMBER 50–69** = resolve material gaps before active entry; **RED below 50** = do not commit until the route is reworked.

72

GREEN — proceed to controlled market testing

Serendib has a credible US entry route, but the score is not a licence to ship immediately. The remaining weakness is first-order execution: FDA/FSVP/ Organic documentation, current testing, live freight economics and importer responsibilities must be locked before the first PO becomes binding.

Dimension	Weight	Score	Weighted contribution	What drives the rating
Client & Product Entry Fit	15%	8/10	12.0	Strong product, certification, capacity and 500kg trial MOQ.
Demand & Transaction Evidence	15%	7/10	10.5	Strong national opportunity; supplied transaction extract is useful but incomplete.
Market Access & Regulatory Readiness	25%	7/10	17.5	Route is workable, but FDA/FSVP/NOP/ testing gates must be completed correctly.
Route-to-Market Fit	15%	8/10	12.0	Specialist importer/distributor route fits Serendib and avoids premature US infrastructure.
Landed Cost & Pricing Viability	15%	7/10	10.5	Trial economics are workable; live freight and destination costs still need confirmation.
First-Order Execution Readiness	15%	6/10	9.0	Clear plan exists, but several pre-shipment controls remain to be completed.
Composite	100%		71.5 $\approx$ 72/100	GREEN — controlled entry

GO

Entry verdict

0%

Current tariff on HTS
0906.11.00

500kg

Client MOQ supports trial
entry

120t

Annual client capacity

1. Should Serendib enter now? Yes - proceed to controlled market testing. The United States combines significant Ceylon cinnamon demand, a developed importer/distributor channel and a commercial reason to pay for differentiated origin, organic status and grade. HTS 0906.11.00 has a base duty rate of **Free**; as of August 2026, this cinnamon line is also exempt from the active reciprocal-tariff and forced-labour Section 301 additional duties that otherwise affect many Sri Lankan goods.

2. What is the best entry channel? Sell first to a **US importer / spice ingredient distributor with an organic or speciality programme**. Let that party act as importer of record or nominate the importing entity, and ensure a US FSVP importer is identified before shipment. Do not begin with direct retail or DDP.

3. What must be fixed before buyer outreach turns into an order? Confirm FDA food-facility registration, appoint/confirm the required US agent for the foreign facility, build the FSVP supplier-document pack, make sure USDA Organic certification is valid for the US programme, arrange the NOP Import Certificate process, and commission current **toxic-element and microbiological testing** appropriate to the buyer specification, including lead, arsenic, cadmium, mercury and Salmonella.

- 4. What should the first commercial shipment look like?** A **500-1,000kg LCL trial** of one or two grades, sold FOB Colombo as the default negotiating position, with CFR/CIF offered only where the buyer wants Serendib to arrange the main carriage. Avoid DDP until the importer, customs and FSVP structure is proven.
- 5. What is the key pricing lesson?** The national US import average is not a safe selling-price benchmark for premium Alba/C5 Special. Use it only as market context. Build the offer from Serendib's sustainable FOB floor, then add actual freight and destination charges. At trial size, logistics can add several dollars per kilogram; scale improves the economics sharply.

RECOMMENDED ENTRY POSITION

Premium Ceylon cinnamon quills from a USDA Organic / ISO 22000 Sri Lankan supplier, offered to specialist importers in controlled trial quantities, with a complete FDA/organic compliance pack and heavy-metal test evidence ready before order confirmation.

Dimension 1 — Client & Product Entry Fit

8/10

GREEN — dimension verdict

Strong product, certification, capacity and 500kg trial MOQ. The remaining issue is not basic product fit but execution discipline in a new region.

How Serendib's current capability matches what the US route requires.

Factor	Serendib position	Entry implication
Product	True Ceylon cinnamon quills; Alba and C5 Special	Strong fit. Differentiated origin and premium grades support speciality positioning.
Capacity	120 tonnes/year, year-round	More than sufficient for a trial-led entry and later account scaling.
MOQ	500kg	Commercial advantage. Supports low-risk LCL trial orders.
Certification	USDA + EU Organic; ISO 22000; GlobalGAP in progress	USDA Organic is commercially useful; ISO 22000 supports importer supplier-approval processes. GlobalGAP is not required for this entry route.
Experience	~6 years through trading agents in UAE and India	Export disciplines exist, but Americas documentation and buyer management are new.
Shelf life	2 years ambient; no cold chain	Low logistics complexity and suitable for ocean LCL.
Target customer	Importer / trading company; organic and speciality segment	Exactly the right initial channel.

READINESS VERDICT: AMBER-GREEN

Serendib is commercially ready but should not treat compliance as a post-order task. The remaining work is documentary and procedural rather than a major capital or certification gap.

Dimension 2 — Demand & Transaction Evidence

7/10

GREEN — dimension verdict

The national opportunity is credible, while the supplied licensed international trade transaction data is useful but incomplete. Use it as supporting transaction evidence, not as a complete market census.

National demand sets the opportunity; the licensed international trade transaction data shows how the trade appears at transaction level.

The United States imported approximately **US\$58.3 million and 9,380 tonnes of HS 0906.11 in calendar year 2024**, with year-on-year value growth of about **+11.9%** and an implied national unit value of approximately **US\$6.2/kg**. Source: UN Comtrade trade statistics as used in TradeMatch Pro's market benchmark. That national average includes a mix of qualities, origins, grades, packaging and buyer types and should not be treated as Serendib's target selling price.

What the supplied licensed international trade transaction data actually supports

115 customs rows supplied	49 Sri Lanka-origin rows	26 consignee names in Sri Lanka-origin rows	20 Sri Lankan shipper names
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The extract is useful but must be handled carefully. All records are tagged destination USA and HS 090611, but the origin field includes Sri Lanka, Vietnam, Indonesia, India and other countries. Several consignee names in the US-destination rows are visibly non-US companies. In addition, the extract only contains records dated **August 2025 and May-July 2026**, while the requested search window was August 2025-July 2026. This means roughly **eight months (September 2025-April 2026) are absent**, including the October-December US holiday-baking period; no seasonal pattern should therefore be inferred from this extract.

Most importantly, the spreadsheet's **Total Value USD** and **NET_WEIGHT** fields are zero throughout. The **Total Quantity** field has values, but no reliable unit is supplied. For that reason this R2 does **not** turn the licensed international trade transaction data quantity field into kilograms, market share or unit prices.

What can be used	What cannot safely be claimed
Evidence that active HS 090611 transaction records exist	Complete 12-month shipment frequency
Repeated shipper-consignee relationships	Market tonnage from this extract
Presence of specialist spice / ingredient counterparties	Shipment value or price per kg

What can be used	What cannot safely be claimed
Indicative trial and recurring shipment patterns	Origin market share based on record count

Among Sri Lanka-origin records, the most recurrent exporters in the supplied pool include **Ruhunu Spice Export** and **New Lanka Cinnamon**, each appearing repeatedly with multiple counterparties. The pool also contains US-facing names such as **G P De Silva Spices Inc**, **Ceylon Spice Company LLC**, **Martin Bauer Inc**, **Basik Foods Inc**, **Natural Nut Spice Inc** and others. These names are evidence of channel types, not a qualified buyer list.

COMMERCIAL INTERPRETATION

The data supports the route chosen in this report: the US is served through importers, ingredient companies, spice specialists and trading entities, and new supply relationships can begin at sub-container scale. Serendib's 500kg MOQ is therefore an asset, not a weakness.

Dimension 3 — Market Access & Regulatory Readiness

7/10

GREEN — dimension verdict

The route is workable, but FDA, FSVP, NOP, testing and shipment documentation gates must be completed correctly before the first commercial shipment.

Current access & compliance risk scan

The time-sensitive issues that affect this dimension are shown below. They are inputs to the Market Access & Regulatory Readiness score, not a separate analytical framework.

Issue	Status	What it means for Serendib
US base duty - HTS 0906.11.00	GREEN	USITC 2026 HTS lists Ceylon cinnamon, neither crushed nor ground, at a general duty rate of Free . MPF and HMF remain applicable fees where relevant.
Additional tariff overlays	GREEN	As of August 2026, HTS 0906.11.00 is listed among the product exemptions from both the reciprocal-tariff regime and the 2026 forced-labour Section 301 additional duties. The current tariff burden for this line is therefore 0%, subject to correct classification and entry.
FDA import framework	AMBER	Food may be imported without prior FDA product approval, but facility registration, Prior Notice and applicable FSVP controls must be in place.
Cinnamon / toxic-elements scrutiny	AMBER	FDA's Import Alert 99-42 includes cinnamon products and toxic-element issues. The current public alerts have focused heavily on ground cinnamon, but whole cinnamon can also appear under import-alert controls for listed firms.

Issue	Status	What it means for Serendib
Salmonella / microbiological risk	AMBER 	FDA Import Alert 99-19 covers food products detained for Salmonella, and whole spices are not immune from microbiological controls. A current Salmonella result and any buyer-required validated treatment evidence should form part of the supplier-approval pack.
LAAF change	AMBER 	From 23 October 2026, testing for specified toxic elements used to support admission of detained food must, where the rule applies, be performed by a LAAF-accredited laboratory.
USDA Organic import control	AMBER 	Every organic agricultural shipment imported into the US must be associated with an electronic NOP Import Certificate issued by an accredited certifier.
2026 FDA facility-registration renewal	AMBER 	The 2026 biennial renewal period runs 1 October-31 December 2026. Serendib should ensure its registration and US agent details are current before the first commercial shipment.

PRIORITY RISK

The main risk is not tariff. It is **border readiness**. A commercially attractive order can still fail if the foreign-facility registration, FSVP importer, Prior Notice, NOP Import Certificate or contaminant/microbiological evidence is incomplete.

The sequence that must be clear before the first shipment leaves Colombo.

5.1 Tariff classification

For true Ceylon cinnamon (*Cinnamomum zeylanicum* / verum), neither crushed nor ground, the relevant US tariff line is **HTS 0906.11.00**. The 2026 US Harmonized Tariff Schedule lists the Column 1 general rate as **Free**. In addition, HTS 0906.11.00 appears on the exemption lists for the reciprocal-tariff regime and for the July 2026 forced-labour Section 301 action, so the current tariff burden on this line is **0%** as of August 2026. This does not mean fee-free entry: MPF and HMF may still apply.

5.2 FDA food-facility registration

Foreign facilities that manufacture, process, pack or hold food for consumption in the United States are generally required to register with FDA where the statutory registration requirement applies. Foreign facilities must have a US agent. Serendib should verify that its registration is active and accurate, and complete the 2026 biennial renewal during the FDA renewal window if it will ship after that period.

5.3 Prior Notice

FDA must receive Prior Notice before food is offered for import into the United States. In practice the customs broker or logistics party frequently files it, but Serendib should make responsibility explicit in the order and shipping instructions rather than assume it will happen automatically.

5.4 FSVP importer

The US Foreign Supplier Verification Programs rule places supplier-verification obligations on the **FSVP importer**. The importer must perform risk-based activities to verify that the foreign supplier produces food consistent with applicable US food-safety standards. FDA requires the FSVP importer's identifying information, including an FDA-recognised unique facility identifier, on the entry line.

R2 STRUCTURAL RECOMMENDATION

For Serendib's first US orders, the buyer or the buyer's nominated US entity should be the FSVP importer. Serendib should supply the documentation the importer needs; it should not try to create a US importing structure merely to secure the first sale.

5.5 Organic imports

USDA's National Organic Program requires each shipment of organic agricultural products imported into the United States to be associated with a valid electronic **NOP Import Certificate** issued by an accredited certifier in USDA's Organic INTEGRITY Database. The certifier issues the certificate to the exporter/final handler, which provides the certificate information to the US importer for entry through ACE. **Since 1 October 2025, a certified-organic shipment arriving without a valid NOP Import Certificate cannot be reconditioned after arrival; USDA states that it is subject to immediate re-export, destruction or restricted donation.** Serendib should therefore confirm the certificate and match it to the shipment before the goods move, not after arrival.

5.6 Toxic elements, Salmonella and laboratory evidence

Cinnamon has received heightened FDA attention for toxic elements, particularly lead. FDA Import Alert 99-42 includes cinnamon entries associated with lead and other toxic elements. The current issue is not a blanket prohibition on Sri Lankan whole quills, but it materially raises the value of strong pre-shipment evidence. Separately, FDA Import Alert 99-19 provides for detention without physical examination of food products due to **Salmonella**, and FDA's spice risk work identifies Salmonella as a significant microbiological hazard for spices.

Serendib should maintain a current laboratory panel covering at least **lead, arsenic, cadmium and mercury**, together with current **microbiological results including Salmonella absence** and any buyer-required evidence of validated treatment such as steam sterilisation. From 23 October 2026, where toxic-element testing is used to support admission of food detained under the relevant FDA provisions, applicable testing must be conducted by a LAAF-accredited laboratory. Routine commercial pre-shipment testing does not automatically have to be LAAF testing, but the laboratory, method and reporting format should be acceptable to the buyer/importer.

Plant-health check. Import conditions for dried plant products can vary by commodity form, processing status and origin. Before the first shipment, the importer/broker should confirm the current APHIS Agricultural Commodity Import Requirements (ACIR) entry for Sri Lankan dried cinnamon quills and whether any phytosanitary certificate, treatment or other plant-health condition applies to the exact product form.

5.7 Labelling and country of origin

Retail packs and food-service packs must comply with applicable FDA labelling rules; bulk industrial packages still need correct identity and other required information. CBP also requires foreign-origin articles to be

marked with the English name of the country of origin unless an exception applies. For Serendib's first importer-led route, packaging artwork should be approved by the buyer/importer before production.

Before shipment	Owner	Evidence to have on file
FDA facility registration / US agent checked	Serendib	Active registration record and current agent details
FSVP importer identified	Buyer / US importer	Legal name, email and acceptable UFI/DUNS details for entry
Prior Notice responsibility allocated	Broker / agreed party	Written shipping instruction
NOP Import Certificate confirmed before movement	Serendib + certifier + importer	Valid NOPIC number issued in INTEGRITY and supplied for ACE filing
Toxic-element + microbiological panel complete	Serendib	Current COA / laboratory report including lead, arsenic, cadmium, mercury and Salmonella result
Product specification approved	Both parties	Grade, moisture, microbiological, treatment and physical specification
Label / marks approved	Buyer / importer	Final artwork or bulk-pack marking instructions
APHIS/plant-health requirement checked	Buyer / broker	Current ACIR requirement for exact product form confirmed before shipment

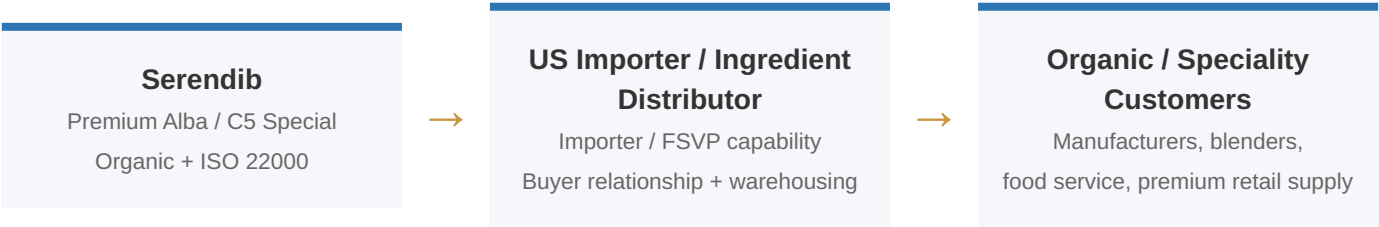
Dimension 4 — Route-to-Market Fit

8/10

GREEN — dimension verdict

A specialist importer/distributor route fits Serendib's experience and premium positioning and avoids premature US infrastructure or importer-of-record exposure.

The channel structure most likely to convert Serendib's strengths into a first order.



Recommended customer priority

Priority	Customer type	Why it fits	First offer
1	Specialist spice / ingredient importer	Understands origin, grade, food-safety documentation and repeat bulk purchasing.	500-1,000kg mixed or single-grade trial
2	Organic ingredient distributor	Can monetise USDA Organic status and traceability.	Organic Alba/C5 with complete certificate pack
3	Ceylon-focused brand / ethnic speciality wholesaler	Origin story is already understood; smaller initial volume possible.	500kg MOQ / branded-bulk support
Later	Direct retailer / e-commerce	Higher gross value but much more packaging, compliance, fulfilment and working-capital complexity.	Do not prioritise in Phase 1

Commercial positioning

The proposition should not be "we sell cinnamon from Sri Lanka." The buyer already has that option. The first approach should make the switching reason clear:

- **Grade clarity:** Alba and C5 Special offered against a written specification.
- **Organic readiness:** valid USDA Organic route plus shipment-level NOP certificate process.
- **Food-safety confidence:** ISO 22000 plus current heavy-metal and microbiological evidence.
- **Trial flexibility:** 500kg MOQ reduces the cost of qualifying a new source.
- **Year-round continuity:** 120 tonnes of annual capacity gives room to scale successful accounts.

Incoterm recommendation

Default: FOB Colombo. This keeps the US buyer in control of its freight, customs broker, importer-of-record and FSVP arrangements while Serendib learns the lane. **Alternative: CFR/CIF named US port** where the buyer asks Serendib to arrange ocean carriage. **Avoid DDP initially.** DDP creates avoidable ambiguity around US importer, tax, customs, FSVP and destination-charge responsibilities.

Dimension 5 — Landed Cost & Pricing Viability

7/10

GREEN — dimension verdict

Trial economics are workable on the planning model, but live freight, destination charges and quote validity must be confirmed before a binding commercial offer.

Current logistics risk

Ocean freight volatility - AMBER. 2026 freight markets remain exposed to conflict-related surcharges and route changes. Quote validity should be short and freight should be refreshed before every order.

A planning model that shows where trial economics tighten — without pretending an unquoted freight number is a fact.

IMPORTANT

Serendib did not provide an actual FOB selling price, and the licensed international trade transaction data extract contains no usable shipment values or net weights. The figures below are therefore **illustrative planning assumptions**, not a quotation and not a recommended selling price. Replace them with live supplier and freight quotations before an offer is issued.

The model uses an illustrative FOB value of **US\$12.00/kg** solely to show cost behaviour. The current tariff burden on HTS 0906.11.00 is 0%, while MPF and HMF still apply where relevant. For formal entries in FY2026, CBP's Merchandise Processing Fee is **0.3464%** of value, subject to a **US\$33.58 minimum and US\$651.50 maximum**. Ocean imports are also subject to the Harbor Maintenance Fee at **0.125%** of commercial cargo value where applicable.

Planning scenario	500kg trial	1,000kg trial	3,000kg scale test
Illustrative FOB @ US\$12/kg	\$6,000	\$12,000	\$36,000
Ocean/LCL + origin handling assumption	\$1,150	\$1,450	\$2,400
Destination/CFS assumption	\$650	\$700	\$850
Customs broker assumption	\$175	\$175	\$175
Inland delivery assumption	\$450	\$500	\$700
Insurance assumption	\$35	\$60	\$180
MPF	\$33.58	\$41.57	\$124.70
HMF	\$7.50	\$15.00	\$45.00
Illustrative landed total	\$8,501	\$14,942	\$40,475
Illustrative landed cost/kg	\$17.00	\$14.94	\$13.49

Planning model only. Excludes buyer margin, warehousing beyond assumed destination charges, testing programme cost, annual US-agent cost, financing cost, storage, repacking, retailer margin and any extraordinary carrier surcharge.

1,000kg FOB sensitivity

Illustrative FOB/kg	FOB value	Illustrative landed/kg	Interpretation
US\$10.00	\$10,000	\$12.93	Lower commercial floor; leaves more importer margin.
US\$12.00	\$12,000	\$14.94	Illustrative mid-case used in this report.

Illustrative FOB/kg	FOB value	Illustrative landed/kg	Interpretation
US\$14.00	\$14,000	\$16.95	Requires a buyer able to monetise premium grade / organic differentiation.

Sensitivity note: freight, handling, broker, inland delivery and insurance are deliberately held constant across the three FOB-price cases so the table isolates the effect of the FOB price. In a live quotation, insurance may vary with cargo value.

PRICING RULE

Do not start from the US national import average and add a premium. Start from Serendib's real production cost, required gross margin and grade-specific FOB floor. Then test whether the buyer's landed economics work at 500kg, 1,000kg and 3,000kg. The first negotiation should reveal the commercially viable order size.

Dimension 6 — First-Order Execution Readiness

6/10

AMBER — dimension verdict

The first-order route is clear, but several controls remain to be completed: importer responsibilities, current compliance evidence, live freight and the final shipment/document pack.

A controlled sequence from buyer interest to repeat order.

Stage	Action	Commercial control
1. Buyer qualifies interest	Confirm grade, organic requirement, intended use, trial quantity and destination.	Do not quote generic "Ceylon cinnamon"; quote an exact specification.
2. Compliance fit	Confirm buyer/importer can act as IOR and identify FSVP importer; exchange supplier-approval documents.	No shipment without named FSVP responsibility.
3. Sample / approval	Send representative Alba/C5 samples with COA and specification.	Agree acceptance criteria before commercial production.
4. Trial quotation	Quote 500kg and 1,000kg options, FOB Colombo; add CFR/CIF option only if requested.	Short freight validity; payment and Incoterm explicit.
5. Order documentation	Organic certificate process, invoice, packing list, origin marking, Prior Notice instructions, shipping documents.	Buyer/importer approves final document set before departure.

Stage	Action	Commercial control
6. First shipment	Track customs/FDA release and document every query or delay.	Treat first entry as a compliance test, not merely a delivery.
7. Post-arrival review	Buyer feedback on grade, moisture, packaging, release process and resale/usage.	Convert issues into changes before order 2.
8. Scale	Move to 1-3 tonne repeat orders when service and demand justify it.	Scale only after landed economics and release process are proven.

Recommended first-order terms

Trial quantity: 500-1,000kg.

Product: one principal grade; add second grade only where buyer specifically wants comparison.

Incoterm: FOB Colombo preferred for first order.

Payment: use a conservative first-order structure. Illustrative starting points are **advance payment** or **part advance / balance against copy shipping documents**; an irrevocable LC at sight may suit larger orders but can be uneconomic at a 500kg trial size. Do not grant open credit merely to win the account.

Freight validity: short validity, with re-quote before booking.

Documents: commercial invoice, packing list, bill of lading, certificate/statement of origin where requested, NOP Import Certificate information for organic entry, specification/COA, toxic-element results, microbiological results including Salmonella, any buyer-required treatment evidence, and other supplier-approval documents.

Success criterion: The objective is not the largest first shipment. It is a cleanly released, commercially acceptable trial that produces a second order. A 500kg order that becomes a recurring 2-3 tonne account is more valuable than a one-off large shipment bought on price.

SECTION 9

90-DAY ENTRY ACTION PLAN

The critical actions to enter the United States market in a controlled, compliant and cost-effective way.

TIMELINE	ACTION	SUCCESS MEASURE	OWNER
PHASE 1 Foundation (0–30 Days)	Days 1–10 1. Compliance & Registration Readiness Verify FDA facility registration and US agent; confirm renewal dates and Prior Notice process.	Active FDA registration confirmed; US agent on record; Prior Notice process documented.	Serendib Exports
	Days 11–20 2. Product Compliance Testing Commission heavy-metal testing (lead, arsenic, cadmium, mercury) for Alba and C5 Special quills.	Lab reports available for buyer pack; meet FDA/US import standards.	Serendib Exports
	Days 21–30 3. Organic Documentation Confirm USDA Organic export certificate workflow and NOP Import Certificate process with certifier.	NOP certificate process confirmed; responsible parties identified.	Serendib Exports + Certifier
PHASE 2 Market Preparation (31–60 Days)	Days 31–45 4. Buyer Pack & Outreach Create US buyer approval pack (company, specs, certifications, COAs, packaging, capacity, MOQ). Begin targeted outreach.	Buyer pack completed; at least 10 qualified prospects engaged.	Serendib Exports
	Days 46–60 5. Freight & Costing Obtain live LCL and FCL freight quotes (500kg / 1,000kg / 3,000kg) to selected US gateways.	Current freight options and landed-cost model updated.	Serendib Exports / Forwarder
	Days 61–75 6. Samples & Commercial Quotations Send samples; issue first trial quotations; confirm importer-of-record responsibilities.	At least one prospect requests commercial quotation.	Serendib Exports + Buyer
PHASE 3 Execution (61–90 Days)	Days 76–85 7. First Shipment Preparation Confirm IOR/FSVP responsibilities; prepare documentation; confirm packaging, labels and invoices.	Complete import documentation pack ready for PO.	Serendib Exports + Buyer
	Days 86–90 8. First Shipment or Review Ship first controlled trial order or, if no PO, review objections and refine offer.	First order shipped OR documented plan to secure first order.	Serendib Exports



THE GOAL

Achieve full regulatory readiness, secure importer engagement, and place the first controlled shipment — paving the way for repeat orders and long-term US market presence.

RECOMMENDED NEXT REPORTS



R3 COMPETITIVE INTELLIGENCE REPORT

See who is supplying the US market, their pricing levels, product positioning, certifications and strengths/weaknesses — so you can position Serendib's Ceylon cinnamon to win.



R4 BUYER INTELLIGENCE REPORT

Identify, profile and prioritise qualified US buyers with transaction evidence and relevant contacts — and get the outreach strategy to start conversations that lead to orders.

NOTE: Timelines are indicative. Adjust based on buyer response times, shipping schedules and compliance updates.

THE BOTTLENECK RULE

Do not spend the 90 days building a large prospect list while the compliance pack, freight economics or first-order structure remains unresolved. Fix the bottleneck that stops a buyer saying yes.

Section 10 — Data Sources & Methodology

What the report is based on and how evidence was separated from planning assumptions.

Client inputs: Serendib Spice Exports questionnaire supplied for the R2 sample: true Ceylon cinnamon quills, Alba and C5 Special, HS 0906.11, 120 tonnes/year, year-round supply, 500kg MOQ, premium positioning, USDA + EU Organic, ISO 22000, GlobalGAP in progress, six years of UAE/India export experience, no direct Americas experience, importer/trading-company target channel, two-year ambient shelf life.

National market benchmark: approximately US\$58.3m / 9,380t of US HS 0906.11 imports in **calendar year 2024**, +11.9% year-on-year growth and an implied average unit value of approximately US\$6.2/kg. Source: UN Comtrade trade statistics as used in TradeMatch Pro's market benchmark. These statistics are historical context, not live 2026 demand figures.

Transaction evidence: licensed international trade transaction data supplied for this R2, containing 115 rows tagged HS 090611 and destination USA. The extract contains records dated August 2025 and May-July 2026; roughly eight months of the requested August 2025-July 2026 window are absent. Forty-nine rows identify Sri Lanka as origin. The value and net-weight fields are zero throughout, so no value-per-kg, tonnage, market-share or seasonal-demand claims are calculated from this file.

Primary regulatory sources: US International Trade Commission 2026 Harmonized Tariff Schedule; White House reciprocal-tariff annexes; USTR July 2026 forced-labour Section 301 Final Action and exemption annexes; US Food and Drug Administration pages on importing food, food-facility registration, Prior Notice, FSVP and Laboratory Accreditation for Analyses of Foods; FDA Import Alerts 99-42 and 99-19; USDA Agricultural Marketing Service guidance on electronic NOP Import Certificates and Strengthening Organic Enforcement; US Customs and Border Protection guidance on Merchandise Processing Fee, Harbor Maintenance Fee and country-of-origin marking; and USDA APHIS ACIR for plant-health entry conditions.

Current freight context: Freightos 2026 freight-market updates are used only to support the conclusion that ocean pricing and surcharges remain volatile. No Freightos index value is inserted into the landed-cost model as a Colombo-US quote.

Landed-cost methodology: the Section 7 numbers are scenario assumptions designed to show scale effects. The 0% current tariff position, MPF formula and HMF rate are sourced; freight, origin handling, destination handling, broker, insurance and inland delivery figures are illustrative placeholders that must be replaced by live quotations before use. The FOB sensitivity table holds these non-FOB assumptions constant to isolate the price effect.

Key source URLs:

USITC HTS 2026: <https://hts.usitc.gov/>

FDA importing food: <https://www.fda.gov/food/food-imports-exports/importing-food-products-united-states>

FDA FSVP: <https://www.fda.gov/food/food-safety-modernization-act-fsma/fsma-final-rule-foreign-supplier-verification-programs-fsvp-importers-food-humans-and-animals>

FDA Import Alert 99-42: https://www.accessdata.fda.gov/cms_ia/importalert_1167.html

FDA LAAF: <https://www.fda.gov/food/food-safety-modernization-act-fsma/laboratory-accreditation-analyses-foods-laaf-program-final-rule>
USDA NOP import certificates: <https://www.ams.usda.gov/services/organic-certification/international-trade/Electronic-Organic-Import-Certificates>
CBP user fee table: <https://www.cbp.gov/trade/basic-import-export/user-fee-table>
CBP country-of-origin marking: <https://www.cbp.gov/trade/rulings/informed-compliance-publications/markings-country-origin-us-imports>
USTR 2026 Section 301 Final Action: <https://ustr.gov/sites/default/files/files/Press/Releases/2026/FLIP%20301%20Investigation%20Final%20Action%20FRN%207-23-26%20FINAL.pdf>
White House reciprocal-tariff agricultural exemptions: <https://www.whitehouse.gov/presidential-actions/2025/11/modifying-the-scope-of-the-reciprocal-tariff-with-respect-to-certain-agricultural-products/>
FDA Import Alert 99-19: https://www.accessdata.fda.gov/cms_ia/importalert_263.html
USDA SOE FAQs: <https://www.ams.usda.gov/rules-regulations/strengthening-organic-enforcement/faq>
USDA APHIS ACIR: <https://acir.aphis.usda.gov/>

Appendix A — Production & Quality Statement

This report was produced using proprietary research and analytical methods, with full analyst review and sign-off by Anthony Wolff, Founder, TradeMatch Pro Ltd.

Appendix B — Standard Intelligence Disclaimer

ABOUT THIS REPORT This report has been produced by TradeMatch Pro Ltd exclusively for the contracting client named on the cover. It is provided for general commercial intelligence purposes only.

WHAT THIS REPORT IS NOT This report does not constitute legal, financial, regulatory, tax, customs, sanctions, or investment advice of any kind. It is an analytical intelligence product designed to inform commercial decision-making. It is not a substitute for independent professional advice.

THIRD-PARTY DATA SOURCES This report may incorporate data obtained from government publications, trade databases, commercial information providers, shipping record aggregators and other publicly available sources. TradeMatch Pro exercises reasonable care in selecting and interpreting these sources but does not independently verify every underlying data point. Third-party data may contain errors, omissions or inaccuracies beyond our control.

DATA CURRENCY The intelligence in this report reflects market conditions, trade flows, regulatory requirements and commercial circumstances at the time of production. Export markets, tariffs, buyer relationships, freight conditions and regulatory frameworks can change after delivery.

TRADE FLOW DATA Shipment-level customs data is an indicator of historical trading activity. It is not a guarantee of current buyer intent, future purchasing behaviour, completeness of market coverage or the accuracy of every field supplied by the underlying data provider.

LANDED-COST MODEL Unless specifically identified as a live quotation, freight, insurance, handling, brokerage and inland-delivery figures are planning assumptions. Actual costs must be confirmed before a binding commercial offer is made.

End of Report

R2 Market Entry Intelligence · United States · Serendib Spice Exports (Pvt) Ltd
Prepared by TradeMatch Pro Ltd · Confidential · August 2026