



# New Market Developer

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A Michigan Department of Agriculture Publication Linking You to the Potential of Overseas Markets

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UPCOMING EVENTS



Midwest Buyers Mission  
East Lansing, MI  
July 26-30  
[CLICK HERE](#)

Seminar: Caribbean  
Market Opportunities  
East Lansing, MI  
August 26

Food Export Marketing  
Forum: Buyers Missions  
and Education Sessions  
Chicago  
September 27-29

Focused Trade Mission:  
Northern Mexico for Retail  
Products  
October 25-28

Focused Trade Mission:  
Canada for Specialty  
and Natural Products  
Nov 1-3

Food Show Plus!  
at SIAL Paris  
October 17-21

Focused Trade Mission:  
Indonesia for Bakery  
Ingredients  
December 6-8

For a full listing of upcoming events, visit [www.FoodExport.org](http://www.FoodExport.org)

## Midwest Buyers Mission is Coming to Michigan; Register Today

The Michigan Department of Agriculture and Food Export Association will host the Midwest Buyers Mission on July 26, 2010 at the Kellogg Hotel and Conference Center in East Lansing.

Twenty buyers from around the world will be in East Lansing for one-one-one meetings that last approximately 30 minutes. As a participant you will have the opportunity to establish new relationships with key industry players without even leaving the state.

You will select which buyers to meet with to discuss your products' potential in the international market.

Buyers at the mission are from markets including

Canada, Mexico, South America, Caribbean, Asia, the Middle East and more. Products in demand include: ethnic foods, food service and retail, private label, specialty/gourmet, fresh and healthy products, and other processed and value added foods.

Time is running out to register for this event. The registration deadline is July 12 at a fee of \$150.

[CLICK HERE](#) to register for the 2010 Midwest Buyers Mission or contact Jamie Zmitko-Somers at (517) 241-3628 or by email at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) for more information.

## MI Companies Attend NRA

May 22 - 25, nine companies participated in the Michigan pavilion at the American Food Fair at the National Restaurant Association show.

The nine participants in the Michigan pavilion included Ashby's Sterling Ice Cream, Cherry Central Cooperative, Cole's Quality Foods, Inc., Dorothy Dawson Food Products, Flatout Flatbreads, Frosty Products, Michigan Apple Association, Michigan Bean Commission, and Zeeland Food Services.

Companies like Frosty Products of Plymouth MI have found the Michigan Pavilions to be an accessible way to reach both domestic and international buyers.

"Before last year, we didn't have any products that were appropriate for shipping internationally. Through the help of the Department of Agriculture and the Branded Program we've been able to expose our products in the Middle East," said Allen Bell of Frosty Products.

Michigan companies reported an expected \$650,000 in export sales and \$1,650,000 domestic sales because of the NRA show. It was also reported that over over 590 new contacts were



Above: A representative from Dorothy Dawson at the NRA Show In Chicago.

made at the show. All seven companies expect an increase in sales.

The NRA show is one of the largest food shows of its kind. Over 80% of attendees have direct influence in buying decisions both domestically and internationally.



## Michigan Successful at FMI Show; Las Vegas

Six Michigan companies participated in the U.S. Food Export Showcase held at the Mandalay Bay Convention Center in Las Vegas, Nevada from May 11-13, 2010.

The event was part of the Food Marketing Institute's annual trade show. Participating Michigan companies included: Cherry Central, Graceland Fruit, Shoreline Fruit, Lesley Elizabeth, Michigan Apple Committee, and Michigan Bean Commission.

The show draws key industry leaders from 133 countries to make purchasing decisions across a wide range of segments including supermarkets, restaurants,

institutional and retail stores, distributors, and importers.

Michigan companies reported \$80,000 in on-site domestic sales. Additionally the companies estimated an increase in domestic sales totaling \$140,000 and an increase of \$100,000 in potential export sales. The participants also reported 190 new leads and contacts from the show.

"The FMI show is perfect in helping Shoreline Fruit to launch a new line/brand of retail products. We are looking forward to the FMI show in 2012" said Steve Somsel, Shoreline Fruit Sales Manager



*Representatives from Lesley Elizabeth on the FMI Show Floor in Las Vegas, Nevada*

## TRADE MISSION TO INDONESIA OFFERS EXPORT OPPORTUNITIES FOR BAKERY INGREDIENTS

The Focused Trade Mission to Indonesia for bakery ingredients allows you to assess the opportunities for your bakery ingredients in Indonesia. The trade mission is scheduled for December 6 -8, 2010.

Not only will you meet one-on-one with buyers and learn more about this market, you will also receive a market analysis of your product prior to the visit, an in-market briefing, tours of local supermarkets and food service providers, buyer meetings, a product showcase, assistance with lead follow-up, and a networking reception.

Indonesia is the world's fourth most populous country and the population continues to grow exponentially; with only 17% of the land being cultivated, which is leading to a demand for market growth.

In 2009 the economy expanded at approximately 4.5 percent. U.S. agriculture exports to Indonesia reached \$1.8 billion in 2009, making Indonesia the 8th largest market for U.S. agricultural exports.

Indonesia ranked in the top ten agriculture export markets for the state of Michigan in 2009.

Significant growth potential exists in this sector for U.S. food ingredients.

Acceptance of baked goods as a substitute for rice and/or noodles has also increased baked good consumption. Currently, more than 30,000 bakeshops provide low cost baked goods in both urban and rural areas.

Convenience stores also often have their own in-house bakeries, which are a popular addition to the main store; those outlets are another major distribution channel for bakery products.

The Trade Mission to Indonesia for bakery ingredients will be an excellent way to meet one-on-one with buyers and learn more about this market.

For more information or to register for the Trade Mission contact Jamie Zmitko-Somers at (517) 241-3628 or by email at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) or [CLICK HERE](#)

### MARKETING FORUM, SEPTEMBER 27-29

The 2010 Food Marketing Forum will take place September 27-29 in Chicago. The forum will host a series of educational sessions to help you learn more about over 20 international markets and the growing demand for American products. Gain insight into opportunities for your products when you meet with in-market representatives. Additionally, Food Export will have preselected importers for one-on-one meetings at a buyer's mission.

### CARIBBEAN MARKET SEMINAR, AUGUST 26

The Michigan Department of Agriculture with Food Export Association will be hosting a seminar on the Caribbean Market, August 26 in East Lansing. The featured guest speaker is an in-market representative from the Caribbean region. Come learn about this exciting new market as we discuss the economy, geography, and demographics of the Caribbean. Discover market entry strategies and potential opportunities for Michigan companies in this growing market.

MARKETING FORUM

SEMINAR OPPORTUNITY



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Exporting Questions?  
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov)

Newsletter suggestions?  
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