



# New Market Developer

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

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[www.foodexport.org](http://www.foodexport.org) | [www.michigan.gov/agexport](http://www.michigan.gov/agexport) | [www.twitter.com/MIAgExport](http://www.twitter.com/MIAgExport) | [www.fas.usda.gov](http://www.fas.usda.gov)

UPCOMING EVENTS

Midwest Buyers Mission  
July 23 - 27  
MI, WI, & IL  
[CLICK HERE](#)

Food Export  
Marketing Forum  
October 2 - 3  
Chicago, IL  
[CLICK HERE](#)

Ingredients Buyers Mission  
at Wold Dairy Expo  
October 2-6  
Madison, WI  
[CLICK HERE](#)

Focused Trade Mission  
to Northern Mexico  
November 4-7  
Mexico City, Mexico  
[CLICK HERE](#)

Food Show PLUS! at  
Health Ingredients Europe  
November 13 - 15  
Frankfurt, Germany  
[CLICK HERE](#)

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

## Graceland Fruit Wins 2011 Michigan Agriculture Exporter of the Year

Graceland Fruit of Frankfort was chosen as this year's Michigan Agriculture Exporter of the Year. This is the second time Graceland has won this honor, the last time being in 1998.

"Graceland Fruit's focus on quality and innovative products has leveraged their expansion into new markets and significantly increased their export sales growth," said Keith Creagh, MDARD director. "We applaud Graceland for their industry leadership and the key role they are playing to grow and diversify our state's economy."

Graceland increased their exports by over 40% in 2011 and now exports a variety of dried fruits including tart cherries, cranberries, apples and blueberries to 42 countries. This is an important contribution to Michigan's current food and agriculture exports, which totaled \$1.75 billion in 2010 according to USDA figures and employ more than 14,700 residents.

"Graceland Fruit has worked hard to grow exports since 1995, and this award represents a tremendous achievement by our entire team. We're grateful to everyone at Graceland, the State of Michigan and our overseas partners for their support in making Graceland Fruit the Michigan Agriculture Exporter of the Year for the second time in its history," said Alan DeVore, President and CEO of Graceland Fruit Inc. "As consumers focus more on nutrition and healthy foods, we're well positioned to bring more niche products to the marketplace to occupy that space. This is especially true in overseas markets like Asia, and we're confident that our export business will continue to grow and thrive."



Phil Korson, CMI; Brent Bradley, Graceland Fruit VP of Sales and Marketing; Governor Rick Snyder; Al DeVore, Graceland Fruit President and CEO; Dan Arkema, Graceland Fruit, Intl Sales; Jamie Zmitko-Somers, MDARD, Intl Marketing Manager

This award is given annually and can be applied for by any business that exports food products that are at least 50 percent grown, processed or manufactured in Michigan. Past winners include; Cherry Central, Zeeland Farm Services, Cooperative Elevator, Honee Bear Canning, and Walters Garden. The criteria for the award include increasing sales through exports and expanding into new markets. The award review committee consisted of representatives from VanAndel Global Trade Center, Comerica Bank, Michigan Farm Bureau and Michigan State University. For more information concerning the Michigan Agriculture Exporter of the Year award please contact Jamie Zmitko-Somers or look for the application on our website at [michigan.gov/agexport](http://michigan.gov/agexport).

## Are You Missing Out on Great Trade Leads?

The Foreign Agriculture Service has recently made changes to their online trade lead system, making it easier to contact and communicate with potential international buyers. Getting on the list serve for these leads is simple -just register your company by [CLICKING HERE](#) and FAS will send you trade leads that matches the criteria you've entered. If you are already receiving emails from foreign offices containing trade leads please take action by responding. Trade leads are matched with businesses based on specific needs and products, eliminating emails that don't pertain to your company. Please contact Randall Green with any questions at [randall@newsolutions.com](mailto:randall@newsolutions.com).



# Page Two Opportunities for Growth

## What do the Newly Effective FTAs have to do with my Business?

President Obama signed three new Free Trade Agreements (FTA) bills into law on October 21, 2011, greatly increasing market accessibility for U.S. businesses. Previously, forty-one percent of U.S. exported goods already were destined for FTA partner countries in 2010 and with the addition of Columbia, Panama and South Korea, those numbers are sure to increase. The Korea-US agreement began on March 15, 2012 while the Columbia-US agreement was effective May 15, 2012. The Foreign Ag Service predicts an increase between \$2.3-3.1 billion in US agriculture exports from the Korea FTA alone.

If you are interested in learning more about the FTA's, please consider attending the Food Export Marketing Forum this October in Chicago. Not only will you learn about the current and future implications of the FTA's, but also product pricing in foreign markets, sustainability, intellectual property rights and the Food Safety Modernization Act. Early registration is still available and only costs \$350! To register, please [CLICK HERE](#).

## It's Not Too Late!

You still have time to register for the upcoming Midwest Buyers Mission in Grand Rapids on July 24th. This is a great opportunity to meet international buyers interested in the very products your company makes! Fifteen buyers from China, Korea, Hong Kong, India, Lebanon, Brazil and more will all be at this event. You will have a chance to meet one on one with these buyers and facilitate a potential business relationship. Don't hesitate to register, the deadline is July 11th! [CLICK HERE](#) to learn more and to register.

## Michigan Pavilions held at the FMI Show in Dallas and NRA Show in Chicago

Four Michigan companies traveled to Dallas, Texas to meet potential buyers at this year's U.S. Food Showcase at the Food Marketing Institute (FMI) held May 1-3. Participating Michigan companies were: Shoreline Fruit, Michigan Apple Committee, Fido Inc., and Cherry Central. There were over 5,000 supermarket retailers, distributors, wholesalers and importers in attendance representing 133 countries. Michigan companies that attended reported expected sales of \$125,000.

While at the Food Showcase, Michigan companies also had the opportunity to attend the Food and Beverage Buyers Mission. Food Export brought food buyers from United Arab Emirates, Thailand, Mexico, Chile, Philippines, and El Salvador to attend the FMI Show and meet with one-on-one with U.S suppliers.

Following the FMI Show on May 5-8, eight companies from Michigan traveled to Chicago to display their products at the Michigan Pavilion as part of the National Restaurant Association (NRA) Show in Chicago. Ashby's Sterling Ice Cream, Cherry Central, Dawson Food Products, Flatout Flatbread, Simply Suzanne, Valentine Vodka and Zeeland Food Services all had the opportunity to promote their products to over 58,000 attendees representing 115 countries. Through this activity alone \$600,000 worth of sales were generated on-site, while \$100,680,000 was reported in expected sales.

Four Michigan companies took part in the Food Service Buyers Mission held at the National Restaurant Association Show. These companies met with international buyers from Germany, Guatemala, Honduras, Hong Kong, Japan, South Korea and the United Arab Emirates.

Next year's NRA Show is already in the works with the dates returning to May 18-21, 2013. Companies interested in exhibiting in the Michigan Pavilion will also have the opportunity to participate in the Food Service Buyers Mission. For more information the NRA and FMI Shows, please contact Jamie Zmitko-Somers at [zmitkoj@michigan.gov](mailto:zmitkoj@michigan.gov) or call (517)241-3628.



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Exporting Questions?  
Contact Jamie Zmitko-Somers at (517)241-3628  
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Newsletter suggestions?  
Contact Hannah Bollinger by e-mail at [BollingerH@michigan.gov](mailto:BollingerH@michigan.gov)

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