

Success Story LiveSmart Bar

LIVESMART BAR WORKS TOWARD EXPORTS SALES WITH BRANDED PROGRAM ASSISTANCE



LiveSmart Bar located in Oak Park, Michigan, of the 12th Congressional District is optimistic about their future in exporting thanks to the Branded Program.

According to Sandy Kaplan, Communications Account Executive, this small, Michigan company now has the ability to attend tradeshow and meet key contacts, including distributors, with a wealth of exporting knowledge. Each of these successes has been made possible, in part, due to Food Export programs and services, supported by the Market Access Program (MAP).

"It is the little companies that need both the financial and experienced help on how to connect the dots to make their companies viable and prosperous. The valuable information learned from the program has enabled us to try to export our products and we need to thank the Branded Program for their continued support," says Kaplan.

The company is currently completing literature and label modifications to meet the importing regulations for Canada. The company expects to begin their exports into the market in mid-2014.

Live Smart is a manufacturer and marketer of vegan, non-GMO, and gluten-free health food bars. Their plan has consistently been to market LiveSmart Bars with the dream of exporting them around the world.

Food Export–Midwest and Food Export–Northeast are private, non-profit associations of Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

For more information of Food Export of the Midwest's programs and activities, please visit www.foodexport.org, or for more information on exporting resources available through the State of Michigan, visit www.Michigan.org/agexport.