

Success Story: Love Your Health, LLC

LOVE YOUR HEALTH, LLC LOVES BRANDED PROGRAM HELP IN EXPORT SALES



Beginning in 2011, Love Your Health, LLC, located in Grand Rapids, Michigan, of the 3rd Congressional District, used Food Export-Midwest's Branded Program to help offset the cost of marketing their SoyMix product internationally.

According to Peter Assaly, President, "The Branded Program assisted with costs associated with exhibiting at the 2013 Sweets & Snacks Expo in Chicago while exposing the company to new contacts as well as providing assistance for bilingual labeling, packaging and marketing demonstrations."

From 2011 to date, the company has made 15 key relationships with distributors, specialty retailers and end users in multiple markets spanning across Canada, the UK and Australia. Meanwhile, export sales have increased by 20% thanks, in part, to Food Export programs and services, made possible through the Market Access Program (MAP). As a result of the increased export sales, Love Your Health, LLC has added six new full-time employees in the past three years. Additionally, Love Your Health, LLC has increased its procurement of U.S. ingredients by 25% to keep up with demand.

Love Your Health, LLC, is a producer and distributor of Love Your Health® Brand SoyMix soy based healthy snacks to retail and food service markets. SoyMix is a trio of Natural Dry Roasted Soynuts that are Lightly Sea Salted, Dark Chocolate Covered, Honey Toasted and mixed with USA grown Pumpkin Seeds & Sweet'n Juicy Cranberries.

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.