



New Market Developer

Issue 2: March - April 2012

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

Jamie Zmitko-Somers | zmitkoj@michigan.gov
International Marketing Manager

www.foodexport.org | www.michigan.gov/agexport | www.twitter.com/MIAgExport | www.fas.usda.gov

UPCOMING EVENTS



Buyers Mission at Food Marketing Institute Show
May 1 - 3
Dallas, TX
[CLICK HERE](#)

Buyers Mission at National Restaurant Assoc. Show
May 5 - 8
Chicago, IL
[CLICK HERE](#)

Summer Fancy Foods Buyers Mission
June 16 - 18
Washington DC
[CLICK HERE](#)

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

FSP! at SIAL Canada
May 9 - 11
Montreal, Canada
[CLICK HERE](#)

Focused Trade Mission to Canada
September 5 - 6
Toronto, Canada
[CLICK HERE](#)

For a full listing of upcoming events, visit www.FoodExport.org

Companies Attend Export Seminar at MSU

The Michigan Department of Agriculture and Rural Development in conjunction with the Global Business Club of Michigan State University hosted "Exploring Exports: A World of Opportunity", a one day seminar on February 9.

Companies attending learned about logistics and transportation, financing exports, and services offered through the state and federal government.

Featured speakers included Richard Bogard, the 2010 Agriculture Exporter of the Year from Cherry Central Cooperative, Scott Hibbard, Vice President of International Trade at Comerica Bank, and Patrick Riffel from HPC Transportation and Brokerage. In addition, there was



panel discussion featuring successful Michigan exporters from Cherry Central and Nature Select Inc.

For more information on upcoming seminars visit www.foodexport.org or www.michigan.gov/agexport.

International Buyers to meet in Grand Rapids

The Michigan Department of Agriculture and Rural Development along with Food Export - Midwest will host over 15 international food buyers in Grand Rapids, Michigan at the Midwest Buyers Mission.

The buyers mission will take place on July 25 at the Crowne Plaza Hotel in Grand Rapids. The early registration deadline is May 29 at a cost of \$100; after that the cost is \$150. Late registration closes on July 11.

Companies will have approximately 25 minutes to meet with each buyer that has been preselected based on buyer profiles.

The 2012 Midwest Buyers Mission is a great way to establish new relationships with key industry players and initiate new export sales. Buyers from around the world will attend. Michigan companies can register and review buyer profiles by



Above: A representative from Garden Fresh Gourmet meets with a buyer at the 2010 Midwest Buyers Mission

visiting www.foodexport.org.

For questions or to register contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.



Page Two A closer look into markets and services

Consider a Food Export Buyers Mission this Summer

Food Export - Midwest will be hosting several buyers missions throughout summer 2012. Some of the missions are very close to home for Michigan companies.

Buyers missions allow companies to meet foreign buyers without the time and cost of traveling overseas. These missions are usually held in conjunction with a major U.S. tradeshow.



Summer 2012 Buyers Missions

Food Service Buyers Mission at National Restaurant Show

May 5 – 8 in Chicago, Illinois. 2011's Buyers Mission resulted in over \$6.1 million of projected export sales, while the show itself brought in over 58,000 attendees from 115 countries. The registration deadline is April 21.

Summer Fancy Foods Buyers Mission

June 16 -18 in Washington D.C. In 2011, the event generated over \$125 million in actual onsite sales! For 2012, buyers have expressed interest in a wide variety of U.S. fancy foods including high-end specialty and gourmet products. The registration deadline is May 29.

Export and Business Development Resources

The Michigan Economic Development Corporation (MEDC) and the Michigan Department of Agriculture and Rural Development (MDARD) are collaborating to compile a broad spectrum of export and business development resources across the state, both in the public and private sectors, and from all levels of government and to connect companies with these resources to support export growth.

This effort has been given legs with the help of a \$1.5 million dollar grant from the U.S. Small Business Administration under the auspices of the President's Export Initiative, to launch the State Trade and Export Promotion Program (STEP).

The STEP program is very similar to the Food Export-Midwest Branded Program in that through exporter education, market entry and market promotion strategies these programs help companies understand and discover new exporting opportunities by providing 50% reimbursement of costs generated from eligible marketing and promotional activities.

The STEP reimbursement grant is being utilized for agricultural products or export market promotion activities that are not eligible under the Branded Program.

For more information on export resources go to www.michigan.gov/agexport or www.michiganadvantage.org/export



Market Spotlight **Canada**



Canada is a top destination for U.S. exports, especially products from Michigan, due to the close proximity and the North American Free Trade Agreement (NAFTA). Under NAFTA the majority of U.S. agricultural products enter Canada duty-free.

U.S. agricultural exports to Canada reached \$15.7 billion in 2009. Agricultural exports from the United States to Canada account for about 16 percent of total U.S. food and agricultural product exports.

There are many advantages to marketing your products in Canada;

including the high awareness of U.S. brands, the proximity, and the wide exposure of Canadians to U.S. culture.

Companies that are interested in exporting to Canada should consider the Food Export Focused Trade Mission for specialty and natural products. The rapidly growing sector for specialty and natural products in Canada demands diverse, new, and fresh products. The trade mission will take place September 5th and 6th, 2012. To register visit foodexport.org or [Click Here](#).



Follow us on Facebook and Twitter for valuable insider information about upcoming events, services, export trends, links, and news.

www.twitter.com/MIAgExport.

Become a Fan of Mi Department of Agriculture and Rural Development on Facebook.



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

Newsletter suggestions?
Contact Elizabeth Krhovsky by e-mail at KrhovskyE@michigan.gov

Issue 2: March - April 2012