

Success Story **Simply Suzanne Natural Foods**

*Export Assistance from Michigan Department of Agriculture and Rural Development
Helps Detroit Company Reach Foreign Markets*



Simply Suzanne Natural Foods, an all-natural Detroit food company makes granola and trail-mix and has recently entered into a partnership with a distributor resulting in the first shipment of its full line of granola and trail mix products to the Caribbean.

Simply Suzanne Natural Foods owner, Suzanne Vier, expressed her positive experience with the International Marketing Program housed in the Michigan Department of Agriculture and Rural Development (MDARD) and what she learned about their companies export potential.

Over the past year Simply Suzanne Natural Foods participated in an international trade mission to Canada focusing on natural and specialty products. Through this participation, Simply Suzanne Natural Foods was able to learn more about the Canadian market including aspects of food retail and international packaging requirements.

Simply Suzanne Natural Foods also exhibited in the Michigan Pavilion at the Americas Food and Beverage Show in Miami where a relationship with a distributor from the Caribbean was formed, resulting in current sales to the Caribbean. Suzanne cites the sweet & savory aspect of her product as the source of its international appeal. “Our product was a natural fit”, she said describing the appeal of granola and trail-mix in the Caribbean. Vier explained that not only are her products great for breakfast and the general discerning palate, but also that her product was particularly popular in Caribbean establishments such as hotels and spas who cater to travelers.

In addition to participating in a trade mission and exhibiting at shows, Simply Suzanne Natural Foods is enrolled in Food Export Midwest’s Branded Program and Online Product Catalog. Through the Branded Program up to 50% of Simply Suzanne’s international marketing costs are eligible for reimbursement. Inclusion in the Online Product Catalog lists Simply Suzanne’s granola and trail-mix in an online database accessed by international food buyers.

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.

Simply Suzanne is located in Michigan’s 6th House District, represented by The Honorable Representative Rashida H. Tlaib (D) and The Honorable Senator Coleman Young II (D) from the Michigan Senate 1st District, as well as in the 14th Congressional District represented by The Honorable Gary Peters (D)