

Exports Grow for Joshua Tree Skin Care



Joshua Tree Skin Care, located in Brighton, Michigan, in the 8th Congressional District, exhibited at the OutDoor Germany Show in Friedrichshafen, Germany July 15-18, 2015. Using Branded Program funding for 50% reimbursement on booth fees and travel costs, two company representatives were able to travel to the show and meet with numerous international buyers. As a result of exhibiting at this show, a distributor from the United Kingdom placed an opening order of \$8,300 in September, 2015. Of this recent experience, David Lawrence, business and operations manager for Joshua Tree, stated “this is the first time we’ve had an established distributor in the UK. The Branded Program was the only thing that enabled us the opportunity to exhibit at the show.”



Throughout 2015, Joshua Tree has also utilized the Food Export – Midwest Online Product Catalog to market its unique goods. The company’s collection of organic lip balms, lotions, soaps, healing salves, and face sticks attract the attention of a wide array of customers who lead an active outdoor lifestyle. Current export markets for Joshua Tree include Germany, Japan, Russia, and most recently, the United Kingdom.



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



Jamie Zmitko-Somers
International Marketing Program Manager
Michigan Department of Agriculture and Rural Development

