

King Orchards Begins Export Journey

King Orchards, Inc. located in Central Lake, MI, of the 2nd Congressional District made a new export sale and contact with distributors in South Korea and China as a result of their participation in the 2017 Michigan Department of Agriculture and Rural Development (MDARD) Trade Mission to China and the 2017 Food Export Focused Trade Mission to South Korea. According to Juliette King, Project Manager for King Orchards, “We were able to make a first ever export sale valued at \$1,300 as a direct result from our participation in Food Export’s Focused Trade Mission to South Korea. We also have a pending export sales order valued at \$31,000.”

In addition, while attending the 2017 MDARD Trade Mission to China and the 2017 Food Export Focused Trade Mission to South Korea, the company was able to form new relationships with distributors and importers. “We still have communication with distributor and importer contacts in China and South Korea,” King explained. “The trade missions were a great learning experience. Not only did we meet buyers representing a wide range of the food industry, but we got to learn about the shopping and eating habits of the local culture.”



King Orchards Inc. has been growing fruit in Michigan since 1980. Although they specialize in growing over 140 acres of Montmorency tart cherries, they also produce Balaton cherries, black sweet cherries, apples, peaches, pears, apricots, plums, and nectarines. As growers, King Orchards is committed and working hard to grow quality fruit for consumers across the globe.



For more information on the International Marketing Program, [visit www.michigan.gov/agexport](http://www.michigan.gov/agexport).

For more information about Food Export-Midwest, visit www.foodexport.org.

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 through the USDA, Foreign Agricultural Service.