



New Market Developer

Issue 1: January - February 2011

A Michigan Department of Agriculture 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



American Frozen Food Institute Buyers Mission
Chicago, IL
Feb. 17 - 23
[CLICK HERE](#)

Food Show PLUS! at Food Ingredients China
Shanghai and Beijing
March 23 - 28
[CLICK HERE](#)

Focused Trade Mission to Colombia for Retail and Ingredients
Bogota & Medellin,
Colombia
April 4 - 11
[CLICK HERE](#)

Food Service Buyers Mission at National Restaurant Association
Chicago, IL
May 21 - 24
[CLICK HERE](#)

Sweets and Snacks Buyers Mission at Sweets and Snacks Expo
Chicago, IL
May 24 - 26
[CLICK HERE](#)

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

America's Food & Beverage Show

For the first time ever the Michigan Department of Agriculture hosted a Michigan Pavilion at the America's Food and Beverage Trade show October 26 and 27. Overall there were 6,940 in attendance, representing 83 countries from around the world.

Michigan companies that participated in the show anticipate \$350,000 in increased purchases over the next six months. Companies also reported 64 new buyer contacts. One participant said they, "would definitely recommend participation in this show to other Michigan companies."

Michigan companies that exhibited include: Michigan Bean Commission, Michigan Apple Committee, Honee Bear Canning, Garden Fresh Salsa, Cherry Central Cooperative and R.W. Bakers.



For more information about the America's Food and Beverage Show [CLICK HERE](#) to visit their website.

Health Ingredients Europe Delivers Results to Michigan Based Company



Above: Daniel Arkema of Graceland Fruit Cooperative meets with a potential international client at the HiE Show in Madrid, Spain.

Madrid, Spain was the host for the 2011 Health Ingredients Europe (HiE) Show. During the show US Ambassador to Spain, Alan Solomont visited companies in the US Pavilion.

Solomont, commented that "increasing US exports is a huge priority of President Obama's right now – we think it will produce two million jobs in the US in the next five years."

Graceland Fruit from Frankfort, MI was an exhibitor in the US Pavilion. "We've increased exports by 50% on a tonnage basis in the past year alone," said Daniel Arkema, international sales manager for Graceland Fruit, "and that's why we're back at HiE – a show that we like because, while it's small, it's very focused and it delivers results."



Page Two A closer look into markets and services

Market Spotlight Canada

Canada is a top destination for U.S. agricultural exports. In 2009, U.S. agricultural exports to Canada reached \$15.7 billion. Consumer-oriented agricultural products accounted for 76 percent of total U.S. food and agricultural product sales to Canada in 2009 with fresh and processed fruits and vegetables, snack foods, red meats, breakfast cereals, and fruit and vegetable juice products as the category leaders.

The United States and Canada have the world's largest bilateral trading relationship. Two-way truck traffic alone exceeds 7,000 trucks per day. That's an average of almost one truck, every-other-minute, 24 hours a day. For more information on the Canadian market [CLICK HERE](#) to read the FAS GAIN Report.

Feb. 17: Canadian Market Seminar

The Michigan Department of Agriculture will be co-sponsoring a one day seminar with the Global Business Club at Michigan State University on February 17. The seminar will cover market opportunities in Canada and strategies for entering the Canadian Market. For more information or to register for the seminar contact Jamie Zmitko-Somers at zmitkoj@michigan.gov.

Grow Your Exports, Shrink Your Spending!

Food Export Association offers a wide variety of buyer's missions, seminars, tradeshow, focused trade missions, and much more throughout the year. If your company has missed out on these events in the past, now is the time to register for upcoming events.

Food Export is offering 20% off all eligible services if your company registers by January 31. For more information call Jamie Zmitko-Somers at (517) 241-3628.

All companies who sign up for an eligible service by January 31 will be included in a grand prize raffle. The grand prize raffle will include a full paid registration for two company representatives at the 2011 Forum; the two company representatives will also have their travel costs paid.

For a full listing of eligible events [CLICK HERE](#).

Can Social Media Help Your Company Grow?

Many Michigan Companies are finding out that social media is a quick route to building and keeping a broad customer base. Companies are experimenting with social media sites like Facebook, Twitter, YouTube, and LinkedIn.

There are countless advantages to utilizing social media sites as long as the site is well managed. Companies and small businesses are using social media during the sales process for customer service, sales prospecting and customer retention.

Each time that you engage a potential customer on one of these social media networks you're exposing your company to thousands of other possible connections through the friends and or followers of the person you engage. This could range from hundreds to thousands of people.

In the current state if the economy these free sites offer endless connections. You can share product information, company information, and any specials you may be running currently. The information being provided will allow the customers to create a great connection with your small business' brand.



5 Tips For Your Business

#1. Create A Facebook Fan Page:

A fan page is like having another web site. You can add applications, newsletter sign-up pages and events and promote them to your friends on Facebook.

#2. Build A Hub:

Your website should be your main social launching platform. From there you want to link your Facebook fan page and any other social networks that may be beneficial to your business.

#3. Use Twitter as a discussion forum:

Ask your clients and prospective clients what they would like to see, hear, taste, and experience.

#4. Be conversational:

Your business's Twitter account should talk like a person—even if it's a collective "person" representing your company or brand.

#5. Follow people who are relevant:

Follow colleagues in related companies and in your industry, relevant brands and journalists and pundits in your market, even those who compete with you.

SOCIAL MEDIA TIPS:

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 Michigan Department of Agriculture 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 1: January - February 2011