



New Market Developer

Issue 5: September - October 2010

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

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UPCOMING EVENTS



Food Export Marketing Forum: Buyers Missions and Education Sessions
Chicago
September 27-29

[CLICK HERE](#)

Focused Trade Mission: Canada for Specialty and Natural Products
November 1-3

[CLICK HERE](#)

Food Show Plus! at Health Ingredients Europe
November 16 - 18

[CLICK HERE](#)

Focused Trade Mission: Indonesia for Bakery Ingredients
December 6-8

[CLICK HERE](#)

Winter Fancy Food Buyers Mission San Francisco, CA
January 16 - 18

[CLICK HERE](#)

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

Zeeland Farm Services Named Exporter of the Year

Lt. Governor John D. Cherry, Jr. and Michigan Department of Agriculture (MDA) Director Don Koivisto awarded Zeeland Farm Services, Inc. of Zeeland as the "Michigan Agriculture Exporter of the Year" for its ability to provide high quality products to their international customers.

"Zeeland Farm Services, Inc. was chosen because of its strong commitment to providing non-GMO products on an international scale and its prospects of sustained export growth in the future," said Koivisto.

Zeeland Farm Services, Inc. (ZFS) is a family owned and operated business with more than 55 years of service to Michigan's agricultural industry. The company produces premium soy products that are closely monitored from beginning to end. Zeeland Farm Services, Inc. began exporting in 2001 and their export sales continue to grow.

They are currently exporting to Japan, South Korea, Vietnam, Central America, South America, Taiwan, Indonesia, and Malaysia. This year they expanded their marketing efforts and began exporting to the Philippines and China.

The decision was based upon several factors

including: marketing plans, ability to expand into new markets, alliances with other organizations, and export sales growth over the last three years. To be eligible, the products had to be more than 50 percent grown, processed, or manufactured in Michigan.

Previous winners include: Walters Gardens, Inc., Zeeland; Honee Bear Canning Company, Lawton; Cooperative Elevator Company, Pigeon; Cherry Central, Traverse City; Michigan Apple Committee, DeWitt; and Graceland Fruit Inc., Frankfort.



Increase Export Sales With The Branded Program

Food Export-Midwest and Food Export-Northeast offer an extensive cost-share reimbursement program to help qualified companies expand their marketing budgets. The Branded Program provides 50% reimbursement for eligible international marketing and promotional activities. Significant financial assistance is available and companies can receive reimbursement from \$2,500 up to \$300,000 a year.

The Branded Program is only for companies that meet the Small Business Administration's guidelines (typically, having less than 500 employees) and are incorporated in the United States. Agricultural producer cooperatives of any size are also eligible.

Companies' products must contain 50% or more of U.S. agricultural ingredients (excluding water and packaging) and must be clearly labeled as a "Product of the USA."

Visit www.brandedprogram.org to submit a prequalification worksheet. The process is quick and easy. After you are notified that your pre-qualification has been approved, complete your application on-line. The application includes a summary, marketing plan and certification page. A \$250 application fee is also required.

For more information on the Branded Program [CLICK HERE](#) or contact Jamie Zmitko-Somer at zmitkoj@michigan.gov or (517)241-3628.



Page Two A closer look into markets and services

Midwest Buyers Mission; Success for MI Companies

The Midwest Buyer Mission, held on July 26 at the Kellogg Hotel and Conference Center in East Lansing, hosted twenty-two international buyers were in attendance for one-on-one meetings with U.S. suppliers. Thirteen Michigan based companies and nine companies from other states had a combined total of 216 meetings.

Michigan companies reported \$160,000 in additional projected export sales over the next twelve months. Eighty-two percent of the Michigan companies expect an increase in sales from their participation in the Midwest Buyers Mission.

To learn more about upcoming buyers missions [CLICK HERE!](#)



Above: Bob Wolczyk from Garden Fresh Gourmet located in Ferndale MI, meets with an international buyer.

Register For Food Show Plus! at Health Ingredients Europe

Food Show PLUS! at Health Ingredients Europe (HiE), November 16 -18, in Madrid Spain includes a variety of services to expand the export sales for your health ingredients.

Food Show Plus! Services include market research on one product from one of the following markets: Spain, Germany, UK, France, Italy, Poland, Netherlands, Czech Republic, Austria, Belgium, Ireland, Sweden, or Switzwerland.

Receive pre-show feedback on competitive products, an on-site food industry interpreter service at your booth, translation of two pages of company profile into Spanish, scheduled meetings with potential buyers, site visits to local retailers and follow-up assistance.

The registration deadline is September 22, 2010 for \$300. For more information contact Jamie Zmitko-Somers at zmitkoj@michigan.gov or [CLICK HERE!](#)

Market Spotlight: Colombia

Colombia is one of the largest economies in South America. The country holds great potential for Michigan exporters. Several factors are contributing to the increasing retail product demand in Colombia.

Colombia has a growing population of 44,205,293 people with a median age of 27 years old.

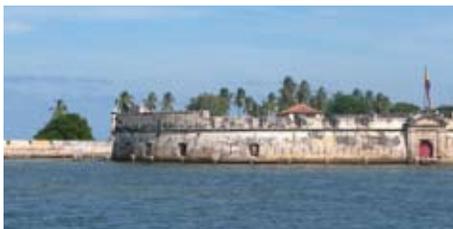
The lifestyles of Colombians are changing with the rise of females in the labor force; 38% of women are employed outside the home. This increase is stimulating the demand for value-added and ready to eat food products in the country. Upscale and

middle-income Colombian families are eating out more frequently, at least twice a month, devoting 24% of food spending for meals away from home.

Market leaders are investing in construction of new modern shopping centers, super/hypermarkets and cinemas; sales areas of between 6,000 and 12,000 sq meters, offer a complete range of products and fulfill the increasing demand for one-stop shopping.

Take advantage of the export opportunities in Colombia. Food Export-Midwest is sponsoring a Focused Trade Mission to Colombia for retail products and food ingredient products; scheduled for April 11-14, 2011.

Participants of the focused trade mission will meet one-on-one with Colombian buyers and explore the market first hand. To sign-up for the focused trade mission or for more details contact Jamie Zmitko-Somers at (517) 241-3628 or zmitkoj@michigan.gov.



As state and federal budgets tighten, we need to express the value of our products and services. In order to complete a success story contact us at (517) 241-4835.

Thank you for your assistance with this and your sustained participation in our programs and services.

If you have questions regarding how this information is used, please be sure to let us know.

SUCCESS STORIES



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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.