



Working
Together
to Reach the
World

Food Export–Midwest & Food Export–Northeast

Working together with Midwestern and Northeastern states, we provide food and agricultural companies in these regions with services and support to help export their products internationally.

Exporter Education

Food Export Helpline™

This free service provides Midwestern and Northeastern companies with customized, one-on-one assistance on a wide variety of export-related topics including a product's top 25 market report.

Export Essentials

This service is an educational introduction to the fundamentals and logistics of exporting.

Seminars and Webinars

Food Export provides a number of seminars on a variety of topics in various locations to provide insight on how and why to export. Webinars are also available and offer a convenient way to learn.

Market Entry

Buyers Missions

Buyers Missions bring qualified, international buyers to the U.S. to meet with U.S. suppliers. Participating companies meet one-on-one with these buyers to make potential business connections and gain important feedback about their product's exporting potential.

Food Show PLUS!™

Food Show PLUS!™ is a tradeshow enhancement service that provides assistance to U.S. suppliers to be more prepared and effective exhibitors. The program is customized for each tradeshow and may include competitive product research, on-site interpreters, translation of marketing materials, one-on-one buyer meetings, local retailer tours, and assistance with qualifying top leads.

Focused Trade Missions

Focused Trade Missions bring a group of U.S. suppliers to a country to learn first-hand about the market and meet face-to-face with local buyers. There's no better way to understand the local food industry landscape, assess the competition, and learn about the promotion of your products.

Online Product Catalog

Upload your product information and photos into this virtual directory and get 24-7-365 exposure and attract more international buyers. It's simple to use and—the best part—offered at no charge.

MarketBuilder

This customized package of services helps U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Market Promotion

Branded Program

This cost-share funding program provides financial assistance to help U.S. food and agricultural exporters promote their products in international markets. Participants in this program receive 50 percent cost reimbursement for a variety of approved overseas marketing and promotional expenses.

In-Market Promotions

Food Export–Midwest and Food Export–Northeast sponsor in-store and on-site promotions around the world that promote Midwestern and Northeastern food and agricultural products.





Michigan

Agriculture in Michigan contributes over \$96 billion annually to the state's economy. Production agriculture, food processing, and related businesses employ nearly one million Michigan residents, accounting for 22% of the state's workforce. The state also produces over 300 commodities, leading national production in 17 commodities on a commercial basis, making Michigan second in the nation only to California in agricultural diversity.

Michigan's agricultural exports generate more than \$3.2 billion annually, supporting more than 20 thousand jobs. Michigan's top agricultural exports are soybeans and meal, corn, dairy products, fresh and processed vegetables, fresh and processed fruits, as well as "other" which includes animals, meats, eggs, wine, beer, nursery crops, inedible materials, and prepared foods.

On a national scale, Michigan ranks 18th for total agricultural exports and ranks in the top 10 for exports of dairy products, fresh and processed vegetables, fresh and processed fruits, as well as "other." The top foreign markets for Michigan agricultural products are Canada, Mexico, China, Japan, and South Korea.

The mission of the International Marketing Program is to assist Michigan food and agriculture businesses in developing trade opportunities to effectively export their products and achieve economic growth. The International Marketing Program helps Michigan producers and processors in developing trade opportunities by entering new markets or expanding existing markets to increase international market reach.

Online Export Directory

The International Marketing Program maintains an up-to-date directory of Michigan companies that produce food and agricultural products. The directory is available online for international buyers at www.michigan.gov/agexport.

Michigan Pavilions

Pavilions are offered at various domestic and international shows during the year. Michigan companies can exhibit in these pavilions at a reduced rate.

Export Assistance

MDARD staff provides assistance to individuals and businesses to evaluate foreign market entry methods, understand regulatory requirements, find qualified buyers, navigate logistics, obtain export documentation, secure financial assistance, and much more.

Other Funding Sources

MDARD staff can discuss other state and federal programs that may be available to develop and implement export market development programs at your firm.

McClure's Pickles is Ticked with Success from Food Export Programs

Since 2011, McClure's Pickles located in Detroit, Michigan, has used Food Export-Midwest's Branded Program, Buyers Missions, and Food Export Helpline™ to navigate the exporting process. McClure's Pickles used Branded Program funding to assist in offsetting the cost of exhibiting at the Summer and Winter Fancy Food tradeshows. This has resulted in approximately \$40,000 in export sales in the last two years to mainly the U.K., Australia, and Canada. McClure's Pickles found great success at the 2012 Midwest Buyers Mission, where they met a U.K. distributor. The outcome was the sale of McClure's Pickles Bloody Mary Mixer, Relish, and Pickle flavored Potato Chips in Marks & Spencer, a premiere food retailer in the U.K.

"The Buyers Missions have been extremely helpful, not only in establishing relationships with foreign buyers, but gaining first-hand knowledge on what buyers are looking for and how international relations are conducted for the food industry," said co-owner Bob McClure.

McClure's Pickles has also taken advantage of Food Export's educational program, the Food Export Helpline™. McClure says, "The educational resources have been a great tool for us in our initial journey through the world of exporting goods." With assistance from these resources McClure's has been able to expand exports to the U.K., Australia, and Canada.

Working Hand-in-Hand to Help You Reach the World

Food Export-Midwest and Food Export-Northeast are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies. They utilize federal, state, and industry resources to help companies export their products around the world and increase international product sales. The state agricultural promotion agencies work with Food Export-Midwest and Food Export-Northeast in planning, promotion, and project management during the year on activities such as the Branded Program, Buyers Missions, Trade Missions, and tradeshows. Companies from the 22 states have access to Food Export-sponsored tradeshows and Trade Missions, as well as the Branded Program for international marketing efforts. Companies are also able to participate in state-sponsored activities that many times complement Food Export-Midwest and Food Export-Northeast activities.



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Why Export?

Today's global economy is experiencing tremendous growth in consumer processed food and agricultural products. With their ability to quickly and creatively adapt, small- and medium-sized companies are well positioned to take advantage of this growth. In addition, U.S. suppliers are known for quality, safety, innovation, and consistency. These competitive advantages allow U.S. suppliers to capitalize on dynamic market trends and consumer demands. Consider these other BIG reasons to export:

Overseas Growth:

U.S. processed consumer food exports are growing three times faster than domestic sales.

Overseas Potential:

Approximately 95% of the world's population and 67% of the world's total purchasing power are located outside the U.S. As the world becomes more integrated and product preferences assimilate, exports of processed food products will continue to rise.

Economic Growth:

Consumer preferences—shaped by income, changing lifestyle, and culture—largely determine the items available in grocery stores. As purchasing power increases in developing countries, so does demand for value-added food products.

More Accessible International Markets:

The U.S. now participates in more Free Trade Agreements than ever before, lowering trade restrictions and opening many international markets to U.S. food and agricultural products.

About Food Export–Midwest & Food Export–Northeast

Food Export–Midwest and Food Export–Northeast are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help companies increase product sales overseas. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.



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