

Michigan Department of Agriculture and Rural Development

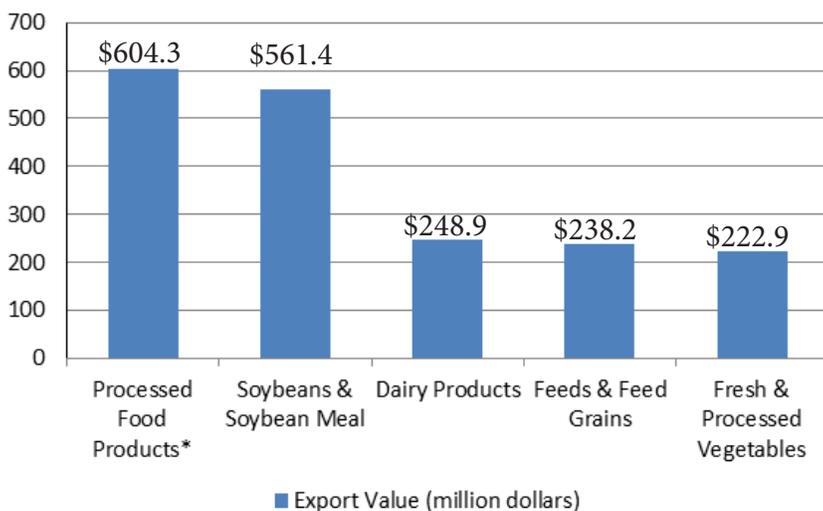
International MARKETING PROGRAM



International Marketing Program's Mission

To assist Michigan food and agriculture businesses in developing trade opportunities to effectively export their products and achieve economic growth.

Export Value (million dollars)



*Includes processed foods, sugar products, planting seeds, other grains, other oilseeds, other oilseed products, other horticulture products and tobacco.

Source: USDA, 2015

Fast Facts about Michigan's Food and Agriculture Exports:

- Totaled \$2.8 billion in food and agriculture products in 2015.
- Top export markets are Canada, Japan, China, Thailand, and Mexico.
- Exports help boost farm prices and income, while also supporting over 22,600 jobs both on and off the farm in food processing, storage, and transportation.
- Every \$1 in export activity generates another \$2.93 in economic activity, meaning Michigan's total agriculture exports of \$2.8 billion have a local impact of an additional \$8.2 billion.

The International Marketing Program assists food & agricultural companies by providing services including:

- Online export directory
- Michigan pavilion at select trade shows
- Funding for marketing reimbursement
- Export assistance

The International Marketing Program partners with Food Export Association of the Midwest, a non-profit organization that promotes the exports of food and agricultural products from the Midwestern region of the United States. This partnership provides Michigan many opportunities to collaborate with others states in the Great Lakes region, and to bring additional opportunities to Michigan companies because of this partnership.

For more information, contact the International Marketing Program

Jamie Zmitko-Somers, International Marketing Manager
517-284-5738 zmitkoj@michigan.gov

Allie Fox, International Marketing Coordinator
517-284-5737 foxal@michigan.gov

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