



SUCCESS STORY THE BLUEBERRY STORE

Food Export programs score for the Blueberry Store

The Blueberry Store, located in South Haven, Michigan's 6th Congressional District, has used Food Export-Midwest's Branded Program and Online Product Catalog while participating in Buyers Mission which has ultimately helped them increase their exports.

The Blueberry Store used the Branded Program to offset the cost of exhibiting at the Blueberry Expo in Shanghai, China on October 11-13, 2013. Sales manager, Charlie Lannin, stated, "We were able to go to the Blueberry Convention in Shanghai with assistance from the Michigan Department of Agriculture & Rural Development and Food Export Association of the Midwest USA. Through that show we were able to effectively promote our products in China and have made a great contact with a grocery chain that is purchasing our dried blueberries. We have seen a 5% increase in export sales due to our new contact."

The Branded Program also allowed The Blueberry Store to exhibit at the America's Food and Beverage Show in Miami, Florida in October 2013. The international draw of buyers at the shows has provided a great opportunity for the company to promote their products.

The Blueberry Store also found great success at the 2010 Midwest Buyers Mission where they promoted their fresh and frozen Michigan blueberries along with dried blueberries, blueberry syrup and all natural blueberry juices. This resulted in making several new connections with suppliers and understanding more about the blueberry market.

The Blueberry Store has also taken advantage of Food Export's Online Product Catalog. They have used this program for the past three years which has been an effective way to promote their products to international buyers from around the world at all hours of the day.

The Blueberry Store is owned by True Blue Farms which is a blueberry farm and processor. Their extensive processing plant allows the packing and selling of blueberries to wholesalers, retailers, and consumers all around the world. This family-owned business which has dated back to as early as the 1900's where blueberries were first pioneered in Michigan is still owned and operated by the Hartmann family today.

Food Export-Midwest and Food Export-Northeast are private, non-profit associations of Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

For more information on Food Export-Midwest and Food Export-Northeast's 50 percent cost-share Branded Program, please visit www.foodexport.org. For more information on exporting resources available through the State of Michigan, visit www.Michigan.org/agexport



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