

Gluten Free Baking Company Connects with Canada through Focused Trade Mission



In 2017 Ethel's Baking Company, located in Saint Clair Shores, Michigan, of the 9th Congressional District, participated in the Food Export Association of the Midwest's Focused Trade Mission to Toronto for Specialty and Natural Products. The trade mission helped the business connect with Canadian buyers and stores in addition to Food Export staff. As a result, Ethel's made their first ever export sale to the Canadian market of \$20,000 and made a new connection with a broker.

Jill Bommarito, founder and president of Ethel's Baking Company credits the International Marketing Program at the Michigan Department of Agriculture and Rural Development for the assistance provided that resulted in the company's first export. The International Marketing team helped by "giving us guidance in the new [export] marketplace. Part of the guidance was the recommendation to attend the Toronto trade mission, where we made several industry connections."



This success was also supported by Ethel's "[reaching] out to the Food Export Helpline to answer further questions about exporting documentation and forms" including new bilingual labeling to be compatible with Canadian product standards.

Ethel's Baking Company produces handcrafted, old-fashioned baked goods that are certified gluten-free. Ethel's offerings include dessert bars, cookies and muffins, all produced in their bake shop in Saint Clair Shores, Michigan. The company as of 2018 exports product to Canada and is looking forward to expanding within that market and other international markets with continued partnership with Food Export-Midwest and the MDARD International Marketing Program.



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For more information on the International Marketing Program please visit www.michigan.gov/agexport or for more information about Food Export Midwest please visit www.foodexport.org.

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.