



## New to Export Companies Learn about International Markets at 'Why Export' Seminar

The International Marketing Program at the Michigan Department of Agriculture and Rural Development (MDARD) in conjunction with Food Export Association of the Midwest successfully hosted a seminar on January 13, 2015 to educate members of the Michigan's food and agricultural industry, specifically those in southeast Michigan, about the opportunities and resources available for international markets.

Dennis Lynch of Food Export's Helpline presented on a variety of topics ranging from export opportunities, pricing, terms of sale and resources available to producers. Additionally, a company panel provided candid discussion related to real world experiences obtained while in exporting. The event was well attended with 20 total participants, 11 of which represented individual companies. Many companies in attendance are new to international marketing and have not yet made and export sale, but are proactively learning about expanding sales overseas.

