



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.

### AgExportLinks

AgExportLinks is a free, nationwide database of qualified, export service providers.

## 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 a more prepared and effective exhibitor. The program is customized per tradeshow but 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. It's an organized trip with services that help navigate a different culture and assist with business meetings.

## Online Product Catalog

This web-based catalog is an effective way to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

## 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 or on-site promotions around the world that promote Midwestern and Northeastern food and agricultural products.





# Michigan

*Agriculture in Michigan contributes over \$71 billion annually to the state's economy, making it the second-largest industry. Production agriculture, food processing, and related businesses employ about one million Michigan residents. The state also produces over 200 commodities on a commercial basis, making the state second only to California in agricultural diversity.*

Michigan's agricultural exports generate more than \$1 billion annually, including over \$1.75 billion in 2010, and support about 14,700 jobs. The top agricultural exports are soybeans and products, feed grains and products, fruits, and vegetables. Michigan's top trading partners include Canada, Japan, Mexico, South Korea, Thailand, and Taiwan, but the state's products can be found around the world. The state is also ranked second nationally for exports of dry edible beans, sixth for "other" agricultural products, seventh for fruits, and ninth for vegetables.

The Michigan Department of Agriculture and Rural Development's (MDARD) International Marketing Program provides services and implements activities that help Michigan food and agricultural firms tap into or expand into international markets. Programs and services offered by the MDARD are open to all Michigan producers, processors, and packagers of all sizes and experience levels.

## 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](http://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 in evaluating foreign market entry methods, understanding and obtaining regulatory requirements, finding qualified buyers, understanding logistics, 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.

## Michigan Company Gains Business in Hong Kong and Japan; Attributes Success to Food Export–Midwest Webinars

Brittanie's Thyme LLC of Cedar Springs, Michigan, credits Food Export–Midwest's webinars for their increased export sales to Hong Kong and Japan. As a result of the tools and skills they gained from Food Export–Midwest's Programs and Services they were able to negotiate new export deals. Brittanie's Thyme gained two new accounts in Hong Kong, and they expect to increase export sales in Japan by over \$50,000. Owner and General Manager of Brittanie's Thyme, Yvonne Petterson, emphasized the importance of Food Export–Midwest's webinars. "The information we obtained through webinars was invaluable in allowing us to flawlessly execute deals with two separate companies," declared Petterson. Due to the increased business from Food Export–Midwest's programs and services, Brittanie's Thyme will hire two additional employees by the end of the year. This year the company expects an increase of 18% in revenue due to the newly gained business.

## 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 for 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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Food Export–Midwest and Food Export–Northeast prohibit discrimination in employment and services. For persons with disabilities who require alternative means of communication or those interested in our full non-discrimination policy, please contact us.