

# LiveSmart CONTINUES EXPORT GROWTH

Over the last 2 years, LiveSmart Bar, LLC located in Oak Park, Michigan, in the 12th Congressional District, has participated in more than 15 Food Export Midwest activities and programs. From these recent activities the company established over a dozen new contacts with foreign buyers. As a direct result, LiveSmart Bar, LLC has experienced a 10 percent increase in actual export sales. In order to accommodate this increase in export sales, they have hired 6 new employees in the last year alone.

According to Ron Asmar, manager for LiveSmart Bar LLC, “When we began participating in Food Export activities we didn’t really understand what importers were looking for. Since then we have learned so much. The training and support system we have received has been unbelievable. With limited resources for our small business this experience is unbeatable.”

LiveSmart Bar, LLC is a producer of all natural snack bars containing super foods including blueberries, oats, flax seed, sunflower seed, and more. Currently they export primarily to Mexico and Canada. However, thanks to recent success at the Caribbean & Central American Buyers Mission for Retail & Food Service Products they are in communication with multiple buyers in Central America and are hoping to begin exporting to those new markets in the next year.

In September 2014 they also participated in the Focused Trade Mission to Canada, an event that the Michigan Department of Agriculture & Rural Development’s International Marketing Program assisted with coordinating. Asmar said this trade mission made the company, “rethink packaging, pricing, and the product formula to meet consumer demands.” Interactions with buyers at the trade mission inspired the company to customize their products to the specific demands of each export market they reach, a method that has resulted in outstanding success.



Food Export uses funding from the Market Access Program (MAP) to help America’s small businesses increase their exports of food and agricultural products. As exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA’s Foreign Agricultural Service. They offer a wide range of programs and services that help boost America’s agricultural exports.



Jamie Zmitko-Somers  
International Marketing Program Manager  
Michigan Department of Agriculture & Rural Development

