

# Success Story

## The Gluten Free Bar Finds Success Thanks to Exports

In 2017, The Gluten Free Bar, located in Grand Rapids, Michigan, in the 2<sup>nd</sup> Congressional District, participated in Food Export's Branded Program. The program helped them increase business with their Canadian distributor and led to export sales totaling \$500,000.



As CEO Marshall Rader explains, "Our work with the Michigan Department of Agriculture and Rural Development and Food Export has allowed us to continue our growth in Canada. As an example, in the past 60 days we organized over 100 product tasting events in stores, allowing us to connect with consumers and support our retail partners". Through MDARD and Food Export Association of the Midwest, The GFB was able to broaden their market and increase exports resulting in 65 percent growth for the year. Their Canadian sales doubled and they were able to expand their team to 45 staff members.

In addition to the Branded Program, Mr. Rader also credits the Food Export Helpline™. Utilizing this program gave the company access to personalized logistical and trade support that broadened their knowledge base and proved essential to their exporting success.

The Gluten Free Bar was created by Mr. Rader and his brother in 2010 and now produces an array of certified vegan and gluten free bars, bites and breakfast foods that are available across the United States and Canada. They were featured in the Food Export Online Product Catalog and plan to continue working with MDARD and Food Export in 2018.



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

Food Export–Northeast and Food Export–Midwest are private, non-profit associations that work in collaboration with associated state agriculture departments. Food Export uses Market Access Program (MAP) funding from USDA Foreign Agriculture Service to help small businesses increase their food and agriculture exports. Their programs and services support small business growth and strengthen our nation's agricultural industries.

