

# Graceland Fruit - Export Success with Food Export and MDARD



Graceland Fruit Inc., located in Frankfort, Michigan, in the 1st Congressional District, currently exports its products to over 50 countries and utilized a number of Food Export Programs and Services in 2019 to promote sales and market their premium dried cranberries, cherries, blueberries, and apples. According to Brenna Nugent, Marketing & Communications Manager at Graceland Fruit, "Food Export's activities have played an integral part for Graceland Fruit since we first started using them back in 1997. Many of our marketing activities are planned around eligible Branded Program funding. We have utilized Focused Trade Missions, Buyers Missions, and Food Show Plus! many times in the past, all of which have helped us to establish our current customer base and continue to expand into new markets."



During 2019, Graceland Fruit attended Food Export events such as the Focused Trade Mission to Taiwan, the Focused Trade Mission to Peru, the Sweets and Snacks Buyers Mission, and Food Show PLUS! at FOODEX Japan. The Focused Trade Mission to Peru alone increased their export sales by \$150,000. "Year after year we have seen continued growth in many of our export markets. Being able to attend Focused Trade Missions, Buyers Missions, and in-country Tradeshows has allowed us to learn more about the current markets as well as meet with new and existing customers, both of which have led to increased sales."



In addition to Food Export activities, Graceland Fruit has also participated in several activities with the Michigan Department of Agriculture and Rural Development's (MDARD) International Marketing Program. In 2019, Graceland exhibited in the Michigan Pavilion at Anuga in Cologne, Germany, and the Summer Fancy Food Show in New York City. The company also attended the 2019 MDARD Trade Mission to China. From these activities, Graceland projected sales of \$1.35 million over the next 12 months.



Graceland Fruit offers a complete line of infused dried fruit ingredients utilizing natural sugar or juice concentrate for infusion. Their products are certified Non-GMO, Halal, Kosher, and Organic, and Graceland holds certification from BRC Global Standards, a leading safety and quality certification program.

Food Export uses funding from the Agricultural Trade Promotion Program (ATP) and the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these 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.

