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Success Story: Graminex, L.L.C.

GRAMINEX GENERATES EXCEPTIONAL EXPORT SUCCESS AROUND THE GLOBE



Graminex, LLC of Saginaw, Michigan has used Food Export's Market Builder, Food Show PLUS!TM and Branded Program for several years to make connections in new markets at tradeshows and significantly boost their export sales.

When asked about the positive outcomes of Food Export's financial assistance, tradeshaw enhancement and market research, International Sales and Marketing Coordinator, Colleen May said, "We are grateful for the valuable services provided by Food Export. They have played an instrumental role in the expansion of Graminex's international reach."

By utilizing Market Builder for the Czech Republic in April 2012, Graminex gained valuable feedback on the market potential of their Rye Grass Flower Pollen ExtractsTM. They also received in-depth information regarding the country's market distribution process as well as import restrictions and regulations. The research resulted in \$15,000 in new export sales, with two additional products being registered for distribution.

Branded Program funding helped Graminex offset the costs of exhibiting at several tradeshows, allowing the company to interact with a variety of international buyers and remain visible to current customers and new prospects. As a result of the contacts made at Vitafoods Europe in May 2012, sales to European countries increased by \$125,000 between June 2012 and December 2012. Vitafoods South America, Vitafoods Asia and Apteka increased sales by 5% in Argentina; 10% in Asia; and 20% in Russia. According to May, "Without the assistance of the Branded Program, it is unlikely that we would have exhibited at the tradeshows that brought Graminex so much success."

Graminex is positioning itself to take advantage of even larger export opportunities in the future. As a result of new business, the company hired two additional employees, one in June and July 2012 to assist with export documentation and to increase their manufacturing capabilities. To keep up with the demand from the Southeast Asia and China, new manufacturing equipment was purchased. Additionally, Market Builder for Brazil helped obtain the proper registration to export to the market.

Graminex, LLC offers a complete range of Rye Grass Flower Pollen ExtractsTM for the pharmaceutical, nutraceutical, cosmeceutical, functional food/beverage and pet industries. Through rigorous manufacturing and quality controls, Graminex strives to deliver product that is free from allergens, pesticides, solvents, lactose, gluten and talc.

Food Export–Midwest and Food Export–Northeast are private, non-profit associations of Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

For more information of Food Export of the Midwest's programs and activities, please visit www.foodexport.org, or for more information on exporting resources available through the State of Michigan, visit www.Michigan.org/agexport.