

SUCCESS STORY

MICHIGAN COMPANY SECURES PANAMA SALE DURING PET FOOD BUYERS MISSION

Healthy Dogma, located in Orion, Michigan, in the 8th Congressional District, participated in Food Export's Pet Food Buyers Mission at the Global Pet Expo in March 2016, an event that the Michigan Department of Agriculture & Rural Development's International Marketing Program assisted with coordinating. In preparation for the Buyers Mission, the International Marketing Program provided assistance to Healthy Dogma on a variety of export topics including label modifications, export documentation, and market opportunities for pet food.

During the Buyers Mission's scheduled one-on-one meetings, Mary Beth Darby, Owner of Healthy Dogma, met with a buyer from Panama and was able to make a sale worth \$10,600 with hopes for many future sales. According to Mary Beth, "The people from Panama have been wonderful to deal with; we feel that this is a great contact and are hoping for a continued relationship into the future."

Healthy Dogma is passionate about pet health. This family-owned, Michigan-based company creates nutritious food and treats that pets beg for. Their supplements help pets to live long, vibrant lives with unique, high quality ingredients like kelp, medicinal mushrooms, colostrum, flax seed, tart cherry extract and probiotics. Dog owners love them because their *Petmix* makes cooking homemade pet food quick and easy, so they can raise healthy and happy pets with less stress.



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



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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 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.