



SUCCESS STORY: LOVE YOUR HEALTH, LLC

Michigan Company *Loves* to Export with Branded Program



Love Your Health, LLC of Grand Rapids, Michigan, attributes its ability to achieve export success in 2014 to the [Michigan Department of Agriculture and Rural Development's](#) (MDARD) [International Marketing Program](#) for advice and connecting the company with Food Export-Midwest's Branded Program.

The company first heard about the Branded Program from MDARD's International Marketing Program Manager, Jamie Zmitko-Somers. According to President, Peter Assaly, "Jamie has been invaluable in explaining the opportunities and benefits of Food Export programs and her recommendation of the Branded Program led me to receive 50% reimbursement on costs associated with demonstrating my product in Canada and shipping Soymix to Australia and the United Kingdom."

When further discussing the results of his participation in the Branded Program, Assaly mentioned, "The Branded Program funding also played an important role in my decision to exhibit at the Sweets & Snacks Expo and the Natural Products Expo West Show." The exhibition led to the company's establishment of a relationship with an export manager and repeated purchase orders of Soynuts to Hong Kong and Canada. Additionally, Assaly said, "I am confident that more opportunities will materialize in the future as a result of Food Export's continued support."

Love Your Health's Soynuts are dry toasted, protein snacks produced for the retail segment. The company is committed to freshness, quality and taste excellence.

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.

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.