

Success Story: McClure's Pickles

MCCLURE'S PICKLES IS TICKLED WITH SUCCESS FROM FOOD EXPORT PROGRAMS



Since 2011, McClure's Pickles located in Detroit, Michigan's 13th Congressional District, has used Food Export-Midwest's Branded Program, Buyers Missions, and Food Export Helpline to navigate the challenges of the exporting process.

McClure's Pickles used Branded Program funding to assist in offsetting the cost of exhibiting at the Summer and Winter Fancy Food tradeshows. The international draw of buyers at the show provides a great opportunity for the company to promote their products. This has resulted in approximately \$40,000 in export sales in the last two years to mainly the UK, Australia, and Canada.

McClure's Pickles found great success at the 2012 Midwest Buyers Mission, where they met a UK distributor. The outcome was the sale of McClure's Pickles Bloody Mary Mixer, Relish, and Pickle flavored Potato Chips in Marks & Spencer, a premiere food retailer in the UK that has about 100 points of sale. "The Buyers Missions have been extremely helpful, not only in establishing relationships with foreign buyers, but gaining first-hand knowledge on what buyers are looking for and how international relations are conducted for the food industry," said Co-owner Bob McClure.

McClure's Pickles has also taken advantage of Food Export's educational program: the Food Export Helpline™. McClure says, "The educational resources have been a great tool for us in our initial journey through the world of exporting goods." With assistance from these resources McClure's has been able to expand exports to the UK, Australia, and Canada.

McClure's Pickles is a processor, manufacturer, and marketer of pickles, potato chips, Bloody Mary mix, brine, and relish for retailers and consumers. This family-owned business uses their great-grandmother Lala's recipe to produce McClure's Pickles homemade flavor.

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.