

McCLURE'S PICKLES

PROSPERS THROUGH EXPORTS

In 2017, McClure's Pickles, located in Detroit, Michigan, in the 13th Congressional District, utilized Food Export-Midwest's Branded Program to help offset their international marketing costs. According to Joseph McClure, Co-Founder, the greatest success from their participation has been "helping to fund activities associated with the export customers [like] labels, trade shows, etc. The financial burden of exports is far greater than domestic business and having additional funding makes the process more palatable."

McClure's participation in trade shows and Buyers Missions through Food Export also proved essential to their export success. The company attended the 2015, 2016 and 2017 Specialty Foods Buyers Mission at the Summer and Winter Fancy Food Shows where they connected with most of their distributors and import partners. These relationships led to a 5 percent increase in export sales and overall expansion and growth in their current markets.

Connecting with buyers at these shows helped Mr. McClure gain valuable insight into potential new markets. He recalls speaking with a South Korean buyer saying "[the buyer] mentioned our garlic dill pickles were far too sour for the palate of South Koreans, but our sweet & spicy varieties were just the right combination. These conversations help design what you may or may not launch in a particular area."

McClure's Pickles was founded in 2006 by Joseph McClure and his brother, Bob McClure, using their great-grandmother Lala's pickle recipe. Since 2006, they have expanded their product line to include pickles, sauerkraut, relishes, Bloody Mary mix and snack foods. They currently export to Canada, Australia, New Zealand and the U.K. and demand for their fresh, all-natural products continues to grow domestically and abroad.

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



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.