



Success Story: North Bay Produce

Michigan Produce Goes Global

In 2014, North Bay Produce, located in Traverse City, Michigan in the 1st Congressional District, attended the Food Export - Midwest Focused Trade Mission to Korea. During the trade mission the company also participated in a Specialty Crops Trade Mission organized by the Michigan Department of Agriculture and Rural Development's International Marketing Program. Through these meetings, North Bay representatives made contact with 16 potential new Korean buyers. In 2014, approximately \$300,000 in blueberry sales was made directly to Korea a result of these contacts, which is significantly higher than initial estimates the company made. North Bay Produce export sales manager Eric Olshove reported that these figures, "only [represent] a small portion of sales" for the company "but we are in discussion to start many new larger projects in the future."



Actively working to expand the company's export reach, representatives from North Bay have participated in additional Food Export – Midwest programs over the last few years. Programs and services including the Online Product Catalog, Market Builder, webinars, Food Show PLUS!, and Focused Trade Missions have all helped the company build export knowledge and make new international contacts. Olshove noted that North Bay Produce has "new partners in markets such as China, Singapore, India, Hong Kong, and Japan. We are additionally trying to develop partners in other countries as well." To accommodate this growth North Bay Produce has hired one new sales associate, and added one new part time employee to help support future export development.

North Bay Produce is a grower-owned fresh produce marketing and distribution company which was established in 1991. The company offers a dozen species of fresh produce and is committed to delivering consistently high quality produce to their customers across the world..

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.

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