



New Market Developer

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A Michigan Department of Agriculture and Rural Development Publication Linking You to the Potential of Overseas Markets

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Trade Mission to China Confirms Michigan for Export Potential

Michigan Department of Agriculture and Rural Development Director Jamie Clover Adams along with International Marketing Program Manager, Jamie Zmitko-Somers traveled to China with Governor Snyder to look at export opportunities for Michigan agriculture. Clover Adams and Zmitko-Somers meet with federal trade officials and business leaders from China to discuss the potential for food and agriculture business cooperation and investment opportunities.

“Throughout this mission we are focused on strengthening relationships and developing pathways for new food and agriculture trade and business opportunities in Michigan,” said Clover Adams. “There is great potential for Michigan’s high quality food products in China, as Chinese consumers’ desire more Western food choices coupled with the country’s growing middle-class continues.”

The agriculture delegation met with the United States Department of Agriculture’s (USDA) Agricultural Trade Office (ATO) officials, toured LongWu Wholesale Market and retail markets, and attended meetings with Michigan food companies and current and potential buyers.

While in Shanghai, Clover Adams attended meetings with Graceland Fruit of Frankfort and buyers to discuss new market opportunities for Michigan-based companies.

Graceland Fruit has an extensive product line of a variety of Michigan agricultural products such as cherries, apples and blueberries. This capability, as well as a strong distribution system, has helped Graceland to increase year-over-year sales in China by 300 percent.

“This mission is critical in helping solidify our ties with importers, marketers and government trade officials in China. The trip is taking on added importance as we prepare to introduce Graceland Fruit products into the Beijing and Hong Kong retail markets this fall,” said Brent Bradley, Vice President Sales & Marketing for Graceland Fruit Inc. “Consumers around the world are demanding healthier foods, and our products fit that niche perfectly.”



Director Clover Adams tours the LongWu Wholesale Market in Shanghai, China with Keith Schneller, USDA Agricultural Trade Office Director from Shanghai

International Marketing Program Survey

Now that autumn is here, it’s time to look ahead to next year’s activities. It has been a busy year of buyers’ missions, seminars, trade missions and trade shows and now it is time to look forward to what lies ahead for 2013. With that said, The International Marketing Program is looking for your input to make next year even better and to reach the goal set by Governor Snyder of doubling agriculture exports by 2015.

Below is a brief survey reviewing current activities and offerings from the International Marketing Program and we would like your thoughts on how to improve the services provided. Here is a link to the website SurveyMonkey: <https://www.surveymonkey.com/s/HJ8J9D8>. There are ten questions reviewing the main International Marketing Program activities. Please take a few minutes and answer the questions, when you are finished, simply click ‘done’. Once again, we greatly appreciate your cooperation and input! If you have any questions or comments, please contact Jamie at zmitkoj@michigan.gov or call (517) 241-3628. Please complete the survey by Nov. 14.

Use the Online Product Catalog to Promote your Products

If you’re looking for a way to promote your products to international buyers but you aren’t sure how, consider using Food Export’s Online Product Catalog. This is a FREE resource that allows you to list your products in a virtual directory which is accessed by qualified buyers from around the world. Once your products are in this catalog, qualified overseas buyers can conduct a search based on product or company information and you will be notified via email if they are interested in your product.

Registering your products is a simple process and you are able to include separate entries for every product you offer, including pictures. Many food companies from Michigan have had great success using this program. To learn more please [CLICK HERE](#).



SIAL Paris a Big Success

The Michigan Bean Commission, Cherry Marketing Institute, and Graceland Fruit Inc. participated in the SIAL Paris Show, October 21-25 in Paris, France. There was a lot of interest from international buyers visiting the booth in Michigan produced products.

The attendance at the show rose by 10.2% compared with 2010, confirming SIAL's role as a catalyst for global trade with 150,192 professional visitors. Buyers attending the show came from 200 countries.

The next SIAL Paris is scheduled for October 19-23, 2014.



Michigan companies at the SIAL show talking with show attendees about their products

Americas Food & Beverage Show

Four Michigan food and ag based businesses expect nearly \$400,000 total in combined projected sales within the next year, thanks to their participation at the 2012 Americas Food and Beverage (AFB) Show. The Michigan Bean Commission, along with the Michigan Department of Agriculture & Rural Development, hosted the Michigan Pavilion at this year's AFB show in Miami, Florida on September 24 and 25.

Michigan exhibitors included the Michigan Bean Commission, Graceland Fruit, Cherry Central, Simply Suzanne, and Up North Jerky. Participants of the Michigan pavilion reported an estimated 16 total new buyer contacts and 13 new buyer relationships.



Michigan Pavilion at the AFB Show

The AFB show is an international trade show that offers exhibitors an opportunity to explore and sample one of the largest selections of foods and beverages from around the world catering to the taste of the Americas. The annual show attracts more than 7,000 attendees from nearly one hundred countries. AFB has proven to be a beneficial trade show for businesses looking to connect with agents, distributors, wholesalers and retailers, in the Caribbean, Central and South American markets.

The 2013 AFB show will take place October 28 and 29 in Miami, Florida. For information on exhibiting call the MDARD International Marketing Program at 517-241-3628.

UPCOMING EVENTS

Winter Fancy Food Buyers Mission

January 19 - 21, 2013
San Francisco CA

[Click Here](#)

North East Buyers Mission

January 28 - 31, 2013
Philadelphia, New York City, Boston

[Click Here](#)

Frozen Food Buyers Mission

February 23 - 25, 2013
Anaheim, CA

[Click Here](#)

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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628
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Newsletter suggestions?
Contact Hannah Bollinger by e-mail at BollingerH@michigan.gov

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