



New Market Developer

Issue 6: November - December 2011

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

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UPCOMING EVENTS

Winter Fancy Food Show
Buyers Mission
January 14 - 17
San Francisco, CA
[CLICK HERE](#)

Northeast Buyers Mission
February 6 - 10
Philadelphia PA, New York
NY, and Boston, MA
[CLICK HERE](#)

Seminar: "Explore Export...
The World Is Waiting"
December 13
Grand Valley State Univ.
Grand Rapids, MI

Focused Trade Mission to
India for Food Service
March 10 - 14
India
[CLICK HERE](#)

Focused Trade Mission to
Costa Rica
April 30 - May 2
Costa Rica
[CLICK HERE](#)

For a full listing of upcoming
events, visit www.FoodExport.org

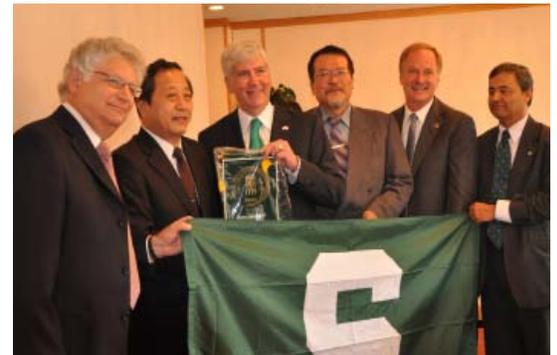
MDARD Director Creagh Joins Gov. Snyder in Trip to Asia

Michigan Department of Agriculture and Rural Development's Director Keith Creagh joined Michigan Governor Rick Snyder in a trade mission to China, South Korea, and Japan from September 24 - October 1. Director Creagh promoted Michigan food and agriculture interests in the region in what was a fruitful trip for the Michigan food and ag industry.

Governor Snyder and Director Creagh recognized Graceland Fruit Inc. CEO Alan DeVore as Graceland announced a strategic partnership with Japanese company and longtime trading partner Otsuka Foods Ltd. to develop nutritionally and medically beneficial dried fruit products.

Michigan companies exported a total of over \$114 million in food and agriculture products to Japan, South Korea, and China

in 2010. They are the third, fourth, and fifth (respectively) largest destinations in dollars for Michigan exports.



Above: Governor Rick Snyder and MDARD Director Keith Creagh celebrate a partnership between Michigan State University and Tokyo University.



Above: Potential Buyers visit the Michigan Specialty Crop Booth at the ANUGA Show.

MI Companies Attend Anuga Show

The Anuga trade show in Cologne, Germany took place October 5-9, with 6 Michigan companies in attendance. The Michigan Bean Commission, Honeybear Canning, Graceland Fruit, and Cherry Central Cooperative exhibited in the Michigan booth for specialty crops. Also in attendance were Shoreline Fruit and Star of the West.

In total, 6,596 companies from 100 countries attended the trade fair for the retail, food service, and catering markets. There were over 155,000 visitors to the event.



Page Two A closer look into markets and services

MARKET SPOTLIGHT: *India*

Michigan food service companies that are interested in expanding their international exports should consider the hotel, restaurant and institutional (HRI) sector of India. Since the 1990s India's economic growth has steadily increased, averaging over 6% each year for the past two decades.

Foreign investment, rising incomes, a young population and changing consumer consumption patterns are all benefiting the HRI sector.

Indian consumers are eating out more frequently and younger Indians are shedding the biases against international franchises and foreign foods. With only an estimated 100,000 modern restaurants in India, there is plenty of room for growth in the industry.

Opportunities for foreign exports are typically for foods or ingredients that are not readily available in India. Imported products include wine, alcoholic beverages, dairy products, meat, seafood, fruits, frozen foods, sauces, seasonings and condiments.



Michigan companies that are considering the Indian market should attend the Focused Trade Mission to India, March 10 - 14, 2012. This low-cost opportunity will generate new sales leads and allow companies to learn about the Indian market first-hand.

Food Export is hosting an organized trip for food and agricultural suppliers to meet with key food service buyers. For more information contact Jamie Zmitko-Somers at 517-241-3628. [CLICK HERE](#) for more information on the Indian market or to view the FAS Exporter Guide.

Free Export Seminar on December 13

Exporting is important on both small and large scales, to your company and to the state you live in. If you are unsure of why exporting might be useful to you, or have not yet considered exporting for your company, then the "Explore Export... The World Is Waiting" seminar on December 13th at Grand Valley State University is for you.

Come to hear from a company panel featuring a representative from 2010 Agricultural Exporter of the Year Cherry Central, from Dr. Tomas Hult, Director of the Eli Broad International Business Center at Michigan State University, and from other experts and industry representatives with knowledge of exporting and its importance.

The seminar is free of charge, and sponsored by Food Export - Midwest, Van Andel Global Trade Center, Varnum, Comerica Bank, and MiBiz. For more information and to register, please contact Jamie Zmitko-Somers at zmitkoj@michigan.gov or (517) 241-3628.

Receive 20% off Food Export Services!

Through December 15th: Register for one 2012 Food Export activity, and receive 20% off any additional eligible 2012 activity.

[CLICK HERE FOR DETAILS!](#)

Apply Now for 2012 Branded Program Funds

The Branded Program provides qualifying companies a 50% cost reimbursement for a wide variety of international marketing activities including package and label modifications, advertising, in-store promotions and product demonstrations and fees for exhibiting at some overseas tradeshows. For more information on the Branded Program or any other Food Export-Midwest service visit www.foodexport.org.



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Exporting Questions?
Contact Jamie Zmitko-Somers at (517)241-3628 or e-mail zmitkoj@michigan.gov

Newsletter suggestions?
Contact Elizabeth Krhovsky by e-mail at KrhovskyE@michigan.gov.

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