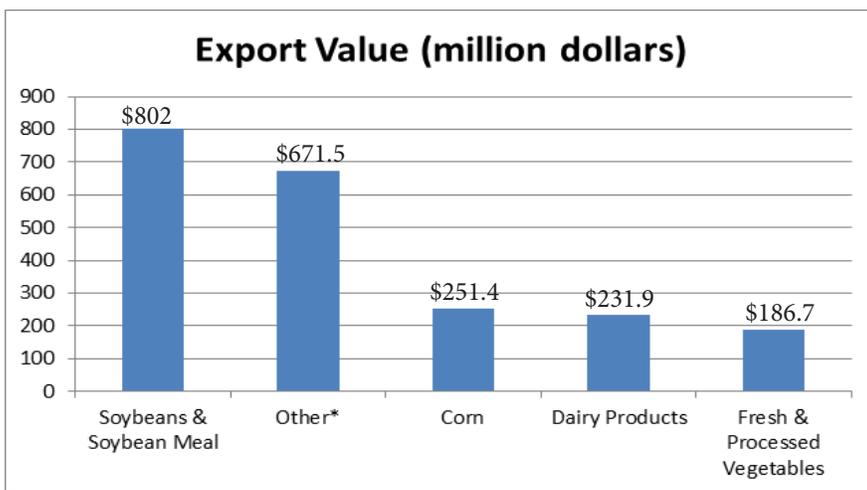


International MARKETING PROGRAM



Michigan Department of Agriculture and Rural Development International Marketing Program's Mission

To assist Michigan food and agriculture businesses in developing trade opportunities to effectively export their products and achieve economic growth.



*Other includes live animals, other meats, eggs, wine, beer, other beverages, nursery crops, inedible materials, and prepared foods

Source: USDA, 2012

Fast Facts about Michigan's Food and Agriculture Exports:

- Totaled \$3.245 billion in food and agriculture products in 2012
- Top export markets are Canada, Mexico, Japan, South Korea, and China.
- Exports help boost farm prices and income, while also supporting over 20,000 jobs both on and off the farm in food processing, storage, and transportation.
- Overall export value in 2012 grew 3.4% from 2011.

The International Marketing Program partners with Food Export Association of the Midwest, a non-profit organization that promotes the exports of food and agricultural products from the Midwestern region of the United States. This partnership provides Michigan many opportunities to collaborate with others states in the Great Lakes region, and to bring additional opportunities to Michigan companies because of this partnership.

The International Marketing Program assists food & agricultural companies by providing services including:

- Online export directory
- Michigan pavilion at select trade shows
- Funding for marketing reimbursement
- Export assistance

For more information, contact the International Marketing Program

Jamie Zmitko-Somers, International Marketing Manager
517-284-5738 zmitkoj@michigan.gov

Hannah Bollinger, International Marketing Specialist
517-284-5737 bollingerh@michigan.gov

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