

Trueline Foods Increases Sales Through Export Advisor Program

Trueline Foods, located in Kentwood, Michigan, of the 2nd Congressional District, increased their export sales by nearly ten times as a direct result of their participation in Food Export's Export Advisor Program. The Food Export Advisor program is a year-long service which provides custom assistance from an experienced advisor to help small-to-medium sized food companies kick start or improve their exporting efforts.

Nancy Tuohy, owner of Trueline Foods, worked directly with a Food Export advisor in 2019 to create a consistent, systematic plan to help grow the company's international sales. The advisor, along with guidance from MDARD's International Marketing Program, helped Tuohy identify a number of trade events to effectively promote their products and connect with international buyers, including Food Export's Midwest Buyers Mission and Trade Mission to China. "With the connections we have built over the past trade events, we were able to connect with JD International to establish our marketing channel on JD.com to market our products to [Chinese] businesses and consumers," said Tuohy.

The Export Advisor Program resulted in over \$50,000 in actual export sales for Trueline Foods in 2019, and Tuohy anticipates sales will grow another five to ten times in 2020. This increase in business has benefited the company's entire supply chain especially those manufacturers that Trueline represents.

Trueline Foods is a Michigan-based export management company, representing a number of Michigan and U.S. brands in the international marketplace. The company focuses on selling top quality American foods and nutritional supplements in China and other countries around the world.

Food Export-Northeast and Food Export-Midwest are private, non-profit associations of Northeastern and Midwestern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Northeastern and Midwestern food and agricultural products.



Food Export Northeast and Food Export-Midwest administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service. For more information on the International Marketing Program, visit www.michigan.gov/agexport. For more information about Food Export-Midwest, visit www.foodexport.org.