



## Michigan Agriculture Exporter of the Year 2024 Application

The Michigan Department of Agriculture and Rural Development (MDARD) is proud to recognize Michigan's leading exporters in the category of food, agriculture, and forest products each year. MDARD does this by awarding a Michigan Ag Exporter of the Year award to a deserving Michigan company.

The goal of the Ag Exporter of the Year award is to recognize a Michigan food, agriculture, or forest products company that has worked diligently to increase company exports by entering new markets and cultivating existing ones, therefore creating new jobs and prospering Michigan's economy.

The winning company will receive recognition throughout 2024 and will have the opportunity to participate in interviews and seminars during the year to recognize the company and promote the importance of exports.

### Who is eligible?

- Michigan forest products, agriculture, or food producers
- Manufacturers or shippers of good reputation and standing in the business community
- Must be actively pursuing international markets and increasing export sales
- Past recipients are eligible to apply five years after their previous award if they have increased their exports or expanded into new markets.
- Products must be over 50 percent grown, processed, or manufactured in Michigan. Companies headquartered in other states with production facilities in Michigan are invited to apply on the basis of their Michigan-made exports.

### Previous winners include:

Zeeland Farm Services of Zeeland, MI  
Citizens Elevator of Charlotte, MI  
Kamps Hardwoods of Dutton, MI  
Sklarczyk Seed Farm of Johannesburg, MI  
Dr. John's Candies of Comstock Park, MI  
Bayside Best Beans LLC of Sebewaing, MI  
Star of the West Milling Company of Frankenmuth, MI  
Continental Dairy Facilities, LLC of Coopersville, MI  
Connor Sports of Amasa, MI  
Graceland Fruit, Inc. of Frankfort, MI  
Cherry Central Cooperative, Inc. of Traverse City, MI  
Walters Gardens, Inc. of Zeeland, MI  
Honee Bear Canning of Lawton, MI  
Cooperative Elevator Company of Pigeon, MI  
Michigan Apple Committee of DeWitt, MI





## Application Requirements

Each applicant is asked to submit, in two pages or less, a written response about the company's international marketing activities and export history.

The written response should cover the following topics:

1. List and explain the products currently being exported.
2. List active export markets. Describe how the company identified these markets and executed its exporting plan in these markets.
3. Explain how the company dealt with the rules and regulations encountered in exporting.
4. Describe how the company has expanded its export sales and added new markets.
5. Explain any unique characteristics or approach to product branding the company uses to compete in the export market.
6. Describe any alliances the company has built to be successful in exporting (Please include any state, federal, and/or commodity organization programs utilized to expand exports).
7. Any other information that is important to the company's success not already explained.

Letters of recommendation are accepted but not required.

### **Instructions**

Please complete & sign the company profile form on the next page, and send it along with the written response by email to: [gaffneyh@michigan.gov](mailto:gaffneyh@michigan.gov)

**APPLICATION DEADLINE IS 5:00 P.M., March 29<sup>th</sup>, 2024**

Questions? Contact Holly Gaffney at 517-449-8482 or [gaffneyh@michigan.gov](mailto:gaffneyh@michigan.gov)





## 2024 Application

### Company History

Company name: \_\_\_\_\_ Tax ID #: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail: \_\_\_\_\_

Year company was established: \_\_\_\_\_ Year company first exported: \_\_\_\_\_

Products covered in this application are over 50% grown, processed or manufactured in Michigan Yes \_\_\_ No \_\_\_

Please provide percentage of ingredients grown in Michigan: \_\_\_\_\_

Please provide percentage of ingredients grown in the U.S.: \_\_\_\_\_

### Company Export Activity:

Export values based on: Calendar \_\_\_ Fiscal \_\_\_ Months if Fiscal: \_\_\_\_\_

Export Revenue (dollars or % growth):  
2021: \_\_\_\_\_  
2022: \_\_\_\_\_  
2023: \_\_\_\_\_

Exported Volume (dollars or % growth):  
(Commodity (non-value added) based products only) *Please include unit of measure*  
2021: \_\_\_\_\_  
2022: \_\_\_\_\_  
2023: \_\_\_\_\_

What percentage of your company's annual sales is attributed to export sales? \_\_\_\_\_

### Company Employment Information:

Did your export sales create new Michigan jobs in 2023? Yes \_\_\_ No \_\_\_

If yes, how many new jobs created in Michigan? \_\_\_\_\_

Total number of employees located in Michigan: \_\_\_\_\_

How many people does your company employ because of your company's exports? \_\_\_\_\_

**I attest to the truthfulness, accuracy and completeness of the information contained in this application.**

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(date)

Please include this form along with the two-page written response and submit by 5:00 pm on March 29, 2024.

