

# Sweet Export Success Continues For Dr. John's Healthy Sweets

In 2018, Dr. John's Healthy Sweets, located in Comstock Park, Michigan, in the 2nd Congressional District, participated in Food Export – Midwest's Sweets and Snacks Expo Buyers Mission where they secured sales and built relationships with buyers from the United Kingdom, Germany, and Korea. As a direct result of their participation, two buyers collectively placed a first time order of \$61,000.

Debra Bruinsma, Vice President, said that the buyer meetings and Food Export's trade events, "Are always helpful to introduce our [Dr. John's Healthy Sweets] products to new companies." Debra credits Food Export's educational resources for helping them properly institute a small business Good Manufacturing Practice (GMP) with the UK Buyer and trademarking their brand in China.

Because of their export success, the company has expanded their candy manufacturing facility and corporate offices. Dr. John's recently purchased new cooking and manufacturing lines as well as an automatic pouch filling machine. The automation of production and increase in international sales has resulted in Dr. John's Healthy Sweets hiring five new employees in various roles.

Dr. John's Healthy Sweets produces a line of sugar free, gluten free, allergen free, and Kosher hard candies, lollipops, caramels, and taffy naturally sweetened with Xylitol. Notably, the company was recently recognized as Michigan's 2018 Ag Exporter of the Year.



Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.