



SOY BRINGS EXPORT JOY FOR LOVE YOUR HEALTH FOODS LLC.

Love Your Health Foods, LLC., located in Grand Rapids, MI of the 3rd Congressional District credits the Food-Export Association with helping the company grow in the Canadian market. The company has participated in the Branded Program to help offset some of their international marketing expenses. The Branded Program provides 50% cost reimbursement for a variety of international marketing activities.

In 2018, Love Your Health Foods, LLC., utilized program funds to assist in expanding their business to the Canadian market. Mr. Peter Assaly, President, said the assistance “enabled Love Your Health Foods to conduct in store demonstrations to drive sales.” In-store sampling events, promotional giveaways, and label modifications helped increase brand awareness for the company. These efforts landed their product, UP YOUR GAME[®] PROTEIN Snack Mix, onto Costco Canada shelves.

As a result of their export growth, the company has seen a direct increase of \$270,000 in export sales. “The Canadian dollar remains considerably weaker than the U.S.,” adds President Assaly, “the funds help meet respectable margins and retail prices.”

Love Your Health Foods developed a proprietary dry roasting technique that converts hard soybeans into a crunchy and flavorful plant protein snack for all to enjoy. Their UP YOUR GAME PROTEIN[®] SNACK MIX are good-for-you, gluten free, and non-GMO. The company currently offers three types of wellness snacks including SoyFul Mix, Lightly Sea Salted SoyNuts, and Honey Toasted SoyNuts.



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. They offer a wide range of programs and services that help boost America’s agricultural exports.

For more information on the International Marketing Program, visit www.michigan.gov/agexport.
For more information about Food Export-Midwest, visit www.foodexport.org.

