

Ethel's Edibles Begins Their Export Journey

Ethel's Edibles LLC is located in the 9th Congressional District of Michigan. In August of 2016 they participated in their first Food Export Midwest and International Marketing Program export event, the 2016 Midwest Buyers Mission. As a result of their participation in the buyer's mission, Jill Bommarito, the President of Ethel's Edibles, explained that the company "made contact and had meetings with interested buyers from Canada, Costa Rica, Brazil, and Trinidad and Tobago." The company is excited about the possibilities for growth awaiting in these markets. The buyer's mission also provided an opportunity for Ethel's Edibles to interact with buyers who were not on their schedule. Jill was able to introduce herself and the company to a buyer from Australia, who was not on their original schedule. This interaction resulted in exchanged information and a potential future lead for the company.

One of the most valued aspects of the Midwest Buyers Mission for Ethel's Edibles, according to Jill, was that they "were able to talk to other companies who have been down this path...to get input on how this works and what it has done for their bottom line as well as diversifying their income stream." The Midwest Buyers Mission gave Ethel's Edibles the opportunity to engage with international buyers as well as learn from other experienced companies. This event has helped Ethel's Edibles begin their exporting and Jill stated that the company is excited to be "starting on this journey."

Ethel's Edibles LLC was founded in 2011 and is the maker of delicious baked decadence, including their Pecan Dandy, Turtle Dandy, blondies, brownies, cookies, and muffins. The company caters to a wide variety of consumers by being firmly non-GMO as well as 100% gluten-free. They strive to create the best products on the market and that requires no artificial ingredients. Ethel's Edibles is aware of the wants of their consumers and they create their products with care and only the highest quality ingredients in the industry.



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



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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.