



## Michigan Companies Expand Sales Overseas and Add Jobs at Home

In 2013 Michigan food companies made great progress growing their export sales with Food Export-Midwest's assistance. In 2013 there were 78 unique companies that participated in Food Export's programs. These companies participated in activities including Buyers Missions, Focused Trade Missions, Food Show PLUS!™, Market Builder, webinars seminars, the Food Export Helpline, the Online Product Catalog and the Branded Program, a cost share assistance program for international market promotion. These efforts accumulated to \$47,147,084 in actual sales, 143 new distributorships established, 34 first time export sales in an international market and 2,015 contacts with new foreign buyers.

According to Jamie Zmitko-Somers, International Marketing Program Manager at the Michigan Department of Agriculture and Rural Development, "the Michigan Department of Agriculture and Rural Development appreciates our strong relationship with Food Export and the ability to bring export programs and services to Michigan food and agriculture companies. The programs and services help Michigan companies increase their exports or start exporting for the first time, which leads to increased economic impact in Michigan. The increase in exports is critical to reaching our goal of doubling food and agriculture exports to \$3.5 billion by 2015."

Companies also reported adding 54 jobs during this period as well, illustrating that exports can drive overall growth in the region. In addition to job growth, more Michigan products now have greater exposure in new markets and export sales continue to grow. Food Export-Midwest's programs help small and medium-sized Michigan companies expand overseas.

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.