

Pop Daddy Pops Into Canadian Export Market



Pop Daddy Popcorn LLC, located in Whitmore Lake, MI, (8th Congressional District) has made its first export sales into Canada. The company participated in the Focused Trade Mission to Toronto for Specialty and Natural products, organized by Food Export and coordinated by the Michigan Department of Agriculture and Rural Development, in September 2018. While on the trade mission, the company met with a specialty food retailer who has already placed two orders totaling \$5,000.

“The [Focused] Toronto Trade Mission’s store visits really helped me to better understand the Canadian market and also helped me learn which of my items had the best opportunity to succeed in the market,” said Mark Sarafa, president of Pop Daddy Popcorn. As a result of participating in the focused trade mission, the company also established two distributor relationships. “We have developed a broker relationship [due to our participation] that we are really counting on to grow our business in Canada,” said Sarafa.

Pop Daddy Popcorn produces six varieties of popcorn and four varieties of seasoned pretzel sticks that are bold and unique. They are known for popping a premium Ruby Red kernel in 100% Pure Olive Oil. Pop Daddy’s premium popcorn comes direct from two family farms. Their products are made in small batches, hand-seasoned, and contain no artificial flavors.

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.

Do you produce specialty or natural products and want to take advantage of the opportunity to meet qualified buyers while participating in a total market immersion experience? Join us when we visit the second largest - and fastest growing - food and beverage cluster destination! The focused trade mission will take place April 2-5, 2019, and will include Montreal and Toronto, Canada. Companies will participate in market briefings, retail tours, and have one-on-one meetings with qualified buyers! To register and for more information visit foodexport.org



Registration is open until January 18, 2019. Don't miss out on the opportunity to become the next success story! For additional information contact Jamie Zmitko-Somers at zmitkoj@michigan.gov or 517-284-5737.

