



Trueline Foods Jump-Starts Their Way to Exporting Success



The Trueline Foods booth at SIAL China in May 2014.

Trueline Foods is developing export sales since becoming a new participant in the Branded Program at the start of 2014. The company anticipates their first export sales of over \$100,000 to be finalized by the end of 2014. The projected sales will allow Trueline Foods to add new staff and expand their facilities in the future.

Trueline Foods exhibited in the SIAL China show with 50% cost-share reimbursement support from the Branded Program while also utilizing the Food Show PLUS!™ tradeshow enhancement service. According to Vice President Nancy Tuohy, “Food Show PLUS!™ was extremely helpful for us to connect with many importers and other buyers during the trade show and Food Export also provided valuable services such as product research and an interpreter for the three days.”

Tuohy notes that Trueline Foods has benefitted tremendously from their relationship with Food Export by increasing the company’s credibility and easing business transactions. Trueline Foods has forged three strong relationships with buyers in China through SIAL China and Food Export’s Buyers Missions.

As a new-to-export company, the learning process is crucial and Trueline Foods has taken advantage of the many educational Food Export webinars. Trueline Foods acknowledged that Food Export programs have increased their knowledge base in the Chinese supermarket demand for western food products, food distribution channels and labeling requirements.

Trueline Foods has participated in a variety of other Food Export activities including the 2014 Food and Beverage Buyers Mission at the FMI Connect show and the Midwest Buyers Mission. Most recently, at the Midwest Buyers Mission in July 2014, Trueline Foods held one-on-one meetings with 14 different international buyers and three Food Export In-Market Representatives.

Trueline Foods is an export company based in Kentwood, MI, in the 2nd congressional district and represents the retail products of 12 different American food manufacturers.

Food Export–Midwest and Food Export–Northeast are private, non-profit associations of Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.