



ADVANCING TRADE THROUGH

# Adaptation



YOUR CONNECTION TO GROWTH®

# Dear friends and colleagues,

As 2021 began, we hoped that our run through the obstacles that the pandemic brought us was nearly over. Little did we know that 2020's middle-distance race would stretch into a full marathon as 2021 brought new virus variants, along with the growing complications of the global supply chain disruption. It was as though someone handed us a backpack filled with weights after we got to the finish line and said, "keep going, the race has been extended."

It is truly amazing that so many food and agriculture suppliers persevered and adapted during the pandemic amid incredibly challenging conditions. We heard from suppliers throughout the year how they were managing labor shortfalls, sourcing substitute ingredients, and shipping via alternate modes or routes. Using ingenuity, determination, and collaboration, they were able to deliver their products to both domestic and export markets. Marketing was not an easy endeavor either as trade shows were scheduled, then rescheduled numerous times and the retail and hotel, restaurant and institutional (HRI) sectors faced waves of restrictions followed by tenuous reopenings across the globe.

Food Export, too, continued adapting our ways of delivering services to Northeast food exporters. We organized over thirty different opportunities for suppliers and qualified international buyers to connect online throughout the year. Wherever possible, we resumed our in-person events, knowing that virtual events are no replacement for meeting face-to-face. Our educational programs

also kept evolving to bring solid, on-demand information on exporting with webinars, Export Essentials Online, our Food Export Helpline, blogs and – new in 2021 – a podcast, which is a great companion for a marathon run.

Partners and collaborators have been essential to our successful adaptation in these times. We are thankful to the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) for their continued flexibility so that we as an organization, along with the suppliers in our Branded Program, could spend our Market Access (MAP) and Agricultural Trade Promotion (ATP) Program funds creatively in the face of change and uncertainty. In 2021, we also formed new partnerships, such as with the National Industrial Hemp Council (NIHC), while sustaining long-term partnerships with the National Association of State Departments of Agriculture (NASDA), the Specialty Food Association, and the National Confectioners Association, among many others, to extend our reach and support more potential U.S. exporters.

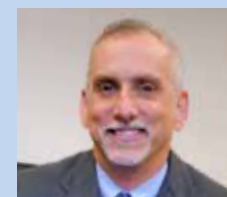
As we turn the corner into what we all hope will be better times ahead, we look forward to meeting you on the road.

Sincerely,




**RICHARD A. BALL**  
**PRESIDENT**

Commissioner, New York State  
Department of Agriculture  
and Markets



**TIM HAMILTON**  
**EXECUTIVE DIRECTOR/CEO**

Food Export USA – Northeast

12,259  
contacts with new  
buyers




“This has certainly been an extremely difficult year for the [Branded] Program. I had several conversations with folks at Food Export about trade shows, which all were very helpful and answered emails very quickly.”

**SUSAN THOMPSON**

*Marketing Services Supervisor*

*Zeigler Bros Inc. | Gardners, PA*

*Food Export – Northeast Participant Since 2000*



828  
trade leads  
disseminated



532  
unique companies  
participating  
in programs/services

“Food Export’s Winter Virtual Connect Buyers Mission event was fantastic. I find your new virtual events very beneficial and a great way to expand our brand.”

**RIP PRUISKEN**

*Co-Founder | Rip Van | New York, NY*

*Food Export – Northeast Participant Since 2019*



114  
export sales  
to a new market

“We are thankful to have access to Food Export and its team of dedicated international trade experts. The creative use of virtual international trade missions, during a time when international travel is difficult due to the COVID-19 pandemic, enables our company to continue to have the platform to pursue our international export goals. Despite significantly decreased number of visitors due to COVID, we were able to initiate talking to 50 plus distributors, importers, manufacturers, retailers, journalists, and student groups as well, building momentum.”

**CHRIS BEELS, Director of Sales + JUN TAEK LIM, IQBAR’s Korean Representative**

*IQ Bar, Inc. | Boston, MA*

*Food Export – Northeast Participant Since 2020*

# Program Guide

## **Exporter Education**

Enhance your export expertise with ongoing education programs for all experience levels.

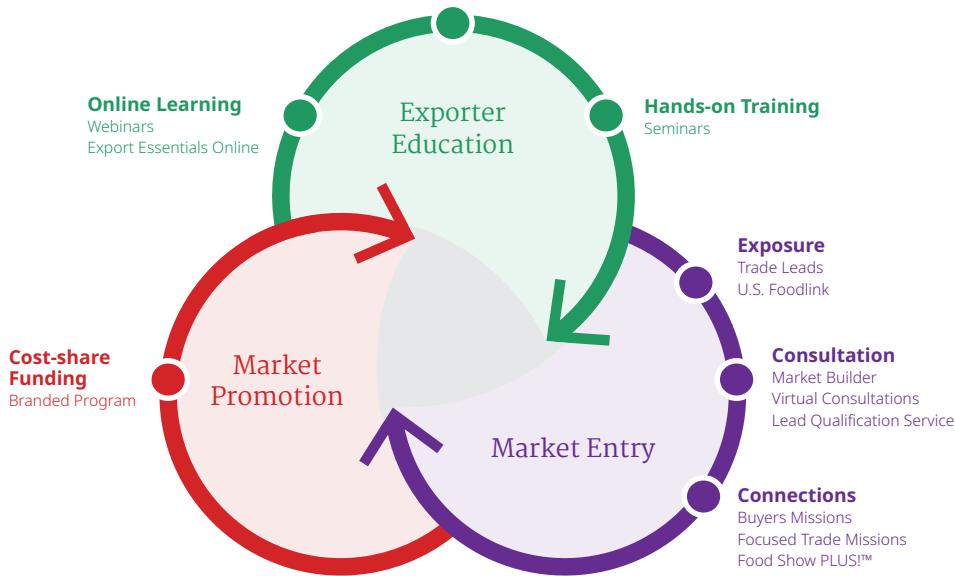
## **Market Entry**

Identify opportunities in international markets and meet potential buyers.

## **Market Promotion**

Strengthen your international presence through the Branded Program.


### **Customized Assistance** Export Advisor Program




**1,364**  
participants  
registered in our  
programs



**1,487**  
new distributorships  
established by  
suppliers



**18**  
webinars offered



**3,632**  
estimated jobs  
supported  
through export



Note: 2021 Program Results include aggregate totals of MAP and ATP funded activities.

“Participating in Food Export – Northeast’s Branded Program has allowed us to access events and customers that would otherwise be out of reach. As we look ahead towards growth, having the chance to lay a foundation for new markets before we urgently need them is proving to be an invaluable strategy.”

**ZOE BRICKLEY**

Director of Business Development and Marketing | Cellars at Jasper Hill | Greensboro Bend, VT

Food Export – Northeast Participant Since 2013

# Financials

## STATEMENT OF ACTIVITIES

Period Ended December 31, 2021

REVENUE AND SUPPORT	Undesignated	Program	Total
Federal program reimbursements	—	\$ 9,896,052	\$ 9,896,052
Industry fees	\$ 1,030,640	\$ 1,206,250	\$ 2,236,890
State membership dues	\$ 50,250	—	\$ 50,250
Interest income	\$ 189	—	\$ 189
Miscellaneous income	\$ 110	—	\$ 110
Total revenue and support	\$ 1,081,189	\$ 11,102,302	\$ 12,183,491
EXPENSES	Undesignated	Program	Total
Program reimbursable expenses	—	\$ 9,961,796	\$ 9,961,796
Personnel	\$ 277,301	\$ 1,206,250	\$ 1,483,551
Travel and meetings	\$ 33,280	—	\$ 33,280
Professional fees	\$ 277,823	—	\$ 277,823
Other general and administrative	\$ 218,419	—	\$ 218,419
Total Expenses	\$ 806,823	\$ 11,168,046	\$ 11,974,869
Net Assets	Undesignated	Program	Total
Increase (decrease) in net assets	\$ 208,622	—	\$ 208,622
Beginning of period	\$ 2,585,778	—	\$ 2,585,778
End of period	\$ 2,794,400	—	\$ 2,794,400



**\$481,176,276**  
total export sales



**\$928,796,837**  
projected export sales

“It was a difficult year to obtain new distribution of products. During the first half of the year, grocery stores focused on keeping their employees and customers safe during the pandemic while keeping shelves stocked. All meetings and shows in the U.S. moved to virtual platforms. Food Export virtual meetings worked exceptionally well for international sales and the virtual Buyers Missions provided opportunities to present items to buyers in many countries without leaving home!”

### TERESE MAUCH

Director of Sales | The Run-A-Ton Group, Inc. | Chester, NJ

Food Export – Northeast Participant Since 2007

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2021

ASSETS	Undesignated	Program	Total
Cash and cash equivalents	\$ 1,097,154	\$ 274,288	\$ 1,371,442
Investments	\$ 244,936	—	\$ 244,936
Interfund Account	\$ 1,692,419	\$ (1,692,419)	—
Receivables	\$ 41,887	\$ 1,435,011	\$ 1,476,898
Furniture and equipment (net of depreciation)	\$ 26,969	—	\$ 26,969
Other assets	\$ 144,433	—	\$ 144,433
Total assets	\$ 3,247,797	\$ 16,881	\$ 3,264,678
LIABILITIES AND NET ASSETS	Undesignated	Program	Total
Liabilities			
Accounts payable and accrued expenses	\$ 239,943	—	\$ 239,943
Deferred revenue and expenses	\$ 213,454	\$ 16,881	\$ 230,335
Total liabilities	\$ 453,397	—	\$ 453,397
Unrestricted net assets	\$ 2,794,400	—	\$ 2,794,400

**43:1**  
return on investment

Estimate as of 5/15/22

## Food Export-Northeast 2021 Staff

**Tim Hamilton**  
Executive Director/CEO

**Greg Cohen**  
Communications Manager

**Howard Gordon**  
Branded Program Manager

**Laura Buske**  
Communications Coordinator

**Joy Canono**  
International Marketing  
Program Coordinator

**Ryan Carr**  
Liaison

**Ben Cortese**  
Sr. International Marketing  
Program Coordinator

**John Eppinger**  
Branded Program Associate

**Deborah Ingravallo**  
Liaison

**Apryl King**  
Liaison

**Sarah Larson**  
Communications Coordinator

**Andrew Haught**  
International Marketing  
Program Manager

**Eric Kushner**  
Finance Manager

**Mike Weiland**  
IT Manager

**Paul Weiss**  
Liaison Manager

**Matthew Mager**  
IT Coordinator

**Wahkeena Mason**  
Senior Administrative  
Specialist

**Anna McCrorey**  
Accounting and HR  
Coordinator

**Adolfo Montelongo**  
Sr. Communications  
Coordinator

**Ciara Quattlebaum**  
Branded Program Associate

**Tia Regec**  
Communications Associate

**Madison Smith**  
International Marketing  
Program Coordinator

## Food Export-Northeast 2021 Board of Directors

**PRESIDENT**  
**Richard A. Ball**  
Commissioner  
*New York State Department  
of Agriculture and Markets*

**VICE PRESIDENT**  
**Russell Redding**  
Secretary  
*Pennsylvania Department  
of Agriculture*

**SECRETARY**  
**John Lebeau**  
Commissioner  
*Massachusetts Department  
of Agricultural Resources*

**MEMBERS**  
**Bryan Hurlburt**,  
Commissioner  
*Connecticut Department  
of Agriculture*

**Michael T. Scuse**, Secretary  
*Delaware Department of  
Agriculture*

**Amanda Beal**,  
Commissioner  
*Maine Department of  
Agriculture, Conservation  
and Forestry*

**Shawn Jasper**,  
Commissioner  
*New Hampshire Department of  
Agriculture, Markets and Food*

**Douglas Fisher**, Secretary  
*New Jersey Department  
of Agriculture*

**Kenneth Ayars**, Chief  
*Rhode Island Department of  
Environmental Management –  
Division of Agriculture*

**Anson Tebbetts**, Secretary  
*Vermont Agency of Agriculture,  
Food and Markets*

## State Regional Trade Groups (SRTGs)

Food Export-Northeast is one of four non-profit State Regional Trade Groups (SRTGs) that promote the export of food and agricultural products from their respective regions of the United States. The SRTGs were first created as a cooperative effort between the State Agricultural Promotion Agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS). The SRTGs work in conjunction with their member states to provide a wide range of services to facilitate trade between local food companies and importers around the world.

### OTHER STATE REGIONAL TRADE GROUPS

**Food Export Association of the Midwest USA\***  
309 W. Washington Street, Suite 600  
Chicago, IL 60606 USA  
T: 312.334.9200 F: 312.334.9230  
[www.foodexport.org](http://www.foodexport.org)

**The Southern U.S. Trade Association (SUSTA)**  
701 Poydras Street, Suite 3845  
New Orleans, LA 70139 USA  
T: 504.568.5986 F: 504.568.6010  
[www.susta.org](http://www.susta.org)

**The Western U.S. Trade Association (WUSATA)**  
4601 NE 77th Avenue, Suite 240  
Vancouver, WA 98662 USA  
T: 360.693.3373 F: 360.693.3464  
[www.wusata.org](http://www.wusata.org)

\*In 2000 Food Export-Northeast and Food Export-Midwest formed a strategic partnership to enhance our ability to carry out our shared missions. This agreement ensures both organizations retain their independent status, while the companies we serve benefit from the collaborative effort created by the partnership. These positive effects include streamlined operations, pooled marketing resources, and more activities in a broader range of international markets.

*As of December 31, 2021*



One Penn Center  
1617 JFK Boulevard, Suite 420  
Philadelphia, PA 19103 USA  
T: 215.829.9111 F: 215.829.9777  
[www.foodexport.org](http://www.foodexport.org)

Food Export-Northeast administers many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export-Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export-Northeast is an equal opportunity employer and provider. Food Export-Northeast does not tolerate fraud and is vigilant in preventing fraud in any of its programs. Food Export-Northeast reserves the sole right to accept or deny companies into its programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).

**ABOUT US** Food Export USA-Northeast (Food Export-Northeast) is a non-profit organization that promotes the export of food and agricultural products from the Northeast region of the United States. The organization has been helping exporters of Northeastern food and agricultural products sell their products overseas since 1974, when it was first created as a cooperative effort between 10 Northeastern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS). Food Export-Northeast, in conjunction with its member states, provides a wide range of services to facilitate trade between local food suppliers and importers around the world. The Northeast has a bounty of diverse agriculture including fruits (cranberries, blueberries, wild blueberries, and apples), wine, dairy products, snack foods, seafood and maple syrup, to name just a few. Host to a large, well-developed food processing industry covering all aspects of the food industry, the Northeast is home to a multitude of value-added products ranging from organic, kosher, specialty/gourmet, foodservice and ethnic market segments.