GUIDING EXPORT SUCCESS

Providing Midwestern and Northeastern Food and Agricultural Companies with Programs and Services to Build Export Sales.
About Us

Food Export–Midwest and Food Export–Northeast are non-profit organizations composed of 12 Midwestern and 10 Northeastern state agricultural promotion agencies that use federal, state and industry resources to help companies increase product sales overseas.

Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.
WHY EXPORT?

Today’s global economy is experiencing tremendous growth in consumer processed food and agricultural products. Competitive advantages such as quality, safety, innovation and consistency allow U.S. suppliers to capitalize on dynamic market trends and consumer demands. Consider these other BIG reasons to export:

**Overseas Growth:**
Developing countries with economic growth continue to play an increasingly important role in food demand and become a more important destination for U.S. agricultural exports.

**Overseas Potential:**
Approximately 95% of the world’s population and 67% of the world’s total purchasing power are located outside the U.S. As the world becomes more integrated and product preferences assimilate, exports of U.S. processed food products will continue to rise.

**Economic Growth:**
Consumer preferences—shaped by income, changing lifestyle and culture—largely determine the items available in grocery stores. As purchasing power increases in developing countries, so does demand for value-added food products.

**More Accessible International Markets:**
The U.S. now participates in more Free Trade Agreements than ever before, lowering trade restrictions and opening many international markets for U.S. food and agricultural products.

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**Start Your Journey to Becoming a Global Brand.**
Business success depends on information, guidance and assistance. Exporting is no different. Food Export–Midwest and Food Export–Northeast offer three tiers of programs and services designed to help you build your export business.

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**EXPORTER EDUCATION**
Provides ongoing education on exporting topics

**MARKET ENTRY**
Helps you select the best markets and meet qualified buyers

**MARKET PROMOTION**
Offers financial assistance to support your company’s international marketing efforts
OUR BI-MONTHLY NEWSLETTER AND MONTHLY E-BULLETIN CONTAIN INFORMATION ABOUT UPCOMING ACTIVITIES, EXPORT BASICS, INDUSTRY NEWS, OPPORTUNITIES AND TRENDS.

STAFF FROM FOOD EXPORT–MIDWEST AND FOOD EXPORT–NORTHEAST, AS WELL AS THEIR NETWORK OF IN-MARKET REPRESENTATIVES, SHARE THEIR EXTENSIVE EXPERIENCE AND EXPERTISE IN SEMINARS HELD THROUGHOUT THE YEAR IN VARIOUS LOCATIONS.

OUR WEBINARS HELP NEW AND EXPERIENCED COMPANIES LEARN ABOUT THE EXPORT PROCESS AND THE RESOURCES AVAILABLE TO ASSIST WITH EXPANDING THEIR FOOD AND AGRICULTURAL BUSINESS.

FOODEXPORT HELPLINE
ONE-TO-ONE ANSWERS
This one-on-one service provides export assistance on a wide variety of topics for the novice or experienced exporter.

EXPORT ESSENTIALS ONLINE
ON-DEMAND KNOW HOW
This online learning resource is an in-depth educational introduction to the fundamentals and logistics of exporting.

GLOBAL FOOD MARKETER NEWSLETTER + E-NEWS
Our bi-monthly newsletter and monthly e-bulletin contain information about upcoming activities, export basics, industry news, opportunities and trends.

SEMINARS + WEBINARS
INDUSTRY KNOWLEDGE BANK
Staff from Food Export–Midwest and Food Export–Northeast, as well as their network of In-Market Representatives, share their extensive experience and expertise in seminars held throughout the year in various locations.

Our webinars help new and experienced companies learn about the export process and the resources available to assist with expanding their food and agricultural business.
Market Entry services help U.S. suppliers find the right markets and reach the right buyers and importers. And in some cases, you don’t even have to leave the U.S.

Market Builder
Industry Insights + Market Intelligence
Finding the right market and buyer for your product is the key to exporting success! Exporters who are looking to secure their product in an international market, find new distributors or importers, and/or receive valuable feedback about their product can take advantage of our Market Builder service. This one-of-a-kind service offers packages especially designed to an exporter’s needs and wants. Market Builder has two components. The Market Scan provides the initial in-depth market research for a specific product. The Rep Finder provides the opportunity for direct meetings between your company and a select group of targeted importers.

Buyers Missions
International Buyers + Here at Home
International buyers come to the U.S. to meet with suppliers like you! You can learn more about your products’ export potential and build relationships with key industry buyers without the time and expense of overseas travel. Most missions take place at tradeshows you may already be attending.

Food Show Plus!
International Trade Show Success
Prepares and maximizes your international tradeshow experience. Custom services may include introductions to qualified buyers, site visits to local retailers, market briefings, on-site assistance from our In-Market Representative and buyer follow-up assistance. May also include pre-show feedback on competitive products, translation of your company’s marketing material and food industry interpreters.

Export Advisor Program
Customized Consulting
This year long service provides custom assistance from an experienced advisor to help your company kick start or improve your exporting efforts. We can provide a consistent, systematic plan and approach to help grow your business.

Focused Trade Missions
Total Market Immersion
Trade Missions bring you to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers. They also include buyer meetings, product showcases, assistance with lead follow-up and a networking reception.

Online Product Catalog
24/7 Online Exposure
Our web-based catalog is an effective way to promote your products to international buyers from around the world. By including your product information and image in this online directory, buyers will easily be able to locate your company when searching by product, company name or other criteria.
Once developing business in export markets, these services help U.S. exporters increase sales by offering financial and promotional support to help create awareness of products made in the U.S.

**BRANDED PROGRAM**

50% MORE INTERNATIONAL MARKETING

The Branded Program provides 50% cost-reimbursement for a wide variety of international marketing activities including:

- Package and label modifications
- Advertising
- In-store promotions and product demonstrations
- Fees for exhibiting at some overseas tradeshows and selected tradeshows held in the U.S.
- Public relations
- Marketing and point-of-sale materials
- Freight cost for samples

Is Your Company Eligible for the Branded Program?

- Company must be small in size or a cooperative. Only companies defined as “small” by the Small Business Administration.
- Companies must be based in the United States.
- Must have adequate resources and product supply for export market development.
- Have sufficient gross sales resources.
- Headquartered in the Midwest or Northeast regions of the U.S.
If you have already benefited from Food Export–Midwest and Food Export–Northeast services, we encourage you to participate in other programs. If you are new to Food Export–Midwest and Food Export–Northeast, we look forward to helping you on your path to exporting success. Contact us today at 312.334.9200 in the Midwest or 215.829.9111 in the Northeast or e-mail us at info@foodexport.org. Visit our website at www.foodexport.org.

### SELECT THE PROGRAMS AND SERVICES THAT ARE RIGHT FOR YOUR COMPANY.

#### Make your market.™

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<th>My company is interested in exporting. Where do we begin?</th>
<th>My company knows a little about exporting and has some export sales. What else should we be doing?</th>
<th>My company actively pursues export opportunities. What activities will help us increase our export sales?</th>
<th>My company has several years of export experience and is established in one or more foreign markets. Is there anything else we can be doing?</th>
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#### Market Entry

| Market Builder                                            | •                                                                                                | •                                                                                                | •                                                                                                                                    |
| Buyers Missions                                           | •                                                                                                | •                                                                                                | •                                                                                                                                    |
| Food Show PLUS™                                           | •                                                                                                | •                                                                                                | •                                                                                                                                    |
| Export Advisor Program                                    | •                                                                                                | •                                                                                                | •                                                                                                                                    |
| Focused Trade Missions                                    | •                                                                                                | •                                                                                                | •                                                                                                                                    |
| Online Product Catalog                                    | •                                                                                                | •                                                                                                | •                                                                                                                                    |

#### Market Promotion

| Branded Program                                           | •                                                                                                | •                                                                                                | •                                                                                                                                    |
State Regional Trade Groups (SRTGs)

Food Export–Midwest and Food Export–Northeast are two 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. 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.

Food Export–Midwest Member States

- Illinois Department of Agriculture
- Indiana State Department of Agriculture
- Iowa Economic Development Authority
- Kansas Department of Agriculture
- Michigan Department of Agriculture and Rural Development
- Minnesota Department of Agriculture
- Missouri Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Ohio Development Services Agency
- South Dakota Department of Agriculture
- Wisconsin Department of Agriculture, Trade and Consumer Protection

Food Export–Northeast Member States

- Connecticut Department of Agriculture
- Delaware Department of Agriculture
- Maine Department of Agriculture, Food and Rural Resources
- Massachusetts Department of Agricultural Resources
- New Hampshire Department of Agriculture, Markets and Food
- New Jersey Department of Agriculture
- New York State Department of Agriculture and Markets
- Pennsylvania Department of Agriculture
- Rhode Island Commerce Corporation
- Vermont Agency of Agriculture, Food and Markets

Persons with disabilities who require alternate means of communication of program information should contact us.
Food Export–Midwest and Food Export–Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.