navigating
EXPORT CHALLENGES
FOR NORTHEAST SUPPLIERS

ANNUAL REPORT

2019

Food Export USA Northeast
Dear friends and colleagues,

Persistence has been the most important word of 2019 as it relates to global trade. Even before the onset of the COVID-19 pandemic, 2019 was a challenging year for many food and agricultural exporters, exacerbated by tariffs and a variety of trade disruptions, and negotiation of trade deals also hanging in the balance.

As in past years, Market Access Program (MAP) funding from the United States Department of Agriculture’s Foreign Agricultural Service remains key to our mission of promoting Northeastern food and agricultural exports, providing small companies with a portfolio of resources to build and expand their global businesses. In 2019, that work included 60+ activities around the globe, involving nearly 600 companies.

Additionally in 2019, we utilized funding from the Agricultural Trade Promotion Program (ATP) to grow our cost-share Branded Program and introduce new activities to diversify export opportunities for U.S. companies hard hit by trade and tariff issues.

Thanks to ATP, we hosted importer educational seminars and participated in USDA-sponsored Agricultural Trade Missions (ATMs) in many overseas markets. We also expanded our seafood marketing with increased support for the U.S. lobster industry, a first ever trade mission to the Middle East, and a first-time Inbound Shellfish Mission to New England.

From New York to New England, food and agricultural exports create jobs in our communities and boost local and state economies. Along with our 10 member states, we look forward to building new partnerships with our companies and further expanding global opportunities in an ever changing and challenging world.

Sincerely,

RICHARD A. BALL
PRESIDENT
Commissioner, New York State Department of Agriculture and Markets

TIM HAMILTON
EXECUTIVE DIRECTOR/CEO
Food Export USA–Northeast
The vast programs available from Food Export–Northeast make it easy to navigate the learning curve associated with exporting. The potential to grow our export business has changed dynamically since utilizing Food Export’s programs.

JOHN BOYAJIAN
President
Boyajian Inc. | Canton, Massachusetts

The assistance from the Agricultural Trade Promotion Program funding through Food Export–Northeast’s Branded Program and the support of Food Export staff has been critical in our success in building export markets. The Branded Program has been essential in supporting these efforts and over the years we have built 25% of our business into export markets.

TOM KEEGAN
Sales
Cozy Harbor Seafood Inc.
Portland, ME

Note: 2019 Program Results include aggregate totals of MAP and ATP-funded activities.
$466,411,765
TOTAL EXPORT SALES

35:1
RETURN ON INVESTMENT

We have utilized Food Export–Northeast’s Market Access Program-funded Branded Program since 2013. Our utilization of the program’s 50% reimbursement for international marketing and promotions has helped us see tremendous growth in export sales due to utilization and assistance of the MAP-funded program. With program use we have been able to double export sales.

BARRY BERMAN
President
Grandma Mae’s Country Naturals
New York, NY

Note: 2019 Program Results include aggregate totals of MAP and ATP-funded activities.
STATEMENT OF ACTIVITIES
Period Ended December 31, 2019

Revenue and Support

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Program Reimbursements</td>
<td>$ 0</td>
<td>$ 10,137,604</td>
<td>$ 10,137,604</td>
</tr>
<tr>
<td>Industry Fees</td>
<td>$ 1,255,027</td>
<td>$ 1,050,000</td>
<td>$ 2,305,027</td>
</tr>
<tr>
<td>State Membership Dues</td>
<td>$ 50,250</td>
<td>$ 0</td>
<td>$ 50,250</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$ 11,157</td>
<td>$ 0</td>
<td>$ 11,157</td>
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<tr>
<td>Miscellaneous Income</td>
<td>$ 8,797</td>
<td>$ 0</td>
<td>$ 8,797</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$ 1,325,231</strong></td>
<td><strong>$11,187,604</strong></td>
<td><strong>$12,512,835</strong></td>
</tr>
</tbody>
</table>

Expenses

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Reimbursable Expenses</td>
<td>$ 0</td>
<td>$ 10,137,604</td>
<td>$ 10,137,604</td>
</tr>
<tr>
<td>Personnel</td>
<td>$ 112,853</td>
<td>$ 1,050,000</td>
<td>$ 1,162,853</td>
</tr>
<tr>
<td>Travel and Meetings</td>
<td>$ 88,101</td>
<td>$ 0</td>
<td>$ 88,101</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$ 40,700</td>
<td>$ 0</td>
<td>$ 40,700</td>
</tr>
<tr>
<td>Other General and Administrative</td>
<td>$ 693,948</td>
<td>$ 0</td>
<td>$ 693,948</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 935,602</strong></td>
<td><strong>$11,187,604</strong></td>
<td><strong>$12,123,206</strong></td>
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</tbody>
</table>

Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase (Decrease) in Net Assets</td>
<td>$ 389,629</td>
<td>$ 0</td>
<td>$ 389,629</td>
</tr>
<tr>
<td>Beginning of Period</td>
<td>$ 1,910,765</td>
<td>$ 0</td>
<td>$ 1,910,765</td>
</tr>
<tr>
<td><strong>End of Period</strong></td>
<td><strong>$ 2,300,394</strong></td>
<td><strong>$ 0</strong></td>
<td><strong>$ 2,300,394</strong></td>
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</tbody>
</table>

STATEMENT OF FINANCIAL POSITION
As of December 31, 2019

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td><strong>Undesignated</strong></td>
<td><strong>Program</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$ 1,453,242</td>
<td>$ 137,349</td>
<td>$ 1,590,591</td>
</tr>
<tr>
<td>Investments, at Fair Value</td>
<td>$ 512,441</td>
<td>$ 0</td>
<td>$ 512,441</td>
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<tr>
<td>Interfund Accounts</td>
<td>$ 1,254,824</td>
<td>$ (1,254,824)</td>
<td>$ 0</td>
</tr>
<tr>
<td>Receivables</td>
<td>$ 10,847</td>
<td>$ 1,024,774</td>
<td>$ 1,035,621</td>
</tr>
<tr>
<td>Furniture and Equipment</td>
<td>$ 35,847</td>
<td>$ 0</td>
<td>$ 35,847</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$ 35,141</td>
<td>$ 92,701</td>
<td>$ 127,842</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 3,302,342</strong></td>
<td><strong>$ 0</strong></td>
<td><strong>$ 3,302,342</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td><strong>Undesignated</strong></td>
<td><strong>Program</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$ 105,406</td>
<td>$ 0</td>
<td>$ 105,406</td>
</tr>
<tr>
<td>Deferred Revenue and Expenses</td>
<td>$ 896,542</td>
<td>$ 0</td>
<td>$ 896,542</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 1,001,948</strong></td>
<td><strong>$ 0</strong></td>
<td><strong>$ 1,001,948</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets</strong></td>
<td><strong>Undesignated</strong></td>
<td><strong>Program</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>$ 2,300,394</td>
<td>$ 0</td>
<td>$ 2,300,394</td>
</tr>
</tbody>
</table>
Food Export-Northeast 2019 Staff

Tim Hamilton
Executive Director/CEO

Suzanne Milshaw
Acting Deputy Director/International Marketing
Program Manager

Greg Cohen
Communications Manager

Howard Gordon
Branded Program Manager

Eric Kushner
Finance Manager

Mike Weinand
IT Manager

Deborah Ingravallo
Liaison

Apryl King
Liaison

Sarah Larson
Communications Coordinator

Matthew Mager
IT Support Specialist

Wahkeena Mason
Senior Administrative Specialist

Anna McGreery
Accounting and HR Coordinator

Adolfo Montelongo
Communications Coordinator

Ciara Quattlebaum
Branded Program Associate

Madison Smith
International Marketing Program Coordinator

Food Export-Northeast 2019 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 Lebeaux
Commissioner
Massachusetts Department of Agricultural Resources

MEMBERS
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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

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

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

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