navigating EXPORT CHALLENGES FOR MIDWEST SUPPLIERS
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. Our challenges were exacerbated by a variety of trade disruptions and trade deals 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 Midwestern 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 more than 750 companies.

Additionally in 2019, we were fortunate to receive significant 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 programming for food and feed ingredients and introduced new activities for trending categories of bakery and plant-based ingredients.

Finally, 2019 was a year of celebration as we acknowledged our 50th anniversary. Fifty years of working with our member states to help companies succeed internationally, create jobs in our communities and boost local economies. We look forward to continuing our work—in year 51 and beyond—to further expand global opportunities for our products in an ever changing and challenging world.

Sincerely,

CHRIS CHINN
PRESIDENT
Director, Missouri Department of Agriculture

TIM HAMILTON
EXECUTIVE DIRECTOR/CEO
Food Export Association of the Midwest USA
Food Export–Midwest has transformed our international marketing capabilities, making our brand more attractive to foreign markets. As a result, we have hired four new employees to support the increased manufacturing and service needs of these markets.

JAMES RANDALL
President
OmegaSea LLC | Painesville, OH

Food Export–Midwest’s educational programs helped us gain the intelligence to be prepared to export. New to exporting in the past few years, the knowledge gained helped us prepare for international tradeshows, learn about free trade agreements, commercial export documentation, and international markets.

CESAR E GARCIA-AREVALO
Export Sales
Advanced Sunflower LLC
Huron, SD
Our export sales grew over 20% last year as a result of the Branded Program and we expect similar growth next year. Working with the Food Export–Midwest program has been a very positive experience for our company. Their team of experts are incredibly knowledgeable and were instrumental in helping us utilize the program to the fullest.

SHERRI KLAUS
Associate Director of Marketing
Isle of Dogs Corporation
Germantown, WI

$512,461,322
TOTAL EXPORT SALES

35:1
RETURN ON INVESTMENT

Participants Learn How to Become Export Ready
- Export Essentials Online
- Seminars
- Webinars
- Food Export Helpline™

Participants Explore Markets and Promote Their Products
- Market Builder
- Buyers Missions
- Food Show PLUS!™
- Focused Trade Missions
- Trade Leads
- Export Advisor Program

Participants are Becoming a Global Brand
- The Branded Program

Note: 2019 Program Results include aggregate totals of MAP and ATP-funded activities.
### STATEMENT OF ACTIVITIES

**Period Ended December 31, 2019**

<table>
<thead>
<tr>
<th>Revenue and Support</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Program Reimbursements</td>
<td>$ 0</td>
<td>$ 9,431,235</td>
<td>$ 9,431,235</td>
</tr>
<tr>
<td>Industry Fees</td>
<td>$ 922,211</td>
<td>$ 1,300,000</td>
<td>$ 2,222,211</td>
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<tr>
<td>State Membership Dues</td>
<td>$ 127,000</td>
<td>$ 0</td>
<td>$ 127,000</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$ 23,778</td>
<td>$ 0</td>
<td>$ 23,778</td>
</tr>
<tr>
<td>Miscellaneous Income</td>
<td>$ 1,290</td>
<td>$ 0</td>
<td>$ 1,290</td>
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<tr>
<td><strong>Total Revenue and Support</strong></td>
<td>$ 1,074,279</td>
<td>$10,731,235</td>
<td>$11,805,514</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Reimbursable Expenses</td>
<td>$ 0</td>
<td>$ 9,431,235</td>
<td>$ 9,431,235</td>
</tr>
<tr>
<td>Personnel</td>
<td>$ 423,541</td>
<td>$ 1,250,000</td>
<td>$ 1,673,541</td>
</tr>
<tr>
<td>Travel and Meetings</td>
<td>$ 124,657</td>
<td>$ 0</td>
<td>$ 124,657</td>
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<tr>
<td>Professional Fees</td>
<td>$ 72,424</td>
<td>$ 0</td>
<td>$ 72,424</td>
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<tr>
<td>Other General and Administrative</td>
<td>$ 269,185</td>
<td>$ 50,000</td>
<td>$ 319,185</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 889,807</td>
<td>$10,731,235</td>
<td>$11,621,042</td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase (Decrease) in Net Assets</td>
<td>$ 184,472</td>
<td>$ 0</td>
<td>$ 184,472</td>
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<tr>
<td>Beginning of Period</td>
<td>$ 1,988,159</td>
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<td>$ 1,988,159</td>
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<tr>
<td><strong>End of Period</strong></td>
<td>$ 2,172,631</td>
<td>$ 0</td>
<td>$ 2,172,631</td>
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</tbody>
</table>

### STATEMENT OF FINANCIAL POSITION

**As of December 31, 2019**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$ 189,812</td>
<td>$ 226,729</td>
<td>$ 416,541</td>
</tr>
<tr>
<td>Investments, at Fair Value</td>
<td>$ 1,061,319</td>
<td>$ 0</td>
<td>$ 1,061,319</td>
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<tr>
<td>Interfund Accounts</td>
<td>$ 975,912</td>
<td>$(975,912)</td>
<td>$ 0</td>
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<tr>
<td>Receivables</td>
<td>$ 70,635</td>
<td>$ 761,189</td>
<td>$ 831,824</td>
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<tr>
<td>Furniture, Equipment and</td>
<td>$ 49,192</td>
<td>$ 0</td>
<td>$ 49,192</td>
</tr>
<tr>
<td>Leasehold Improvements (Net of Depreciation)</td>
<td>$ 49,192</td>
<td>$ 0</td>
<td>$ 49,192</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$ 265,457</td>
<td>$ 0</td>
<td>$ 265,457</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$ 2,612,327</td>
<td>$ 12,006</td>
<td>$ 2,624,333</td>
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</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and</td>
<td>$ 254,288</td>
<td>$ 12,006</td>
<td>$ 266,294</td>
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<tr>
<td>Accrued Expenses</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Deferred Program Fees and</td>
<td>$ 185,408</td>
<td>$ 0</td>
<td>$ 185,408</td>
</tr>
<tr>
<td>Member Dues</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$ 439,696</td>
<td>$ 12,006</td>
<td>$ 451,702</td>
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</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Net Assets</td>
<td>$ 2,172,631</td>
<td>$ 0</td>
<td>$ 2,172,631</td>
</tr>
</tbody>
</table>
Food Export–Midwest 2019 Staff

Tim Hamilton  
Executive Director/CEO

Michelle Rogowski  
Deputy Director

Molly Burns  
Branded Program Manager

Greg Cohen  
Communications Manager

Femke Bosch  
International Marketing Program Coordinator

Laura Buske  
Communications Coordinator

Pamela Caruth  
Administrative Assistant

Marija Cereskeviciute  
International Marketing Program Associate

Erin Crowley  
International Marketing & Branded Program Associate

Mike Hamrock  
International Marketing & Branded Program Associate

Jeremiah Jaimes  
Liaison

Lauren Kliethermes  
International Marketing Program Associate

Robert Lowe, CPA  
Financial Manager

Teresa Miller  
Strategic Partnerships Manager

Mike Weiland  
IT Manager

Paul Weiss  
Liaison Manager

Katie Labarge  
Branded Program Associate

Sarah Larson  
Communications Coordinator

Matthew Lorenz  
Liaison

Matthew Mager  
IT Support Specialist

Adolfo Montelongo  
Communications Coordinator

Calleigh O’Connor  
International Marketing Program Associate

Paul Sorenson  
Liaison

Veronica Wade  
Branded Program Coordinator

Brendan Wilson  
International Marketing Program Supervisor

Food Export–Midwest 2019 Board of Directors

PRESDENT  
Chris Chinn  
Director  
Missouri Department of Agriculture

VICE PRESIDENT  
Bruce Kettler  
Director  
Indiana State Department of Agriculture

SECRETARY  
Steve Wellman  
Director  
Nebraska Department of Agriculture

MEMBERS  
John Sullivan, Director  
Illinois Department of Agriculture

Mike Naig, Secretary  
Iowa Department of Agriculture & Land Stewardship

Mike Beam, Secretary  
Kansas Department of Agriculture

Gary McDowell, Director  
Michigan Department of Agriculture & Rural Development

Thom Petersen, Commissioner  
Minnesota Department of Agriculture

Doug Goehring, Commissioner  
North Dakota Department of Agriculture

Lydia Mihalik, Director  
Ohio Development Services Agency

Blayne Arthur, Secretary  
Oklahoma Department of Agriculture

Kim Vanneman, Secretary  
South Dakota Department of Agriculture

Randy Romanski, Interim Secretary  
Wisconsin Department of Agriculture, Trade & Consumer Protection

As of December 31, 2019

State Regional Trade Groups (SRTGs)

Food Export–Midwest 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. 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 USA–Northeast  
One Penn Center  
1617 JFK Boulevard, Suite 420  
Philadelphia, PA 19103 USA  
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

ABOUT US  
Food Export Association of the Midwest USA (Food Export–Midwest) is a non-profit organization that promotes the export of food and agricultural products from the Midwest region of the United States. The organization has been helping exporters of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between 12 Midwestern state agricultural promotion agencies and the United States Department of Agriculture’s Foreign Agricultural Service (FAS). Food Export–Midwest, 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 Midwest is one of the world’s leading food-producing areas. Midwestern farmers harvest grain, as well as oil seeds, fruits and vegetables, beans, livestock, and dairy products. Consequently, the Midwest is home to hundreds of companies who provide consumers around the globe with high quality processed food and agricultural products.