Evolving DURING A Global Pandemic
Dear friends and colleagues,

2020 was a year that shook our sense of normalcy to its core with virtually no individual, business or institution around the globe left unscathed by the COVID-19 pandemic. First and foremost, we honor the loss of so many lives, while also recognizing the great cost of the pandemic on hopes, plans, livelihoods, and fundamental human connection.

Like so many others, Food Export was catapulted into evolving the way we carry out our mission in this new reality. We took inspiration from the stories we heard from many of the agile suppliers in our region who were meeting critical needs, whether by delivering meals to healthcare workers or producing sanitizer gel instead of distilled spirits. Participants in our Branded Program showed ingenuity in shifting funds from in-person trade shows to marketing activities that did not involve travel, such as social media promotions and foreign-compliant packaging and label changes.

Throughout the pandemic, we have tapped our network of global In-Market Representatives to share frequent field reports in the form of blogs and webinars so suppliers could stay abreast of the pandemic situation and its impact on the food sector across key export markets. As suppliers showed continued determination in growing their exports, our thirteen virtual buyers missions and trade missions were tremendously popular and included many first-time attendees. Based on the strong supplier interest and the resulting export sales, we plan to continue a mixture of virtual and in-person events once the pandemic ends.

We are ever grateful for the ongoing support of the U.S. Department of Agriculture’s Foreign Agricultural Service (FAS), through its Market Access Program (MAP) and Agricultural Trade Promotion Program (ATP), which made important program adjustments to allow participating exporters to recoup expenses related to events canceled and postponed due to the pandemic.

We all eat. Food and agricultural exports will be an important engine for economic recovery and growth for our region. We look forward to continuing to work with our 13 member states in providing the support, connections, and resources to enable Midwest suppliers to grow and adapt with global markets.

Sincerely,

BRUCE KETTLER
President
Director, Indiana State Department of Agriculture

TIM HAMILTON
Executive Director/CEO
Food Export Association of the Midwest USA
“We are grateful to be able to participate in Food Export’s Branded Program. Their resources, foreign market contacts, and knowledge of exporting are invaluable. Even though we are a small Ohio based company, Food Export - Midwest and Market Access Program funding give us the opportunity to grow our business all around the world.”

**WALLY MILLER**  
*Director of Sales, Woeber Mustard Co. | Springfield, OH*

“During the Virtual Trade Mission to Colombia we had a diverse group of buyer meetings and some good opportunities that we look forward to maturing.”

**YENI FARIAS**  
*International Sales Representative, Milk Specialties Global | Eden Prairie, MN*

“Since we began our relationship with the Branded Program, launching brands in a highly uncertain foreign economic environment has created many holes in our budgets. Filling as many of these holes is what has made it possible for the brand-owning family to continue to invest in export. With the significant and cherished annual contributions to our budgets from the Market Access Program funded Food Export Branded Program, we have been able to plug some, and at times even many of these holes. We look forward to working with the Branded Program in the future!”

**STEVE DE LUCA**  
*International Business Development, Agave Loco, LLC | Vernon Hills, IL*

Note: 2020 Program Results include aggregate totals of MAP and ATP funded activities.
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.

Online Learning
- Webinars
- Export Essentials Online

Hands-on Training
- Seminars

1 on 1 Assistance
- Food Export Helpline™

Export Essentials Online participants
- 19% increase over 2019

Note: 2020 Program Results include aggregate totals of MAP and ATP funded activities.

"The Market Access Program has really helped elevate the introduction of our products into new territories. We have witnessed greater international growth in the market and have had a surplus of requests coming in for products in other international markets."

PAULA J. VAN CURE  Customer Service Manager
JAMIE MINER  Customer Development Director
The John Zidian Co, Inc.  |  Youngstown, OH

"We are incredibly excited about opening up the international distribution channel for our business and could not have navigated this opportunity without the contacts and guidance from Food Export Association and the Michigan Department of Agriculture & Rural Development."

WENDY BECKER  V.P. of Marketing & Sales, Food For Thought Inc.  |  Traverse City, MI

20 webinars offered in 2020
- 43% increase over 2019
- 66% increase over 2018

581 webinar participants
- 47% increase over 2019

166 Export Essentials Online participants
- 19% increase over 2019

37 U.S. FoodLink featured product participants
- 105% increase over 2019

"We are incredibly excited about opening up the international distribution channel for our business and could not have navigated this opportunity without the contacts and guidance from Food Export Association and the Michigan Department of Agriculture & Rural Development."

WENDY BECKER  V.P. of Marketing & Sales, Food For Thought Inc.  |  Traverse City, MI

Note: 2020 Program Results include aggregate totals of MAP and ATP funded activities.
### Statement of Activities

**Period Ended December 31, 2020**

#### 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>$ —</td>
<td>$11,355,330</td>
<td>$11,355,330</td>
</tr>
<tr>
<td>Industry Fees</td>
<td>$804,545</td>
<td>$1,600,000</td>
<td>$2,404,545</td>
</tr>
<tr>
<td>State membership dues</td>
<td>$127,000</td>
<td>$ —</td>
<td>$127,000</td>
</tr>
<tr>
<td>Interest income</td>
<td>$6,613</td>
<td>$ —</td>
<td>$6,613</td>
</tr>
<tr>
<td>Miscellaneous income</td>
<td>$2,672</td>
<td>$ —</td>
<td>$2,672</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>$940,830</strong></td>
<td><strong>$12,955,330</strong></td>
<td><strong>$13,896,160</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>$ —</td>
<td>$11,355,330</td>
<td>$11,355,330</td>
</tr>
<tr>
<td>Personnel</td>
<td>$372,401</td>
<td>$1,550,000</td>
<td>$1,922,401</td>
</tr>
<tr>
<td>Travel and meetings</td>
<td>$26,064</td>
<td>$ —</td>
<td>$26,064</td>
</tr>
<tr>
<td>Professional fees</td>
<td>$76,038</td>
<td>$ —</td>
<td>$76,038</td>
</tr>
<tr>
<td>Other general and administrative</td>
<td>$328,446</td>
<td>$50,000</td>
<td>$378,446</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>$802,949</strong></td>
<td><strong>$12,955,330</strong></td>
<td><strong>$13,758,279</strong></td>
</tr>
</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>$137,881</td>
<td>$ —</td>
<td>$137,881</td>
</tr>
<tr>
<td><strong>Beginning of period</strong></td>
<td><strong>$1,111,312</strong></td>
<td>$ —</td>
<td><strong>$1,111,312</strong></td>
</tr>
<tr>
<td><strong>End of period</strong></td>
<td><strong>$1,249,193</strong></td>
<td>$ —</td>
<td><strong>$1,249,193</strong></td>
</tr>
</tbody>
</table>

### Statement of Financial Position

**As of December 31, 2020**

#### Assets

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$262,257</td>
<td>$212,132</td>
<td>$474,389</td>
</tr>
<tr>
<td>Investments, at Fair Value</td>
<td>$1,067,935</td>
<td>$ —</td>
<td>$1,067,935</td>
</tr>
<tr>
<td>Interfund accounts</td>
<td>$1,197,530</td>
<td>$(1,197,530)</td>
<td>$ —</td>
</tr>
<tr>
<td>Receivables</td>
<td>$51,368</td>
<td>$992,490</td>
<td>$1,043,858</td>
</tr>
<tr>
<td>Furniture, equipment, and leasehold improvements, net</td>
<td>$245,181</td>
<td>$ —</td>
<td>$245,181</td>
</tr>
<tr>
<td>Other assets</td>
<td>$55,220</td>
<td>$ —</td>
<td>$55,220</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$2,879,528</strong></td>
<td>$7,092</td>
<td><strong>$2,886,620</strong></td>
</tr>
</tbody>
</table>

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$358,708</td>
<td>$7,092</td>
<td>$365,800</td>
</tr>
<tr>
<td>Deferred program fees</td>
<td>$210,245</td>
<td>$ —</td>
<td>$210,245</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$568,953</td>
<td>$7,092</td>
<td>$576,045</td>
</tr>
<tr>
<td>Unrestricted Net Assets</td>
<td>$2,310,575</td>
<td>$ —</td>
<td>$2,310,575</td>
</tr>
</tbody>
</table>

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$396,240,132 total export sales

33:1 return on investment

“We were very pleased with the exposure to international contacts provided through Food Export-Midwest's Branded Program. We also appreciated the financial assistance provided from the Market Access Program. As a new company, without the reimbursement program, it would be quite difficult to attend these shows. Every employee was helpful anytime we had questions and they are much appreciated! I recommend participating if you plan to attend any of the major food shows in the future!”

ELAINA LINDSEY
Director of Customer Service | Castor River Farms | Dexter, MO

Note: 2020 Program Results include aggregate totals of MAP and ATP funded activities.
Food Export–Midwest 2020 Staff

Tim Hamilton
Executive Director/CEO

Michelle Rogowski
Deputy Director

Molly Burns
Branded Program Manager

Greg Cohen
Communications Manager

Robert Lowe, CPA
Financial Manager

Teresa Miller
Strategic Partnerships Manager

Mike Weland
IT Manager

Paul Weiss
Liaison Manager

Sarah Larson
Communications Coordinator

Quieshala Little
Finance/HR Associate

Matthew Lorenz
Liaison

Matthew Mager
IT Support Specialist

Adolfo Montelongo
Communications Coordinator

Calleigh O’Connor
International Marketing Program Associate

Tia Regec
Communications Associate

Paul Sorenson
Liaison

Veronica Wade
Branded Program Coordinator

Brendan Wilson
International Marketing Program Supervisor

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

Katie Labarge
Branded Program Associate

Food Export–Midwest 2020 Board of Directors

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Bruce Kettler
Director
Indiana State Department of Agriculture

VICE PRESIDENT
Steve Wellman
Director
Nebraska Department of Agriculture

SECRETARY
Blayne Arthur
Secretary
Oklahoma Department of Agriculture

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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

Chris Chinn, Director
Missouri Department of Agriculture

Doug Goehring, Commissioner
North Dakota Department of Agriculture

Lydia Mihalik, Director
Ohio Development Services Agency

Hunter Roberts, Secretary
South Dakota Department of Agriculture and Natural Resources

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

As of December 31, 2020

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: 504.568.8010
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

*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.

Food Export–Midwest 2020

Food Export–Midwest 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–Midwest 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.

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 13 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.

Food Export–Midwest

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F: 312.334.9230
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