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 10 member states in providing the support, connections, and resources to enable Northeast suppliers to grow and adapt with global markets.

Sincerely,

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

TIM HAMILTON
EXECUTIVE DIRECTOR/CEO
Food Export USA – Northeast
“It has been helpful to have access to live and recorded webinars as well as access to Experts in the program. As a small business, there are a lot of unknowns in starting to export overseas and it was a lot less stressful and expensive than if I had to figure everything out the hard way. I'm looking forward to a much more successful 2021 now that I've had some time learning the consumers and the market.”

JAMES JENNINGS
Manager
Vermont Maple Exports, LLC  |  Waterbury, VT

“Working with the team at Food Export has opened a world of new opportunities for us - literally. While we only launched in 2019, within our first year our partnership has facilitated export orders to Canada, China, and soon South Korea and Japan. To consider ourselves a global brand is no longer wishful thinking, and to accomplish that within our first 12 month of operations...I can't be more thankful and excited.”

ANDREW SUZUKA
CEO
Super Sauces Inc. (DBA: Otamot Foods)  |  Brooklyn, NY

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.

1 on 1 Assistance
Food Export Helpline™

Hands-on Training
Seminars

Exposure
Trade Leads
U.S. Foodlink

Consultation
Market Builder
Export Advisor Program
Virtual Consultations
Lead Qualification Service

Connections
Buyers Missions
Focused Trade Missions
Food Show PLUS™
Virtual Connect

Export Essentials Online participants
39% increase over 2019

Hands-on Training
Seminars

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

"The Branded Program allows us to level the playing field and compete with larger, more established brands by offering our overseas clients the opportunity to double their marketing dollars in the market."

BRIAN BEBEE
Vice President of Sales and Marketing
Bassetts Ice Cream | Philadelphia, PA

"Thanks to Food Export – Northeast and the Branded Program funding, SprinJene was given the opportunity to participate in the show and explore many options we otherwise would not have experienced."

ESTHER PSARAKIS
International Development Director
SprinJene | Piscataway, NJ

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

249 webinar participants
25% increase over 2019

92 Export Essentials Online participants
39% increase over 2019

28 U.S. FoodLink featured product participants
133% increase over 2019
## Financials

### 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>$ 10,252,354</td>
<td>$ 10,252,354</td>
</tr>
<tr>
<td>Industry Fees</td>
<td>$ 1,071,294</td>
<td>$ 1,183,334</td>
<td>$ 2,254,628</td>
</tr>
<tr>
<td>State membership dues</td>
<td>$ 50,250</td>
<td>$ —</td>
<td>$ 50,250</td>
</tr>
<tr>
<td>Interest income</td>
<td>$ 3,657</td>
<td>$ —</td>
<td>$ 3,657</td>
</tr>
<tr>
<td>Miscellaneous income</td>
<td>$ 4,110</td>
<td>$ —</td>
<td>$ 4,110</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td>$ 1,129,311</td>
<td>$ 11,435,688</td>
<td>$ 12,564,999</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>$ 10,252,354</td>
<td>$ 10,252,354</td>
</tr>
<tr>
<td>Personnel</td>
<td>$ 198,179</td>
<td>$ 1,183,334</td>
<td>$ 1,381,513</td>
</tr>
<tr>
<td>Travel and meetings</td>
<td>$ 17,744</td>
<td>$ —</td>
<td>$ 17,744</td>
</tr>
<tr>
<td>Professional fees</td>
<td>$ 44,250</td>
<td>$ —</td>
<td>$ 44,250</td>
</tr>
<tr>
<td>Other general and administrative</td>
<td>$ 583,754</td>
<td>$ —</td>
<td>$ 583,754</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$ 843,927</td>
<td>$ 11,435,688</td>
<td>$ 12,279,615</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>$ 285,384</td>
<td>$ —</td>
<td>$ 285,384</td>
</tr>
<tr>
<td>Beginning of period</td>
<td>$ 2,300,394</td>
<td>$ —</td>
<td>$ 2,300,394</td>
</tr>
<tr>
<td>End of period</td>
<td>$ 2,585,778</td>
<td>$ —</td>
<td>$ 2,585,778</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>$ 1,324,142</td>
<td>$ 97,476</td>
<td>$ 1,421,618</td>
</tr>
<tr>
<td>Investments</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Interfund accounts</td>
<td>$ 1,704,903</td>
<td>$ (1,704,903)</td>
<td>—</td>
</tr>
<tr>
<td>Receivables</td>
<td>$ 3,000</td>
<td>$ 1,607,427</td>
<td>$ 1,610,427</td>
</tr>
<tr>
<td>Furniture &amp; Equipment (net of Depreciation)</td>
<td>$ 23,605</td>
<td>—</td>
<td>$ 23,605</td>
</tr>
<tr>
<td>Other assets</td>
<td>$ 105,522</td>
<td>—</td>
<td>$ 105,522</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$ 3,161,172</td>
<td>$ —</td>
<td>$ 3,161,172</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>$ 253,878</td>
<td>$ —</td>
<td>$ 253,878</td>
</tr>
<tr>
<td>Deferred revenue and expenses</td>
<td>$ 321,516</td>
<td>—</td>
<td>$ 321,516</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$ 575,394</td>
<td>—</td>
<td>$ 575,394</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$ 2,585,778</td>
<td>$ —</td>
<td>$ 2,585,778</td>
</tr>
</tbody>
</table>

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$249,291,276 total export sales

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

23:1 return on investment

"Food Export’s Export Advisor program provides incredible support and guidance to help navigate the complexed export journey."

**FAIGY SPITZER**

Export Business Development, Katz Gluten Free  | Mountainville, NY

Estimate as of 5/15/21.
Food Export–Northeast 2020 Board of Directors

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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

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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

As of December 31, 2020

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: 360.692-3373 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.

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 Northeastern 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.