

*Export  
News  
From the  
Midwest and  
Northeast*

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## THINGS TO CONSIDER BEFORE DESIGNING YOUR NEXT PRODUCT LABEL...

With so many choices on store shelves, how do you ensure your food and beverage product is getting consumers' attention? According to IFT.org, these are the top 10 things consumers look for when buying food:

- Eight in ten consumers look for “fresh” descriptors when shopping for foods (Technomic 2012, Healthy Eating Consumer Trend Report). Frozen, canned, and dry food marketers are calling out products made from fresh ingredients on their labels. Other key words include: seasonal, real, made-by-hand, made-from-scratch, and authentic.
- The most-read label on foods is the expiration date, read by 75% of shoppers, followed by the nutrition facts panel, ingredient list, front-of-pack nutrition information, icon or graphic, and the brand name (International Food Information Council).
- Consumers are also drawn to packages that offer a convenience benefit like microwaveable, ready-to-use, on-the-go, bite-sized, hand-held, kid-targeted, and foods that have the serving dish included (IRI).
- One in five consumers regularly eat frozen foods and are drawn to ones labeled microwaveable, natural, quick, single-serving, and upscale (Packaged Facts, 2012).
- One-quarter (27 percent) of the most successful new products last year offered labels that claim health benefits like: 100% real, a good source of vitamins and minerals, less calories/sugar, more natural/organic, a good source of protein, fiber/whole grain, and less reduced/no fat (IRI).
- Two-thirds of consumers looked for descriptions with no artificial sweeteners in 2012, 56% sought out unprocessed or local products, 52% preservative or hormone-free, and 40% antibiotic-free (Technomic).
- Many consumers are looking to buy food for a specific nutritional ingredient like whole wheat, high fiber, a full serving of fruit, high in protein, high in calcium, antioxidants, omega-3s, probiotics, and more (Packaged Facts, 2013).
- Consumers prefer labels that convey a balanced approach to health, rather than buying goods that suggest something is missing from the food like “light” or “guiltless” (Technomic).
- Over half of consumers frequently/occasionally buy food or beverages that target a specific health concern like cholesterol-lowering, weight loss, blood pressure, digestive health, and more (Packaged Facts, 2013)
- Ethical concerns also continue to attract a growing number of consumers looking for products with labels that say “farm raised,” “cage-free,” “grass-fed,” “sustainable,” and “fair trade” (Technomic).

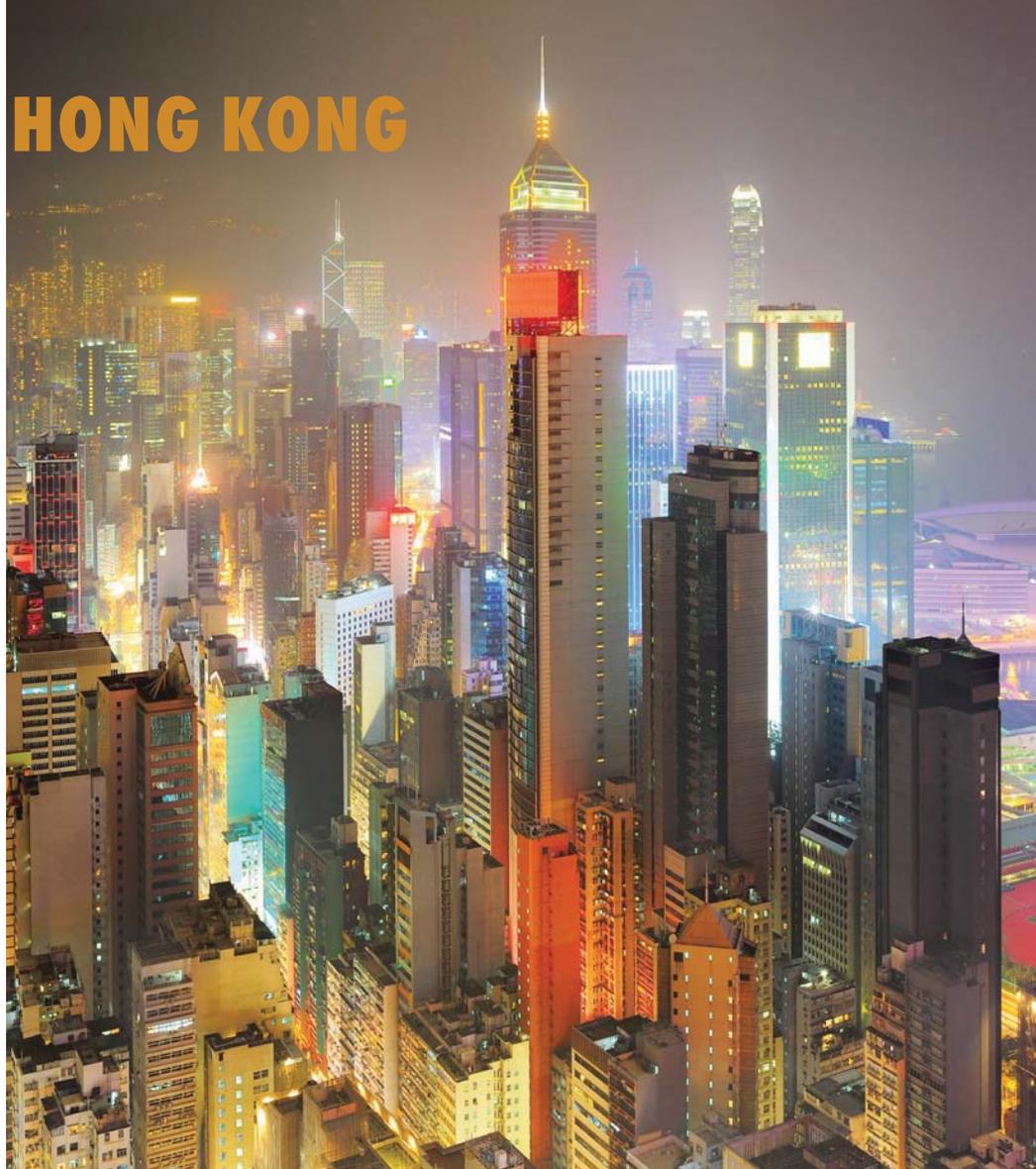
# MARKET FOCUS: HONG KONG

With a population of nearly 7.2 million and little agricultural and food production, Hong Kong is almost entirely dependent on food imports, reports the USDA, Foreign Agricultural Service. In fact, imports of high-value food products from the U.S. reached \$3.45 billion in 2012, consolidating our position as the leading food supplier to Hong Kong. The Hong Kong food market remains sound, with restaurant receipts and food retail sales at \$12 billion and \$10.2 billion in 2012, an increase of 5% and 7%, respectively, over 2011.

Hong Kong is expected to remain one of the top five markets for U.S. consumer ready food products in 2013, as it continues to be a major buying center and transshipment point for other markets in the region. Furthermore, U.S. products will continue to fair well due to competitive prices and consumer confidence in the quality and safety of U.S. products.

## Consumer Tastes and Preferences

- Hong Kong is a mature and sophisticated market with a growing demand for gourmet foods. At the same time, most Hong Kong shoppers are price conscious consumers looking for “value for money” products.
- There is a growing popularity of frozen foodstuffs because more and more consumers believe that frozen foods are more hygienic.
- Due to increasing prevalence of dual income families, ready-to-cook food has become more popular. Major supermarket chains in Hong Kong have been putting more emphasis on convenience foods, especially in their pre-prepared sections that are virtually serving ready-to-eat foods.
- There is most potential for growth in the processed/convenience sectors of Hong Kong’s retail food markets for U.S. high value consumer foods such as general



grocery items, ingredients for home meal replacement, and health food.

- Hong Kong consumers have become more aware of food safety issues and nutrition values of food products. Clear indications of nutritional value on the package have been a good marketing strategy for health foods.
- The sales of organic products have been increasing steadily. The price discrepancy between conventional and organic foods has also narrowed over the years. Currently, organic products are generally priced between 20-40% higher. The most popular organic products are baby foods, vegetables, fruits, eggs, fresh meats, and fruit juices.
- Foods categorized as natural and having benefits to health are also appealing to Hong Kong consumers.
- Because of the limited living space in Hong Kong, small package food products are preferred.

## Best Product Prospects

The top prospects for U.S. food exports to Hong Kong include: red meat, poultry meat, fresh fruits, tree nuts, processed fruit, vegetables, and wine.

## Hong Kong Agricultural Trade Office Support

ATO provides Hong Kong importer lists to U.S. exporters and assists to arrange meeting appointments, provided adequate lead-time is given. Please contact the ATO via [ATOhongkong@fas.usda.gov](mailto:ATOhongkong@fas.usda.gov) for further information and other business tips.

## Is Hong Kong the Right Market for You?

Food Export–Midwest and Food Export–Northeast provide the services and activities you need to help determine if Hong Kong is the right market for your product. If you’re interested in developing potential sales, market education, meeting global buyers, or qualifying for funding assistance in marketing your products overseas, contact us.

## UPCOMING ACTIVITY IN HONG KONG

### Focused Trade Mission to Hong Kong for Food Service Products

*June 3-5, 2014, Hong Kong*

## SUCCESS STORY

### BRANDED PROGRAM HELPS PET FOOD COMPANY GET EXPOSURE IN GERMANY



Annamaet Petfoods Inc., located in Sellersville, Pennsylvania, took advantage of Food Export-Northeast's 50% cost-share Branded Program to exhibit at the 2012 Interzoo Tradeshow. During the tradeshow they made a new distributor contact and in August 2012 they shipped their first-time export sale of premium, dry pet food to Germany. The initial sale, valued at \$3,560

has led to a second sale that the company is currently filling for an additional \$30,031 in new export sales. According to Kit Brown, Operations Manager for Annamaet Petfoods, "Food Export-Northeast's Branded Program helped defray the cost of international travel and lodging for our small, family owned company. It would have been more difficult for us to attend without the support."

As a direct result of Annamaet Petfoods' export sales to Germany, a Czech Republic distributor was exposed to their products and in June placed a full container order valued at \$47,062. "This is a first-time export sale to the Czech Republic for our company," explained Kit.

## FOOD EXPORT ASSOCIATION OF THE MIDWEST USA® AND FOOD EXPORT USA®-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

**Tim Hamilton**  
Executive Director  
[thamilton@foodexport.org](mailto:thamilton@foodexport.org)

**John Belmont**  
Communications Manager  
[jbeltmont@foodexport.org](mailto:jbeltmont@foodexport.org)

**FOOD EXPORT-MIDWEST**  
tel: 312.334.9200 • [www.foodexport.org](http://www.foodexport.org)

**Michelle Rogowski**  
Deputy Director  
[mrogowski@foodexport.org](mailto:mrogowski@foodexport.org)

**Teresa Miller**  
International Marketing Program Manager  
[tmiller@foodexport.org](mailto:tmiller@foodexport.org)

**Joe Yotti**  
Branded Program Manager  
[jyotti@foodexport.org](mailto:jyotti@foodexport.org)

**FOOD EXPORT-NORTHEAST**  
tel: 215.829.9111 • [www.foodexport.org](http://www.foodexport.org)

**Lauren Swartz**  
Deputy Director  
[lswartz@foodexport.org](mailto:lswartz@foodexport.org)

**Suzanne Milshaw**  
International Marketing Program Manager  
[smilshaw@foodexport.org](mailto:smilshaw@foodexport.org)

**Joshua Dillard**  
Branded Program Manager  
[jdillard@foodexport.org](mailto:jdillard@foodexport.org)

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## IN THE NEWS

### MAJOR DEMAND FOR GLUTEN-FREE EXPECTED ACROSS THE GLOBE

With increasing awareness of celiac disease, along with other consumer health trends including weight management and a preference for simpler, less processed foods, there has been a gluten-free explosion over the past several years, reports IFT.org.

According to a report by researchandmarkets.com, major demand in the gluten-free product market is expected in the UK, Italy, U.S., Spain, Germany, Australia, Brazil, Canada, and India.

The growth is also due to increasing new product launches with additional nutrition, ingredients, or flavor of gluten-free products in the market. The global gluten-free product market is projected to reach \$6.2 billion by 2018.



## STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

### Midwestern States

**Illinois—Kim Hamilton**  
217.782.5809

**Indiana—Lindsay Beckman**  
317.607.4127

**Iowa—Lisa Mason-Longman**  
515.725.3139

**Kansas—JJ Jones**  
785.215.5114

**Michigan—Jamie Zmitko-Somers**  
517.241.3628

**Minnesota—Christina Connolly**  
651.201.6384

**Missouri—Tristan Asbury**  
573.751.5611

**Nebraska—Stan Garbacz**  
402.471.4876

**North Dakota—Dana Pritschet**  
701.328.4763

**Ohio—Tim Sword**  
614.728.3120

**South Dakota—Alison Kiesz**  
605.626.3272

**Wisconsin—Jen Pino-Gallagher**  
608.224.5125

### Northeastern States

**Connecticut—Jamie Lizée-Smith**  
860.713.2559

**Delaware—David Smith**  
302.698.4520

**Maine—Jeff Bennett**  
207.541.7400

**Massachusetts—Bonita Oehlke**  
617.626.1753

**New Hampshire—Gail McWilliam-Jellie**  
603.271.3788

**Ellie White**  
603.271.2591

**New Jersey—Logan Brown**  
609.292.8856

**New York—Kathryn Bamberger**  
518.457.7076

**Pennsylvania—Thomas Mainzer III**  
717.783.1394

**Rhode Island—Katherine Therieau**  
401.278.9100

**Vermont—Chelsea Lewis**  
802.828.3360



Food Export Association of the Midwest USA  
 309 W Washington St, Ste 600  
 Chicago, IL 60606  
*Address Service Requested*

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## COVER STORY CONTINUED

### Are My Label Changes Eligible for Branded Program Reimbursement?

Costs associated with design (as necessary to accommodate required changes only), production, and printing of a one-year supply of translated labels and any labor costs to attach or sticker (if outsourced) are eligible for reimbursement.

Branded Program participants must demonstrate:

- Changes were necessary to meet the importing laws of an international country.
- Changes are to existing packaging and labels.
- The company intends to use the new package/label(s) during the activity plan year.

Changing flavors or varieties, or changing the size of the packaging is considered new product packaging, which is not reimbursable.

Sample and promotional labels/packaging as well as gift boxes are not eligible for reimbursement.

### Don't Forget the USA Origin Statement

All product labels must identify the origin of the agricultural commodity as being of U.S. origin in order to qualify for reimbursement through the Branded Program. Some examples of this include:

- “Product of USA”
- “Grown in the USA”
- “Made in America”
- Full name of a U.S. state, no abbreviations, can substitute for “U.S.,” “USA,” or “America” in the above statement.

For a complete description of eligible label changes through the Branded Program, visit the Branded Program section of our website.

## UK RECENTLY APPROVED NEW NUTRITION LABELING SYSTEM

The U.K. Department of Health has finalized the front-of-pack nutrition label, which aims to make it easier for people to make healthier choices about the food they eat, reports IFT.org.

The new consistent label will include the information presented consistently per portion of food:

- The amount of energy—presented in kilocalories and kilojoules—fat, saturated fat, salt, and sugar. This will be presented as Reference Intakes (RI)—formerly known as Guideline Daily Amounts (GDA)—and will show how much of the maximum daily intake a portion accounts for.
- A consistently determined red, amber, or green color-coding system (note the basis of this is per 100 g not per portion except where the amount in a portion exceeds 30% of the RI)

With major manufacturers and retailers on board with using the consistent label on their products, U.S. companies exporting to the UK should consider developing front-of-pack nutrition labels.

## FOOD EXPORT HELPLINE™: TURKEY'S EXPORT POTENTIAL

**Q: I have been hearing about Turkey's export potential for well over a year now. I see there was a Foreign Agricultural Service trade mission there in July and noticed Food Export has been introducing importers and distributors from Turkey at their Buyers Missions. Can you share more specifics about the country and the market's potential?**

**A: There have been some remarkable developments in Turkey which certainly makes it worth considering as an export market. Turkey has seen impressive growth in the past decade with per capita Gross Domestic Product (GDP) tripling and the number of foreign firms growing from 6,700 in 2003 to nearly 30,000 in 2011. The boom was supported by strong job creation in both industry and services. The financial system was restructured and public finances were subjected to much more discipline. Turkey is expected to become Europe's fifth largest economy and a key trading hub by 2030.**

**To answer your question, let's consider the economics, trade data, and opportunities and challenges, as well as a retail sector overview and best product prospects.**

### **Economics**

Turkey managed to survive the global economic crisis of 2009 with only minor bruises. After the economy shrank 5% in 2009, it grew by an astounding 9.2% in 2010. To control the rate of growth, in 2011 the government took some steps to cool off the economy and bring it to a soft landing, although growth still amounted to 8.8%. As a result, after growing well above global trends in 2010 and 2011, the Turkish economy slowed to a more sustainable 2.2% growth rate in 2012. The International Monetary Fund (IMF) has predicted that Turkey's economy will grow 3.6% in 2013 and upwards toward a very promising 5% in the forecast. The 2012 GDP was over US\$1.1 trillion on a Purchasing Power Parity (PPP) basis which ranks it the 16th largest economy in the world, greater than Australia, Taiwan, and the Netherlands, to name a few.

### **Exports to Turkey**

Turkey has steadily risen to become the 11th largest market for exports of U.S. agricultural products. U.S. exports of agricultural products to Turkey totaled US\$1.9 billion in 2012, which was a decrease of 19% from the prior year's total of over US\$2.4 billion. That entire drop was attributed to two commodities,



cotton and wheat as all other categories increased or held steady. Of that amount 17.6% or US\$351.1 million were of the consumer oriented variety. Through June of 2013, U.S. exports of agricultural products have increased 21% on a year to date (YTD) basis, totaling US\$1.2 billion, which on this pace will result in a new record high in value.

Top U.S. processed food exports include baking inputs, (mixes & doughs), vegetable oils, ingredients and beverage bases, whiskies, canned beans, protein concentrates, beer, mixtures of nuts and fruits, dried fruit, bottled drinks, table condiments and cooked and prepared shellfish. U.S. exports of processed foods rose 11% in 2012 to US\$161.3 million, and are up 30% on a year to date (YTD) basis through June 2013 at US\$106.8 million.

### **Opportunities**

The advantages of developing export business to Turkey are numerous. There is high re-export potential due to the geographical proximity to the European Union (EU), Russian and Middle East markets. The economic growth and EU candidacy make Turkey a favored destination for increasing foreign direct

investment, FDI. U.S. food products have a good reputation and the economic growth also increases demand as purchasing power continues to improve. Changes in the retail structure have opened new areas for branded import items, while some bulk and intermediate U.S. products are actually in the market at lower prices than domestic equivalents. International retailers market a wide range of imported products in the sector that have influence on the purchasing patterns of a young and growing population that is highly interested in and favors U.S. style products.

### **Challenges**

Like all promising markets, there are some distinct challenges as well. EU exporters enjoy lower transport costs and better cold chain infrastructure given their proximity. They also enjoy first mover advantage and have preferential tariff rates given their EU trading relationship. They also enjoy a regulatory advantage due to their harmonization of regulations. The tariffs on both commodities and processed products can be rather high and there are high shelf stocking fees charged by large chains which lead to high costs for new product introduction. The import procedures can be complex and extensive and are also

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Luciano Mortula / Shutterstock.com

subject to seasonal changes depending on local production of certain items. Laws governing the food sector are mainly designed to protect local production rather than to promote trade.

## UPCOMING ACTIVITY IN TURKEY

**Focused Trade Mission to Turkey for  
Retail and Food Service Products**

*November 11-13, Istanbul, Turkey*

### Retail Sector

According to Euromonitor, retail sales in the packaged food market in Turkey reached US\$36 billion in 2012. That represents a growth rate of 36.3% or US\$9.6 billion since 2008. That also made Turkey the 13th largest packaged food market in the world and the 6th largest in Europe. By the year 2017, the retail sales in the packaged food market in Turkey is expected to reach US\$36.6 billion, a growth rate of 1.6% and US\$575.7 million. The somewhat modest growth is due to a significant decrease in consumption of artisanal unpackaged bread and pastries. High growth products in the forecast include instant soups, take home ice cream, energy and nutrition

bars, sweet and savory snacks (tortilla corn and other chips), butter and vegetable oils, chilled processed foods (meats), and sauces, dressings and condiments (mayonnaise, ketchup, dips).

The sales of large food retailers have risen and new hyper and supermarkets are continuing to open at an incredible rate. This reflects a rising consumer preference for branded products. The availability of a vast range of choices at large supermarkets attracts customers who are demanding versatility in line with the increase in their income levels and changing lifestyles. Imported food products are generally not found in local supermarket chains or discount stores except for the seasonal fruits and commodities like rice, walnuts, and almonds. On the other hand, high value imported items are increasing in number and variety in national and international super and hypermarkets like Migros, Metro, Carrefour, Tesco, and others.

ATO Ankara advises that it is therefore very useful to get in contact with importers, especially those with nationwide distribution services, when trying to enter the Turkish retail market since their personal relations with the retailers could create price advantages. Moreover, in order to make sure that

the products are placed on a visible shelf, sales representatives of companies pay regular visits to supermarkets and try to establish good relations with related floor workers. A local partner is crucial in order to organize regular visits to the stores like local competitors do and to sustain and/or improve product visibility.

### Best Product Prospects

ATO Ankara reports that products now present in the market with good sales potential include cocoa and chocolate, coffee, dried nuts and confectionery, wine, beer, sweet and savory biscuits, breakfast cereals, sauces and syrups, functional foods such as dairy and toddler foods, and healthy frozen foods. Products with strong sales potential that are not currently substantial in the market include organic high-value processed products, ready-to-eat, ready-to-cook canned meals and soups, gourmet and foreign ingredients such as “Tex-Mex”, and healthy snack bars and savory items.

## FOOD EXPORT HELPLINE™ FOR YOU

For custom export assistance,  
including a report on your  
product's top markets, contact Food  
Export—Midwest and Food-Export—  
Northeast at [info@foodexport.org](mailto:info@foodexport.org)

# Food Export–Midwest and Food Export–Northeast Activities

**Branded Program:** Did you know that you might be eligible for up to 50% reimbursement on travel and exhibition fees for some of these activities? Visit [www.foodexport.org](http://www.foodexport.org) or check the box below for more information.

## Buyers Missions—International Buyers — Here at Home

Buyers Missions bring buyers from all over the globe to U.S. cities. U.S. food and beverage suppliers meet one-on-one with pre-qualified, international buyers to generate sales leads. Imagine meeting with numerous buyers from multiple countries all in one day.

- **NACS Buyers Mission** • October 11-13, 2013, Atlanta, Georgia
- **Retail Buyers Mission at the PLMA Show** • November 17-19, 2013, Rosemont, Illinois
- **Specialty Foods Buyers Mission at the Winter Fancy Foods Show** • January 18-20, 2014, San Francisco, California
- **Northeast Buyers Mission** • January 26-31, 2014, Philadelphia, New York City, Boston
- **Frozen Food Buyers Mission at the AFFI Convention** • February 22-26, 2014, San Diego, California
- **Natural Products Buyers Mission at the Natural Products Expo West Show** • March 6-8, 2014, Anaheim, California

## Focused Trade Missions—Total Market Immersion

Focused Trade Missions bring small groups of U.S. suppliers to a country with the goal of building participants' export businesses. You're able to see the market dynamics first-hand, meet and build relationships with interested importers, and discover your products' potential in that market.

- **Focused Trade Mission to Korea for Bakery Ingredients** • November 18-21, 2013, Seoul, Korea
- **Focused Trade Mission to Dubai for Retail and Food Service Products** • November 26-December 1, 2013, Dubai, United Arab Emirates
- **Focused Trade Mission to Jeddah for Retail and Food Service Products** • November 26-December 1, 2013, Jeddah, Saudi Arabia
- **Focused Trade Mission to Canada for Retail, Food Service, and Specialty Products** • February 11-13, 2014, Vancouver, Canada
- **Focused Trade Mission to Panama for Retail and Food Service Products** • May 2-4, 2014, Panama City, Panama
- **Focused Trade Mission to Taiwan for Retail and Food Service Products** • May 9-10, 2014, Taipei, Taiwan

## Food Show PLUS!™—International Tradeshow Success

Food Show PLUS!™ provides the logistical assistance you need to be a more effective exhibitor. Services may include registration assistance, pre-show product research, translations of booth and sales materials, technical interpreters at your booth, local industry tours, on-site show assistance from food marketing experts, and much more!

- **Food Show PLUS!™ at Japan's Supermarket Tradeshow** • February 11-14, 2014, Tokyo, Japan
- **Food Show PLUS!™ at Gulfod** • February 22-27, 2014, Dubai, United Arab Emirates
- **Food Show PLUS!™ at CRFA** • March 2-4, 2014, Toronto, Canada
- **Food Show PLUS!™ at the International Food and Beverage Exhibition (FOODEX)** • March 3-7, 2014, Tokyo, Japan
- **Food Show PLUS!™ at Mexico's National Retail Association Show (ANTAD)** • March 11-15, 2014, Guadalajara, Mexico
- **Food Show PLUS!™ at Food Ingredients China** • March 25-27, 2014, Shanghai, China

## Customer Service to Serve You!

Visit [www.foodexport.org](http://www.foodexport.org) to get complete details and register online. Or call our Outreach and Customer Service staff to answer any questions.

### Food Export–Midwest Customer Service

Indiana, Minnesota, Missouri and Nebraska, **Molly Burns** 312.334.9219  
Illinois, Iowa, Kansas and Ohio, **Brian Fisher** 312.334.9217  
Michigan, North Dakota, South Dakota and Wisconsin, **Paul Weiss** 312.334.9221

### Food Export–Northeast Customer Service

Delaware, New York and Vermont, **Howard Gordon** 215.599.9748  
New Hampshire, New Jersey and Pennsylvania, **Adrienne Messe** 215.599.9747  
Connecticut, Maine, Massachusetts and Rhode Island, **Anna Tranfaglia** 215.599.9749

Please note: Dates and locations are subject to change and upcoming activities are pending funding from the USDA, Foreign Agricultural Service. Visit our website for more event information.



# Expand Your International Marketing Budget... **Expand Your Bottom Line**

**2014 Pre-qualifications Now Being Accepted!**

## What Is the Branded Program?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 50 percent of approved international marketing and promotional activities such as:

- Advertising
- In-store promotions
- Public relations
- Product literature
- Freight costs for samples
- Package and label modifications
- Overseas tradeshow
- Certain domestic tradeshow with international attendance

## Companies Already Enrolled in the Branded Program

Your company may qualify for Branded Program funds for another market even after you've reached the five-year graduation in one market. In fact, you may qualify for many markets at one time.

## Put the Branded Program to Work for You

The Branded Program operates on a yearly basis. Go to the Branded Program page at [www.foodexport.org](http://www.foodexport.org) today to see if you pre-qualify or to submit an application or an amendment.

### How to Qualify?

To be eligible for the Branded Program, U.S. suppliers must be a "small" company according to SBA guidelines or an agricultural producer cooperative; be incorporated in the U.S.; have products that are at least 50 percent U.S. agricultural content by weight (exclusive of added water and packaging); and are headquartered in the Midwestern or Northeastern regions of the U.S. A company's headquarters is defined as the physical location of the business' main management/operations office.

**Note:** Eligible promotional expenses incurred by overseas importers and distributors on behalf of U.S. program participants may also qualify for reimbursement under the program.

### Upcoming Events

Food Export–Midwest and Food Export–Northeast are holding events throughout the year that may qualify for Branded Program reimbursement. If you're interested in growing sales internationally, don't miss these upcoming opportunities. Go to [www.foodexport.org](http://www.foodexport.org) and click on the Activity Calendar on our Programs & Activities page for more information about these activities.

### For Additional Information

**Fax this back to 312.334.9230.** (Note: This is not a registration form.)

\_\_\_\_\_  
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\_\_\_\_\_  
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### Who We Are

Food Export Association of the Midwest USA and Food Export USA–Northeast are nonprofit organizations composed of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.



**Food Export Association of the Midwest USA®**  
309 W. Washington St., Ste. 600  
Chicago, IL 60606  
P: 312.334.9200 F: 312.334.9230  
[www.foodexport.org](http://www.foodexport.org)



**Food Export USA®–Northeast**  
One Penn Center  
1617 JFK Blvd., Ste 420  
Philadelphia, PA 19103  
P: 215.829.9111 F: 215.829.9777  
[www.foodexport.org](http://www.foodexport.org)

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