

Committed to Growth

EXTENDING THE INTERNATIONAL REACH OF U.S. FOOD EXPORTERS

[Every \$1 billion of U.S. agricultural exports supports up to 8,000 American jobs]

Food Export USA® – Northeast
2009 Annual Report



Who is Food Export USA–Northeast?

Food Export USA–Northeast (Food Export–Northeast) is a non-profit organization that promotes the export of food and agricultural products from the Northeast region of the United States. The organization has been helping exporters of northeastern food and agricultural products sell their products overseas since 1973, when it was created as a cooperative effort between 10 northeastern state agricultural promotion agencies and the Foreign Agricultural Service (FAS) of the United States Department of Agriculture.

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 and maple syrup to name just a few. Host to a large, well-developed food processing industry, the Northeast is home to a multitude of value-added products ranging from the organic, kosher, specialty/gourmet, foodservice and ethnic market segments.

FOOD EXPORT–NORTHEAST STAFF

Tim Hamilton

Executive Director

Joy F. Canono

International Marketing Program Manager

Jason Gascoyne

Financial Manager

Antoniya Gospodinova

Branded Program Manager

Barbara Tieder

Communications Manager

Brandy Erwin

Business Development Assistant

Amanda Hoyt

International Marketing Program Assistant

Lauren Lockie

International Marketing Program Coordinator

Wahkeena Mason

Administrative Assistant

Jake Moy

IT Administrator

Astrid Rodriguez

Financial/Branded Coordinator

Jasmine D. Scott

Communications Coordinator

Vanessa Simsick

Program Coordinator – Communications

Inga Stonyte-Fellah

Branded Program Coordinator



F. Philip Prelli
*President,
Food Export-Northeast
Commissioner,
Connecticut Department of
Agriculture*

2009 was a tough year by any measure. A year ago, the U.S. economy was shrinking and the U.S. was working to limit the effects of the country's recession. Despite those difficult times, there was one segment of the economy that continued to move forward: U.S. food exports. Last year, U.S. food and agricultural producers exported \$100 billion in agricultural goods.

Due to consistently strong demand for U.S. food exports, producers can expand globally while hiring locally. As exports rise, more U.S. producers source additional products and local farmers increase their production, thus stimulating the economy. Exports support almost 1 million rural and urban American jobs, including agricultural processing work that cannot be outsourced to other countries. 20 percent of all employment in America's manufacturing sector relies on exports. In addition, reports indicate that small businesses create 70 percent of the new workforce in America. These facts help to demonstrate that exporting is a crucial component to improving the U.S. economy.

The success of food exports in 2009 can be attributed in part to support provided by the Market Access Program (MAP). MAP aids in the creation, expansion, and maintenance of foreign markets for U.S. agricultural valued-added, processed products. With the continued support of MAP funding, U.S. companies can continue to generate a positive economic impact through the creation of jobs.

This year's annual report focuses on the many successes of the U.S. companies that Food Export USA-Northeast assists in promoting their products abroad. These companies' successes highlight the important contribution their food and agricultural exports make in helping small businesses to grow. A direct result of this growth is the development of economic partnerships, the rise of America's workforce numbers and global prosperity for U.S. companies.

Sincerely,

F. Philip Prelli
*President,
Food Export-Northeast
Commissioner,
Connecticut Department of Agriculture*

Tim Hamilton
*Executive Director,
Food Export-Northeast*

Exporter Education

Entering the export market takes know-how. Food Export–Northeast’s Exporter Education programs provide information and education in a variety of formats. This includes a helpline, printed materials, seminars, webinars, and online resources to improve the awareness of Northeast companies about exporting opportunities.

83 FOOD EXPORT HELPLINE™ PARTICIPANTS REPORTED OVER

\$400 Thousand

IN INCREASED EXPORT SALES. THESE SAME PARTICIPANTS REPORTED OVER

\$2 Million

IN PROJECTED EXPORT SALES IN MARKETS WORLDWIDE



FOOD EXPORT HELPLINE™

We offer companies specialized, one-on-one assistance on a wide variety of export-related topics to help them learn the basics and crucial components of exporting. This service helps both the novice and experienced exporter by answering questions, providing insights needed to succeed, advice and helps in identifying the top export markets for their product(s).

EXPORT ESSENTIALS ONLINE

This Food Export–Northeast service is an educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering questions about exporting.

GLOBAL FOOD MARKETER™

We produce this print newsletter and e-bulletin which contain new and useful information about upcoming activities, export basics, industry news, and exporting opportunities abroad.

EDUCATIONAL SEMINARS AND WEBINARS

Staff members from Food Export–Northeast as well as their network of international marketing representatives, share their extensive experience and expertise in seminars held throughout the year in various locations. Our webinars offer a quick and easy way for U.S. companies to gain insight into exporting as well as how Food Export–Northeast’s programs and services can assist their exporting efforts. These seminars and webinars are designed to help companies new-to-exporting as well as experienced exporters learn about the export process and the resources available to assist with expanding their food and agricultural business.



MARKET DIVERSIFICATION OFFERS THE ABILITY TO MAINTAIN PRODUCTION YEAR-ROUND.

BABY FOOD COMPANY HAPPILY WELCOMES EXPORT SALES

Happy Family Brands of Brooklyn, New York has taken advantage of the Food Export–Northeast Food Export Helpline™ service. According to Bob Zimmerman, Vice President of National Sales, “We’ve received great support from the service. I’ve gotten assistance with finding the HS codes for my products and information on distribution contracts, invoicing and more.” The company is also using Food Export Helpline™ assistance to break into the Canadian market.

The company has also exhibited at our Natural Products Expo West Buyers Mission. As a result of attending the show, the company sold their baby food product worth \$14,000 to Hong Kong, \$35,000 to Dubai and \$4,000 to Singapore. “Prior to this year, I had no experience in exporting. Now we are making sales and have inquiries from other markets such as Vietnam, Korea, and Turkey,” Zimmerman said.

Happy Family Brands produces the HAPPYBABY and HAPPYBELLIES lines of nutritious and convenient baby food products. Their products include frozen organic meals and probiotic dry cereals.

Market Entry

Getting established in a new market takes expertise. Our Market Entry services offer U.S. companies the opportunity to find the right markets for their products and reach the right buyers and importers.

PARTICIPANTS IN 5 BUYERS MISSIONS REPORTED OVER

\$30 Million

IN INCREASED EXPORT SALES. THESE SAME PARTICIPANTS REPORTED OVER

\$301 Million

IN PROJECTED EXPORT SALES IN MARKETS WORLDWIDE

PARTICIPANTS IN 6 FOOD SHOW PLUS!™ ACTIVITIES REPORTED OVER

\$2 Million

IN INCREASED EXPORT SALES. THESE SAME PARTICIPANTS REPORTED OVER

\$18 Million

IN PROJECTED EXPORT SALES IN MARKETS WORLDWIDE

42 MARKET BUILDER PARTICIPANTS REPORTED

\$89 Thousand

IN INCREASED EXPORT SALES AND OVER

\$1 Million

IN PROJECTED SALES IN MARKETS WORLDWIDE

PARTICIPANTS IN 5 FOCUSED TRADE MISSIONS REPORTED OVER

\$2 Million

IN INCREASED EXPORT SALES. THESE SAME PARTICIPANTS REPORTED OVER

\$13 Million

IN PROJECTED EXPORT SALES IN MARKETS WORLDWIDE

424

**MARKET ENTRY
PARTICIPANTS**

MARKET BUILDER

This Food Export–Northeast service provides customized, in-market research to help a company determine if a market is right for their product. The service’s components: Market Scan and Rep Finder, enable exporters to assess their product’s export potential, leading to meeting with potential customers or distributors arranged by our in-market representative.

BUYERS MISSIONS

Every year, often in conjunction with a U.S. tradeshow, we bring delegations of international buyers to the U.S. to have one-on-one meetings with suppliers of U.S. products. These companies have the opportunity introduce their products to potential customers. The missions also provide an economical way for new-to-export suppliers to build overseas relationships and get live feedback about their products’ export potential without the time and expense of international travel.

FOOD SHOW PLUS!™

Food Export–Northeast’s tradeshow enhancement service prepares companies for and maximizes their international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, targeted appointments with qualified buyers, translation of exhibitor material, on-site food industry interpreters, site visits to local retailers, in-market seminars and follow-up assistance after the show.

FOCUSED TRADE MISSIONS

Our Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product showcases, assistance with lead follow-up, and a networking reception.

ONLINE PRODUCT CATALOG

We host this online tool which provides U.S. exporters with a valuable opportunity to visually showcase their products to foreign buyers around the world. It allows foreign buyers to easily find Northeast suppliers and products that will meet their needs. By including products in this virtual directory, suppliers can be found when buyers search by product, company name, or other criteria.



97% OF U.S. EXPORTERS ARE SMALL AND MEDIUM ENTERPRISES WITH LESS THAN 500 EMPLOYEES.

SB GLOBAL MAKES SWEET DEAL DURING SWEETS AND SNACKS BUYERS MISSION

SB Global of Lansdale, Pennsylvania, attended our Sweets and Snacks Buyers Mission at the All Candy Expo, where through participating in one-on-one meetings, they made a new buyer contact in Germany. As a result of this new contact as well as follow-up through their sales office in Germany, the company has exported \$560,000 of their snack food products to the country. To keep up with the new export sales as well as other new sales, SB Global opened a new facility that employs 15 additional employees.

Karl Brown, President of SB Global explained, “One of the key successes that’s driving our sales to new heights in Germany is Branded Program funding. Knowing there would be cost-share funding to help offset the expense of display activities and label changes made our products much more attractive to the importer.”

SB Global Foods, Inc. is a food marketing company based in Pennsylvania. The company distributes consumer snack, confection, and grocery products throughout the United States and in over 59 countries worldwide.

Market Promotion

Once a company is established in an export market, our Market Promotion programs are available to help U.S. exporters increase sales by offering financial and promotional support to help create international awareness of products made in the U.S.A.

BRANDED PROGRAM PARTICIPANTS REPORTED OVER

\$192 Million

IN ACTUAL SALES. THESE SAME PARTICIPANTS REPORTED OVER

\$195 Million

IN PROJECTED EXPORT SALES IN MARKETS WORLDWIDE

161
BRANDED PROGRAM
PARTICIPANTS

BRANDED PROGRAM

Each year, Food Export–Northeast administers the Branded Program which provides U.S. companies the opportunity to stretch their international marketing dollars. The program offers 50% cost-share reimbursement for a wide variety of international marketing activities including:

- Package and label modifications
- Advertising
- In-store promotions and product demonstrations
- Fees for exhibiting at overseas tradeshows and selected tradeshows held in the U.S.
- Public relations
- Marketing and point-of-sale materials
- Freight cost for samples

(Only small companies, as defined by the U.S. Small Business Administration, and agricultural producer cooperatives are eligible to participate.)

IN-STORE PROMOTIONS

Food Export–Northeast sponsors activities to help suppliers promote their products overseas and expand the distribution of existing products in foreign markets. These activities include promotional displays and product demonstrations in international supermarkets, restaurants, and hotels that feature U.S.-made, processed foods and agricultural products.



EXPORTS HELP DIVERSIFY THE U.S. ECONOMY.

NEW JERSEY COMPANY SEES EXPORTING SUCCESS IN THE MIDDLE EAST THROUGH BRANDED PROGRAM SUPPORT

Rastelli Foods Corp. of Swedesboro, New Jersey has participated in the Gulfood trade show in Dubai for three years using Food Export–North-east's Branded Program. The company has sold a total of \$400 million in product to the Middle East. In the last three years they have seen a double digit growth in sales including two new sales from the 2009 Gulfood show to Jordan and Qatar each for \$8-\$12 million per year. David McClendon, Director of Marketing said, "Thanks to our participation in the Branded Program, we were able to secure and confirm new customers in the Middle East region. We strongly believe that Gulfood Show is the show which we would always want to be in as it helps us meet with our customers as well as exhibit our new brand and concepts," As a result of their export sales, Rastelli has increased their manufacturing schedules and have hired 30 new employees. They have also added 8 new employees to their Global Export Division.

Rastelli Foods has been in the food management business since 1976. The company services hotels, restaurants, institutions, and retail markets with a variety of foods and services through its food, global and seafood business units.

State-by-State Success Stories

NEW YORK

MERCER'S DAIRY of Booneville, used our Food Export Helpline™ to receive assistance about exporting issues and prepare for other events. At the Midwest Buyers Mission, they made a first-time export sale to Jordan totaling \$45,000. They've also exported their wine ice cream to the Netherlands, using the Branded Program. Roxaina Hurlburt, Owner and Director of Marketing said, "The Branded Program has allowed us to enter markets that were untouchable which has opened new doors for our products." They've since increased their purchase of New York agricultural products (milk, cream, corn syrup, sugar) by approximately 15%.

VERMONT

Contacts made at the Summer Fancy Food Buyers Mission resulted in \$70,000 in new export sales to the UK for **BURNHAM & MILLS OF WELLS RIVER**. Additionally, the company established a new distributorship in Spain that they expect to lead to future export sales. According to President, Jonathan Rutstein, "The UK order will increase our staff by four employees as well as keep the existing workforce going and increase our purchase of U.S. bulk goods."

PENNSYLVANIA

CHERCHIES SPECIALTY FOODS, located in Malvern participated in the Food Export–Northeast sponsored Focused Trade Mission to Canada where they were introduced to a Canadian buyer. According to Mark Spallone, Vice President, "The Trade Mission gave us our first ever export sale as well as a subsequent order. We anticipate a lot of growth in our export sales through contacts made at this activity and other events." The company also uses Branded Program funds to help offset the cost of traveling to the Canadian tradeshow, shipping samples, and labeling changes.

DELAWARE

AJJ DISTRIBUTING, of Selbyville participated in our Food Export Helpline™ service to receive one-on-one, customized export assistance as well as the Northeast Buyers Mission, Specialty Foods Buyers Mission and Food and Beverage Buyers Mission at the Food Export Marketing Forum. At each event, the company had the opportunity to meet one-on-one with pre-qualified buyers from over 20 countries.

CONNECTICUT

CELL-NIQUE, of Weston participated in the Food Export–Northeast Specialty Foods Buyers Mission and Natural Products Expo East Buyers Mission where they had the opportunity to meet one-on-one with pre-qualified buyers from 14 countries including Canada, Hong Kong, Taiwan, the United Kingdom and more. These missions helped the company learn more about their products' export potential and build relationships with key industry buyers.





MAINE

PORTLAND PROCESSING LLC (dba Claw Island Foods), of Portland has participated in our MAP-funded seminars, European Seafood Expositions, Seafood Buyers Missions and the Gulfood Food Show PLUS!™, in Dubai. Sales & Marketing Director, Emily Lane says, “As a small business with a limited marketing budget, the benefits of these programs are huge. Our export sales have steadily increased over the past nine years from 5% to 40% of our total sales.”



NEW HAMPSHIRE

SEATRADE INTERNATIONAL utilizes our Branded Program and other services such as the Food Show PLUS!™ and Buyers Missions. Karin Barndollar explained, “The Branded program is part of our marketing plan.” Attending tradeshows all over the world is central to Seatrade’s success. As a result of the Branded Program, we were able to land a \$2 million account at the European Seafood Exposition (ESE) show in Brussels. Seatrade generates roughly one third of its sales abroad, with hopes of more international sales growth. “Being there to meet the buyers – it just cements these relationships.”

MASSACHUSETTS

ISLAND CREEK OYSTERS, of Duxbury is exporting their live oysters to Hong Kong through a buyer who saw them in our *U.S. Foodlink* newsletter. The company expects this one sale to exceed \$100,000 and grow to \$350,000-\$400,000 within the next two years. The Market Builder Program also helped the company conduct market research to determine if the Hong Kong market was a fit for their product. Shore Gregory, Director of Business Development said, “Our ability to create these new markets during an economic downturn has been really important in helping to sustain the workforce of our farmers.”



RHODE ISLAND

After participating in Food Export-Northeast’s Seafood Buyers Mission, **SEAFREEZE LTD**, of Kingstown, landed a new sale to Dubai valued at \$100,000 as well as a sale to Russia valued at \$80,000. This marked the company’s first-time export sale to Dubai. In addition, James Barbera, Sales Representative said, “The Branded Program helps us stretch our marketing dollars to be able to attend more international tradeshows. We’ve added new sales to many eastern European countries.” In the last five years, the company has added four plant employees and one new sales person as a result of increased export sales.



NEW JERSEY

INTERNATIONAL AMERICAN SUPER-MARKET CORP. (IAS), located in Piscataway, attended our Food Export-Northeast Buyers Mission. According to Abdo Sauma, Vice President of Sales, “We made 12 new buyer contacts that resulted in new export sales to Turkey for \$250,000 per year and Saudi Arabia for \$100,000 per year. We highly recommend Buyers Missions to other U.S. companies looking to export. It’s definitely a good way to meet buyers.”

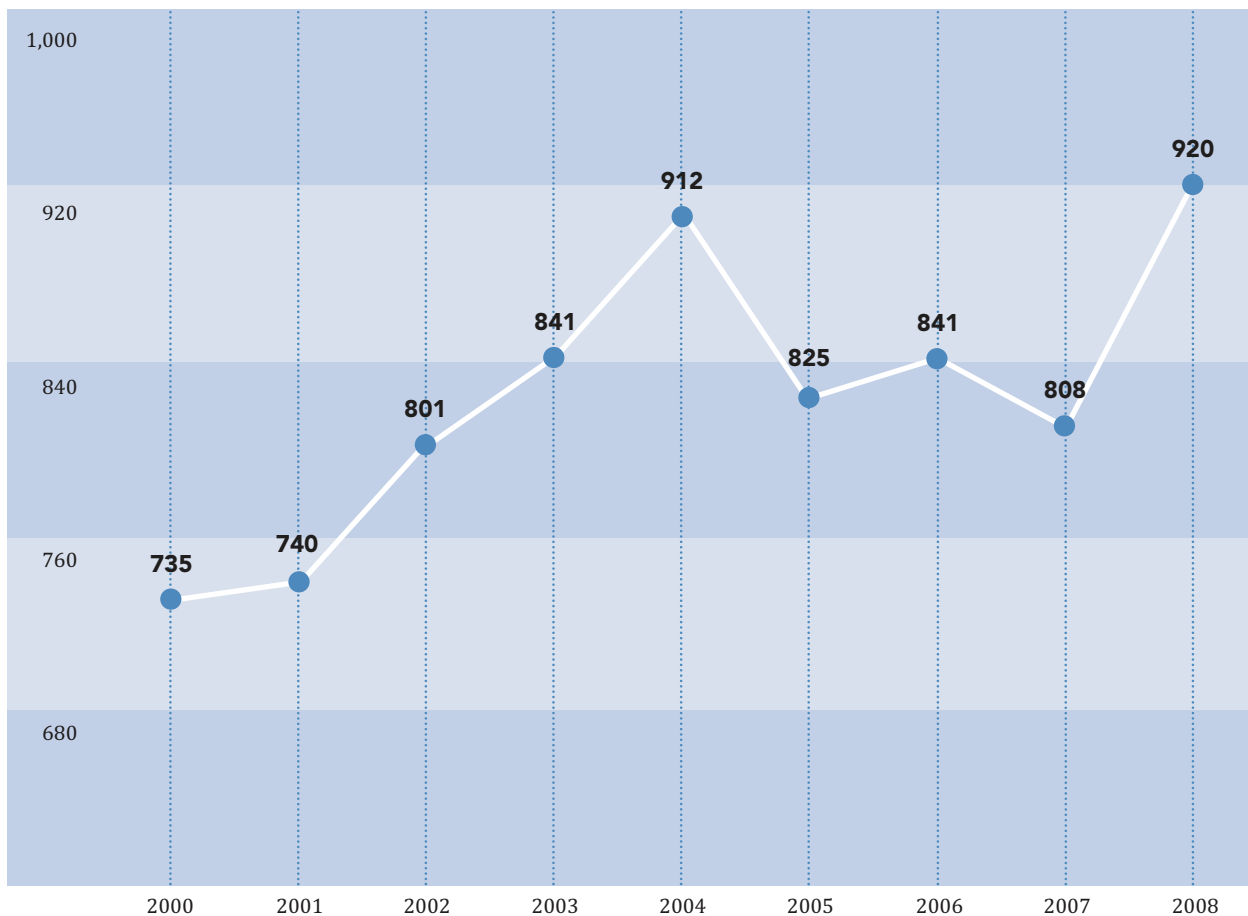


How U.S. Agricultural Exports Benefit U.S. Employment

The United States is the world's largest economy and the world's largest exporter and importer. Trade is critical to America's prosperity – fueling economic growth, supporting good jobs at home, raising living standards and helping Americans provide for their families with affordable goods and services. Approximately 95 percent of the world's consumers live outside of the U.S. The growth markets are overseas. Not just for U.S. agriculture but for value-added exports and the jobs they create here at home – jobs in production, processing, packaging, transportation, marketing, finance, and other areas. Exports and the jobs they sustain have a multiplier effect throughout the U.S. economy.

Office of the United States Trade Representative http://www.ustr.gov/sites/default/files/uploads/factsheets/2008/asset_upload_file569_15074.pdf
U.S. Department of Commerce *Industry Outlook Food Manufacturing NAICS 311* http://ita.doc.gov/td/ocg/outlook10_food.pdf

ESTIMATED NUMBER OF JOBS GENERATED BY U.S. AGRICULTURAL TRADE JOBS IN THOUSANDS



USDA, Economic Research Service using data from *Agricultural Trade Multipliers* <http://www.ers.usda.gov/Data/TradeMultiplier/>

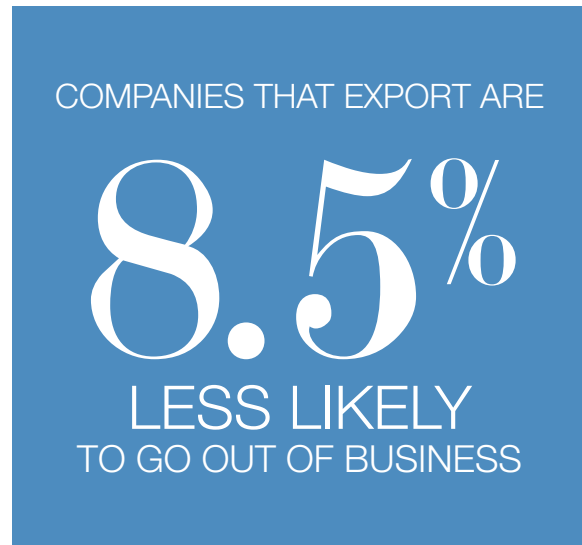
EXPORTS SUPPORT THE U.S. ECONOMY

Exports help U.S. businesses diversify their market risk and offset lags in domestic demand. Exporting also gives companies the opportunity to expand their client base and take advantage of regional growth. The U.S. processed food industry is a major participant in the global economy.



EXPORTS FACILITATE SECURITY

Small and medium-sized firms account for the vast majority of growth in new exporters. Exporting helps small companies grow and become more competitive in their markets.



EXPORTS CREATE BETTER JOBS

About one in every five factory jobs – or 20 percent of all jobs in America’s manufacturing sector – depends on exports. Workers in jobs supported by merchandise exports typically receive wages higher than the national average.

EXPORTS TRANSLATE INTO ECONOMIC PROSPERITY

American families benefit from trade and open markets every day. Trade delivers a greater choice of goods – everything from food and furniture to computers and cars – at lower prices.

*US Commercial Service, United States Department of Commerce www.pacificsbdc.com/docs/2010/export-101.ppt
Export.gov. Benefits of Exporting http://www.export.gov/about/eg_main_016807.asp*

Food Export USA–Northeast

STATEMENT OF ACTIVITIES *Period Ending December 31, 2009*

REVENUE AND SUPPORT

	OPERATING FUNDS	PROGRAM FUNDS	TOTAL
Federal Program Reimbursements	\$ 550,000	\$ 9,025,006	\$ 9,575,006
Industry Fees	\$ 657,663	\$ 0	\$ 657,663
State Membership Dues	\$ 50,100	\$ 0	\$ 50,100
Investment Income (Loss)	\$ 70,886	\$ 0	\$ 70,886
Other Income	\$ 8,229	\$ 0	\$ 8,229
Total Revenue	\$ 1,336,878	\$ 9,025,006	\$ 10,361,884

EXPENSES

	OPERATING FUNDS	PROGRAM FUNDS	TOTAL
Reimbursable Program Expenses	\$ 0	\$ 9,025,006	\$ 9,025,006
Personnel	\$ 603,213	\$ 0	\$ 603,213
Travel and Meetings	\$ 47,242	\$ 0	\$ 47,242
Professional Fees	\$ 329,461	\$ 0	\$ 329,461
Other General and Administrative	\$ 268,262	\$ 0	\$ 268,262
Total Expenses	\$ 1,248,178	\$ 9,025,006	\$ 10,273,184
Increase in Net Assets	\$ 88,700	\$ 0	\$ 88,700
Fund Balances, Beginning of Year	\$ 878,106	\$ 0	\$ 878,106
Fund Balances, End of Year	\$ 966,806	\$ 0	\$ 966,806

STATEMENT OF FINANCIAL POSITION *Period Ending December 31, 2009*

ASSETS

	OPERATING FUNDS	PROGRAM FUNDS	TOTAL
Cash and Investments	\$ 443,745	\$ 89,244	\$ 532,989
Interfund Accounts	\$ 805,239	\$ (805,239)	\$ 0
Receivables.....	\$ 26,955	\$ 1,784,255	\$ 1,811,210
Furniture and Equipment (Net of Depreciation).....	\$ 64,482	\$ 0	\$ 64,482
Other Assets	\$ 11,374	\$ 133,018	\$ 144,392
Total Assets	\$ 1,351,795	\$ 1,201,278	\$ 2,553,073

LIABILITIES AND FUND BALANCES

	OPERATING FUNDS	PROGRAM FUNDS	TOTAL
Accounts Payable and Accrued Expenses.....	\$ 161,213	\$ 641,278	\$ 802,491
Program Advances	\$ 0	\$ 560,000	\$ 560,000
Deferred Revenue	\$ 223,776	\$ 0	\$ 223,776
Total Liabilities	\$ 384,989	\$ 1,201,278	\$ 1,586,267
Unrestricted Fund Balance	\$ 966,806	\$ 0	\$ 966,806

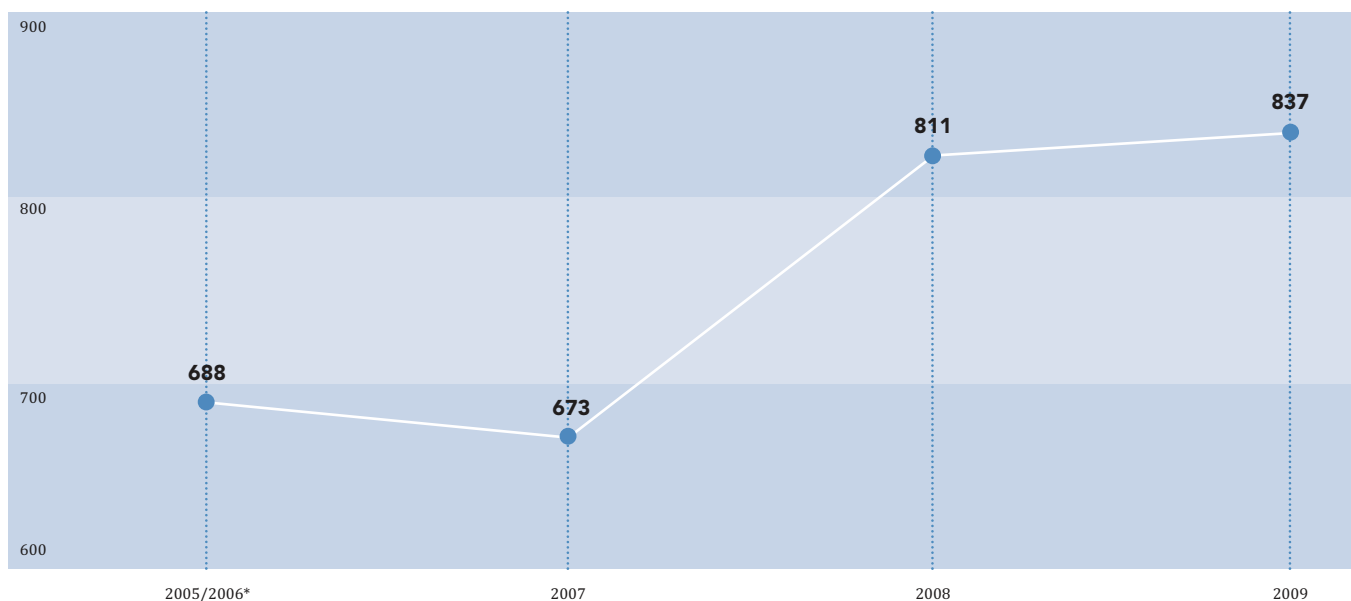
2009 Program Results

Food Export–Northeast provides a broad range of programs and services designed to promote Northeastern food and agricultural products. Our dedication to developing agricultural product expansion into international markets is highlighted here.

Actual increase in export sales	\$341,513,906
Projected increase in export sales	\$797,590,675
Number of U.S. companies participating in programs	837
Number of new U.S. companies participating in programs	205
Number of companies increasing sales by 20% or more	131
Number of companies with first-time export sale in a market	187
Number of new distributor relationships established	930

As U.S. companies continue to look for ways to expand their businesses, many are turning to Food Export–Northeast to become successful exporters. In these challenging economic times, companies are seeing the benefits and growth opportunities that are possible through exporting.

NUMBER OF U.S. COMPANIES PARTICIPATING IN PROGRAMS



* Program year October 2005–December 2006

BOARD OF TRUSTEES

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Connecticut Department of Agriculture

VICE PRESIDENT

Roger Allbee, *Secretary*
Vermont Agency of Agriculture, Food
and Markets

SECRETARY/TREASURER

Patrick Hooker, *Commissioner*
New York State Department of Agriculture
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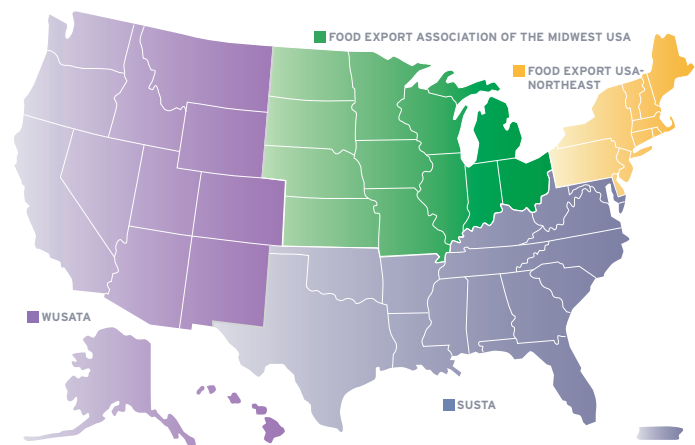
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Delaware Department of Agriculture

Russell Redding, *Secretary*
Pennsylvania Department of Agriculture

Scott J. Soares, *Commissioner*
Massachusetts Department of Agricultural
Resources

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. 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 3725
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



Food Export USA®–Northeast

One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103 USA
T: 215.829.9111 F: 215.829.9777
www.foodexportusa.org