

2010 ANNUAL REPORT

FOOD EXPORT USA® – NORTHEAST



# Export Advocacy

Providing export assistance to hundreds of companies across the Northeast

## 2010 FOOD EXPORT– NORTHEAST PARTICIPANTS

Lactalis Ingredients  
Prince Agri Product Inc.  
Pepperidge Farm Inc.  
SB Global Foods Inc.  
International American Supermarket Corp.  
The Rice Economics Group LLC  
Foodtown International Inc.  
Stonewall Kitchen  
Damascus Bakery Inc.  
O-At-Ka Milk Products Coop. Inc.  
Tomasello Winery  
Nardone Brothers Baking  
Abeles & Heymann Inc.  
Joseph Shalhoub & Son Inc.  
Keystone Bakeries LLC  
Mandarin Soy Sauce Inc.  
Leonettis Frozen Food Inc.  
Jasper Wyman & Son  
Giovanni Food Co. Inc.  
Toad-Ally Snax Inc.  
Steuben Foods Inc.  
Richardson Brands Company  
Bosco Products Inc.  
Conte Pasta Inc.  
Twin Marquis Inc.  
Dancing Deer Baking Co. Inc.  
The Bachman Company  
The Original Bagel Co.  
Phillys Best Steaks Co.  
Ultra Thin Pizza Shells  
Venus Wafers Inc.  
Bountiful Pantry  
Northern Wind Inc.  
Maine International Trade Center  
Wild Blueberry Commission of Maine  
Olivia's Croutons Co.  
Bethco International Inc.  
General Trading Co.  
John Wm Macys Cheesesticks  
Export Trade of America  
Rao's Specialty Foods Inc.  
Dufour Pastry Kitchens  
Betsy's Place Inc.  
Agri-Dairy Products Inc.  
American Almond Products Co.

## 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 dairy products, fruits (cranberries, blueberries, wild blueberries, and apples), wine, 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 healthy, kosher, specialty/gourmet, food service and ethnic market segments.

### FOOD EXPORT–NORTHEAST STAFF

**Tim Hamilton**  
*Executive Director*

**Lauren Swartz**  
*Deputy Director*

**John Belmont**  
*Communications Manager*

**Joy F. Canono**  
*International Marketing Program Manager*

**Antoniya Gospodinova**  
*Branded Program Manager*

**Chris Zaucha**  
*Financial Manager*

**Brandy Erwin**  
*Business Development Coordinator*

**Marco Herbas**  
*Branded Program Assistant*

**Amanda Hoyt**  
*International Marketing Program Assistant*

**Jason Knudson**  
*Business Development Assistant*

**Lauren Lockie**  
*International Marketing Program Coordinator*

**Keyna Mason**  
*Administrative Assistant*

**Adolfo Montelongo**  
*Communications Coordinator*

**Astrid Rodriguez**  
*Financial/HR Coordinator*

**Jasmine D. Scott**  
*Recruitment Strategy Senior Coordinator*

**Inga Stonyte-Fellah**  
*Branded Program Coordinator*

**Michael Stolar**  
*Branded Program Assistant*

**Will Smith**  
*EMRS Administrator*

**Mike Weiland**  
*IT Administrator*



**2010 FOOD EXPORT–  
NORTHEAST PARTICIPANTS**



**Scott Soares**  
*President,  
Food Export–Northeast*  
*Commissioner,  
Massachusetts Department  
of Agriculture*

As we witnessed the U.S. economy move toward recovery, 2010 continued to be a year of stable growth for U.S. food exports. USDA reported that agricultural exports rose 24%, to \$115 billion from January to December. Food Export–Northeast, with our 10 member state agricultural promotion agencies, continued to play a critical role in providing small businesses the tools they need to succeed. Through customized exporter education programs, market entry buyers missions, specific in-market development services and other forms of support, Food Export–Northeast served 500 U.S. suppliers of agricultural products and processed foods throughout the 10 state region in 2010.



**Tim Hamilton**  
*Executive Director,  
Food Export–Northeast*

While we can provide impressive statistics and figures, our greatest achievements are illustrated through the professional success stories and personal triumphs of participants leveraging our expertise and taking advantage of our programs and services during these uncertain times. The companies listed in this Annual Report have participated in a Food Export–Northeast program or service. Many have grown their businesses and brands abroad, increased revenues and created new jobs and opportunities in their local community. From the local farmer to the small urban specialty food manufacturer, their export success has played a role in creating jobs, establishing local market stability and large scale economic growth.

Much of our success can be credited to the support provided by the Market Access Program (MAP). These funds allow us to develop and promote programs and identify new participants, to continue to drive expansion in food exporting. Through these funds, Food Export–Northeast and our member

states work to directly support the National Export Initiative in providing programs and services that help increase exports from small and medium enterprises (SMEs).

Through our staff, our member states, and our ever growing number of participating businesses, we will continue to be an integral part of the exporting process. Looking ahead our goal remains clear – to educate, empower and drive the export success of small businesses throughout the rural and urban landscape of our 10 state region. We invite you to learn how we achieve that goal on these pages.

Sincerely,

**Scott Soares**  
*President,  
Food Export–Northeast*  
*Commissioner,  
Massachusetts Department  
of Agriculture*

**Tim Hamilton**  
*Executive Director,  
Food Export–Northeast*

- Queensboro Farm Products Inc.
- Love and Quiches Desserts Ltd.
- Wild Thymes Farm Inc.
- Crackerman of Etna
- Mercer's Dairy Inc.
- Bucolo Cold Storage Inc.
- Barry Food Sales
- Steel's Gourmet Foods
- New England Cranberry Co.
- Hoff's Bakery
- Harbar LLC
- Sea-Trek Enterprises Inc.
- Daniele International Inc.
- North Country Smokehouse
- Zeigler Bros Inc.
- Rich Products Corporation
- NorthEast Group Inc.
- Global Export Marketing Co. Ltd.
- The Fillo Factory Inc.
- Bell Export Foods Group
- Affinity Beverages Inc.
- Decas Cranberry Products Inc.
- New England Natural Bakers
- Gourmet USA
- Good Groceries Company Inc.
- Cape Cod Provisions LLC
- Jacqueline's Wholesale Bakery Inc.
- EFCO Products Inc.
- Setton International Foods Inc.
- Royal Wine Company
- Dynamic Health Laboratories Inc.
- Myron's Fine Foods Inc.
- Del's Lemonade & Refreshments Inc.
- Ashley Food Company Inc.
- Phillips Gourmet Inc.
- Zeigler Beverage Company
- Durkee Mower Inc.
- Health is Wealth Inc.
- Island Oasis Frozen Cocktail Co. Inc.
- Rastelli Foods Group
- Color-a-Cookie
- Herr Foods Inc.
- Sea Breeze Fruit Flavors Inc.
- Providence Bay Fish Co.
- Raskins Fish Market Inc.
- Sunny Dell Foods Inc.

## Outreach and Exporter Education

As exporters learn about overseas opportunities and become interested in exporting, they often require additional training. Food Export–Northeast provides access to specialized training necessary for food and agricultural producers to improve their export readiness.

### FOOD EXPORT HELPLINE™

We offer companies specialized, one-on-one assistance on a wide variety of export-related topics to help companies 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 In-Market 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.

### Wholistic Pet Organics of Bedford, NH Receives First Export Sale to Canada

Wholistic Pet Organics, LLC received assistance from Food Export Helpline™, a complimentary service that provides one-on-one assistance with insightful and customized export advice, to complete their first export sale to Canada. John Phillips, President and CEO, explained, “The Food Export Helpline™ helped educate us on exporting to Canada. We learned how to respond to pricing requests, complete NAFTA forms, and the counselor conducted a market analysis to determine the best markets for our products. In fact, the assistance was instrumental in our ability to complete our first export sale to the region for \$12,000. We expect this initial sale to grow to \$150,000 a year.” As a result of the increased sales, the company plans to hire two additional employees.

“The webinar presenter’s  
breadth of knowledge makes  
the webinars valuable resources.”

HARICLIA A. MAKOULIS  
President  
Ambrosta Granola, Inc.  
Brooklyn, NY

### Kerr Enterprises of Rome, NY Streamlines Exports to Canada

Kerr Enterprises took advantage of the no-cost Food Export Helpline™ in 2010 to successfully navigate the exporting process for Canada. According to Arthur Kerr, President of Kerr Enterprises, “The Food Export Helpline™ helped us through the NAFTA certification process, with understanding how the Canadian market works. As a result, in September 2010, Connie’s Cookies, a company we represent, exported four truckloads of their products to Canada, increasing their export business by more than 62 percent. We project this will grow to eight truckloads annually.”



## Education Highlights:

- In 2009, 192 companies participated in Food Export–Northeast’s educational activities. In 2010, that number reached 311 companies
- Our bi-monthly Global Food Marketer Newsletter reaches over 11,000 recipients per edition. Our monthly Global Food Marketer electronic bulletin reaches over 3,700 recipients per edition
- 76 Northeast companies received customized exporting assistance through the Food Export Helpline™ service in 2010



### BOSTON COOKIES SOMERVILLE, MASSACHUSETTS

In 2010, Boston Cookies participated in Food Export–Northeast’s Food Export Helpline™ and were provided with product marketing data for their line of cookies. This free service, which is supported through Market Access Program funding, provides Northeastern companies with customized, one-on-one assistance on a wide variety of export-related topics.



### ACCORD FOODS INC. ROCHESTER, NEW YORK

Accord Foods, Inc., a sauce manufacturing company specializing in Asian sauces, participated in Food Export–Northeast’s Webinar: “India – Opportunities and Challenges in a Promising Market”. Webinars are designed to help companies learn about the export process and the resources available to assist with expanding their business.



### LABREE'S BAKERY OLD TOWN, MAINE

LaBree’s Bakery, a family-owned business that produces home-style baked goods, attended Food Export–Northeast’s seminar on expanding market success in France in 2010. Food Export–Northeast staff, as well as their network of international marketing executives, share their extensive experience and expertise in seminars held throughout the year in various locations.

## 2010 FOOD EXPORT–NORTHEAST PARTICIPANTS

Hank’s Beverage Co.

Catch-up Logistics

Hillside Candy

**Boston Cookies**

Portland Shellfish Company Inc.

Smith Packing Co.

Barricini Inc.

Leahy/IFP

Fizzy Lizzy LLC

VerMints Inc.

Cozy Harbor Seafood Inc.

AJJ Distributing LLC

Sea Fresh USA Inc.

Coosemans Worldwide

Stone Silo Foods Inc.

Cabot Creamery Coop.

Antoni Ravioli Co. Inc.

Bassett’s Ice Cream

Dyna Tabs LLC

**Accord Foods Inc.**

Caesar’s Organic Frozen Pasta Products

Lund’s Fisheries Inc.

Allen R. Klein Company Inc.

New York Pretzel

Redco Foods

DelGrosso Foods Inc.

Yashasolar Corporation

Kuhns Bros. Log Homes Inc.

Global Reliance Inc.

Way Out Wax

My Brother Bobby’s Salsa

DGM Commodities Corp.

Clawdia’s Secret

**LaBree’s Bakery**

All American Dairy Products Inc.

Old Lyme Gourmet Company

New York Bold LLC

International Beverage Marketing LLC

Gladstone’s Under The Sun

Rustic Crust

Metzger Specialty Brands Inc.

EDV International Group

K & B Seafood Inc.

Finicky Foods Inc.



## Market Entry

Our Market Entry programs and services are designed to help exporters gain access to and establish distribution in overseas markets. These efforts assist exporters researching potential product opportunities in overseas markets; facilitating the introduction of new products into markets; making buyer contacts; and maximizing their participation in overseas trade shows.

### 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. trade show, 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 trade show enhancement service prepares companies for and maximizes their international trade show 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 Focused 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 products 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 buyers around the world. It allows buyers to easily find Midwest 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.

General Trading Co.  
of Carlstadt, NJ  
Makes \$200,000  
Sale to Egypt

General Trading Co. attended the Food Export –Northeast Buyers Mission in New York City, where they were introduced to a buyer from Egypt. They made their first sale of assorted food products to the region valued at approximately \$20,000, with orders increasing and totaling \$200,000. According to their Export Team, "This one sale that was made possible through contacts we made at the Northeast Buyers Mission has resulted in a four percent increase in our export sales." As a result, the company was able to add one new office employee and provide more steady work for warehouse employees in their export department increasing operation from one-two days a week to five days a week.

"We continuously participate in many Food Export–Northeast programs. They are beneficial to U.S. producers, helping them to expand into the international markets, resulting in added sales activities."

SIMON LEE  
International Sales Assistant  
Groceries USA  
Long Island City, NY

East Coast Seafood Inc.  
of Lynn, MA Achieves  
\$1.5 Million in Sales

East Coast Seafood Inc. participated in our Asian Seafood Showcase to introduce North American lobster to buyers in Hong Kong and Mainland China. The activity consisted of exhibiting at the Asian Seafood Exposition in Hong Kong followed by a Focused Trade Mission to Guangzhou and Shanghai. Jon Cowles, the company's sales representative, said, "The timing of this activity was perfect! Our lobster species is new to the market and many Chinese buyers are very interested in the product." East Coast Seafood Inc. established 4 new distributors and achieved sales of \$1.5 million during the activity. Projected sales over the next year may reach \$7 million.



## Market Entry Highlights:

- **In 2010, 246 companies met one-on-one with qualified buyers during our Buyers Missions. This is a 21% participation increase from 2009**
- **Online Product Catalog participation increased from 87 in 2009 to 122 in 2010**
- **68 companies took advantage of international trade show assistance by participating in our Food Show PLUS!™ service**



### DELGROSSO FOODS INC. TIPTON, PENNSYLVANIA

DelGrosso Foods, producer of an all-natural pasta, participated in Food Export–North-east’s Food and Hotel Asia Food Show PLUS!™ trade show enhancement services. According to Michael DelGrosso, “By participating, we solidified a deal with a large food distributor in Southeast Asia.” Since the initial sale, the new incremental business has added to the company’s strategic priorities, making exports a growing part of their business.



### 4C FOODS CORP. BROOKLYN, NEW YORK

4C Foods Corp. has profiled their products in our Online Product Catalog. They’ve made 13 new buyer contacts from all over the world, which resulted in sales of their iced tea mixes totaling \$100,000. Dan Swartz, Vice President, explained, “I get calls from all over the world because buyers see our products on the Online Product Catalog. It’s a great way to get exposure for your products and it costs you nothing!”



### BEFORE AND AFTER CANDY LTD. LLC MERION, PENNSYLVANIA

Before and After Candy, Ltd. LLC, participated in the Food Export–Northeast-sponsored ISM Food Show PLUS!™ in Cologne, Germany. During the event, they met one-on-one with numerous buyers and landed new export sales of their unique mints to Germany, Denmark, Switzerland, Norway, and Hungary. According to Brian Schroeder, CEO, “This was our most successful trade show yet thanks to Food Show PLUS!™.”

## 2010 FOOD EXPORT–NORTHEAST PARTICIPANTS

Late July Organic Snacks

Natural Chef Foods LLC

The Lobster Co.

DelGrosso Foods Inc.

Marder Trawling Inc.

East Coast Seafood Inc.

Northern Pelagic Group LLC

Seafreeze Ltd.

Seatrade International Co. Inc.

Ocean Spray Cranberries Inc.

American Pride Seafoods

Cooperstown Cookie Company

Island Creek Oysters Inc.

Eastern Fisheries Inc.

Ricks Picks LLC

La Vita Health Foods Inc.

Ambrosial Granola Inc.

Peeled Snacks Inc.

Creative Findings LLC

4C Foods Corp.

Maya Kaimal Fine Indian Foods

LesserEvil Brand Snack Co.

HomeFree LLC

Gagné Foods Inc.

United Natural Foods Inc.

Lobster Trap Co. Inc.

Boston Lobster Company

Certified Clam Corporation

Acme Smoked Fish Corp.

Henry’s Seafood

The Town Dock

Hillside Lane

Food United LLC

Before and After Candy Ltd. LLC

Bascom Family Farms

Pastor Chuck Orchards

Kerr Enterprises Inc.

New Edge International LLC

Judy’s Vermont

Robbie Dawg Inc.

Straight Arrow Products Inc.

The FatBoy Cookie Company Inc.

Urnex Brands Inc.

Peaked Mountain Farm

## Market Promotion

Food Export–Northeast offers a variety of programs and services designed to help exporters meet foreign buyer contacts and gain access to and establish distribution in overseas markets.

### 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 trade shows and selected trade shows 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.

### Love and Quiches of Freeport, NY Establishes a New Distributorship in Dubai for \$84,000

Love and Quiches, a gourmet cakes, brownies, quiche, and custom desserts bakery, has been taking advantage of Food Export–Northeast's Branded Program to help with the cost of attending international trade shows. While participating in the 2010 Gulfood Show in Dubai they established a new distributor from Dubai and made a first-time export sale to the country. Patti Gonchor, National Sales Coordinator explained, "The first order to Dubai was for more than \$31,000 with a follow-up order for more than \$53,000." The company credits support they receive through Food Export–Northeast for their exporting success during these tough economic times. Our Branded Program is made possible through the USDA Market Access Program.

"Cabot Creamery Marketing has always employed tastings and demonstrations as the best way to reach and convert consumers. The Branded Program's support of these activities has been key to our success in Mexico."

CHARLOTTE "CHARLIE" GREEN  
Senior Vice President of Corporate Logistics  
and New Product Development  
Cabot Creamery  
Cabot, VT

### Bassett's Ice Cream of Philadelphia, PA Uses Branded Program to Increase Sales

Bassett's Ice Cream started using funding through the Branded Program to help a distributor of their ice cream in China advertise in Beijing City. As a result, their sales grew from \$50,000 to more than \$800,000 in 2010. They expect this number to almost double in 2011 to \$1.5 million and reach \$2 million by the end of 2012. According to Brian Bebee, International Sales Associate, "Without Branded Program support, we probably wouldn't have any sales to China right now. But because of the advertising support we were able to give our distributor through the Branded Program, our sales took off." Thanks to the new sales, the company was able to add a full-time employee in 2010 and is sourcing more bulk goods, including milk and other ingredients from their local region.





## Market Promotion Highlights:

- **Food Export–Northeast’s Branded Program assisted 169 small businesses in their exporting endeavors in 2010**
- **41 of these companies were new-to-program participants**
- **As a result, these companies reported actual export sales of over \$648 million; increased staff by 472 employees; and sourced over \$158 million in agricultural products**



### **SOMETHING SWEET INC.** NEW HAVEN, CONNECTICUT

In 2010, Something Sweet Inc. utilized Branded Program funds to exhibit at the International Dairy-Deli-Bakery Association Show to promote their products to international buyers. The Branded Program allows for the firm’s own funds to be matched with funding from the USDA Market Access Program (MAP) to help grow export sales.



### **GFA BRANDS INC.** **DBA EARTH BALANCE** PARAMUS, NEW JERSEY

Earth Balance utilized Branded Program funds to advertise, make label modifications, conduct product demonstrations and a social media campaign in Canada. The 50 percent cost reimbursement program wouldn’t be possible without the USDA Market Access Program.



### **KWIK ENTERPRISES LLC** **DBA VITAMINS FOR LIFE** OAKHURST, NEW JERSEY

Kwik Enterprises LLC, used our Branded Program to exhibit at the Natural Product Expo East trade show in Hong Kong. At the event, they met a buyer from Bulgaria, which led them to make a first-time export sale of multi-vitamins for \$3,000. They look to hire new employees by expanding their export sales and gain a larger market presence.

## **2010 FOOD EXPORT– NORTHEAST PARTICIPANTS**

Yancey’s Fancy

Greenhead Lobster LLC

Montecito Roadhouse Inc.

Omega Smart Bars

**Something Sweet Inc.**

Delichoice Foods

The Barking Dog Ltd.

Village Mixes

Wagatha’s Organic Dog Biscuits

Golden Cannoli Company

Iron Horse Beverages LLC

Sharkey’s Hot Sauces & Marinade Inc.

Cinderella Sweets

Simple Food Inc.

Café International Foods

Verve Inc.

SchoolHouse Kitchen

Dubois Import-Export Corporation

American Food Service

Brother and Sister Food Services Inc.

**GFA Brands Inc. dba Earth Balance**

Oral Fixation Mints

WillCrest Foods

Bear-Man Specialty Foods LLC

RW Delights Inc.

BAL Marketing

Wolfgang Candy Company Inc.

Natural Nectar

Shootflying Hill Sauce Company Inc.

Pecos Bill’s Hot Sauces Incorporated

Candia Vineyards

Bakery On Main

Hammerstone Group

**Kwik Enterprises LLC**  
**dba Vitamins for Life**

Reliance Foods International

Agro-Farma Inc.

The Well Dressed Food Company

MCT Dairies Inc.

CPW Marketing Associates

Corporation

Java-Gourmet Inc.

Skinny Nutritional Corp.

Darel Co. Inc. dba Elafood USA

Q Gourmet Inc.

**2010 FOOD EXPORT-  
NORTHEAST PARTICIPANTS**

Effie's Homemade LLC

Elayne's Garden Organics

Sweet Mavens LLC

Naturally Nora

Ray's New York Bagels

Cupoladua Oven LLC

Dahlicious LLC

Nema Food Company

Transatlantic Foods Inc.

Vege's Foods

Daymon Worldwide Inc.

Twin Hens

Aristo Health Inc.

Zeus Packing Inc.

Root Cellar LLC

Ecuadorian Rainforest LLC

Goodwives Hors d'oeuvres

Christine's Chocolates

Cluster Goods Inc.

Gringo Corp.

Alexander Minn Wine Group

Bridges Wild Blueberries

Big Fromage LLC

Vectra Trading Inc.

A Taste of the North Fork Inc.

Tropical Valley Foods

Cell-Nique

Rose Mary's Pecan Pralines

IAM International Inc.

Manzana Exports Inc.

Got It Right Foods LLC

Crepini LLC

Edible Adventures LLC

Food Match Inc.

Immaculate Baking Company

Bear Pond Farm

Lotti Biscotti Inc.

Barkwheats Dog Products LLC

Dons Food Products

FunniBonz Barbeque Sauce

Bella Pepper LLC

Strassburger Meats

Wholistic Pet Organics LLC

Quality of Life Labs

Blue Bay Sea Products

May Cookie Co.

# Food Export USA–Northeast

## STATEMENT OF ACTIVITIES *Period Ended December 31, 2010*

### REVENUE AND SUPPORT

	OPERATING FUND	PROGRAM FUND	TOTAL
Federal Program Reimbursements . . . . .	\$ 0	\$ 7,900,951	\$ 7,900,951
Industry Fees . . . . .	\$ 731,894	\$ 550,000	\$ 1,281,894
State Membership Dues . . . . .	\$ 50,100	\$ 0	\$ 50,100
Interest Income . . . . .	\$ 15,247	\$ 0	\$ 15,247
Other Income . . . . .	\$ 1,881	\$ 0	\$ 1,881
<b>Total Revenue . . . . .</b>	<b>\$ 799,122</b>	<b>\$ 8,450,951</b>	<b>\$ 9,250,073</b>

### EXPENSES

	OPERATING FUND	PROGRAM FUND	TOTAL
Reimbursable Program Expenses . . . . .	\$ 0	\$ 7,900,951	\$ 7,900,951
Personnel . . . . .	\$ 135,076	\$ 500,000	\$ 635,076
Travel and Meetings . . . . .	\$ 88,718	\$ 0	\$ 88,718
Professional Fees . . . . .	\$ 145,891	\$ 0	\$ 145,891
Other General and Administrative . . . . .	\$ 350,532	\$ 50,000	\$ 400,532
<b>Total Expenses . . . . .</b>	<b>\$ 720,217</b>	<b>\$ 8,450,951</b>	<b>\$ 9,171,168</b>
<b>Increase in Net Assets . . . . .</b>	<b>\$ 78,905</b>	<b>\$ 0</b>	<b>\$ 78,905</b>
<b>Fund Balances, Beginning of Year . . . . .</b>	<b>\$ 966,807</b>	<b>\$ 0</b>	<b>\$ 966,807</b>
<b>Fund Balances, End of Year . . . . .</b>	<b>\$ 1,045,712</b>	<b>\$ 0</b>	<b>\$ 1,045,712</b>

## STATEMENT OF FINANCIAL POSITION *Period Ended December 31, 2010*

### ASSETS

	OPERATING FUND	PROGRAM FUND	TOTAL
Cash and Cash Equivalents . . . . .	\$ 200,404	\$ 794,413	\$ 994,817
Investments, at Fair Value . . . . .	\$ 408,521	\$ 0	\$ 408,521
Interfund Accounts . . . . .	\$ 633,660	\$ (\$633,660)	\$ 0
Receivables . . . . .	\$ 150,132	\$ 1,093,194	\$ 1,243,326
Furniture and Equipment (Net of Depreciation) . . . . .	\$ 61,550	\$ 0	\$ 61,550
Other Assets . . . . .	\$ 12,128	\$ 217,403	\$ 229,531
<b>Total Assets . . . . .</b>	<b>\$ 1,466,394</b>	<b>\$ 1,471,350</b>	<b>\$ 2,937,744</b>

### LIABILITIES AND FUND BALANCES

	OPERATING FUND	PROGRAM FUND	TOTAL
Accounts Payable and Accrued Expenses . . . . .	\$ 200,337	\$ 471,350	\$ 671,687
Program Advances . . . . .	\$ 0	\$ 1,000,000	\$ 1,000,000
Deferred Revenue . . . . .	\$ 220,345	\$ 0	\$ 220,345
<b>Total Liabilities . . . . .</b>	<b>\$ 420,682</b>	<b>\$ 1,471,350</b>	<b>\$ 1,892,032</b>

### NET ASSETS

Unrestricted Fund Balance . . . . .	\$ 1,045,712	\$ 0	\$ 1,045,712
<b>Total Liabilities and Net Assets . . . . .</b>	<b>\$ 1,466,394</b>	<b>\$ 1,471,350</b>	<b>\$ 2,937,744</b>

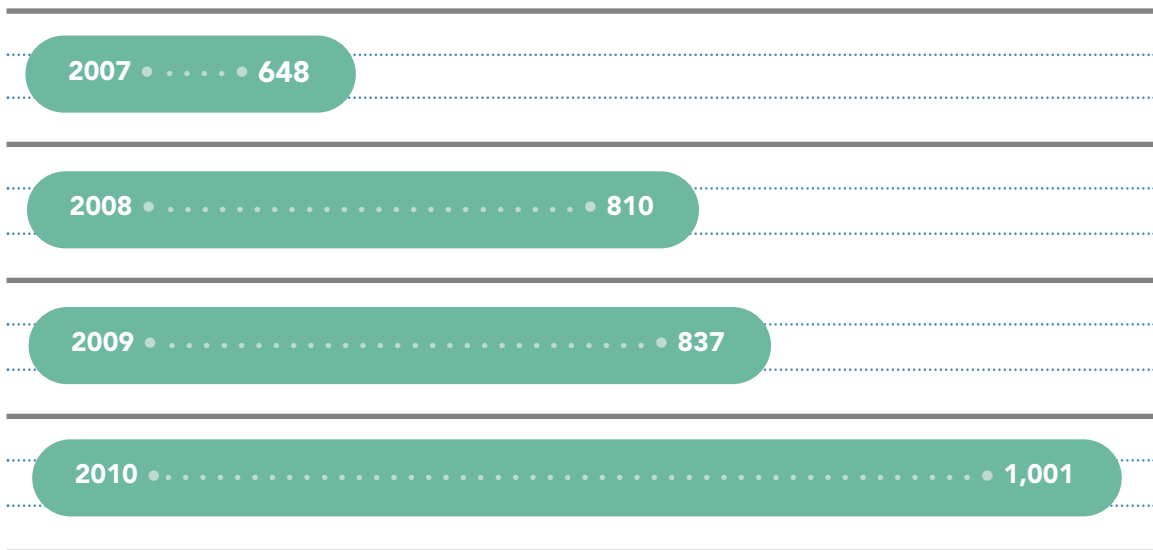
# 2010 Program Results

Food Export–Northeast provides a broad range of programs and services through Market Access Program (MAP) funding designed to promote Northeastern food and agricultural products. Our dedication to developing agricultural product expansion into international markets is highlighted here.

Actual export sales:	<b>\$787,735,991</b>
Projected export sales:	<b>\$1,254,847,336</b>
Number of participants registered in programs:	<b>1,001</b>
Number of <b>new</b> participants registered in programs:	<b>169</b>
Number of companies reporting 20% sales increase:	<b>138</b>
Number of companies with first-time export sale in a market:	<b>296</b>
Number of new distributor relationships established:	<b>1,087</b>
Number of contacts with new buyers:	<b>6,995</b>

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.

## PROGRAM PARTICIPANTS 2007-2010



### 2010 FOOD EXPORT–NORTHEAST PARTICIPANTS

- Philip R's Frozen Desserts
- Ike and Sam's Group LLC
- BAL Food Brokers
- Green Rabbit LLC
- Freund's Farm Inc.
- MegaFoods
- Fornazor International
- Roba Dolce
- MPC Health LLC
- BCGA Concept Corp.
- Bookbinder Specialties LLC
- Creative Food Ingredients
- DiSilva Fruit an Arrow Farm Company
- Custom Spirits LLC
- Ultimate Seasonings LLC
- Organic Children's Chocolates LLC
- New York Gourmet.com LLC
- Dave's Pet Food
- Global Distribution Group
- The Channel Fish Company Inc.
- Mariner Seafood LLC
- Ocean Approved
- OMT Distributors
- Gia Michaels Confections
- Studio Oryx Worx
- Holly's Oatmeal
- Tryst Gourmet LLC
- Dayoub Marketing
- Naked Granola LLC
- Agricultural Exports Inc.
- Windmill Health Products
- Sakai Foods America
- Cape Cod Select LLC
- Dvash Food
- Caveman Bakery
- Aidance Skincare & Topical Solutions LLC
- Maine Medicinals Inc.
- Winchester Wine & Spirits
- Bridgepathway LLC
- Claw Island Foods Inc.
- OPA! Originals Inc.
- Planetary Center of Health & Honor LLC
- Balchem Corporation
- Honnie T Sauce Company
- Trois Petits Cochons
- Nonnis Food Company
- Gold Coast Baking Company



## BOARD OF DIRECTORS

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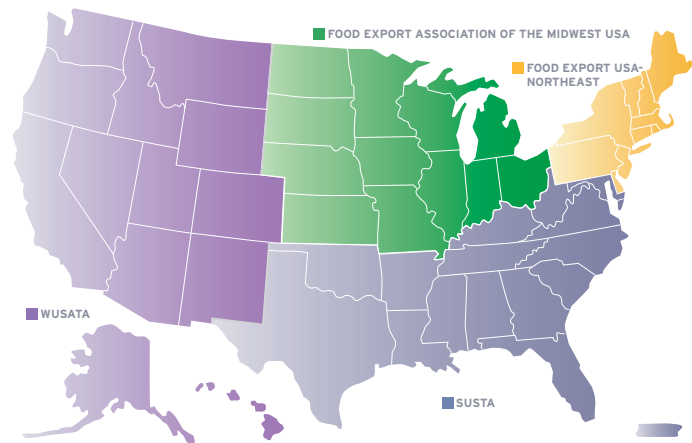
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Pennsylvania Department of Agriculture

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Connecticut Department of Agriculture

**Chuck Ross**, *Secretary*  
Vermont Agency of Agriculture, Food and Markets

## 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](http://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](http://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](http://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.foodexport.org](http://www.foodexport.org)

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