

TRANSFORMING SMALL  
U.S. COMPANIES INTO  
**GLOBAL  
BRANDS.**



2011 **ANNUAL REPORT**



**EXPORTER  
EDUCATION**



**MARKET  
ENTRY**



**MARKET  
PROMOTION**





SCOTT SOARES



TIM HAMILTON

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 export 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.

Dear Reader,

In 2011, Food Export USA-Northeast continued to drive small and medium-sized companies to explore the benefits of exporting, generated interest for their products, guided them to enter new markets and become global brands.

In conjunction with our 10 member State Agricultural Promotion Agencies, through various programs, services and activities, we engage companies throughout our 10 state Northeast region, linking U.S. suppliers with international buyers every day.

Within this report you will find an overview of current programs and services as well as examples of how small U.S. companies are using these programs to grow their brands, expand their markets, increase production, create new jobs and increase demand for U.S. products overseas. Across the urban and rural landscapes, food exporting remains a bright spot in today's economy.

Much of our success can be credited to the Market Access Program (MAP). The funds that Food Export-Northeast receive through the Market Access Program each year are critical to continuing our mission of supporting small and medium-sized companies. Through Outreach and Education, Market Entry Programs and Market Promotion, we help them maintain their presence and find export success in international markets. Funding through the Market Access Program also helps Food Export support the National Export Initiative, and its goal of doubling U.S. exports in five years. MAP protects American jobs and increases farm income. MAP helps counter foreign competition and MAP illustrates a successful public-private partnership.

On behalf of the members and staff, we welcome you to learn more about the evolving programs we offer and the successes we share with our participating companies.

Sincerely,

SCOTT SOARES  
PRESIDENT,  
FOOD EXPORT-NORTHEAST

TIM HAMILTON  
EXECUTIVE DIRECTOR,  
FOOD EXPORT-NORTHEAST

COMMISSIONER  
MASSACHUSETTS DEPARTMENT OF AGRICULTURE



# OUTREACH AND EXPORTER EDUCATION

Each day we strive to identify companies, assess their export readiness and alert them to the opportunities available, engaging them as exporters. Food Export–Northeast provides access to the specialized training necessary for food and agricultural producers to improve their export readiness and successfully enter new markets.

## GREEN RABBIT LLC Albany, NY



Green Rabbit LLC, from Albany, New York, produces an all-natural non-dairy, non-soy cream substitute made from almonds and cashews.

After doctor's orders called for eliminating dairy products from the family menus, Rose Anne Colavito was unable to find a single substitute for cream that didn't ruin her favorite recipes. She tried many different non-dairy substitutes, but none of them approximating that consistency of cream. She decided to create her own cream substitute, MimicCreme.

In 2010 Green Rabbit was introduced to Food Export–Northeast's programs and services. The company took advantage of our three-prong approach to exporting—**exporter education, market entry, and market promotion**—to expand their export business. Today, they are successfully exporting to and Canada and Japan.



The company signed up for the Trade Event Preparation Service to get ready for the Food Export–Northeast Buyers Mission in New York. Mission preparation briefs, an HS analysis, a top 25 market report and a package from Euromonitor on dairy substitutes for the countries in attendance were provided to the company in advance of their participation. This included market size and growth, market forecast and growth, company and brand share and retail pricing where available.

### OUTREACH AND EXPORT EDUCATION PARTICIPATION

#### 2010

- Food Export Helpline™
- Seminars and Webinars

#### 2011

- Food Export Helpline™
- Seminars and Webinars

#### Getting started with Exporter Education.



## FOODEXPORT HELPLINE™ ONE-TO-ONE ANSWERS

This no-cost, specialized, one-on-one assistance helps both the novice and experienced exporter by answering questions, providing insights needed to succeed, offering custom advice and helps in identifying the top export markets for their product(s).



## GLOBALFOOD MARKETER™ NEWSLETTER ■ E-NEWS

Our print newsletter and e-bulletin contains new and useful information about upcoming activities, export basics, industry news and exporting opportunities abroad.



## EXPORTESSENTIALS ONLINE ON-DEMAND KNOW HOW

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.



## SEMINARS+ WEBINARS INDUSTRY KNOWLEDGE BANK

Through our network of industry thought leaders, 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 ENTRY



Our Market Entry programs and services are designed to help exporters gain access to and establish distribution in appropriate overseas markets. Many provide customized research and help small suppliers meet qualified international buyers, something they couldn't do on their own.

## GREEN RABBIT LLC Albany, NY



### MARKET ENTRY

Through Green Rabbit's participation in multiple Buyers Missions and Food Show PLUS!™, they've met with countless distributors from

Japan, Korea and the Philippines and have hopes to convert these opportunities in actual sales during the coming year. "As of 2011 we have exported our product to a couple of new distributors in Japan and are still negotiating with a third company," stated

Vince Colavito, Treasurer and CFO. "In addition to those contacts we made, we also met with distributors from Mexico, Dominican Republic and Trinidad and Tobago."

### MARKET ENTRY PARTICIPATION

#### 2010

- Market Builders
- Food Export Marketing Forum

- Buyers Missions
- Online Product Catalog

#### 2011

- Buyers Missions
- Online Product Catalog
- U.S. Foodlink - Featured Product



## MARKETBUILDER

INDUSTRY INSIGHTS ■ MARKET INTELLIGENCE

This Food Export-Northeast service provides customized, in-market research to enable exporters to assess their product's export potential, leading to meeting with potential customers or distributors arranged by our In-Market Representative.



## BUYERSMISSIONS

INTERNATIONAL BUYERS ■ HERE AT HOME

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. The missions also provide an economical way for U.S. suppliers to build overseas relationships and get live feedback about their products' export potential without the time and expense of international travel.



## FOODSHOW PLUS!™

INTERNATIONAL TRADESHOW SUCCESS

Food Export-Northeast's trade show enhancement service prepares companies and maximizes their international trade show experience. Customized services may include pre-show research

on competitive products, targeted appointments with qualified buyers, translation of exhibitor material, interpreters, market tours, seminars and follow-up assistance after the show.



## FOCUSED TRADEMISSIONS

TOTAL MARKET IMMERSION

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.



## ONLINEPRODUCT CATALOG

24-7 ONLINE EXPOSURE

This online tool provides U.S. exporters with a valuable opportunity to visually showcase their products to buyers around the world. It allows 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.



# 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.

## GREEN RABBIT LLC Albany, NY



### MARKET PROMOTION

Green Rabbit began participating in the 50 percent cost-share Branded Program, made possible by the Market Access Program

(MAP), once they learned the program could help double their international marketing dollars. Green Rabbit has utilized Branded Program funds to help modify their packaging to meet Canadian labeling requirements, advertise in publications, in-store product demonstrations, shipping samples to potential distributors and attend eligible domestic trade shows.

Green Rabbit used funding to exhibit at the Natural Products Expo East Show. While at the tradeshow, they established relationships with three new distributors from Canada and in sold \$50,000 of their cream substitute. They expect these export sales to double in the next year. According to Vince Colavito, Treasurer and CFO, "In addition, our sales in the Canadian sector continue to grow as our distribution in that country expands. We would whole-heartedly recommend the Branded Program to all those manufacturers that qualify to participate. It is well worth it!"

### MARKET PROMOTION PARTICIPATION

#### 2010

- Canada

#### 2011

- Canada, Japan

#### 2012

- Canada, Japan



## BRANDED PROGRAM

50% MORE INTERNATIONAL MARKETING

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

MAINTAIN MARKET PRESENCE AND DEMAND

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.

"We would whole-heartedly recommend the Branded Program to all those manufacturers that qualify to participate. It is well worth it."

VINCE COLAVITO  
TRESURER AND CFO  
GREEN RABBIT, LLC

# Food Export USA - Northeast

STATEMENT OF ACTIVITIES Period Ended December 31, 2011

## REVENUE AND SUPPORT

	OPERATING FUND	PROGRAM FUND	TOTAL
Federal Program Reimbursements	\$ 0	\$ 8,405,456	\$ 8,405,456
Industry Fees	\$ 690,417	\$ 800,000	\$ 1,490,417
State Membership Dues	\$ 50,100	\$ 0	\$ 50,100
Interest Income	\$ 325	\$ 0	\$ 325
Other Income	\$ 4,407	\$ 0	\$ 4,407
<b>Total Revenue</b>	<b>\$ 745,249</b>	<b>\$ 9,205,456</b>	<b>\$ 9,950,705</b>

## EXPENSES

	OPERATING FUND	PROGRAM FUND	TOTAL
Reimbursable Program Expense	\$ 0	\$ 8,405,546	\$ 8,405,456
Personnel	\$ 43,177	\$ 750,000	\$ 793,177
Travel and Meetings	\$ 65,977	\$ 0	\$ 65,977
Professional Fees	\$ 58,147	\$ 0	\$ 58,147
Other General and Administrative	\$ 411,081	\$ 50,000	\$ 461,081
<b>Total Expenses</b>	<b>\$ 578,382</b>	<b>\$ 9,205,456</b>	<b>\$ 9,783,838</b>
Increase in Net Assets	\$ 166,867	\$ 0	\$ 166,867
Fund Balances, Beginning of Year	\$ 1,045,712	\$ 0	\$ 1,045,712
<b>Fund Balances, End of Year</b>	<b>\$ 1,212,579</b>	<b>\$ 0</b>	<b>\$ 1,212,579</b>

STATEMENT OF FINANCIAL POSITION Period Ended December 31, 2011

## ASSETS

	OPERATING FUND	PROGRAM FUND	TOTAL
Cash and Cash Equivalents	\$ 85,319	\$ 405,115	\$ 490,434
Investments, at Fair Value	\$ 407,768	\$ 0	\$ 407,768
Interfund Accounts	\$ 906,970	\$ (906,970)	\$ 0
Receivables	\$ 219,468	\$ 744,526	\$ 963,994
Furniture and Equipment (Net of Depreciation)	\$ 50,043	\$ 0	\$ 50,043
Other Assets	\$ 13,448	\$ 314,777	\$ 328,225
<b>Total Assets</b>	<b>\$ 1,683,016</b>	<b>\$ 577,448</b>	<b>\$ 2,240,464</b>

## LIABILITIES AND FUND BALANCES

	OPERATING FUND	PROGRAM FUND	TOTAL
Accounts Payable and Accrued Expenses	\$ 215,875	\$ 57,448	\$ 273,325
Program Advances	\$ 0	\$ 500,000	\$ 500,000
Deferred Revenue	\$ 254,560	\$ 0	\$ 254,560
<b>Total Liabilities</b>	<b>\$ 470,435</b>	<b>\$ 557,448</b>	<b>\$ 1,027,885</b>

## NET ASSETS

	OPERATING FUND	PROGRAM FUND	TOTAL
Unrestricted Fund Balance	\$ 1,212,579	\$ 0	\$ 1,212,579
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,683,016</b>	<b>\$ 577,448</b>	<b>\$ 2,240,464</b>

# 2011 Program Results

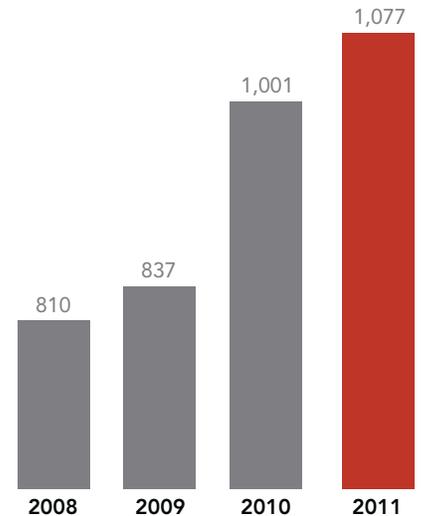
Actual Export Sales

US \$532,565,781

Projected Export Sales

US \$681,309,297

PROGRAM PARTICIPANTS  
2008-2011



Number of Participants Registered in Programs

1,077

Number of New Participants Registered in Programs

197

Number of Companies Reporting 20% Sales Increase

182

Number of Companies with First-time Export Sale in a Market

223

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.

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 New Distributor Relationships Established

1,191

Number of Contacts with New Buyers

5,687

## STAFF

**Tim Hamilton**  
Executive Director

**Lauren Swartz**  
Deputy Director

**John Belmont**  
Communications Manager

**Joy Canono**  
International Marketing Program Manager

**Antoniya Gospodinova**  
Branded Program Manager

**Chris Zaucha**  
Financial Manager

**Howard Gordon**  
Outreach and Customer Service Coordinator

**Marco Herbas**  
Outreach and Customer Service Coordinator

**Amanda Hoyt**  
International Marketing Program Coordinator

**Jason Knudson**  
Outreach and Customer Service Coordinator

**Lauren Kennedy**  
International Marketing Program Coordinator

**Keyna Mason**  
Administrative Assistant

**Adolfo Montelongo**  
Communications Coordinator

**Astrid Rodriguez**  
Financial/HR Coordinator

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

**Michael Stolar**  
Branded Program Coordinator

**Mike Weiland**  
IT Administrator

## FOOD EXPORT-NORTHEAST 2011 BOARD OF TRUSTEES

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Massachusetts Department of Agricultural Resources

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New Hampshire Department of Agriculture, Markets  
& Food

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**Walter Whitcomb**, Commissioner  
Maine Department of Agriculture, Food and Rural  
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](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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