

# MAKING INTERNATIONAL MARKETS.

FOR SMALL U.S. COMPANIES



2012 ANNUAL REPORT



**EXPORTER EDUCATION**



**MARKET ENTRY**



**MARKET PROMOTION**





DOUGLAS FISHER



TIM HAMILTON

## ABOUT US.

Food Export USA-Northeast (Food Export-Northeast) is a non-profit organization that promotes the export of food and agricultural products from the 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.

## 2012 IN REVIEW.

Throughout 2012 Food Export USA - Northeast continued to make strides in supporting the National Export Initiative and wisely used resources of the Market Access Program (MAP). In conjunction with our 10 member State Agricultural Promotion Agencies, through various programs, services and activities, we engaged suppliers throughout the region linking U.S. suppliers with international buyers. Our participants included suppliers of value-added food and seafood products for retail, food service, natural, specialty and gourmet products, private label, pet food and feed and more.

Through our market-building activities, programs and services, Food Export-Northeast has focused on Outreach and Exporter Education, Market Entry Programs and Market Promotion. We've helped more small and medium-sized enterprises discover the value and benefits of exporting. As this happens, production increases, sales grow, jobs are created, demand accelerates and more quality U.S. food and agricultural products get to more consumers worldwide. Agricultural exports continue to escalate which helps us continue this rewarding mission.

On behalf of our state members and staff we invite you to review our programs, services and successes we share with our participating suppliers.

Sincerely,

**DOUGLAS FISHER**  
PRESIDENT,  
FOOD EXPORT-NORTHEAST

**TIM HAMILTON**  
EXECUTIVE DIRECTOR,  
FOOD EXPORT-NORTHEAST

SECRETARY,  
NEW JERSEY DEPARTMENT OF AGRICULTURE

**Do You Export? Are you Ready?** These are two questions commonly asked as we find small and medium-sized companies that can use our programs and services to find success. Education is where it all begins. Through research, appropriate outreach, educational services and a dedicated team of customer service staff, Food Export-Northeast strives to enable companies to become Export Ready!

## START HERE!



### EXPORTER EDUCATION

**Food Export Helpline™** is a complimentary service that provides customized, one-on-one assistance on many export-related topics.

**Export Essentials Online** provides fundamentals, logistics and detailed information to answer questions. It's a college-level exporting course featured on [www.foodexport.org](http://www.foodexport.org).

Coop's MicroCreamery of Watertown, MA, contacted our Food Export Helpline™ for assistance completing the necessary paperwork to successfully export frozen desserts to Canada and a pallet of hot fudge to Australia.

**Global Food Marketer™** is our print newsletter and e-Bulletin sent to participating and prospective suppliers containing new and useful information about upcoming activities, export basics, industry news, and exporting opportunities abroad.

**Seminars and Webinars** provide up to date exporter intelligence for companies regarding specific markets, logistics, trade financing, documentation, how to meet and follow-up with foreign buyers and much more.

## GO FORWARD!



### MARKET ENTRY

**Market Builder** is our comprehensive market research tool that provides specific, in-depth intelligence for a specific product in a specific market.

**Online Product Catalog** provides U.S. suppliers with 24-7-365 exposure to international buyers and distributors via this powerful online product directory.

**Buyers Missions** bring qualified, pre-screened international buyers and distributors to the U.S. to meet with Northeast suppliers, providing an opportunity for these suppliers to promote their products without leaving the country.

In 2012, Seaview Lobster of Kittery, ME, participated in Food Show PLUS!™ during the Asian Seafood Expo. One-on-one meetings with qualified buyers, arranged through the service, the company was introduced to a Hong Kong buyer and landed a new export sale to the region.

**Focused Trade Missions** provide total market immersion by taking U.S. suppliers to a specific market to learn first-hand about the industry landscape, competition, product and consumer differences and how to best promote U.S. products.

**Food Show PLUS!™** services provide international tradeshow assistance to U.S. suppliers, maximizing tradeshow success and creating more confident international exhibitors.

## MAINTAIN AND GROW!



### MARKET PROMOTION

**The Branded Program** is administered each year by Food Export-Northeast and provides U.S. suppliers the opportunity to stretch their international marketing dollars. The program offers 50% cost-share reimbursement for a wide variety of international marketing activities including: advertising, package and label modifications, in-store promotions, point of sale materials, PR, websites, related international trade show fees and more.

"As a young company in the early stages of exporting, The Branded Program has opened up a lot of opportunities. We're now distributed in Canada and project our sales for 2012 to reach \$500K in the region—potentially \$2M annually with our Tiny Fruits line."

– LITTLE DUCK ORGANICS, BROOKLYN, NY

Support is also available for promotional displays, product demonstrations, sampling programs at international supermarkets, restaurants and hotels that feature U.S.-made processed foods and agriculture products.

The Branded Program is only open to eligible small companies, as defined by the U.S. Small Business Administration. Agricultural producer cooperatives are eligible to participate.

# 2012 Program Results

Actual Export Sales from All Activities

US \$670,734,233



Projected Export Sales from All Activities

US \$697,065,466



Number of Participants Registered in Programs

1,535

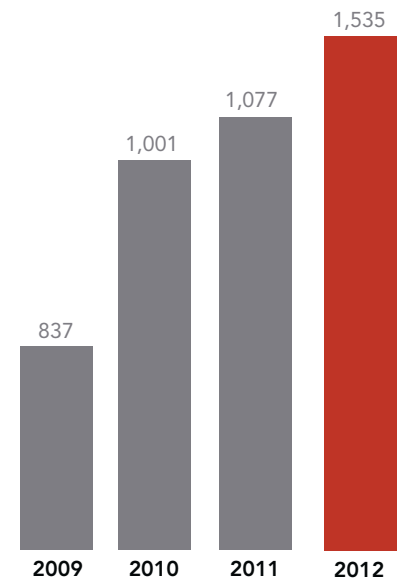


Number of New Participants in Food Export Northeast Programs

262



PROGRAM PARTICIPANTS 2009-2012



Number of Companies Who Increased Their Sales by 20% or More

242



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

292



Number of New Distributor Relationships Established

1,384



Number of Contacts with New Buyers

7,423



All of our programs and services, made possible by Market Access Program (MAP) funding through the Foreign Agricultural Service of the United States Department of Agriculture, are designed to promote Northeastern agriculture and value added food products. This snapshot of our 2012 achievements illustrates our continued dedication to driving export success.

# Food Export USA-Northeast

STATEMENT OF ACTIVITIES Period Ended December 31, 2012

## REVENUE AND SUPPORT

	OPERATING FUND	PROGRAM FUND	TOTAL
Federal Program Reimbursements	\$ 0	\$ 7,924,647	\$ 7,924,647
Industry Fees	\$ 731,907	\$ 800,000	\$ 1,531,907
State Membership Dues	\$ 50,100	\$ 0	\$ 50,100
Interest Income	\$ 5,503	\$ 0	\$ 5,503
Other Income	\$ 1,316	\$ 0	\$ 1,316
<b>Total Revenue</b>	<b>\$ 788,826</b>	<b>\$ 8,724,647</b>	<b>\$ 9,513,473</b>

## EXPENSES

	OPERATING FUND	PROGRAM FUND	TOTAL
Reimbursable Program Expense	\$ 0	\$ 7,924,647	\$ 7,924,647
Personnel	\$ 77,621	\$ 750,000	\$ 827,621
Travel and Meetings	\$ 85,853	\$ 0	\$ 85,853
Professional Fees	\$ 44,574	\$ 0	\$ 44,574
Other General and Administrative	\$ 404,020	\$ 50,000	\$ 454,020
<b>Total Expenses</b>	<b>\$ 612,068</b>	<b>\$ 8,724,647</b>	<b>\$ 9,336,715</b>
Increase in Net Assets	\$ 176,758	\$ 0	\$ 176,758
Fund Balances, Beginning of Period	\$ 1,212,580	\$ 0	\$ 1,212,580
<b>Fund Balances, End of Period</b>	<b>\$ 1,389,338</b>	<b>\$ 0</b>	<b>\$ 1,389,338</b>

STATEMENT OF FINANCIAL POSITION Period Ended December 31, 2012

## ASSETS

	OPERATING FUND	PROGRAM FUND	TOTAL
Cash and Cash Equivalents	\$ 1,350,611	\$ 977,954	\$ 2,328,565
Investments, at Fair Value	\$ 413,138	\$ 0	\$ 413,138
Interfund Accounts	\$ 2,942	\$ 2,942	\$ 0
Receivables	\$ 71,235	\$ 438,596	\$ 509,831
Furniture and Equipment (Net of Depreciation)	\$ 34,502	\$ 0	\$ 34,502
Other Assets	\$ 16,217	\$ 117,415	\$ 133,632
<b>Total Assets</b>	<b>\$ 1,882,761</b>	<b>\$ 1,536,907</b>	<b>\$ 3,419,668</b>

## LIABILITIES AND FUND BALANCES

	OPERATING FUND	PROGRAM FUND	TOTAL
Accounts Payable and Accrued Expenses	\$ 171,973	\$ 187,171	\$ 359,144
Program Advances	\$ 0	\$ 1,349,736	\$ 1,349,736
Deferred Revenue	\$ 321,450	\$ 0	\$ 321,450
<b>Total Liabilities</b>	<b>\$ 493,423</b>	<b>\$ 1,536,907</b>	<b>\$ 2,030,330</b>

## NET ASSESTS

	OPERATING FUND	PROGRAM FUND	TOTAL
<b>Unrestricted Net Assets</b>	<b>\$ 1,389,338</b>	<b>\$ 0</b>	<b>\$ 1,389,338</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,882,761</b>	<b>\$ 1,536,907</b>	<b>\$ 3,419,668</b>

## FOOD EXPORT-NORTHEAST STAFF

Tim Hamilton  
Executive Director

Lauren Swartz  
Deputy Director

John Belmont  
Communications Manager

Joshua Dillard  
Branded Program Manager

Suzanne Milshaw  
International Marketing 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 Senior Coordinator

Keyna Mason  
Administrative Assistant

Adolfo Montelongo  
Communications Coordinator

Anna McCrorey  
Accounting/HR Coordinator

Jasmine D. Scott  
Recruitment Strategy Senior Coordinator

Michael Stolar  
Branded Program Coordinator

## FOOD EXPORT-NORTHEAST 2012 BOARD OF TRUSTEES

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New Jersey Department of Agriculture

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Walter Whitcomb, Commissioner  
Maine Department of Agriculture, Conservations  
and Forestry

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Connecticut Department of Agriculture

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New Hampshire Department of Agriculture, Markets  
& Food

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

Gregory Watson, 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](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  
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[www.wusata.org](http://www.wusata.org)

**Food Export USA®–Northeast**  
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1617 JFK Boulevard  
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[www.foodexport.org](http://www.foodexport.org)

Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).

