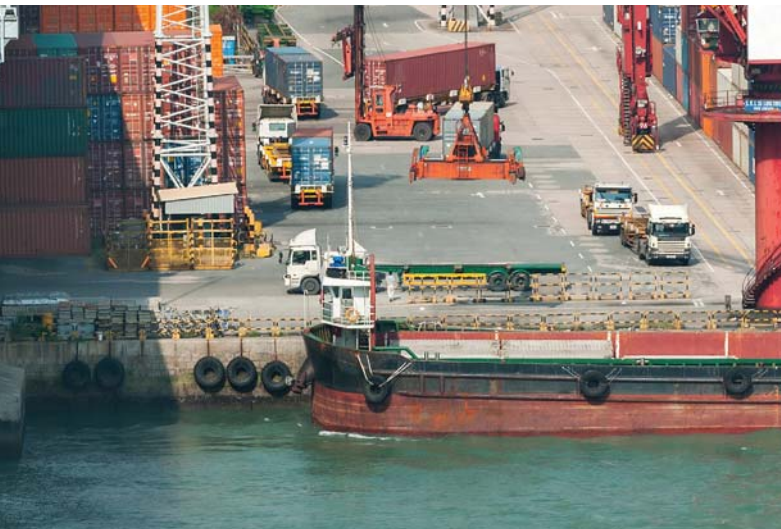




# CREATING U.S. EXPORT SUCCESS One Company at a Time.

2014 ANNUAL REPORT



## 2014 IN REVIEW.



DAVE FREDERICKSON



TIM HAMILTON

### ABOUT US.

Food Export Association of the Midwest USA is a non-profit organization that promotes the export of food and agricultural products from the Midwest region of the United States. The organization has been helping U.S. suppliers of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between 12 Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS).

Food Export-Midwest, in conjunction with its member states, provides a wide range of services to facilitate trade between local food suppliers and importers around the world. These services include: export promotion, customized export assistance, and a cost-share funding program.

The Midwest is one of the world's leading food-producing areas. Midwestern farmers harvest grain, as well as oil seeds, fruits and vegetables, beans, livestock, and dairy products. Consequently, the Midwest is home to hundreds of companies who provide consumers around the globe with high quality processed food and agricultural products.

Food Export Association of the Midwest USA continued to help small and medium enterprises throughout the Midwest build their export sales. With the passage of the Farm Bill early in the year and a commitment to reach more companies, we made the most of our Market Access Program resources.

Our Midwest member state agencies and the support of our Board of Directors continue to provide the support needed to reach out and empower Midwest suppliers to discover exporting and realize success.

Exporter Education and Outreach involves identifying companies and encouraging them to consider exporting. Market Entry services provide the opportunity to establish their products in a new market. Market Promotion helps companies expand sales and grow market share. In 2014, actual export sales from companies that participated in our programs increased by nearly 15% and companies that made a first time sale in a market increased by over 30%.

Take a moment to review the programs and services as well as the successes that our companies found in 2014. More company success stories can be found at [www.foodexport.org](http://www.foodexport.org). Our goal as an organization is to continue providing the tools that drive the exports of Midwest food and agricultural products.

Sincerely,

**DAVE FREDERICKSON**  
PRESIDENT,  
FOOD EXPORT-MIDWEST

COMMISSIONER,  
MINNESOTA DEPARTMENT OF AGRICULTURE

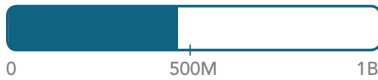
**TIM HAMILTON**  
EXECUTIVE DIRECTOR,  
FOOD EXPORT-MIDWEST



# 2014 Program Results

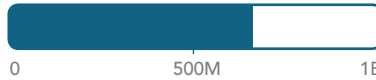
Actual Export Sales from  
All Activities

US \$480,641,804



Projected Export Sales from  
All Activities

US \$656,736,534



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 Midwestern agriculture and value added food products. This snapshot of our 2014 achievements illustrates our continued dedication to driving export success.

Participants Registered  
in Programs

1,751



New Participants in  
Food Export Midwest Programs

229



Companies Who Increased  
Their Sales by 20% or More

308



Companies with a First-time  
Sale in a Market

487



New Distributor  
Relationships Established

1,935



Contacts with New Buyers

17,974



## SUCCESS STORIES

"With Food Export's programs, we have had the opportunity to present our products to many different buyers from many countries. We had the valuable one on one time to sit and discuss our product lines and their market needs in depth. We plan to continue to work with the Food Export program to find additional customers in new countries."

**ALBANESE CONFECTIONERY GROUP, INC** –  
MERRILLVILLE, INDIANA

"The program's assistance with export relating marketing costs has allowed our small business to reach a larger overseas client base. Through various marketing campaigns including participation in trade shows, creation of promotional brochures and market specific website development, Dan's Fish, Inc. has had successful impact in the foreign markets in the brand name recognition and customers looking to acquire our products."

**DAN'S FISH** – STURGEON BAY, WISCONSIN

## SUCCESS STORIES

"We have added at least 6 jobs to our facility this year. We are also adding on to our building for another production line. As we are selling more products, we also need to purchase at least 25% more bulk agricultural products to fulfil that production. The Food Export-Midwest program has been an essential partnership by not only benefiting us in financial assistance through the Branded Program, but also in the overall development of our European sales and marketing plan through this process."

**LAFEBER** – CORNELL, ILLINOIS

"Cherry Central has made new relationships with buyers as a result of participating in Food Export activities. In China, we have new relationships that we continue to foster and believe that they will be increasingly important to our growth in China. From a Market Builder study, Cherry Central was able to learn what competitors' products are found in China as well as pricing on those items. We were able to learn what potential customers, brokers and importers thought about our products and what improvements could be made in packaging, price points and product offerings."

**CHERRY CENTRAL COOPERATIVE** –  
TRAVERSE CITY, MICHIGAN

# Food Export Association of the Midwest USA

STATEMENT OF ACTIVITIES Period Ended December 31, 2014

## REVENUE AND SUPPORT

	UNDESIGNATED	PROGRAM	TOTAL
Federal Program Reimbursements	\$ 0	\$ 10,502,573	\$ 10,502,573
Industry Fees	\$ 771,012	\$ 850,000	\$ 1,621,012
State Membership Dues	\$ 120,000	\$ 0	\$ 120,000
Interest Income	\$ 3,630	\$ 0	\$ 3,630
Other Income	\$ 909	\$ 0	\$ 909
<b>Total Revenue and Support</b>	<b>\$ 895,551</b>	<b>\$ 11,352,573</b>	<b>\$ 12,244,654</b>

## EXPENSES

	UNDESIGNATED	PROGRAM	TOTAL
Program Reimbursable Expenses	\$ 0	\$ 10,502,573	\$ 10,502,573
Personnel	\$ 602,471	\$ 800,000	\$ 1,402,471
Travel and Meetings	\$ 99,512	\$ 0	\$ 99,512
Professional Fees	\$ 54,287	\$ 0	\$ 54,287
Other General and Administrative	\$ 245,194	\$ 50,000	\$ 295,194
<b>Total Expenses</b>	<b>\$ 1,001,464</b>	<b>\$ 11,352,573</b>	<b>\$ 12,354,037</b>
Increase (Decrease) in Net Assets	\$ (105,913)	\$ 0	\$ (105,913)
Beginning of Period	\$ 1,887,469	\$ 0	\$ 1,887,469
<b>End of Period</b>	<b>\$ 1,781,556</b>	<b>\$ 0</b>	<b>\$ 1,781,556</b>

STATEMENT OF FINANCIAL POSITION Period Ended December 31, 2014

## ASSETS

	UNDESIGNATED	PROGRAM	TOTAL
Cash and Cash Equivalents	\$ 265,997	\$ 25,536	\$ 291,533
Investments, at Fair Value	\$ 998,937	\$ 0	\$ 998,937
Interfund Accounts	\$ 754,067	\$ (754,067)	\$ 0
Receivables	\$ 126,627	\$ 728,531	\$ 855,158
Furniture and Equipment (Net of Depreciation)	\$ 53,180	\$ 0	\$ 53,180
Other Assets	\$ 152,984	\$ 0	\$ 152,984
<b>Total Assets</b>	<b>\$ 2,351,792</b>	<b>\$ 0</b>	<b>\$ 2,351,792</b>

## LIABILITIES AND FUND BALANCES

	UNDESIGNATED	PROGRAM	TOTAL
Accounts Payable and Accrued Expenses	\$ 213,862	\$ 0	\$ 213,862
Deferred Revenue	\$ 356,374	\$ 0	\$ 356,374
<b>Total Liabilities</b>	<b>\$ 570,236</b>	<b>\$ 0</b>	<b>\$ 570,236</b>

## NET ASSETS

	UNDESIGNATED	PROGRAM	TOTAL
<b>Unrestricted Net Assets</b>	<b>\$ 1,781,556</b>	<b>\$ 0</b>	<b>\$ 1,781,556</b>

# PROGRAMS AND SERVICES

Do you export? Are you ready? Two of the most pivotal questions we ask when finding small and medium-sized companies to use our programs and services. A dedicated team of customer service staff enables companies to be Export Ready!



## EXPORTER EDUCATION

The key to success is becoming export ready. Helping companies understand the benefit and impact exporting can have on their business is our first step in the process.

### FOODEXPORT HELPLINE™

ONE-TO-ONE ANSWERS

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

### EXPORTESSENTIALS ONLINE

ON-DEMAND KNOW HOW

**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).

### GLOBALFOOD MARKETER™

NEWSLETTER • E-NEWS

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

### SEMINARS+ WEBINARS

INDUSTRY KNOWLEDGE BANK

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



## MARKET ENTRY

Once prepared and armed with education, a company can go as far as they want with these market entry services putting their products directly in front of qualified buyers.

### MARKETBUILDER

INDUSTRY INSIGHTS • MARKET INTELLIGENCE

**Market Builder** is our comprehensive market research tool that provides specific, in-depth intelligence for a specific product in a specific market and offers the opportunity to meet with qualified buyers once research is concluded.

### ONLINEPRODUCT CATALOG

24-7 ONLINE EXPOSURE

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

### BUYERSMISSIONS

INTERNATIONAL BUYERS • HERE AT HOME

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

### FOCUSED TRADEMISSIONS

TOTAL MARKET IMMERSION

**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.

### FOODSHOW PLUS!

INTERNATIONAL TRADESHOW SUCCESS

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



## MARKET PROMOTION

Sales are made. What's next? Our Market Promotion services assist suppliers beyond the first sale helping them remain viable, build their brand and increase market share.

### BRANDEDPROGRAM

50% MORE INTERNATIONAL MARKETING

**The Branded Program** is administered each year by Food Export-Midwest 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. 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.

## FOOD EXPORT-MIDWEST STAFF

Tim Hamilton  
Executive Director

Michelle Rogowski  
Deputy Director

John Belmont  
Communications Manager

Robert Lowe, CPA  
Financial Manager

Teresa Miller  
International Marketing Program Manager

Joe Yotti  
Branded Program Manager

Molly Burns  
Outreach and Customer Service Coordinator

Laura Buske  
Communications Coordinator

Brian Fisher  
Outreach and Customer Service Coordinator

Jason Knudson  
Recruitment Strategy Coordinator

Barbara Moll  
Administrative Assistant

Adolfo Montelongo  
Communications Coordinator

Kathryn Navarro  
International Marketing Program Assistant

Blake Saxon  
IT Assistant

Vanessa Simsick  
International Marketing Program Coordinator

Nina Smith  
Accounting/Human Resources Coordinator

Veronica Wade  
Branded Program Coordinator

Mike Weiland  
IT Administrator

Paul Weiss  
Outreach and Customer Service Coordinator

Brendan Wilson  
International Marketing Program Assistant

## FOOD EXPORT-MIDWEST 2014 BOARD OF DIRECTORS

As of 12/31/2014

**PRESIDENT**  
Dave Frederickson, Commissioner  
Minnesota Department of Agriculture

**VICE PRESIDENT**  
Jamie Clover Adams, Director  
Michigan Department of Agriculture & Rural  
Development

**SECRETARY/TREASURER**  
Richard Fordyce, Director  
Missouri Department of Agriculture

**MEMBERS**  
Robert Flider, Director  
Illinois Department of Agriculture  
Ted McKinney, Director  
Indiana State Department of Agriculture

Bill Northey, Secretary  
Iowa Department of Agriculture and  
Land Stewardship

Jackie McClaskey, Secretary  
Kansas Department of Agriculture

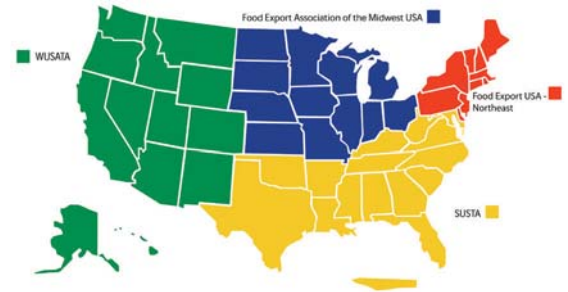
Greg Ibach, Director  
Nebraska Department of Agriculture

Doug Goehring, Commissioner  
North Dakota Department of Agriculture

David Goodman, Director  
Ohio Development Services Agency

Lucas Lentsch, Secretary  
South Dakota Department of Agriculture

Ben Brancel, Secretary  
Wisconsin Department of Agriculture,  
Trade and Consumer Protection



### STATE REGIONAL TRADE GROUPS (SRTGs)

Food Export–Midwest 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 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)

**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 Association of the Midwest - USA®**  
309 West Washington Street  
Suite 600  
Chicago, IL 60606 USA  
T: 312.334.9200 F: 312.334.9230  
[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). Many of our programs and services are made possible by funds from the USDA, Foreign Agriculture Service.

