



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



2014 ANNUAL REPORT



2014 IN REVIEW.



WALTER WHITCOMB



TIM HAMILTON

ABOUT US.

Food Export USA - 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 northeast food and agricultural products sell their products overseas since 1973, when it was first created as a cooperative effort between 10 northeastern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS).

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. These services include: export promotion, customized export assistance, and a cost-share funding program.

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 covering all aspects of the food 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 USA – Northeast continued to help small and medium enterprises throughout the Northeast 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 Northeast member state agencies and the support of our Board of Directors continue to provide the support needed to reach out and empower Northeast 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 the number of Food Export-Northeast participating companies that had a first time export sale increased by 55% over the previous year.

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. Our goal as an organization is to continue providing the tools that drive the exports of Northeast food and agricultural products.

Sincerely,

WALTER WHITCOMB
PRESIDENT,
FOOD EXPORT-NORTHEAST

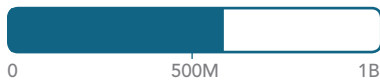
COMMISSIONER,
MAINE DEPARTMENT OF AGRICULTURE,
CONSERVATION & FORESTRY

TIM HAMILTON
EXECUTIVE DIRECTOR,
FOOD EXPORT-NORTHEAST

2014 Program Results

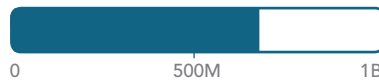
Actual Export Sales from
All Activities

US \$541,390,323



Projected Export Sales from
All Activities

US \$686,829,875



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 2014 achievements illustrates our continued dedication to driving export success.

Participants Registered
in Programs

1,521



New Participants in
Food Export-Northeast Programs

187



Companies Who Increased
Their Sales by 20% or More

405



Companies with a First-time
Sale in a Market

488



New Distributor
Relationships Established

1,511



Contacts with New Buyers

10,196



SUCCESS STORIES

"The Food Export-Northeast Branded Program has been a tremendous resource for us as a small U.S. manufacturer. The Branded Program is also inspiring to the employees at our company. They are tremendously excited at the idea of shipping our products abroad, since they are proud of participating in a product line that is made in the USA."

FANCYPANTS BAKERY – WALPOLE, MAINE

"As a result of the Food Export program, we were able to successfully ship pizzas to Canada and Mexico to be sold in Costco locations. The Food Export program allowed us to participate in these rotations by helping defray the costs of marketing and providing demonstrations for the product to be sold."

NEW AGE PIZZA, LLC/BOLD ORGANICS – NEW YORK, NEW YORK

SUCCESS STORIES

"During the Trade Mission we were introduced to three different brokers. By meeting multiple brokers, we were able to compare and contrast to determine the best fit for our company. We would not be doing these export sales if it weren't for the Focused Trade Mission. I didn't know a lot about the Canadian market before the event and learned a great deal through the retail tours, speakers, and the Food Export In-Market Representative. She provided a wealth of knowledge to help us successfully complete our first export sales to Canada."

GAGNE FOODS - CHELSEA, BATH, MAINE

"If it hadn't been for the Food Export Helpline, I wouldn't have been prepared for exporting. The Market Builder was beyond useful. The one-on-one meetings, explanations of different markets and having an In-Market Representative to guide me were fantastic."

GRINGO KITCHEN – MANCHESTER CENTER, VERMONT

Food Export USA-Northeast

STATEMENT OF ACTIVITIES Period Ended December 31, 2014

REVENUE AND SUPPORT

	UNDESIGNATED	PROGRAM	TOTAL
Federal Program Reimbursements	\$ 0	\$ 9,820,289	\$ 9,820,289
Industry Fees	\$ 805,457	\$ 850,000	\$ 1,655,457
State Membership Dues	\$ 50,100	\$ 0	\$ 50,100
Interest Income	\$ 966	\$ 0	\$ 1,790
Miscellaneous Income	\$ 4,055	\$ 0	\$ 2,000
Total Revenue and Support	\$ 860,578	\$ 10,670,289	\$ 11,530,867

EXPENSES

	UNDESIGNATED	PROGRAM	TOTAL
Program Reimbursable Expenses	\$ 0	\$ 9,820,289	\$ 9,820,289
Personnel	\$ 509,636	\$ 800,000	\$ 1,309,636
Travel and Meetings	\$ 113,954	\$ 0	\$ 113,954
Professional Fees	\$ 89,594	\$ 0	\$ 89,594
Other General and Administrative	\$ 95,282	\$ 50,000	\$ 145,282
Total Expenses	\$ 808,466	\$ 10,670,289	\$ 11,478,755
Increase (Decrease) in Net Assets	\$ 52,112	\$ 0	\$ 52,112
Fund Balances, Beginning of Period	\$ 1,634,843	\$ 0	\$ 1,634,843
Fund Balances, End of Period	\$ 1,686,955	\$ 0	\$ 1,686,955

STATEMENT OF FINANCIAL POSITION Period Ended December 31, 2014

ASSETS

	UNDESIGNATED	PROGRAM	TOTAL
Cash and Cash Equivalents	\$ 772,285	\$ 405,655	\$ 1,177,941
Investments, at Fair Value	\$ 415,561	\$ 0	\$ 415,561
Interfund Accounts	\$ 807,267	\$ (807,267)	\$ 0
Receivables	\$ 213,080	\$ 793,433	\$ 1,006,513
Furniture and Equipment (Net of Depreciation)	\$ 31,241	\$ 0	\$ 31,241
Other Assets	\$ 37,252	\$ 82,936	\$ 120,188
Total Assets	\$ 2,276,686	\$ 474,757	\$ 2,751,443

LIABILITIES AND FUND BALANCES

	UNDESIGNATED	PROGRAM	TOTAL
Accounts Payable and Accrued Expenses	\$ 124,368	\$ 474,757	\$ 599,125
Program Advances	\$ 0	\$ 0	\$ 0
Deferred Revenue	\$ 465,363	\$ 0	\$ 465,363
Total Liabilities	\$ 589,731	\$ 474,757	\$ 1,064,488

NET ASSETS

	UNDESIGNATED	PROGRAM	TOTAL
Unrestricted Net Assets	\$ 1,686,955	\$ 0	\$ 1,686,955

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.

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 Northeast 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-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. 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-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

Laura Buske
Communications Coordinator

Samantha Cortassa
Branded Program Assistant

Howard Gordon
Outreach and Customer Service Coordinator

Bulat Hametov
Branded Program Coordinator

Andrew Haught
International Marketing Program Coordinator

Jason Knudson
Recruitment Strategy Coordinator

Keyna Mason
Administrative Assistant

Anna McCrorey
Accounting/HR Coordinator

Adrienne Messe
Outreach and Customer Service Coordinator

Adolfo Montelongo
Communications Coordinator

Blake Saxon
IT Assistant

Anna Tranfaglia
Outreach and Customer Service Coordinator

Mike Weiland
IT Administrator

FOOD EXPORT-NORTHEAST 2014 BOARD OF DIRECTORS

As of 12/31/2014

PRESIDENT
Walter Whitcomb, Commissioner
Maine Department of Agriculture, Conservation &
Forestry

VICE PRESIDENT
Steven Revczky, Commissioner
Connecticut Department of Agriculture

SECRETARY/TREASURER
Richard Ball, Commissioner
New York State Department of Agriculture and Markets

MEMBERS
Ed Kee, Secretary
Delaware Department of Agriculture

Gregory Watson, Commissioner
Massachusetts Department of Agricultural Resources

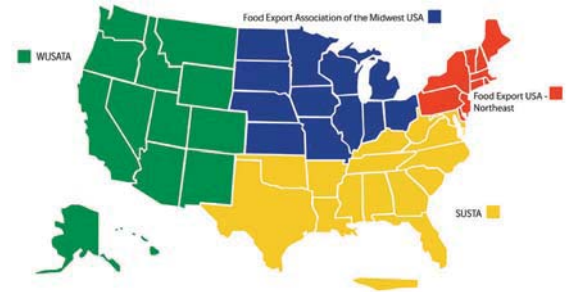
Lorraine S Merrill, Commissioner
New Hampshire Department of Agriculture, Markets
& Food

Douglas Fisher, Secretary
New Jersey Department of Agriculture

George Greig, Secretary
Pennsylvania Department of Agriculture

Kenneth Ayars, Chief
Rhode Island Division 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

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.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. Many of our programs and services are made possible by funds from the USDA, Foreign Agriculture Service.