Throughout 2015 Food Export Association of the Midwest USA focused on finding new companies to engage in market development, exporting, overseas marketing and promotional activities. Many established companies we work with also made inroads into new markets or expanded their product lines to meet international demand for quality food and agricultural products from the U.S.

While many companies increased sales domestically and the value of the U.S. dollar strengthened in many markets, our mission is to keep companies focused on exporting and expanding market opportunities, providing them global stability no matter what the domestic market climate offers.

Our services focus on: Outreach and Exporter education – finding US companies and preparing them to be successful, Market Entry – providing them opportunities to explore markets, meet buyers, address challenges and get needed research and resources to support their efforts, and Market Promotion – providing financial support for a variety of marketing and promotional activities in global markets. Every program and service we offer and every success is made possible by the Market Access Program funding from the USDA Foreign Agricultural Service. The 731 companies that we helped in 2015 realized over $607 million in export sales.

2015 provided the opportunity to explore new market opportunities and engage buyers from: Guatemala, El Salvador, Kuwait, Bahrain, Cambodia, Korea and China among many others. New relationships were forged or reinforced in the animal feed, private label, frozen foods, confection and specialty/gourmet sectors as well.

We work very closely with our state members making sure we are providing the most comprehensive services, using our Market Access Program funds wisely and keeping our companies and stakeholders engaged. Please explore some of our successes on the following pages and learn how we’re making a difference for small and medium-sized enterprises across the Midwest!

Sincerely,

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

EXECUTIVE DIRECTOR
Tim Hamilton
Food Export-Midwest

The 731 companies that we helped in 2015 realized over $607 million in export sales.
According to Greg Dennis, VP of Sales, “Taking part in Food Export activities has proven to be the most effective way to meet qualified international buyers. The combination of buyers missions, trade missions, domestic trade shows, and international trade shows has been the source of virtually every new international customer that Original Juan has added in the last decade. Exporting has proven to be a steady and profitable business for us that we have come to rely on as a means to increase profits and diversify our portfolio of business. It can be daunting as a small U.S. company to break into international markets.”

“The expertise, support, and funding provided by Food Export Midwest is critical to our international success”.

- Original Juan Specialty Foods
As a result of their participation, Wiscon Corporation was able secure cheese sales to South Korea. So far two containers have been imported totalling a value of roughly $100,000. This didn’t come as an easy task. Wiscon Corporation had to respond to several questions that importers had about their product including disclosing their list of ingredients and providing details on any possible changes in shelf life and packaging. Gaetano Quartararo, Head of International Sales, is thrilled with the sales and states, “Without Food Export’s programs and services this would never have been possible.”

- Wiscon Corporation

As a result of their participation, Cooperative Elevator Co. was able secure cheese sales to South Korea. So far two containers have been imported totalling a value of roughly $100,000. This didn’t come as an easy task. Cooperative Elevator Co. had to respond to several questions that importers had about their product including disclosing their list of ingredients and providing details on any possible changes in shelf life and packaging. Gaetano Quartararo, Head of International Sales, is thrilled with the sales and states, “Success using the Branded Program has allowed us to add additional employees, facilities and equipment”.

- Cooperative Elevator Co.

<table>
<thead>
<tr>
<th>Contacts with New Buyers</th>
<th>Participants Registered in Programs</th>
<th>New Participants in Food Export Midwest Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,191</td>
<td>1,596</td>
<td>174</td>
</tr>
</tbody>
</table>

Actual Export Sales from All Activities
$607 million

Projected Export Sales from All Activities
$768 million
## STATEMENT OF ACTIVITIES

**Period Ended December 31, 2015**

### REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Source</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Program Reimbursements</td>
<td>$ 0</td>
<td>$ 9,176,149</td>
<td>$ 9,176,149</td>
</tr>
<tr>
<td>Industry Fees</td>
<td>$ 784,877</td>
<td>$ 850,000</td>
<td>$ 1,634,877</td>
</tr>
<tr>
<td>State Membership Dues</td>
<td>$ 120,000</td>
<td>$ 0</td>
<td>$ 120,000</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$ 6,593</td>
<td>$ 0</td>
<td>$ 6,593</td>
</tr>
<tr>
<td>Other Income</td>
<td>$ 4,313</td>
<td>$ 0</td>
<td>$ 4,313</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$ 915,783</strong></td>
<td><strong>$ 10,026,149</strong></td>
<td><strong>$ 10,941,932</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Item</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Reimbursable Expenses</td>
<td>$ 0</td>
<td>$ 9,176,149</td>
<td>$ 9,176,149</td>
</tr>
<tr>
<td>Personnel</td>
<td>$ 533,742</td>
<td>$ 800,000</td>
<td>$ 1,333,742</td>
</tr>
<tr>
<td>Travel and Meetings</td>
<td>$ 95,257</td>
<td>$ 0</td>
<td>$ 95,257</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>$ 64,906</td>
<td>$ 0</td>
<td>$ 64,906</td>
</tr>
<tr>
<td>Other General and Administrative</td>
<td>$ 209,203</td>
<td>$ 50,000</td>
<td>$ 259,203</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 903,108</strong></td>
<td><strong>$ 10,026,149</strong></td>
<td><strong>$ 10,929,257</strong></td>
</tr>
<tr>
<td>Increase (Decrease) in Net Assets</td>
<td>$ 12,675</td>
<td>$ 0</td>
<td>$ 12,675</td>
</tr>
<tr>
<td>Beginning of Period</td>
<td>$ 1,781,556</td>
<td>$ 0</td>
<td>$ 1,781,556</td>
</tr>
<tr>
<td><strong>End of Period</strong></td>
<td><strong>$ 1,794,231</strong></td>
<td><strong>$ 0</strong></td>
<td><strong>$ 1,794,231</strong></td>
</tr>
</tbody>
</table>

## STATEMENT OF FINANCIAL POSITION

**Period Ended December 31, 2015**

### ASSETS

<table>
<thead>
<tr>
<th>Asset</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$ 269,603</td>
<td>$ 124,056</td>
<td>$ 393,659</td>
</tr>
<tr>
<td>Investments, at Fair Value</td>
<td>$ 1,005,421</td>
<td>$ 0</td>
<td>$ 1,005,421</td>
</tr>
<tr>
<td>Interfund Accounts</td>
<td>$ 730,309</td>
<td>($ 730,309)</td>
<td>$ 0</td>
</tr>
<tr>
<td>Receivables</td>
<td>$ 37,495</td>
<td>$ 607,421</td>
<td>$ 644,916</td>
</tr>
<tr>
<td>Furniture and Equipment (Net of Depreciation)</td>
<td>$ 44,968</td>
<td>$ 0</td>
<td>$ 44,968</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$ 144,225</td>
<td>$ 0</td>
<td>$ 144,225</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 2,232,021</strong></td>
<td><strong>$ 1,168</strong></td>
<td><strong>$ 2,233,189</strong></td>
</tr>
</tbody>
</table>

### LIABILITIES AND FUND BALANCES

<table>
<thead>
<tr>
<th>Liability</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$ 260,000</td>
<td>$ 1,168</td>
<td>$ 261,168</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$ 177,790</td>
<td>$ 0</td>
<td>$ 177,790</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 437,790</strong></td>
<td><strong>$ 1,168</strong></td>
<td><strong>$ 438,958</strong></td>
</tr>
</tbody>
</table>

### NET ASSETS

<table>
<thead>
<tr>
<th>Unrestricted Net Assets</th>
<th>Undesignated</th>
<th>Program</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 1,794,231</td>
<td>$ 0</td>
<td>$ 1,794,231</td>
</tr>
</tbody>
</table>
Food Export-Midwest Staff

EXECUTIVE DIRECTOR:
Tim Hamilton

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
Liaison

Laura Buske
Communications Coordinator

Barbara Moll
Administrative Assistant

Adolfo Montelongo
Communications Coordinator

Kathryn Navarro
International Marketing Program Coordinator

Lisa Vollen
Liaison

Veronica Wade
Branded Program Coordinator

Cory Wallace
IT Support Specialist

Kris Walton
Liaison

Mike Weiand
IT and Database Administrator

Paul Weiss
Liaison

Brendan Wilson
International Marketing Program Coordinator

Food Export-Midwest 2015 Board of Directors
As of 12/31/2015

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

VICE PRESIDENT:
Richard Fordyce, Director
Missouri Department of Agriculture

SECRETARY/TREASURER:
Lucas Lentsch, Secretary
South Dakota Department of Agriculture

MEMBERS:
Raymond Poe, Acting 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

Dave Frederickson, Commissioner
Minnesota 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

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
www.foodexport.org

The Southern U.S. Trade Association (SUSTA)
701 Poydras Street, Suite 3845
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

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 oilseeds, 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.