



# Developing Markets and Driving Sales for Midwest Suppliers.

2016 ANNUAL REPORT



# EXPORTING SUCCESS— ONE COMPANY AT A TIME.

Agricultural exports continued to expand and new companies discovered the value and benefits of exporting with the assistance of Food Export-Midwest. The Market Access Program funding that Food Export-Midwest receives each year goes directly into our programs and services and helps to make exporting a reality for companies that otherwise would not have the opportunity.

The return on investment continues to grow each year and our \$11 million investment turned into \$505 million in actual sales for 600 companies across the region. Our programs provide the foundation for success through educational programs, buyer access and sales opportunities and overseas promotional support.



With additional support from our 12 State Departments of Agriculture, we remain committed to helping improve our suppliers' bottom line and bringing Midwest agricultural and value-added food products to the world.

Sincerely,



*Jamie Clover Adams*

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



*Tim Hamilton*

**EXECUTIVE DIRECTOR**  
Tim Hamilton  
Food Export-Midwest

**"The Branded Program has been an essential element of our marketing plans in a number of export markets. It allows small American companies the ability to compete with large foreign manufacturers while, at the same time, keeping their prices as low as possible."**



Global Development and  
Management LLC (GDM)  
Cincinnati, OH

# PROGRAMS & RESULTS



## EXPORTER EDUCATION

Participants Learn How to Become Export Ready

- Export Essentials Online
- Seminars
- Webinars
- Food Export Helpline™



## MARKET ENTRY

Participants Explore Markets and Promote Their Products

- Market Builder
- Buyers Missions
- Food Show PLUS!™
- Focused Trade Missions
- Online Product Catalog
- Export Advisor Program



## MARKET PROMOTION

Participants Have Become a Global Brand

- The Branded Program



\$505  
Million

\$504  
Million

2016  
ACTUAL  
EXPORT  
SALES

2016  
PROJECTED  
EXPORT  
SALES

“A.L. Schutzman is new to Food Export’s programs. I am amazed that with only a handful of Food Export activities under our belt in the last several months, we are already seeing results. Food Export brings in pre-qualified, very serious buyers to their Buyers Missions, and has been instrumental in helping grow our export sales this year.”



A.L. Schutzman Co.  
Waukesha, WI



Participants  
Registered in Programs

15,910

Contacts with  
New Buyers

1,662

New Participants in  
Food Export-Midwest Programs

136



“Without the Market Access Program (MAP) administered by Food Export-Midwest, it would be impossible for a small marketing company like mine based in Cheeseland (Wisconsin) to participate in food shows as well as support marketing efforts by distributors. I feel very lucky to have met a great distributor, have the guidance of Food Export’s In-Market Representatives and the excellent assistance of Food Export’s Branded staff in Chicago.”



Muldoon Dairy Inc.  
Madison, WI

## Statement of Activities

Period Ended December 31, 2016

REVENUE AND SUPPORT	UNDESIGNATED	PROGRAM	TOTAL
Federal Program Reimbursements	\$ 0	\$ 9,862,266	\$ 9,862,266
Industry Fees	\$ 706,889	\$ 850,000	\$ 1,556,889
State Membership Dues	\$ 120,000	\$ 0	\$ 120,000
Interest Income	\$ 11,117	\$ 0	\$ 11,117
Miscellaneous Income	\$ 2,774	\$ 0	\$ 2,774
<b>Total Revenue and Support</b>	<b>\$ 840,780</b>	<b>\$ 10,712,266</b>	<b>\$ 10,553,046</b>

EXPENSES	UNDESIGNATED	PROGRAM	TOTAL
Program Reimbursable Expenses	\$ 0	\$ 9,862,266	\$ 9,862,266
Personnel	\$ 479,207	\$ 800,000	\$ 1,279,207
Travel and Meetings	\$ 78,065	\$ 0	\$ 78,065
Professional Fees	\$ 56,094	\$ 0	\$ 56,094
Other General and Administrative	\$ 201,500	\$ 50,000	\$ 251,500
<b>Total Expenses</b>	<b>\$ 814,866</b>	<b>\$ 10,712,266</b>	<b>\$ 11,527,132</b>

NET ASSETS	UNDESIGNATED	PROGRAM	TOTAL
Increase (Decrease) in Net Assets	\$ 25,914	\$ 0	\$ 25,914
Beginning of Period	\$ 1,794,231	\$ 0	\$ 1,794,231
<b>End of Period</b>	<b>\$ 1,820,145</b>	<b>\$ 0</b>	<b>\$ 1,820,145</b>

## Statement of Financial Position

As of December 31, 2016

ASSETS	UNDESIGNATED	PROGRAM	TOTAL
Cash and Cash Equivalents	\$ 201,707	\$ 120,970	\$ 322,677
Investments, at Fair Value	\$ 1,016,446	\$ 0	\$ 1,016,446
Interfund Accounts	\$ 771,395	\$ (771,395)	\$ 0
Receivables	\$ 19,674	\$ 650,425	\$ 670,099
Furniture, Equipment, and Leasehold Improvements (Net of Depreciation)	\$ 53,900	\$ 0	\$ 53,900
Other Assets	\$ 145,537	\$ 0	\$ 145,537
<b>Total Assets</b>	<b>\$ 2,208,659</b>	<b>\$ 0</b>	<b>\$ 2,208,659</b>

LIABILITIES	UNDESIGNATED	PROGRAM	TOTAL
Accounts Payable and Accrued Expenses	\$ 231,171	\$ 0	\$ 231,171
Deferred Program Fees	\$ 157,343	\$ 0	\$ 157,343
<b>Total Liabilities</b>	<b>\$ 388,514</b>	<b>\$ 0</b>	<b>\$ 388,514</b>

NET ASSETS	UNDESIGNATED	PROGRAM	TOTAL
<b>Unrestricted Net Assets</b>	<b>\$ 1,820,145</b>	<b>\$ 0</b>	<b>\$ 1,820,145</b>

## Food Export-Midwest Staff

### EXECUTIVE DIRECTOR:

Tim Hamilton

Michelle Rogowski  
Deputy Director

John Belmont  
Communications Manager

Molly Burns  
Branded Program Manager

Robert Lowe, CPA  
Financial Manager

Teresa Miller  
International Marketing  
Program Manager

Femke Bosch  
International Marketing  
Program Associate

Laura Buske  
Communications  
Coordinator

Barbara Moll  
Administrative Assistant

Adolfo Montelongo  
Communications  
Coordinator

Kate Pawlak  
Business Development  
Analyst

Paul Sorenson  
Liaison

Veronica Wade  
Branded Program  
Coordinator

Cory Wallace  
IT Support Specialist

Kris Walton  
Liaison

Mike Weiland  
IT and Database  
Administrator

Paul Weiss  
Liaison

Brendan Wilson  
International Marketing  
Program Coordinator

## Food Export-Midwest 2016 Board of Directors

### PRESIDENT:

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

VICE PRESIDENT:  
Richard Fordyce, Director  
Missouri Department  
of Agriculture

SECRETARY/TREASURER:  
Ben Brancel, Secretary  
Wisconsin Department  
of Agriculture, Trade and  
Consumer Protection

### MEMBERS:

Dave Frederickson,  
Commissioner  
Minnesota Department  
of Agriculture

Doug Goehring,  
Commissioner  
North Dakota Department  
of Agriculture

David Goodman, Director  
Ohio Development  
Services Agency

Greg Ibach, Director  
Nebraska Department  
of Agriculture

Mike Jaspers, Secretary  
South Dakota Department  
of Agriculture

Jackie McClaskey, Secretary  
Kansas Department  
of Agriculture

Ted McKinney, Director  
Indiana State Department  
of Agriculture

Bill Northey, Secretary  
Iowa Department of  
Agriculture and Land  
Stewardship

Raymond Poe, Director  
Illinois Department  
of Agriculture

## 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 3845  
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)

As of 12/31/2016



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 does not tolerate fraud and is 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. Persons with disabilities who require alternate means of communication of program information should contact us.

## 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.