

# Program Guide



**Food  
Export**  
Midwest USA



**Food  
Export**  
USA  
Northeast

YOUR CONNECTION TO GROWTH®

## The 3 Tracks to Export Growth

Our three program categories enable new and established suppliers to pursue international market opportunities and fuel long-term growth.



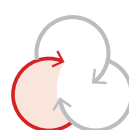
### Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.



### Market Entry

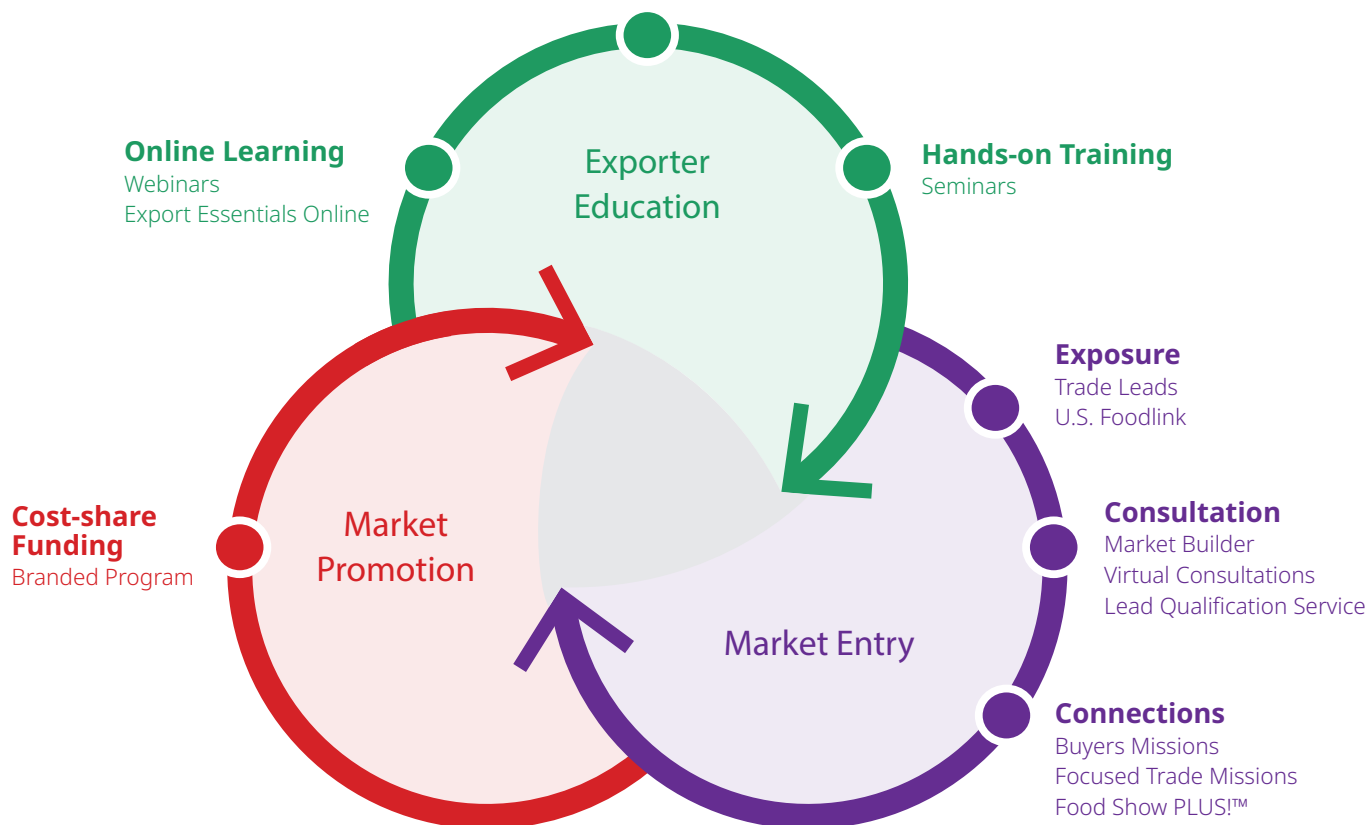
Identify opportunities in international markets and meet potential buyers.



### Market Promotion

Strengthen your international presence through the Branded Program.

#### Customized Assistance



Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export–Midwest and Food Export–Northeast prohibit discrimination in all their programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export–Midwest and Food Export–Northeast are equal opportunity employers and providers. Food Export–Midwest and Food Export–Northeast do not tolerate fraud and are vigilant in preventing fraud in any of their programs. Food Export–Midwest and Food Export–Northeast reserve the sole right to accept or deny companies into their programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).



## Exporter Education

### Webinars

**Learn about the export process** and the resources available to help expand your business

### Seminars

**Live seminars** based on key export topics and regional subjects of interest

### Export Essentials Online

**Comprehensive online learning modules** on the exporting process



## Market Entry

### Trade Leads

**Receive targeted trade leads** from qualified buyers via our overseas network at no cost

### Market Builder

**Customized market research** from our In-Market Representatives and importer feedback on your product

### Lead Qualification Service

**Get help qualifying foreign buyer leads** following an event or via online introduction

### Focused Trade Missions

**Travel and explore** a market to experience the local food industry landscape and meet with prospective buyers

### U.S. Foodlink

**Showcase your products and gain exposure** with buyers in our internationally-distributed newsletter

### Virtual Consultations

**Video chat with an In-Market Representative** to get first-hand feedback from our industry experts

### Buyers Missions

**Meet with qualified buyers** and promote your products without leaving the U.S.

### Food Show PLUS!™

**Maximize your trade show success** with on-site assistance, market knowledge, and access to qualified buyers



## Market Promotion

### Branded Program

**Receive 50% cost reimbursement** on an assortment of international marketing activities including advertising, demos, website development, international trade shows, and more



### Find Export Success at Your Fingertips.

Scan to see our program overview.  
[www.foodexport.org/program-overview](http://www.foodexport.org/program-overview)

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