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2024 FUNDING AVAILABLE FOR FOOD & AGRICULTURE PRODUCTS

Exporter Education, Market Entry, Branded Program Excited to Serve Suppliers

PHILADELPHIA, Pa., Aug. 22, 2023: [Food Export USA–Northeast](#) (Food Export–Northeast) is now welcoming new participants for the 2024 program year. Food Export updated its website (foodexport.org) to offer an enhanced experience to suppliers. Food Export-Northeast provides export education, market intelligence, assistance, tools, and financial support for novice to seasoned U.S. food and agricultural companies that help them find growth opportunities and build dynamic export strategy programs to achieve international success.

These marketing opportunities help U.S. companies remain competitive in the exporting industry and gain exposure for their brands in countries around the globe. In 2022, Food Export–Northeast helped 497 companies explore new markets that supported more than 3,100 jobs and 292 new sales opportunities across food and agricultural businesses.

Food Export-Northeast’s programs enable new and established suppliers to pursue international market opportunities and fuel long-term growth. They connect international buyers with qualified and knowledgeable U.S. companies that are committed to growing with partners in major food markets around the globe.

“We are seeing an uptick in interest in specific areas. The UAE, China, Mexico, Japan, Colombia, and Canada remain immensely popular with buyers and suppliers,” said Food Export-Northeast Executive Director/CEO Brendan Wilson. “We love facilitating connections between American producers and international buyers. It is a highlight of our work.”

Export Essentials Online provides a comprehensive, flexible approach to learning the fundamentals and logistics of exporting. Suppliers can learn at their own pace. Food Export-Northeast connects partners to its vast supplier network across the Northeast to spread awareness of partner programs and services. Market Entry programs and services identify opportunities in international markets and meet potential buyers.

“Participating in our educational programs gives our suppliers an advantage in the international market. We utilize the latest technology available to help suppliers gain the knowledge they need to succeed,” said Food Export-Northeast Liaison Manager Paul Weiss.

In addition to its education programs, Food Export–Northeast offers several services, such as trade leads and virtual consultations, that help suppliers decide which foreign markets are best suited for their company. International market connections also are made through Buyers Missions, Focused Trade Missions and Food Show PLUS![™], a trade show service program.

“Food Show Plus![™] suppliers will be given a competitive advantage over other suppliers at select trade shows. Suppliers are given exclusive introductions, valuable logistical aid, prime placement at the show and a lot more,” said Food Export-Northeast International Marketing Program Manager

Benjamin Cortese. “International buyers crave facetime with suppliers. This program provides that and aids suppliers in their plans to grow internationally.”

There are still a few openings for the remaining 2023 events, including booth space at the Seoul International Café Show, a Private Label Buyers Mission at 2023 PLMA Show, and the Focused Trade Mission to the UAE for Retail and Foodservice. Check the Food Export–Northeast [website](#) for more details, as well as a listing of the 2024 events.

For Branded Program participants, once approved, participants receive 50% cost reimbursement on eligible marketing and promotional activities such as exhibiting at international and select U.S. trade shows, advertising, public relations, in-store promotions and merchandising, marketing and point-of-sale materials, freight costs for samples, foreign market-compliant packaging and labeling, international website development, online marketing and more. Projects may range in size from a few thousand dollars to several hundred thousand in scope.

Made possible through the [Market Access Program](#) (MAP) from the USDA’s Foreign Agricultural Service (FAS), this cost-share funding program assists small- and medium-sized U.S. suppliers as defined by U.S. Small Business Administration (SBA) to promote their U.S. origin food and agricultural products in foreign markets.

Once approved, participants receive 50% cost reimbursement on eligible marketing and promotional activities such as exhibiting at international and select U.S. trade shows, advertising, public relations, in-store promotions and merchandising, marketing and point-of-sale materials, freight costs for samples, foreign market-compliant packaging and labeling, international web site development, online marketing and more. Projects may range in size from a few thousand dollars to several hundred thousand in scope.

“We are excited for the 2024 Branded Program year to open. Small- and medium-sized suppliers are welcome to apply for this 50 percent cost share program,” said Food Export-Northeast Branded Program Manager Howard Gordon. “Businesses can save half the cost on international website development, advertising and public relations, fees for exhibiting at select overseas and domestic trade shows, marketing and point-of-sale materials and more. It’s all here to help your business achieve its goals—at an affordable rate.”

Applications can be submitted starting now and will be taken until all dollars are distributed. Questions about the [Branded Program](#) and the application process can be directed to Food Export–Northeast at 215.829.9111. Additional information is available at www.foodexport.org/branded-program. The 2024 Branded Program runs from Jan. 1 through Dec. 31, 2024.

[Food Export–Northeast](#) accepts applications from suppliers in its 10-state Northeast region: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

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Food Export USA–Northeast is a private, non-profit organization that promotes the export of food and agricultural products from the Northeast region of the United States.