



CELEBRATING

growth

2023 ANNUAL REPORT





As we reflect on the accomplishments of the past fiscal year, we are pleased to share with you the annual report for Food Export-Northeast, which celebrated its 50th anniversary in 2023. Your unwavering support and dedication have been integral to the success and growth of our organization. The achievements of 2023 were diverse and plentiful. Whether reaching an anniversary milestone, sharing supplier success stories, or helping small- and medium-sized businesses expand their international market presence, these triumphs are a testament to the commitment and hard work of the entire Food Export-Northeast team.

dear friends AND COLLEAGUES

Among the accomplishments this past year was the development of a cohesive senior leadership team across both Food Export-Midwest and Food Export-Northeast. The two organizations have shared a strategic alliance for nearly 25 years and have worked together on behalf of the 23 states we represent collectively. The new leadership structure created clearer accountability, more streamlined decision-making, a richer strategic focus, and enhanced communication. We are better positioned for scalability and growth across both organizations.

Central to our success is the exceptional teamwork that resonates across all aspects of our organization. Our staff, spanning various program areas, demonstrated outstanding collaboration, going above and beyond to not only meet but exceed our goals.

We developed our Mission, Vision, and Values statements. This was a collaborative effort among staff, member state representatives, board members, In-Market Representatives, contractors, and industry partners. This work resulted in the following mission statement:

"At Food Export-Midwest and Food Export-Northeast, our mission is to empower small- and medium-sized businesses in our regions to sell their food and agricultural products internationally."

This mission is supported by our vision of simplifying success, enriching exchange, and realizing resources on behalf of the food and agricultural companies we represent. Our goal is to connect these companies with the world's importers, distributors, manufacturers, and retailers to increase their export sales.

In the third quarter of 2023, we launched a state-of-the-art Customer Relationship Management (CRM) system, aligning with industry best practices. This crucial upgrade enhances our ability to manage interactions with current and potential suppliers efficiently, ensuring that we deliver tailored programs and services that meet the evolving needs of our stakeholders.

Our unwavering focus on producing results underscores our dedication to the long-term success of stakeholders within our 10-state region. Through innovation and expertise, we are committed to assisting small- and medium-sized businesses in our region to succeed, contributing to the prosperity of our communities.

The 2023 annual report encapsulates the milestones, challenges, and triumphs of the past year. Your continued support is invaluable as we endeavor to fulfill our mission, realize our vision, and uphold our values. We eagerly anticipate the continued journey ahead, fueled by collaboration, trust, and a shared commitment to excellence.

As we enter the next fiscal year, we do so with confidence, recognizing that our team is the bedrock of our ongoing success. The opportunities ahead will undoubtedly necessitate continued collaboration and innovation, and we are confident that our staff will rise to the occasion.

Thank you for your trust and partnership.

Sincerely,



Amanda E. Beal

COMMISSIONER AMANDA BEALMaine Department of Agriculture,
Conservation and Forestry

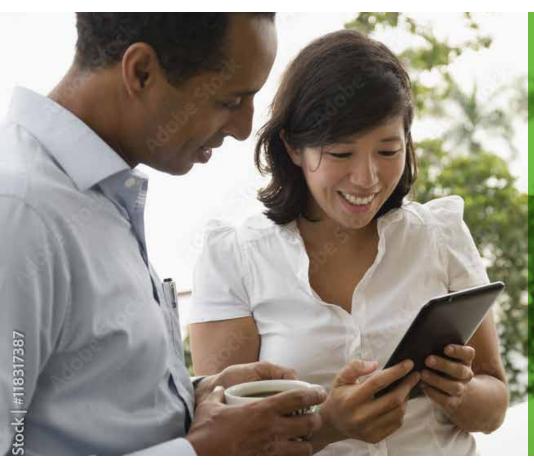


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BRENDAN WILSON
CEO/EXECUTIVE DIRECTOR
Food Export-Northeast

2023 ANNUAL REPORT Page

performance MEASURE RESULTS



1,187
Participants Registered in Our Programs

13,651

Buyer/Seller Contacts

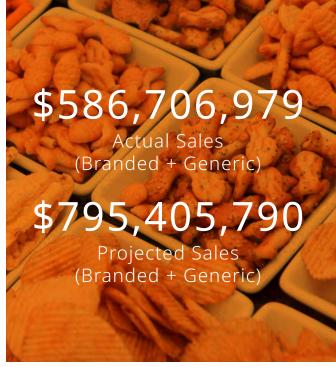
1,863

New Distributorships Established by Suppliers

449

First-time Sales to a New Market





2023 ANNUAL REPORT Page





718 Trade Leads Disseminated to U.S. Suppliers





152

Webinar Participants

38 Seafood Activity Participants

page 2023 ANNUAL REPORT

financial STATEMENT



Stater	nent of Activities
Period Ended	December 31, 2023

REVENUE AND SUPPORT		Undesignated		Program		Total	
Federal program reimbursements	\$	_	\$	10,960,534	\$	10,960,534	
Industry fees	\$	1,007,762	\$	1,400,000	\$	2,407,762	
State membership dues	\$	50,250	\$	_	\$	50,250	
Interest income	\$	155	\$	_	\$	155	
Miscellaneous income	\$	4,137	\$	_	\$	4,137	
Total revenue and support	\$	1,062,304	\$	12,360,534	\$	13,422,838	
EXPENSES	Uı	ndesignated		Program		Total	
Program reimbursable expenses	\$	_	\$	10,960,534	\$	10,960,534	
Personnel	\$	129,092	\$	1,225,000	\$	1,354,092	
Travel and meetings	\$	89,866	\$	_	\$	89,866	
Professional fees	\$	576,552	\$	100,000	\$	676,552	
Other general and administrative	\$	184,223	\$	75,000	\$	259,223	
Total expenses	\$	979,733	\$	12,360,534	\$	13,340,267	
Net Assets	Uı	ndesignated		Program		Total	
Increase in net assets without donor restrictions	\$	89,228	\$	_	\$	89,228	
Beginning of period	\$	2,809,788	\$	_	\$	2,809,788	
End of period	\$	2,899,016	\$	_	\$	2,899,016	

Statement of Financial Position As of December 31, 2023

ASSETS	Undesignated	Program	Total	
Cash and cash equivalents	\$ 70,430	\$ 353,847	\$ 424,277	
Investments	\$ —	\$	\$ —	
Interfund accounts	\$ 3,240,396	\$ (3,240,396)	\$ —	
Receivables	\$ 168,825	\$ 2,304,930	\$ 2,473,755	
Furniture, equipment, and leasehold improvements, net	\$ 34,969	\$ —	\$ 34,969	
Other assets	\$ 313,574	\$ 871,725	\$ 1,185,299	
Total assets	\$ 3,828,194	\$ 290,106	\$ 4,118,300	
LIABILITIES AND NET ASSETS	Undesignated	Program	Total	
Liabilities Accounts payable and accrued expenses Deferred program fees Deferred member dues Other Liabilities	\$ 140,774 \$ 416,493 \$ 50,250 \$ 321,661	\$ 290,106 \$ — \$ — \$ —	\$ 430,880 \$ 416,493 \$ 50,250 \$ 321,661	
Total liabilities	\$ 929,178	\$ 290,106	\$ 1,219,284	
Unrestricted net assets	\$ 2,899,016	\$ —	\$ 2,899,016	

page 2023 ANNUAL REPORT

Food Export-Northeast 2023 Staff

Brendan Wilson

Chief Executive Officer/ **Executive Director**

Michelle Rogowski

Chief Operating Officer/ Deputy Director

Laura England

Chief Communications Officer/Deputy Director

Robert Lowe, CPA

Chief Financial Officer

Teresa Miller

Chief Program & Partnership Officer

Molly Burns

Branded Program Director

Ben Cortese

International Marketing Program Manager

Gina Donio

Marketing & Communications Manager

Howard Gordon

Branded Program Manager

Mike Weiand

IT Manager

Grantland Behmke

Laura Buske

Marketing & Coordinator

John Eppinger Branded Program Coordinator

Lourdes Figueroa

Marketing &

Deborah Ingravallo

Matt Mager

IT Coordinator

Wahkeena "Keyna" Mason

Anna McCrorey

Accounting & HR Coordinator

Vivian Sicilia

International Marketing **Program Coordinator**

Rahdia Thornton

International Marketing Program Associate

Eoin Tierney

Branded Program Associate

Stefan Vasilevski

Marketing & Communications Associate

Logan Zweifel

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 (FAS). 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: www.foodexport.org

The Southern U.S. Trade Association (SUSTA)

701 Poydras Street, Suite 3845 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: www.wusata.org

Food Export-Northeast 2023 Board of Directors

PRESIDENT Amanda Beal

Commissioner Maine Department of Agriculture, Conservation and

VICE PRESIDENT Bryan Hurlburt

Connecticut Department of Agriculture

SECRETARY/ **TREASURER Anson Tebbetts**

Markets

Secretary
Vermont Agency of Agriculture, Food and

MEMBERS Michael T. Scuse

Secretary of Agriculture

Ashley Randle

Department of Agricultural Resources

Shawn N. Jasper

New Hampshire Department of Agriculture, Markets &

Edward Wengryn

Secretary
New Jersey Department of Agriculture

Richard A. Ball

Department of Agriculture & Markets

Russell Redding

Secretary Pennsylvania Department of Agriculture

Kenneth Ayars

Chief Rhode Island Department of Environmental of Agriculture

a strategic partnership to enhance our ability to carry out our shared include streamlined operations, pooled marketing resources, and more activities in a broader range of international markets.

As of December 31, 2023



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Food Export-Northeast administers 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—Northeast prohibits discrimination in all its 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/filingprogram-discrimination-complaint-usda-customer. Food Export-Northeast is an equal opportunity employer and provider. Food Export-Northeast does not tolerate fraud and is vigilant in preventing fraud in any of its programs. Food Export-Northeast reserves the sole right to accept or deny companies into its programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

ABOUT US Food Export USA-Northeast (Food Export-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 Northeastern food and agricultural products sell their products overseas since 1974, 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. The Northeast has a bounty of diverse agriculture including fruits (cranberries, blueberries, wild blueberries, and apples), wine, dairy products, snack foods, seafood 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 organic, kosher, specialty/gourmet, foodservice and éthnic market segments.