

2023



CELEBRATING
growth

2023 ANNUAL REPORT



YOUR CONNECTION TO GROWTH™

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 BEAL
Maine Department of Agriculture,
Conservation and Forestry



Brendan Wilson

BRENDAN WILSON
CEO/EXECUTIVE DIRECTOR
Food Export-Northeast

2023
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

527
Unique Companies
Participating
in Programs/Services

140
New Participants
in Our Programs

108
Companies New
to Food Export

\$586,706,979
Actual Sales
(Branded + Generic)

\$795,405,790
Projected Sales
(Branded + Generic)



206

Branded Program
Participants

193

Buyers Mission
Participants

46

Focused Trade Mission
Participants

Stock | #321520235



718

Trade Leads
Disseminated
to U.S. Suppliers



105

Completed
Supplier Success Stories



152

Webinar Participants

38

Seafood Activity
Participants

financial STATEMENT

Statement 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	Undesignated	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	Undesignated	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	\$ 140,774	\$ 290,106	\$ 430,880
Deferred program fees	\$ 416,493	\$ —	\$ 416,493
Deferred member dues	\$ 50,250	\$ —	\$ 50,250
Other Liabilities	\$ 321,661	\$ —	\$ 321,661
Total liabilities	\$ 929,178	\$ 290,106	\$ 1,219,284
Unrestricted net assets	\$ 2,899,016	\$ —	\$ 2,899,016

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 Weiland
IT Manager

Grantland Behmke
Liaison

Laura Buske
Marketing &
Communications
Coordinator

John Eppinger
Branded Program
Coordinator

Lourdes Figueroa
Marketing &
Communications Associate

Deborah Ingravallo
Liaison

Matt Mager
IT Coordinator

**Wahkeena “Keyna”
Mason**
Senior Administrative
Specialist

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
Liaison

Food Export–Northeast 2023 Board of Directors

PRESIDENT
Amanda Beal
Commissioner
*Maine Department
of Agriculture,
Conservation and
Forestry*

VICE PRESIDENT
Bryan Hurlburt
Commissioner
*Connecticut
Department
of Agriculture*

**SECRETARY/
TREASURER**
Anson Tebbetts
Secretary
*Vermont Agency of
Agriculture, Food and
Markets*

MEMBERS
Michael T. Scuse
Secretary
*Delaware Department
of Agriculture*

Ashley Randle
Commissioner
*Massachusetts
Department of
Agricultural Resources*

Shawn N. Jasper
Commissioner
*New Hampshire
Department of
Agriculture, Markets &
Food*

Edward Wengryn
Secretary
*New Jersey Department
of Agriculture*

Richard A. Ball
Commissioner
*New York State
Department of
Agriculture & Markets*

Russell Redding
Secretary
*Pennsylvania
Department
of Agriculture*

Kenneth Ayars
Chief
*Rhode Island
Department of
Environmental
Management – Division
of Agriculture*

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:
312.334.9230
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

*In 2000, Food Export–Northeast and Food Export–Midwest formed a strategic partnership to enhance our ability to carry out our shared missions. This agreement ensures both organizations retain their independent status, while the companies we serve benefit from the collaborative effort created by the partnership. These positive effects include streamlined operations, pooled marketing resources, and more activities in a broader range of international markets.

As of December 31, 2023



One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103 USA

T: 215.829.9111 F: 215.829.9777
www.foodexport.org

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/filing-program-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 ethnic market segments.