

*Export  
News  
From the  
Midwest and  
Northeast*

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## INTRODUCING THE FOOD EXPORT LEARN & SELL

**Combining the Best Elements of the Midwest Buyers Mission and the Food Export Marketing Forum™**

Taking place September 16, 17 in Chicago, Illinois, September 18 in Columbus, Ohio, and September 20 in Minneapolis/St. Paul, Minnesota, the Food Export Learn & Sell is an enhanced Buyers Mission that combines the educational component of the Food Export Marketing Forum™ and the selling opportunities of the Midwest Buyers Mission—bringing together the best elements of both of these former events. Furthermore, we’ve scheduled this enhanced Buyers Mission in three convenient and accessible cities that are within easy traveling distance of many of the U.S. companies that use our programs and services.

**Meetings With Qualified Buyers**

Each location of the event will include multiple meetings with qualified buyers from up to 20 key international markets, providing an excellent sales

opportunity for U.S. companies. Buyers have been invited from the following markets:

- Brazil
- Canada
- China
- Colombia
- Egypt
- Guatemala
- Israel
- Japan
- Korea
- Kuwait
- Mexico
- Nicaragua
- Philippines
- Russia
- Saudi Arabia
- Singapore
- South Africa
- Taiwan
- Turkey
- Vietnam

**Educational Sessions Facilitated by Food Export Helpline™ Counselor**

In addition, each stop will feature specialized exporter education from six of our In-Market Representatives, facilitated by our Food Export Helpline™ counselor, **Dennis Lynch**.

..... cover story continued on back cover

# MARKET FOCUS: GERMANY

Germany, with a population of 82 million of the world's wealthiest consumers, is by far the biggest market in the European Union, reports the USDA, Foreign Agricultural Service. Germany offers good opportunities for U.S. exporters. In 2012, U.S. exports of consumer oriented food products totaled more than \$900 million.

Germany's population continues to decline due to low birth rates and reduced immigration. It is estimated that 50 percent of Germany's population will be older than 47 in 2025 and by 2060 the population will have decreased to about 65 million. Germany is a broadly middle class society. The country's GDP grew by 3.6 percent in 2010, 3.0 percent in 2011, 0.7 percent in 2012, and is projected to grow by 0.4 in 2013.

In 2012, German imports of agricultural products (including forest products) totaled \$100 billion. The U.S. share of the German agricultural import market totaled nearly \$2.2 billion, consisting mostly of soybeans, tree nuts, seafood, vegetable oils, wine, and other consumer oriented products.

Germany's main trading partners in the food sector are other EU countries followed by Russia, the United States, and Switzerland. In the past ten years, food imports have steadily increased, underlying the rising demand for foreign as well as exotic foods.

## Consumer Food Trends

There are some new trends based on new consuming patterns in the middle class and the overall change in demographics. Increasing demand for wellness, convenience food, and organic products in the past years represents a large potential for U.S. companies active in these market segments.

## UPCOMING ACTIVITIES IN GERMANY

### Food Show PLUS!™ at ANUGA

*October 5-9, 2013, Cologne, Germany*  
Registration Deadline: July 15, 2013

### NEW - Food Show PLUS!™ at Food Ingredients Europe

*November 19-21, 2013, Frankfurt, Germany*  
Registration Deadline: August 27, 2013



An aging population is fueling the demand for health and wellness as well as functional food products to prevent or overcome conditions including diabetes, high blood pressure, and cholesterol. Two-thirds of all Germans see a direct link between nutrition and health.

The movement for organic food products has long since achieved mainstream status in Germany. More and more consumers are seeking to improve their sense of well-being, health, and even their performance levels through the consumption of functional food products.

An increasingly fast-paced society and the rising number of single households is driving demand for highly convenient foodstuffs including ready-to-eat meals, frozen foods, desserts, and baked goods. Other trends include sales of fair trade products, such as coffee and fruit juices.

## Best High-Value Product Prospects

Best product prospects include: fish and seafood products, tree nuts, wine and beer, pet foods, processed fruits and vegetables, snack foods, red meats fresh/chilled/frozen, fruit juices, health food, organic food, sustainable food products, and dried fruit.

## How to Market Your Products in Germany

The German market offers good opportunities for U.S. exporters of consumer-oriented agricultural products. U.S. companies should develop the market by:

- Participating in German food tradeshows, many of which are in fact global marketing opportunities. See upcoming tradeshows in the blue box.
- Exploring marketing approaches that build on strong societal themes
- Highlighting your sustainability and exploring the value of certification
- Including a certified organic item in your product line-up, both for sales and brand management reasons

## Is Germany the Right Market for You?

Food Export–Midwest and Food Export–Northeast provide the services and activities you need to help determine if Germany is the right market for your product. If you're interested in developing potential sales, market education, meeting global buyers, or qualifying for funding assistance in marketing your products overseas, contact us.

## SUCCESS STORY

### FOCUSED TRADE MISSION BRINGS MINNESOTA COMPANY FACE-TO-FACE WITH BUYERS IN COLOMBIA



In 2012, Seneca Foods Corp., with production facilities in Rochester, Minnesota, participated in the Food Export-sponsored Focused Trade Mission to Costa Rica, Panama, and Colombia for Food Service and Retail Products, made possible by the Market Access Program, where they met several buyers from the region. According to Shannen Bornsen, International Sales Manager, “We had been in contact with a major buyer from Colombia but because of the one-on-one meetings

arranged through the Focused Trade Mission we were able to meet face-to-face and complete the sale. As a result, our exports of our canned vegetables to Colombia have doubled.” Shannen continued, “The timing for the trip was perfect because the U.S.-Colombia Trade Promotion Agreement had just been enacted. We met with a lot of companies that we expect to do business with in the future. The one-on-one meetings give you a great introduction to potential new clients and you get to meet with a lot of qualified contacts in a short period of time—very economical.”

Seneca Foods produces a line of quality canned and frozen fruits and vegetables that can be found in over 80 countries and across the U.S. under their own brand as well as private label. Seneca also produces and sells snack chip products.

## FOOD EXPORT ASSOCIATION OF THE MIDWEST USA AND FOOD EXPORT USA-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

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Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are 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).

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## IN THE NEWS

### PROSPECTS FOR U.S. AGRICULTURAL EXPORTS IN VENEZUELA

According to the USDA, Foreign Agricultural Service, Venezuela is the 13th largest market for U.S. agricultural exports, with sales totaling \$1.7 billion in calendar year 2012. It is one of the fastest growing U.S. markets due to a widening gap between local supplies and rising demand. Venezuela’s government policies have hobbled domestic production. As a result, there are growing opportunities for U.S. exports, despite strong competition and other challenges. At \$8.1 billion, Venezuela ranks as the world’s 18th largest agricultural market. However, its average annual growth trend of 23 percent over the most recent decade has few rivals. Visit our website to find upcoming activities to promote your products in the region.



## STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

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## COVER STORY CONTINUED

### Topics include:

- Making the most of Free Trade Agreements
- Product registration
- Overview of hot new markets for your products

Other Food Export staff will also be on hand to guide companies and provide added information about making the most of Food Export programs. Companies can choose to schedule individual meetings with the In-Market Representatives in attendance and our Food Export Helpline™ counselor.

### Who Should Attend?

This is a great activity for companies who are new to exporting, as well as seasoned experts, and everyone in between. We will have the

added benefit of education and more resources such as In-Market Representatives on hand to provide companies with various levels of guidance pertaining to specific markets.

### What Is the Cost?

If you register by July 15, 2013, the cost is \$250. This includes meetings and educational sessions for two company representatives and lunch for one. After the early registration deadline, the price increases to \$300. The final registration deadline is August 13, 2013. Additional lunch tickets may be purchased.

### Register Today!

For more information or to register for the Food Export Learn & Sell, visit our website at [www.foodexport.org](http://www.foodexport.org).

## IN THE NEWS

### ASIAN "TOP CHEF" COMPETITIONS SHOWCASE U.S. INGREDIENTS

Foreign Agricultural Service (FAS) Agricultural Trade Offices in China, Japan, and Taiwan, along with cooperating organizations representing a wide variety of U.S. food and agricultural products, hosted preliminary competitions in Hong Kong, Shanghai, Taipei, and Tokyo. The competitions aim to promote U.S. products among the food service sectors and consumers in these Asian markets as well as highlight the skills of creative Asian chefs.

Earlier in the year, local Asian chefs attended opening ceremonies that included cooking demonstrations and seminars about some of the more than 40 U.S. ingredients the chefs would use during the preliminary competitions and the finals in Taipei. Featured U.S. ingredients included fish, meat, poultry, fruits, vegetables, cheeses, rice and seasonings.

“By expanding the knowledge base of these chefs about all of these high-quality U.S. foods, we hope to broaden the use of these items in the restaurant sector,” said Erich Kuss, ATO Hong Kong



director. “This will lead to greater use, acceptance and demand in the overall market, creating a win-win for both American agriculture and Asian palettes.”

For more information about the United Tastes of America – Asian Chef Challenge, visit [www.utasteamerica.org](http://www.utasteamerica.org). Or to learn about upcoming activities in Asia, visit our website.

## FOOD EXPORT HELPLINE™: U.S.-PANAMA TPA

**Q:** Our new customer in Panama has ordered their first shipment of our habanero mustard. They have asked for our HS code, origin of ingredients, and a certificate of origin to qualify for the new Free Trade Agreement. We told them the peppers come from Ecuador and all other ingredients are from the U.S. As far as the certificate, I have searched online for hours and cannot locate it. Can you please point me in the right direction?

**A:** With the advent of all the new trade agreements, there are a lot of questions from exporters about documenting origin. Many of the newer agreements, including the U.S.-Panama Trade Promotion Agreement, or U.S.-Panama TPA, do not have an official certificate of origin requirement like NAFTA and the CAFTA-DR. Although the intent may have been to make origin declarations easier for both exporters and importers, so far that has not been the case as there is little guidance on the matter. As a result, a proactive approach is called for, which may include creating your own origin certificate for all of the FTAs and TPAs that do not have an official requirement. You still have to go through all the same steps to legally arrive at a claim for preferential tariff treatment, so you might as well make it more official rather than less.

### Qualifying Your Product for the U.S.-Panama TPA

Essentially, all Free Trade Agreements use a similar template to allow preferential tariff treatment. But they also use some different vocabulary and methods to determine and document origin. As previously reported, the platform with the most coverage and links to a number of individual sites for the U.S.-Panama TPA is located at [www.export.gov](http://www.export.gov). On the front page, click on “NAFTA Certificate”. On the second page, click on “Learn to Benefit from FTAs”. Finally, on the third page, you will find a list of current trade agreements. Here you can review the origin requirements by clicking on “Documenting Origin” once you have opened each individual country (i.e., Chile) or region (i.e., CAFTA-DR). As with the other newer trade agreements, there is a very helpful outline of the five steps to take to qualify your product for the agreement as well as how to document it and keep records. Let’s briefly summarize the action steps.

**Step 1:** Determine your product’s classification code: You indicated they have asked for it and it is required for documenting origin as well. If you open

up the link you will find some relevant information but also another link to the Census Bureau’s Schedule B search engine. Once there you can use the “3CE” or Commodity Code Classification (Search) Engine. Just type in “Mustard” and then on “Mustard Preparation” and both the header 21.03 and Schedule B number come up, which is 2103.30.0000. The last four digits are not important to the agreement or the importer, but the first six are, 2103.30. This is what you need to check the rule of origin to verify preferential tariff treatment and use on your origin certificate.

**Step 2:** Determine whether there is an advantage to claiming preferential treatment under the U.S.-Panama TPA: In some cases there may not be an advantage to claiming a preferential tariff for the product. It might be lower under the Most Favored Nations (MFN) rate or it might even be free from duty anyway. Reasons for this include the fact that the “base rate” that some trade agreements start from is higher than the MFN rate, and products not produced in a country are likely to be free over tariff eliminations as a member of the World Trade Organization and the source of the MFN rates. There are

two options in this link, the “What’s My Tariff” tool and the Customs Info Database. The tariff tool does not have duties on processed food, so use Customs Info. Register with your email, select Panama as the country, and type in 210330. You will find the General Rate (MFN) is 10% and the TPA rate is 9%, so there is an advantage currently at 1%.

One more optional step would be to confirm the rate in the tariff elimination schedule, which is located in the Legal Text of the agreement. To do this you just need to close the Customs Info window, and back up to the main Panama TPA page. Click on “The U.S.-Panama Trade Promotion Agreement,” which opens up the entire text including the tariff elimination schedule. Open the Panama Tariff Schedule for Agricultural Goods.

Scroll down to 210330 and you will find the product “Mostaza Preparada” (Prepared Mustard). Panama’s tariff codes are 8 digits as they have added a 20 suffix onto the end of the HS code of 210330. This is why the importer and customs does not need the last four digits from the U.S. side. The base rate of the agreement was 15%, so it was higher than the MFN rate. The tariff elimination schedule number is



“B,” which means the product is on a five year phase out to become free from duty. The elimination began on October 31st 2012, the day the TPA was entered into force. For the rest of 2012, the duty was 12% (down 20% or 1/5th). On January 1, 2013, it went down another 20% to the current rate of 9%.

**Step 3:** Identify the Rule of Origin under U.S.-Panama TPA: Back on the Panama TPA main page, click on the Rules of Origin link which is the next step. It explains the various conditions of product and how you can claim preferential tariff treatment for them if they qualify for the TPA. Not all products with non-originating inputs qualify, so this is a necessary step in order to assist the importer in their claim and save them the duty. Click on the hyperlink that says “Annex 4.1 of the Agreement.” These are the product specific rules of origin and sorted again by HS code. Scroll down to chapter 21 of the rules and then to the section of 2103.30. The rule of origin says: “2103.30 - A change to prepared mustard of subheading 2103.30 from mustard flour or meal of subheading 2103.30 or any other subheading; or a change to any other good of subheading 2103.30 from any other chapter.” Since the HS code the habaneros were imported under was 0709.60, your claim of origination is satisfied based on an appropriate tariff shift of your ingredients into the final product.

**Step 4:** Documenting Origin: This is where you now have gone through the steps to legally make the origin claim and put it in writing with your own origin certificate. The agreement states it is the responsibility of the importer in Panama to make a claim for the FTA-negotiated preferential tariff rate (FTA rate) for qualifying products. However, the exporter or producer may be asked by the importer, customs broker, or the Panama Customs Service to provide a written or electronic certification or other information to support the importer’s claim. Panama Customs or the importer may require additional information beyond these specifics. It goes on to say that while there is no required form for certifying origin, the minimum elements that must be included are:

First list the name and contact information (or other identifying information) of the person providing the certification;



perhaps a full company description on letterhead done by the person responsible for the compliance and/or export. Then add the tariff classification (21033020) and a description of the product; you could put this in Spanish and English, as well as the entire document.

Then in the body of the certificate, list the information that describes and demonstrates that the product is originating. This is the key section as you could not have made this claim without going through the previous steps. Indicate that the product qualifies based on analysis of Annex 4.1 of the agreement. Explain in detail that you have examined the product specific rule of origin and, again, indicate the HS code (210330) and Panamanian tariff code, (21033020). Finally, list the origin and HS code of the Ecuadorian habanero peppers, (070960) and the rule of origin, which is a tariff shift to subheading 210330 from 070960.

Add in the date when the certification information is prepared. If you want to make it a 12 month blanket certificate, you can indicate that as well, although no details can change without the issuance of a new certificate. If required, the certification may be completed based on the producers or exporter’s knowledge that the product is originating. Or for the exporter in case they are not the producer, reasonable reliance on the producer’s

written or electronic certification that the product is originating. You should add in whatever is appropriate.

**Step 5:** Keeping Your Records: The agreement mandates you retain information and documents proving origin for a minimum of five years from the date of importation. Such records include all of the work you have done here as well as records of the imported peppers, such as customs clearance documents if you were the importer and any records from your vendor if you were not.

After this, you can go through each FTA/TPA and review their origin and documentation requirements. When there is an official certificate of origin, the same steps need to be taken as you have here. When there is no official certificate, you now will be able to easily create one in a similar fashion to this one. In preparing to meet with foreign buyers in FTA/TPA countries, you can also impress them by preparing at least a draft of their certificates in advance.

#### FOOD EXPORT HELPLINE™ FOR YOU

For custom export assistance,  
including a report on your  
product’s top markets, contact Food  
Export–Midwest and Food-Export–  
Northeast at [info@foodexport.org](mailto:info@foodexport.org)

# Food Export–Midwest and Food Export–Northeast Activities

**Branded Program:** Did you know that you might be eligible for up to 50% reimbursement on travel and exhibition fees for some of these activities? Visit [www.foodexport.org](http://www.foodexport.org) or check the box below for more information.

## Buyers Missions—*International Buyers — Here at Home*

Buyers Missions bring buyers from all over the globe to U.S. cities. U.S. food and beverage suppliers meet one-on-one with pre-qualified, international buyers to generate sales leads. Imagine meeting with numerous buyers from multiple countries all in one day.

- **Food Export Learn & Sell** • September 16, 17, Chicago, Illinois; September 18, Columbus, Ohio; September 20, Minneapolis/St. Paul, Minnesota
- **Natural Products Expo East Buyers Mission** • September 25-26, 2013, Baltimore, Maryland
- **Value-Added Feed Ingredients Buyers Mission at World Dairy Expo** • October 1-5, 2013, Madison, Wisconsin
- **Bakery Ingredient Buyers Mission at IBIE Show** • October 6-9, 2013, Las Vegas, Nevada
- **Convenience Products Buyers Mission at the NACS Show** • October 11-13, 2013, Atlanta, Georgia

## Focused Trade Missions—*Total Market Immersion*

Focused Trade Missions bring small groups of U.S. suppliers to a country with the goal of building participants' export businesses. You're able to see the market dynamics first-hand, meet and build relationships with interested importers, and discover your products' potential in that market.

- **Focused Trade Mission to Guangzhou for Retail and Food Service Products** • November 9-11, 2013, Guangzhou, China  
Registration Deadline: August 20, 2013
- **Focused Trade Mission to Taiwan for Retail and Food Service Products** • November 16-19, 2013, Taipei, Taiwan  
Registration Deadline: August 23, 2013
- **Focused Trade Mission to Korea for Bakery Ingredients** • November 18-21, 2013, Seoul, Korea  
Registration Deadline: September 9, 2013
- **Focused Trade Mission to Dubai for Retail and Food Service Products** • November 26-30, 2013, Dubai, UAE  
Registration Deadline: September 9, 2013
- **Focused Trade Mission to Saudi Arabia for Retail and Food Service Products** • November 26-30, 2013, Jeddah, Saudi Arabia  
Registration Deadline: September 9, 2013

## Food Show PLUS!™—*International Tradeshow Success*

Food Show PLUS!™ provides the logistical assistance you need to be a more effective exhibitor. Services may include registration assistance, pre-show product research, translations of booth and sales materials, technical interpreters at your booth, local industry tours, on-site show assistance from food marketing experts, and much more!

- **Food Show PLUS!™ at ANUGA** • October 5-9, 2013, Cologne, Germany
- **Food Show PLUS!™ at China Fisheries Show** • November 5-7, 2013, Dalian, China
- **Food Show PLUS!™ at Food and Hotel China** • November 12-15, 2013, Shanghai, China
- **Food Show PLUS!™ at Food Ingredients Europe** • November 19-21, 2013, Frankfurt, Germany
- **Food Show PLUS!™ at SIAL Middle East** • November 23-26, 2013, Abu Dhabi, UAE

## Customer Service to Serve You!

Visit [www.foodexport.org](http://www.foodexport.org) to get the complete details and register online. Or call us at **312.334.9200** (Food Export-Midwest) or **215.829.9111** (Food Export-Northeast) to answer any questions.

Please note: Dates and locations are subject to change and upcoming activities are pending funding from the USDA, Foreign Agricultural Service. Visit our website for more event information.



# Expand Your International Marketing Budget... **Expand Your Bottom Line**

**Start Your Planning...the 2014 Branded Program Opens August 1st for Pre-Qualifications!**

## What Is the Branded Program?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 50 percent of approved international marketing and promotional activities such as:

- Advertising
- In-store promotions
- Public relations
- Product literature
- Freight costs for samples
- Package and label modifications
- Overseas tradeshow
- Certain domestic tradeshow with international attendance

## Companies Already Enrolled in the Branded Program

Your company may qualify for Branded Program funds for another market even after you've reached the five-year graduation in one market. In fact, you may qualify for many markets at one time.

## Put the Branded Program to Work for You

The Branded Program operates on a yearly basis. Go to the Branded Program page at [www.foodexport.org](http://www.foodexport.org) today to see if you pre-qualify or to submit an application or an amendment.

### How to Qualify?

To be eligible for the Branded Program, U.S. suppliers must be a "small" company according to SBA guidelines or an agricultural producer cooperative; be incorporated in the U.S.; have products that are at least 50 percent U.S. agricultural content by weight (exclusive of added water and packaging); and are headquartered in the Midwestern or Northeastern regions of the U.S. A company's headquarters is defined as the physical location of the business' main management/operations office.

**Note:** Eligible promotional expenses incurred by overseas importers and distributors on behalf of U.S. program participants may also qualify for reimbursement under the program.

### Upcoming Events

Food Export–Midwest and Food Export–Northeast are holding events throughout the year that may qualify for Branded Program reimbursement. If you're interested in growing sales internationally, don't miss these upcoming opportunities. Go to [www.foodexport.org](http://www.foodexport.org) and click on the Activity Calendar on our Programs & Activities page for more information about these activities.

### For Additional Information

**Fax this back to 312.334.9230.** (Note: This is not a registration form.)

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

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PRODUCTS \_\_\_\_\_

Check this box if you no longer want to receive faxes or e-mails from Food Export–Midwest and Food Export–Northeast. Please provide your company name, fax number, and e-mail address and fax this form back to 312.334.9230.

### Who We Are

Food Export Association of the Midwest USA and Food Export USA–Northeast are nonprofit organizations composed of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.



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Food Export–Midwest and Food Export–Northeast do not tolerate fraud and are 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).