

Export
News
From the
Midwest and
Northeast

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VOL. 21 NO. 5

SEPTEMBER/OCTOBER 2015

GET MORE BANG FOR YOUR MARKETING BUCK WITH FOCUSED TRADE MISSIONS

Is your company looking to explore new export markets for your products? Are you interested in meeting face-to-face with qualified international buyers? Would you like to experience potential export markets up close and in person? If you answered yes to any of these questions, then Food Export has the perfect opportunity for your company!

Focused Trade Missions give you a lot of bang for your marketing buck, offering U.S. companies both a sales opportunity and an educational experience. Food Export 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 product's potential in that market.



Focused Trade Missions are well-organized trips with services to help you confidently navigate a different culture and assist with business meetings. Services provided during these missions vary, but most often include:

- One-on-one meetings with qualified buyers
- Pre-event custom product research for one of your products including market overview, importation and distribution analysis
- Market briefing by local Foreign Agricultural Service (FAS) of the USDA staff
- Retail/site tours
- Tabletop showcase and trade reception
- Transportation coordination
- Interpreter present throughout mission
- On-site assistance at buyer-seller meetings and tours by Food Export's In-Market Representative

..... cover story continued on back cover

**LOOK INSIDE FOR THE
2016 ACTIVITY CALENDAR**

Start planning your 2016 export activities now!

MARKET FOCUS: INDIA

India is a small and growing market for imported consumer food products, reports the Foreign Agricultural Service (FAS) of the USDA. India's modern retail sector is expanding and young and higher income consumers are trying global cuisines. Importers often attend major international food shows in search of new products.

India's bulk, intermediate, consumer-oriented, fishery and forestry imports jumped from \$10.4 billion in 2008 to \$22.1 billion in 2013. Imports of consumer-oriented foods, led by tree nuts and fresh and dried fruits essentially have doubled since 2008 to \$3.2 billion.

Food Purchasing Behavior

Food purchasing behaviors, particularly for upper income consumers, are beginning to change with the emergence of cafes, fast food restaurants, supermarkets, processed foods, larger refrigerators, 24-hour television food channels, easier access to imported foods, women working outside the home, rising numbers of nuclear families and the introduction of foreign cuisines.

Demand for specialty and high-value foods such as chocolates, nuts and dried fruits, cakes, fresh fruits and fruit juices peaks during the fall festive season, especially at Diwali—the Hindu festival of lights that occurs during October or November depending on the lunar calendar. This is also the best time to introduce new-to-market food products in India.

Typical imported food items that can be spotted in retail stores in major cities include dry fruits and nuts, cakes and cake mixes, pastries, chocolates and chocolate syrups, seasonings, biscuits, canned fruit juices, canned soups, pastas, noodles, popcorn,

UPCOMING ACTIVITY IN INDIA

Focused Trade Mission to India for Retail and Food Service Products

March 7-11, 2016, New Delhi and Mumbai, India

Early Registration Deadline: November 2, 2015 - \$400



potato chips, canned fish and vegetables, ketchup and other sauces, breakfast cereals, and fresh fruits such as apples, pears, grapes and kiwis.

Consumer Demographics

With a population of 1.25 billion, India is the world's second most populous country after China. India is also one of the youngest countries in the world with a median age of 25. Nearly 60 percent of Indians are under the age of 30. However, declining birth rates suggest that the Indian population will age over the next 10 years with the fastest growth occurring among those aged 30 and above—a group that comprises the highest earners.

Doing Business in India

India offers one of the largest English-speaking workforces in the world. Although Hindi is India's leading national language, most Indian officials and business people

have an excellent command of English. Most Indian businessmen have traveled abroad and are familiar with western culture. Business is not conducted during religious holidays that are observed throughout the many regions and states of India. Verify holiday information with the consulate or embassy before scheduling a visit. Indian executives prefer late morning or afternoon appointments between 11:00 a.m. and 5:00 p.m.

Is India the Right Market for Your Product?

Food Export provides the services, activities, and support you need to help determine if India is the right market for your product. If you're interested in developing potential export sales, exploring new markets, meeting global buyers, or receiving funding assistance in marketing your products overseas, contact us.

SUCCESS STORY

SB GLOBAL FOODS LANDS SIX FIGURE EXPORT SALES TO SINGAPORE

In 2014, SB Global Foods, located in Montgomeryville, Pennsylvania, realized six figures in export sales of snack food products to a customer in Singapore as a direct result of the support from the Branded Program. To accommodate these orders, SB Global Foods has increased product sourcing of raw materials from companies in Pennsylvania, Indiana, and Maryland, and has increased packaging sourcing from suppliers in Pennsylvania and Georgia.

According to Karl Brown, the President and CEO of SB Global Foods, “The Branded Program allowed representatives from our company to establish a new importer relationship that resulted in the placement of our products with four of the major retailers in Singapore.” SB Global and their new importer in Singapore were able to use the funds from the Branded Program to provide in-store tastings, in-store displays, and PoS materials.

SB Global Food distributes confection, snack, and grocery products throughout the United States and to 60 countries worldwide.

NEWS STORIES

GROWING OPPORTUNITIES FOR U.S. PRODUCTS IN ASIA



China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam are amongst Emerging Asia’s most-established consumer markets reports euromonitor.com. Combined they accounted for 57% of consumer spending in Asia-Pacific in 2014 but by 2030 this proportion will increase to 70%. Looking ahead, consumer spending in these seven economies is expected to grow by 7.3% in real terms annually between 2015 and 2030, ranging from just 0.7% in Vietnam, to 7.4% in China.

Furthermore, the Foreign Agricultural Service (FAS) of the USDA reports U.S. agricultural exports to Southeast Asia have experienced extremely rapid growth in recent years and, in FY 2014, they climbed to a record \$11.5 billion—up 11 percent from FY 2013. In the past decade, Southeast Asia has had the fastest growth in U.S. agricultural sales of any region except South America. Strong economic growth and increasing demand for high-value products have been major drivers of this increase, and these trends are expected to continue to make Southeast Asia an attractive destination for U.S. exports in the future.

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.

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.

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FOCUSED TRADE MISSIONS CONTINUED

- Inclusion in Trade Mission brochure containing your company profile, contact details, and product lines

- Translation of up to two pages of materials
- Importation of samples into the target market

Each year, companies take advantage of these well-organized trips and have reaped the benefits—reporting more than \$9.8 million in actual export sales as a result of their participation in Focused Trade Missions!

Following are the success stories of just a few of these companies...

Explore a New Emerging Market

As a new emerging market, Panama currently imports more than 70% (\$24 million) of their feed and feed ingredients—most of which is supplied by the United States—in order to sustain their growing livestock businesses. To take advantage of the opportunities this market presents, July 2014 Food Export-Midwest hosted a Focused Trade Mission to Panama for Value-Added Feed Ingredients for U.S. feed related companies.

Lallemand Inc. from Milwaukee, Wisconsin, attended the mission and experienced first-hand the services that make Food Export’s trade missions so unique and valuable. Through one-on-one meetings during the mission, Lallemand reported \$10,000 in actual sales and expects to sell an additional \$50,000 in 2015,

adding up to a 20% increase in sales for the market and a first-time sale for Panama.

Make a First-Time Export Sale

In February 2015, NECCO, a privately held company of American Capital Company, located in Revere, Massachusetts, attended the Focused Trade Mission to Vancouver, Canada, for Retail, Food Service, and Specialty Products where they secured distribution with two new distributors. On site at the mission they were successful in lining up annual projected sales of more than \$50,000 from various Canadian confectionery distributors and manufacturers.

As a result of this mission and a Canadian Seminar in Portland, Maine, NECCO found and employed a Canadian sales management team, found new distributors, established private label items, and started Canadian packaging designs.

Build Broker Relationships

September 2014, The Gluten Free Bar, located in Grand Rapids, Michigan, attended the Focused Trade Mission to Canada for Specialty and Natural Products in Toronto, Canada. While there, they met with multiple buyers for their products and have since developed a broker relationship in Canada.

According to Marshall Rader, Co-Founder of The Gluten Free Bar, “We have sold \$40,000 worth of product since March

2015, and we plan to reach \$250,000 in sales to Canada by year’s end. We hope to grow significantly beyond that in 2016.”

Experience Big Growth In Export Sales

December 2014, Vectra Trading, located in Lansdale, Pennsylvania, attended Food Export’s Focused Trade Mission to the Middle East where they were introduced to a UAE-based buyer.

According to Amy Mody, President at Vectra Trading, “We already have a strong position in the Middle East for liquid shortenings, but with small marketing budgets, our ability to grow our business through product diversification can be a challenge. Thanks to the Food Export Focused Trade Mission and the Pennsylvania Department of Agriculture, we were able to start specializing in new products and develop new export partners in the region.” As a result, Vectra Trading has exported nearly \$250,000 worth of potato rolls to the Middle East, hired a new team member to assist with logistics, and gained additional leads in Germany and New Zealand.

WHERE WILL FOCUSED TRADE MISSIONS TAKE YOU IN 2016?

Now is a great time to investigate where Focused Trade Missions will be offered in the coming year to help you decide which markets you want to explore and connect with potential buyers. Visit our website to plan your next trip.



FOOD EXPORT 2016 ACTIVITY CALENDAR

SELECT YOUR EVENTS. PLAN YOUR YEAR.

- ▶ Meet International Buyers
- ▶ Maximize Key Markets
- ▶ Increase Sales Internationally
- ▶ Achieve Export Success
- ▶ Contact Our Liaison Team



Food Export–Midwest and Food Export–Northeast invite you to use our **2016 Activity Calendar**. Plan and select events and activities to maximize your exposure in key markets. These events represent your best opportunities to increase sales in international markets. **Plan now and REGISTER EARLY! These events will sell out.**

SELECT ACTIVITIES TO GROW SALES.

FOOD PRODUCTS:

- RETAIL PRODUCTS
- FOOD SERVICE PRODUCTS
- INGREDIENT PRODUCTS
- NATURAL PRODUCTS
- SPECIALTY/GOURMET PRODUCTS
- PRIVATE LABEL PRODUCTS
- SEAFOOD PRODUCTS
- PET FOOD/FEED PRODUCTS

UNITED STATES OF AMERICA		DATE	LOCATION	PRODUCTS									
BUYERS MISSIONS													
<input type="checkbox"/>	Specialty Food Buyers Mission at the Winter Fancy Food Show	Jan. 16-18	San Francisco, California	●	●	●	●	●	●				
<input type="checkbox"/>	Northeast Buyers Mission	Jan. 25-28	Boston, New York, Philadelphia	●	●	●	●	●	●	●	●		
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at the AFIA International Feed Expo	Jan. 26	Atlanta, Georgia										●
<input type="checkbox"/>	Frozen Food Buyers Mission at AFFI - CON 2016	Feb. 20-21	San Diego, California	●	●				●	●			
<input type="checkbox"/>	Seafood Buyers Mission at Seafood Expo North America	Mar. 5	Boston, Massachusetts									●	
<input type="checkbox"/>	Natural Products Buyers Mission at Natural Products Expo West	Mar. 10-12	Anaheim, California	●	●	●							
<input type="checkbox"/>	Pet Food Buyers Mission at the Global Pet Expo	Mar. 15	Orlando, Florida	●									●
<input type="checkbox"/>	Food Service Buyers Mission at the National Restaurant Association Show	May 21-24	Chicago, Illinois		●				●				
<input type="checkbox"/>	Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 23-25	Chicago, Illinois	●			●	●	●				
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at World Pork Expo	June 8-9	Des Moines, Iowa										●
<input type="checkbox"/>	Caribbean and Central American Buyers Mission for Retail and Food Service Products	June 15-16	Miami, Florida	●	●								
<input type="checkbox"/>	Canadian and Mexican Buyers Mission for Food and Beverage Products	June	Chicago, Illinois	●	●				●				
<input type="checkbox"/>	Specialty Food Buyers Mission at the Summer Fancy Food Show	June 24-27	New York, New York	●	●	●	●	●	●				
<input type="checkbox"/>	Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 16-17	Chicago, Illinois			●							
<input type="checkbox"/>	Midwest Buyers Mission	July/Aug.	Midwest USA	●	●	●	●	●	●				●
<input type="checkbox"/>	Natural Products Buyers Mission at Natural Products Expo East	Sept. 21-22	Baltimore, Maryland	●	●	●							
<input type="checkbox"/>	Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo	Oct. 4-6	Madison, Wisconsin										●
<input type="checkbox"/>	Bakery Ingredients Buyers Mission at the International Baking Industry Exposition	Oct. 8-9	Las Vegas, Nevada			●							
<input type="checkbox"/>	Convenience Products Buyers Mission at the National Association of Convenience Stores Show	Oct. 18	Atlanta, Georgia	●									
<input type="checkbox"/>	Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov.	Rosemont, Illinois						●				

CANADA		DATE	LOCATION	PRODUCTS									
FOOD SHOW PLUS!™													
<input type="checkbox"/>	Food Show PLUS!™ at SIAL Canada	April 12-15	Montreal, Canada	●	●	●	●	●	●	●			
TRADE MISSIONS													
<input type="checkbox"/>	Focused Trade Mission to Canada for Retail, Food Service and Ethnic Products	Feb. 16-18	Vancouver, Canada	●	●	●	●	●	●				
<input type="checkbox"/>	Focused Trade Mission to Canada for Specialty and Natural Products	Sept. 7-8	Toronto, Canada				●	●					

MEXICO		DATE	LOCATION	PRODUCTS									
FOOD SHOW PLUS!™													
<input type="checkbox"/>	Food Show PLUS!™ at ANTAD	Mar. 14-18	Guadalajara, Mexico	●	●		●	●	●				
TRADE MISSIONS													
<input type="checkbox"/>	Focused Trade Mission to Mexico for Private Label, Retail and Food Service Products	Sept. 26-30	Mexico City & Monterrey, Mexico	●	●				●				

CONTACT OUR LIAISON TEAM. FIND EXPORT SUCCESS.

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2016 BRANDED PROGRAM—DON'T BE LEFT OUT. TAKE ADVANTAGE TODAY!

Enroll in Food Export's 50% cost-share reimbursement program and learn how you can make the most of your marketing budget. Qualifying companies can make their promotional efforts go even further. Funds are limited each year so don't delay in applying!

CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA		DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™				
<input type="checkbox"/>	Food Show PLUS!™ at Feria Alimentaria	Sept. 4-7	Guatemala City, Guatemala	● ● ● ● ● ● ● ●
TRADE MISSIONS				
<input type="checkbox"/>	Focused Trade Mission to Chile for Sweets and Snacks Products — NEW!	Feb. 29 - Mar. 1	Santiago, Chile	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Colombia for Sweets and Snacks Products — NEW!	Mar. 2-4	Bogota, Colombia	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Panama for Retail and Food Service Products — IT'S BACK!	April 18-19	Panama City, Panama	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Costa Rica for Retail and Food Service Products — IT'S BACK!	April 20-22	San Jose, Costa Rica	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Brazil for Retail and Food Service Products	May 2-5	São Paulo, Brazil	● ● ● ● ● ● ● ●

EUROPE		DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™				
<input type="checkbox"/>	Food Show PLUS!™ at SIAL Paris	Oct. 15-20	Paris, France	● ● ● ● ● ● ● ●
TRADE MISSIONS				
<input type="checkbox"/>	Focused Trade Mission to the Turkey for Retail and Food Service Products — IT'S BACK!	Nov. 16-18	Istanbul, Turkey	● ● ● ● ● ● ● ●
SEAFOOD TRADE SHOWS				
<input type="checkbox"/>	Seafood Trade Show at Seafood Expo Global	April 26-28	Brussels, Belgium	● ● ● ● ● ● ● ●

MIDDLE EAST		DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™				
<input type="checkbox"/>	Food Show PLUS!™ at Gulfood	Feb. 20-25	Dubai, UAE	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Middle East Multi-sector Show	Oct. 26-29	Dubai, UAE	● ● ● ● ● ● ● ●
TRADE MISSIONS				
<input type="checkbox"/>	Focused Trade Mission to the UAE for Retail and Food Service Products	Dec. 4-5	Dubai, UAE	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Saudi Arabia for Retail and Food Service Products	Dec. 6-8	Jeddah, Saudi Arabia	● ● ● ● ● ● ● ●

ASIA		DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™				
<input type="checkbox"/>	Food Show PLUS!™ at FOODEX	Mar. 7-11	Tokyo, Japan	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Food & Hotel Asia	April 11-15	Singapore	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at SIAL China	May 4-7	Shanghai, China	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Seoul Food & Hotel	May 9-13	Seoul, South Korea	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Seafood Expo Asia	Sept. 6-8	Hong Kong	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at the Busan International Seafood and Fisheries Expo	Oct. 27-29	Busan, South Korea	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at the China Fisheries and Seafood Expo	Nov. 2-4	Qingdao, China	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Food Show PLUS!™ at Food & Hotel China	Nov. 7-10	Shanghai, China	● ● ● ● ● ● ● ●
TRADE MISSIONS				
<input type="checkbox"/>	Focused Trade Mission to India for Retail and Food Service Products — IT'S BACK!	Mar. 7-11	New Delhi & Mumbai, India	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to China for Food Service Products	Aug. 8-12	Shanghai & Guangzhou, China	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Vietnam for Retail and Food Service Products — IT'S BACK!	Aug. 14-17	Ho Chi Minh City & Hanoi, Vietnam	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to South Korea for Food Service Products and Ingredients — NEW!	Oct. 24-26	Seoul, South Korea	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Japan for Food Service Products and Ingredients — NEW!	Oct. 27-28	Tokyo, Japan	● ● ● ● ● ● ● ●
<input type="checkbox"/>	Focused Trade Mission to Taiwan for Retail and Food Service Products	Nov. 14-15	Taipei, Taiwan	● ● ● ● ● ● ● ●

CALL OR EMAIL US. WE'RE HERE TO HELP.

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Make your marketSM in 2016.

Food Export-Midwest and Food Export-Northeast can help no matter where you are on your exporting path. Select the programs and services that are right for you. Let us help you take the difficulty out of exporting and seize opportunities in the right markets to build your brand and accelerate your sales!



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