

GLOBAL FOOD MARKETER™ NEWSLETTER

Export news from the Midwest and Northeast



JULY/AUGUST 2017 | VOL.23 NO.4

FOOD EXPORT WEBINARS: EDUCATING YOU TO EXPAND YOUR EXPORTS

There was a time in the business world where if a company wanted to convey a message to a large group of people they would hold a business conference or a seminar. The only problem with that was people were required to travel to a specific location in order to attend. (Think scheduling headaches, cost of travel, time lost out of the office, etc.) Thanks to a far more powerful tool available to businesses today, this "old school" way of conducting conferences and seminars has been replaced and greatly improved.

A web-based seminar, better known as a webinar, is a way for businesses to project a message to a large audience, without asking guests to spend time and money traveling to a physical location.

FOOD EXPORT LOVES THIS CONCEPT AS A WAY TO INTERACT AND EDUCATE OUR SUPPLIERS.

Food Export-Midwest and Food Export-Northeast offer a series of educational webinars. Our webinars help new and experienced companies learn about the export process and the resources available to assist with expanding their food and agricultural business.

These webinars provide up to date exporter intelligence for companies regarding specific markets, logistics, trade financing, documentation, how to meet and follow-up with foreign buyers and much more. Food Export's webinars are complimentary to interested individuals.

Trending Webinar topics include:

- Market education
- Trade agreement effects on exporting
- Duty & tax structures
- Outlook for U.S. food and agricultural exports
- Export compliance/regulation updates
- Understanding the harmonized system (HS)
- Tradeshow best practices

IN THIS ISSUE

Food Export Webinars: Educating You to Expand Your Exports

Market Focus: U.S. Beef in Brazil

Success Story: Export Success to Brazil for PA & NJ Suppliers

Register for an Online foodexport.org Account!

Be sure to create an online account at www.foodexport.org to make the most of your customized online experience—it's quick and easy! Just click on Create An Account at the top right corner of our homepage.

CONTINUED INSIDE



MARKET FOCUS: BRAZIL

U.S. fresh beef exports are back in Brazil! Following a 13-year hiatus, the first shipment of U.S. fresh beef arrived in Brazil ushering in promising long-term market opportunities for the U.S. beef industry. In 2016, the United States exported \$6.3 billion in beef and beef products globally. With Brazil's large market reopened to the United States, U.S. beef exports are poised for new growth.

Brazil closed its market to imports of U.S. fresh beef in 2003 over concerns about bovine spongiform encephalopathy (BSE). Since then, the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) and Animal and Plant Health Inspection Service worked continuously with Brazilian officials to regain market access. Additionally, USDA's Food Safety and Inspection Service (FSIS) has provided documentation and information on the U.S. food safety requirements and standards for beef. Following numerous technical discussions and meetings, Brazil

officially reopened the market in August 2016 based on the United States' classification by the World Organization for Animal Health (OIE) as a negligible risk country for BSE.

As the U.S. agriculture industry witnesses this first shipment of fresh beef arriving in Brazil, it's the ideal time for U.S. exporters to re-engage in marketing efforts in the country. Currently, Brazil's main suppliers of fresh/chilled beef are Paraguay, Uruguay and Argentina – both because of their proximity to Brazil and because they enjoy duty-free access as a result of the Mercosur customs union. From 2014-2016, Brazil imported an average of \$296 million of fresh/frozen beef, or 50,000 metric tons, annually. Despite the competition from Mercosur countries and a 10-percent tariff differential for countries outside the customs union, the United States is in a great position to compete in the Brazilian market thanks to the ability to target high-end consumers.

The FAS Agricultural Trade Office in Sao Paulo recently launched the #USFoodExperience – a market promotion campaign to support the branding and promotion of U.S. food and beverage products in Brazil, including U.S. beef. Brazil boasts a population of more than 206 million people, with more than 40% of the population in the middle class and 16 million high-end consumers. Despite the country's current economic crisis, it is a promising market for U.S. high-value products, like fresh beef. Brazilians are familiar with the quality and diversity of U.S. food products and there is a demand for high-quality cuts of beef in both the foodservice and high-end retail sectors.

Since Brazil first announced the reopening of its market to U.S. fresh beef, USDA has worked with Brazil's Ministry of Agriculture, Livestock, and Food Supply on the food safety protocols and label approval process for U.S. firms wanting to ship to Brazil. An agreement was reached in December 2016 that met Brazil's product labeling approval requirements. Visit the FSIS Export Library for updated information on Brazil's export requirements for U.S. meat, poultry and processed egg products, including detailed instructions for shipping U.S. fresh beef and beef products to Brazil.



Agricultural Attaché Nicolas Rubio, Agricultural Trade Office Director Chanda Berk and Consul General Ricardo Zuniga onsite in Brazil for the first arrival of U.S. fresh beef – USDA choice boneless top beef sirloin (or picanha).



FOOD EXPORT HELPLINE™

Q: I have heard you say that the Food Export “Alliance” is made up of 22 states which in many ways are quite different from each other. How about some more details on what they produce, as well as export, and their destinations?

A: Food Export-Midwest and Food Export-Northeast have operated in a strategic alliance since April 2000 where the two State Regional Trade Groups or “SRTG’s” and their 22 State Agricultural Promotion Agencies or “Members” work collectively to strategize on which annual activities and promotions are best suited for overall success of their respective companies products and their markets. And yes the diversity of the various states’ natural resources and core competencies is very interesting to review; they are all unique in their own way, although some neighboring states share the same type of land and natural resources.

Given space limitations it is best to focus on one SRTG in this edition and the other in the next one. We begin with Food Export – Northeast. Sources of information vary from their own State Department of Agriculture websites, USDA’s National Agricultural Statistical Service (NASS), USDA’s Foreign Agricultural Service Global Agricultural Trade System or “GATS” and resources describing the background of the state’s main nicknames.

Connecticut: This is “The Constitution State.” Historians and others have made the claim that the Fundamental Orders of the years 1638/39 were the first written constitution in history. Although small in size with only 4,845 square miles, Connecticut is a large farming state with approximately 6000 farms in operation on 440,000 acres. Greenhouse and nursery products account for over 40% of the state’s total agricultural production. Other consequential crops include sweet corn, apples, tobacco, and hay. The state’s most important livestock group products are dairy products. Eggs and aquaculture are also significant, followed by cattle and calves and hogs.

In 2016 Connecticut exported \$277 million worth of food, agricultural and related products to the world. Top destinations included Canada, Dominican Republic, Hong Kong, China, Mexico and India. The majority of the products exported were consumer ready including prepared foods, dog and cat food, baked goods,

potato chips, peppers, lobsters and tomato ketchup. In the intermediate or ingredient category the state exports millions in protein concentrates, vegetable saps, beeswax and enzymes.

Delaware: This is known as “The First State.” Delaware was the first of the 13 original states to ratify the United States Constitution on December 7, 1787. According to legend, it was also referred to as “The Diamond State” by Thomas Jefferson because he described Delaware as a “jewel” among states due to its strategic location on the Eastern Seaboard. From the very beginning, And since that time Delaware’s prime location has been a critical factor in the growth of its agricultural industry.

Agriculture remains Delaware’s largest single land use, with close to 2500 farms using 40% of Delaware’s land (or 500,000 acres) in farming. Delaware farmers are among the most productive and efficient in the nation, with Delaware remaining first in the nation in the value of agricultural products sold per acre, according to U.S. Census of Agriculture. Among manufacturing activities, food processing ranks second in Delaware, with the poultry industry the most prominent activity. Corn, soybeans, hay and potatoes are the most important crops in the state. Delaware also grows a great variety of fruits and vegetables, including apples and peas and is a U.S. pioneer in the food-canning industry.

In 2016 Delaware exported \$318.8 million in food, agricultural and related products. The top destinations included Canada, Mexico, Hong Kong Kazakhstan, Honduras and Jamaica. Some 93% of the exports were consumer oriented, led by fresh fruits, poultry meat, prepared foods, nursery products and cut flowers, fruit and vegetable juices and chocolate and cocoa products. The poultry meats that Delaware is well known for added up to over 20% of the consumer oriented total. Exports of poultry meat are primarily exported to Hong Kong, Kazakhstan and Jamaica, as well as Vietnam and Mexico. This is an example where a core competence in a certain industry can create the largest export markets for the product.

Maine: This is the “Pine Tree State” recognizing the white pine tree, an officially designated state symbol. Maine possesses over 17 million acres of forests. Agriculture in the state has developed into a diverse industry, and the state’s some 8200 farms are the stewards of nearly 1.5 million acres of land. Did you know that Maine is the largest producer of brown eggs and wild blueberries in the world? Maine is also 2nd in the country in the production of maple syrup and 5th in the production of potatoes. The state is home to many small and medium sized renowned manufacturers of condiments, jams, confectionary products, cheeses, baked goods, & organic foods.

In 2016, Maine exported \$947.3 million of food, agricultural and related products to the world. Top destinations included Canada, China, Japan, Italy, Hong Kong and South Korea. Top products exported in 2016 included fish and seafood which added up to \$561.8 million, ranking 3rd in the nation. That figure is also nearly 60% of the agricultural and related products total, seafood being a “related product” as it is not agricultural. This is attributed to the historical dominance of the seafood industry to the state and their international trade capabilities.

Massachusetts: Early settlers were responsible for nicknaming the “Bay State” because of its proximity to several large bays. Massachusetts is 2nd in the U.S. for cranberry and wild blueberry production, and also ranks in the top 10 nationally in the production of squash, maple syrup and raspberries. Aquaculture is a large part of the Massachusetts agriculture industry. The state is home to more than 300 specialty food producers, who produce everything from jams, jellies, breads, candies, cheeses, ice cream, coffee, tea, cranberry confections, and wines to salsas, granolas, salmon, and shiitake mushrooms.

In 2016 Massachusetts exported nearly \$1.1 billion in food, agricultural and related products to the world. Top markets included Canada, China, Netherlands, Italy, France, Spain, U.K. and Germany. The unusual presence of European markets at the top are attributed to the fact that 47% of the state’s exports are in seafood, totaling \$496.6 million, which ranks it 4th in the nation just behind Maine. In fact when the export value in seafood exports is combined it adds up to over \$1 billion and 21% of the nation’s total exports. The “Bay State” had indeed been a bountiful harvest for Massachusetts. Other top exports of food products include ice cream which the state leads the nation in exports by more than double, prepared cranberries, as well as cranberry and other fruit juices, pet food and bakery products.



New Hampshire: Granite is the traditional rock in New Hampshire. It gave New Hampshire its nickname of “The Granite State,” as the state once had a large industry surrounding the quarrying of granite. Greenhouse, nursery and dairy products are New Hampshire’s most important commodities, adding up to almost ⅓ of the state’s total agricultural production, in cash receipts.

Over 180 apple growers in New Hampshire produced 907 thousand kilos (20 million pounds) in 2015. In 2016 New Hampshire’s over 400 maple operations produced over 169,000 gallons of maple syrup, up from 112,000 gallons in 2015. Food manufacturing in New Hampshire includes dairy products, bakery products, chocolate and confectionary, beverages, and seafood products.

In 2016 New Hampshire exported \$172.5 million of food, agricultural and related products to the world. Top markets include Canada, China, U.K., Australia, Mexico and Vietnam. The top export by commodity was forest products valued at \$60.7 million or 35% of the total value. The leading destinations are basically the same, which again shows us how a core competence from a natural resource can create an export industry from a state. Seafood exports are an important export as well and the state exported \$39.7 million in 2016, the 2nd leading category. The state also has great talent in chocolate confections and exported \$35.1 million in 2016 ranking 3rd.

New Jersey: This is the “Garden State.” It is said that a distinguished citizen announced it at the Centennial Exhibition in Philadelphia, on New Jersey Day, August 24, 1876, that our “Garden State is like a huge barrel, with both ends open, one of which is plucked by New York and the other by Pennsylvania.” Over 9,000 farms cover over 715,000 acres, or about 16% of the state’s land. Nationally, New Jersey is one of the top 10 producers of blueberries, cranberries, peaches, tomatoes, bell peppers, cabbage, cucumbers, snap beans, spinach, squash, and sweet corn.

In 2016, New Jersey exported over \$3 billion in food, agricultural and related products, with top markets including Canada, Mexico, Indonesia, China, U.K, Netherlands and United Arab Emirates. Consumer oriented food exports accounted for about half the total. Top products included prepared foods, fruit juices, fresh fruit, chocolate and cocoa products, condiments and sauces, snack foods and bakers wares. Fish and seafood are also valuable commodities and New Jersey historically has ranked in the top ten in the nation in fish and seafood exports, totaling \$46.7 million in 2016.

New York: This is the “Empire State” which acquired its nickname to recognize its vast wealth and variety of resources. About 23% of New York State’s land area, or 7 million acres, is farmland, worked by nearly 36,000 farms. The state ranks high among the major agricultural states in the nation, ranking in the Top 10 in 30 commodities. It is the second largest producer of apples and maple syrup, second in cabbage and snap beans, third in grapes, grape juice and wine, and fourth in pears and dairy, which is the largest segment of the agricultural sector. Other major agriculture products that come from New York include sweet corn, tomatoes, onions, cucumbers, squash, and green peas for processing.

In 2016 New York exported nearly \$2.7 billion in food, agricultural and related products to the world. The leading markets included Canada, China, U.K., Hong Kong and United Arab Emirates. Over 56% of the exports were of the consumer oriented variety. Top exports included prepared foods, wine and beer, dairy products, processed fruits and condiments and sauces. New York is also a

major exporter of forest products nearing \$400 million in 2016. In 2016 New York exported nearly \$100 million in fish and seafood products, ranking it 7th in the nation.

Pennsylvania: The origin of the term “Keystone State” cannot be traced to any single source but began around 1800. It began, and continues, as a reference in view of the key position of Pennsylvania in the economic, social, and political development of the nation. Pennsylvania has nearly 58,000 farms, covering



7.7 million acres or 27% of the total land. The state is known as the “Snack Food Capital of the World,” generating over \$5 billion in sales of pretzels, potato chips, confectioneries and chocolate. Pennsylvania is a U.S. leader in the value of shipments of canned fruit and vegetable specialty products, chocolate and cocoa products, potato chips and pretzels.

Pennsylvania exports of food, agricultural and related products amounted to nearly \$3 billion in 2016, the top markets being Canada, China, Mexico, U.K., South Korea and Japan. Over 47% of the value of exports was to Canada. Just over 66% of the value of export was of the consumer oriented variety. It should be no surprise that the leading category for export is prepared cocoa products which valued nearly \$560 million, and is exported directly from the state to over 75 different countries. This is followed by baker's wares, fresh fruit, ketchup and other sauces, pet food and sugar confectionery.

Rhode Island: The “Ocean State” is currently used on license plates and a nickname used to promote tourism. The official nickname “Plantation State” is derived from the state’s official full name “The State of Rhode Island and Providence Plantations.” The state has 1,250 farms covering over 70,000 acres, over 10% of the total land. Rhode Island’s most important agricultural commodity is its greenhouse and nursery industry, which provides over 45% of the state’s total agricultural receipts. Sweet corn, apples and potatoes, as well as hay are also important crops for the state. The state ranks in the top 10 in the nation in organic sales as a percent of all agricultural sales.

In 2016 Rhode Island exported \$83.5 million in food, agricultural and related products to the world. You may have noticed so far that all the preceding states #1 market is Canada, although China comes in 2nd frequently. In this case China is the top market followed by Brazil, Canada, Italy, Hong Kong and Vietnam. Almost 80% of the state’s exports to China are seafood products and the rest interestingly enough is ethanol. Other food products exported from Rhode Island in 2016 include sausage meats, prepared foods, protein concentrates, coffee extract and roasted peanuts. In 2016 Rhode Island exported \$45.8 million in fish and seafood products, ranking it 10th in the nation.

Vermont: And finally we bring you to the “Green Mountain State.” Vermont is an English form of the name that French explorer Samuel de Champlain gave to Vermont’s Green Mountains on his 1647 map. He called them “Verd Mont” meaning “Green Mountain.” Over 7,300 farms in Vermont steward 1.2 million acres which represent 21% of the land. Vermont is well known for high quality cheeses, grass fed beef, cranberries, and many other food products. Vermont also produces substantial crops of Macintosh apples, potatoes, eggs, honey and vegetables.



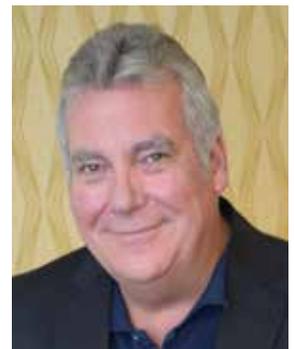
Vermont is the biggest producer of maple products in the country producing more than 40% of nation’s total output. Dairy is the core competence and primary industry in Vermont, producing more than two billion pounds of milk annually, more than 75% of the state’s agricultural output.

In 2016 Vermont exported over \$291 million worth of food, agricultural and related products to the world. Top markets included Canada, Mexico, China, U.K., Switzerland and Indonesia. Canada imported over 58% of the total which makes sense since in some cases an export ships only a few hundred yards to cross the border. Top products exported from Vermont included chocolate and cocoa products at \$70.4 million (24% of the total) and forest products \$66.8 million (23% of the total), followed by infant formula, roasted coffee, whey and milk albumin.

Food Export Helpline™ Counselor

Dennis Lynch, M.I.B.A., CGBP, is a 34-year veteran of international trade who has held a variety of positions in the public and private sectors. He has been directly involved in monitoring, troubleshooting and facilitating export transactions for more than 25 years.

As the export counselor behind Food Export-Midwest and Food Export-Northeast’s Food Export Helpline™ Dennis provides customized technical export assistance to a variety of food and agricultural firms. He is a dynamic and informative speaker who speaks regularly at educational seminars throughout our organizations’ Midwest and Northeast regions. Dennis is a “Certified Global Business Professional” and a member of “NASBITE,” the National Association of Small Business International Trade Educators.



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 for more information.

BUYERS MISSIONS

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.

Value-Added Feed Ingredients Buyers Mission at the World Dairy Expo

October 2-5, 2017 Madison, WI

Early Registration Deadline: July 31, 2017 - \$150

Final Deadline: August 21, 2017 - \$225

Convenience Store Buyers Mission at the 2017 NACS Show

October 17, 2017 Chicago, IL

Early Registration Deadline: August 15, 2017 - \$150

Final Deadline: September 7, 2017 - \$225

Private Label Buyers Mission 2017: Philadelphia, PA

November 9, 2017 Philadelphia, PA

Early Registration Deadline: September 7, 2017 - \$150

Final Deadline: September 28, 2017 - \$22

Private Label Buyers Mission at the 2017 Private Label Manufacturers Association Show

November 12, 2017 Rosemont, IL

Early Registration Deadline: September 11, 2017 - \$150

Final Deadline: October 2, 2017 - \$22

FOCUSED TRADE MISSIONS

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 Korea on "Evolution of U.S. Foods"

November 9-10, 2017 Seoul, South Korea

Early Registration Deadline: July 12, 2017 - \$400

Registration Deadline: August 23, 2017 - \$600

Focused Trade Mission to Dubai

December 3-4, 2017 United Arab Emirates, Dubai

Early Registration Deadline: August 1, 2017 - \$400

Registration Deadline: September 12, 2017 - \$600

Focused Trade Mission to Kuwait

December 5-7, 2017 Kuwait

Early Registration Deadline: August 1, 2017 - \$400

Registration Deadline: September 12, 2017 - \$600

FOOD SHOW PLUS!™

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 Food & Hotel China

November 13-16, 2017 Shanghai, China

Early Registration Deadline: July 24, 2017 - \$225

Registration Deadline: August 21, 2017 - \$350

SEAFOOD ACTIVITIES

Food Export-Northeast is widely known for the foreign market development activities and cost-share assistance we provide to the region's seafood industry. We also provide a variety of support activities on behalf of the industry to continuously uncover new market opportunities and to create greater foreign market awareness and demand for the region's seafood products along with our Seafood Export Promotion Program that includes market briefs provided by our in-market representatives in Brazil, France, Germany and China.

Food Show PLUS!™ at China Fisheries & Seafood Expo

November 5-7, 2017 Qingdao, China

Early Registration Deadline: July 13, 2017 - \$225

Registration Deadline: August 10, 2017 - \$350

Food Show PLUS!™ at Busan International Seafood Show

November 8-11, 2017 Busan, South Korea

Early Registration Deadline: July 13, 2017 - \$225

Registration Deadline: August 10, 2017 - \$350

In the September / October 2017 Global Food Marketer Newsletter the announcement of our 2018 Activities! A full reveal of all Buyers Missions, Focused Trade Missions and Food Show PLUS!™ activities in our 2018 Activity Calendar insert.

**FIND EXPORT SUCCESS. CALL OR EMAIL US.
WE'RE HERE TO HELP.**

Call: (312) 334-9200 or (215) 829-9111 E-mail: info@foodexport.org | www.foodexport.org



Make your market.™

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

FOOD EXPORT WEBINARS CONTINUED...

Food Export webinars also have the unique advantage of allowing questions to the presenter at the end of the presentation. How great is that? A live response to the questions raised and related to your personal experiences with exporting!

Held every month typically around mid-month, our hour-long webinars are a convenient way to learn the why and how of exporting right from your office. And even better, if you miss the live webinar you can log in to your Food Export account and watch the recorded event.



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.

Tim Hamilton
Executive Director
thamilton@foodexport.org

John Belmont
Communications Manager
jbelmont@foodexport.org

Adolfo Montelongo
Communication Coordinator - Content
amontelongo@foodexport.org

Laura Buske
Communication Coordinator - Publications
lbuske@foodexport.org

FOOD EXPORT–MIDWEST
tel: 312.334.9200 • www.foodexport.org

Michelle Rogowski
Deputy Director
mrogowski@foodexport.org

Teresa Miller
International Marketing Program Manager
tmiller@foodexport.org

Molly Burns
Branded Program Manager
mburns@foodexport.org

FOOD EXPORT–NORTHEAST
tel: 215.829.9111 • www.foodexport.org

Joshua Dillard
Deputy Director
jdillard@foodexport.org

Suzanne Milshaw
International Marketing Program Manager
smilshaw@foodexport.org

Howard Gordon
Branded Program Manager
hgordon@foodexport.org

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. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export Midwest and 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.

Global Food Marketer © is published by Food Export–Midwest and Food Export–Northeast.

UPCOMING WEBINARS

“Understanding the NAFTA Rules of Origin”

July 18th - 2:00 PM CDT (3:00 PM EDT)

“How to Complete the NAFTA Certificate of Origin”

July 19th - 2:00 PM CDT (3:00 PM EDT)

“How to Follow Up on Foreign Buyer Leads”

August 2017

“The Caribbean Markets”

September 2017

“How to Prepare for Meetings with Foreign Buyers”

October 2017

Check our website for exact dates and times:
www.FoodExport.org

STATE AGRICULTURAL PROMOTION AGENCY CONTACTS

Midwestern States

Illinois–**Kim Hamilton**
217.782.5809

Indiana–**Robert Warner**
317.607.9797

Iowa–**Mark Fischer**
515.725.3140

Kansas–**Robert Ryan-Numrich**
785.564.6704

Michigan–**Jamie Zmitko-Somers**
517.281.5738

Minnesota–**Jeffrey Phillips**
651.201.6220

Missouri–**Brenda Verslues**
573.522.9560

Nebraska–**Stan Garbacz**
402.471.4876

North Dakota–**Michelle Mielke**
701.328.4759

Ohio–**Padmini Roy-Dixon**
614.466.4996

South Dakota–**Bob Weyrich**
605.431.8002

Wisconsin–**Lisa Stout**
608.224.5126

Northeastern States

Connecticut–**Jamie Lizee-Smith**
860.713.2559

Delaware–**David Smith**
302.698.4520

Maine–**Jeff Bennett**
207.541.7400

Massachusetts–**Bonita Oehlke**
617.626.1753

New Hampshire–**Gail McWilliam-Jellie**
603.271.3788

New Jersey–**Christine Fries**
609.292.5537

New York–**Sue Santamarina**
518.457.7229

Pennsylvania–**Thomas Mainzer III**
717.783.1394

Rhode Island–**Katherine Therieau**
401.278.9100 ext. 139

Vermont–**Lauren Masseria**
802.505.5413



Food Export Association of the Midwest USA
 309 W Washington St, Ste 600
 Chicago, IL 60606
Address Service Requested

PRESORT STD
 U.S. POSTAGE PAID
 Permit 433
 BISMARCK,
 ND 58501



SUCCESS STORIES

HERR FOODS FINDS EXPORT SUCCESS AT FOOD EXPORT TRADE MISSION TO BRAZIL

In May 2016, Herr Foods of Nottingham, Pennsylvania, in the 16th Congressional District, traveled to Sao Paulo, Brazil with Food Export on a Focused Trade Mission to Brazil. At the event, Mariel Orozco, International Sales Manager for Herr Foods, met with various foreign buyers and organizations, including a representative of Albee Comercial LTDA.

Herr's shipped an order for approximately \$15,000 worth of snack food products in July 2016, only two months after the mission concluded.

Herr Foods is a leading producer of fresh, nutritious snack foods, potato chips, pretzels, and corn chips. Since 2010, Herr Foods has utilized Food Export programs such as Buyers Missions, Focused Trade Missions, the Export Advisor Program, the Food Export Helpline™, State Seminars, and the Online Product Catalog.



NEW JERSEY SUPPLIER INCREASES EXPORTS TO BRAZIL



Joe Tea, located in Upper Montclair, New Jersey, in the 11th Congressional District, participated in Food Export's Winter Fancy Foods Buyers Mission in January of 2014. As a result of participating in that Buyers Mission, Joe Tea made \$30,000 in sales to Brazil and projects to have \$100,000 more in sales to the market over the next twelve months. This successful sale helps contribute to the company

hiring four more employees, and it created more jobs for the shippers, manufacturers, farmers, and suppliers that help supply Joe Tea's products.

Joe Tea sells flavored teas, lemonade, and kettle cooked potato chips. Peach, Lemon, Raspberry, and Ginseng, are just some of the flavored teas that they sell. Their chip flavors include: Sea Salt and Vinegar, Sweet Potato, Jalapeno, Barbeque, Salt and Pepper, and Sour Cream and Onion. All of Joe Tea's kettle cooked potato chips use all natural ingredients.

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.

Please let us know if your company has experienced a success as a result of participating in a Food Export-Midwest or Food Export-Northeast program by e-mailing us at foodexport@foodexport.org.