



# BRINGING FOODS OF MIDWEST AND NORTHEAST USA TO THE WORLD

Providing Importers with Programs and Services  
to Make Successful Global Partnerships.





# ABOUT US.

Food Export Association of the Midwest USA and Food Export USA - Northeast are non-profit organizations composed of **12 Midwestern & 10 Northeastern state agricultural promotion agencies** that use federal, state and industry resources to help companies increase product sales overseas. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service. In order to better serve the needs of both importers and exporters with which we work, we have a network of representatives in several markets around the world. Each representative has extensive experience and expertise, specific to his or her market. Through a variety of programs and services, Food Export–Midwest and Food Export–Northeast can assist you in developing successful global partnerships with U.S. food exporters.





Allow Food Export–Midwest and Food Export–Northeast to connect you with quality U.S. products geared toward consumers in your market by participating in our many programs and services. We look forward to assisting you to create successful, global partnerships with U.S. food exporters.



## Why Import From Midwest and Northeast United States?

**U.S. suppliers are known for products that are high-quality, safe, innovative and consistent.** The Midwest and Northeast have well-developed food processing industries in some of the world's leading food producing areas. Midwestern farmers harvest more than one-third of the world's grain, as well as fruits and vegetables, livestock, oilseeds, wheat, corn and dairy products.

The Northeast has a bounty of diverse agriculture including fruits, dairy products, nuts, snack foods, maple syrup and seafood. In addition, these regions are home to companies that provide consumers around the world with high-quality, processed food and ingredients, as well as a multitude of value-added products, including healthy, natural, kosher and specialty/gourmet foods.

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## Why Import With the Help of Food Export–Midwest and Food Export–Northeast?

- Cutting-edge information on U.S. market trends and products brought to you in a variety of formats
- One-on-one contact with qualified U.S. suppliers
- Easy access to suppliers with a wide variety of products
- Elimination of communication barriers with the assistance of our In-Market Representatives
- Promotion and advertising assistance that can save you valuable time and money

A wooden spoon is shown dripping a thick, golden-brown liquid, likely honey, into a clear glass. The liquid is captured mid-pour, creating a thin stream. In the background, a large glass bottle of honey is visible, partially obscured by a white cloth. The scene is set on a textured, light-colored surface, possibly a wooden table or a piece of burlap. The lighting is warm and natural, highlighting the viscosity of the honey.

My company is interested in importing from the U.S. and learning more about the latest products and food industry trends. We also **need assistance finding, meeting and communicating with the right suppliers.**

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**WHAT ACTIVITIES WILL  
HELP US?**

# WE OFFER THESE PROGRAMS AND SERVICES FOR IMPORTERS OF U.S. PRODUCTS

## U.S. Foodlink

**U.S. Foodlink is a bi-monthly newsletter to keep you up to date on U.S. food industry trends and the latest developments in U.S products.** In addition, each issue of the newsletter showcases U.S. companies and their innovative products, state profiles from both regions and a list of upcoming food industry activities and events that are of interest to U.S. suppliers. You can also be directly connected to U.S. companies and their products profiled in the newsletter.

## Market Builder

**Let our In-Market Representatives introduce you to U.S. suppliers who export retail, food service and food ingredient products you want!** Market Builder includes two packages of services. Through the **MarketScan Service**, you have the opportunity to express interest in new-to-market products and be referred directly to U.S. suppliers seeking importers for their products. You can work closely with our In-Market Representatives to provide feedback to these U.S. suppliers about their products' potential with your customers in the following ways: offer retail suppliers advice on package sizes, competing products, import regulations, restrictions and more; and instruct ingredient suppliers on items such as product applications and pricing specific to your market.

As a part of the **RepFinder Service**, our In-Market Representative can arrange one-on-one meetings for you with U.S. suppliers visiting your market to discuss potential interest and their products' potential. You can offer feedback on topics including labeling, taste, appearance and price for retail products or technical specification and minimum order size for ingredient products.

## Online Product Catalog

**Visit our Online Product Catalog to find new products from U.S. suppliers without leaving your desk!**

These suppliers have been pre-qualified by Food Export–Midwest and Food Export–Northeast. Search this online database by product category, company name, brand name, label claims and market segment to easily and effectively locate and contact companies and products that are right for your market. We can also provide assistance on following up with companies in the catalog.

## Food Show PLUS!™

**Meet U.S. suppliers at international tradeshows with the help of Food Show PLUS!™.** This set of services will arrange meetings or introductions with U.S. exhibitors at tradeshows with the assistance of technical interpreters, if necessary, as well as translated marketing materials.

## Buyers Missions

**Travel to the U.S. to meet with food and agricultural companies!** Food Export–Midwest and Food Export–Northeast invite international buyers to participate in one-on-one meetings with pre-qualified suppliers to build working relationships. These meetings often take place in conjunction with U.S. based tradeshows.

## Trade Missions

**Meet U.S. suppliers without the expense of overseas travel by participating in a Trade Mission.** Trade Missions provide you with a range of opportunities to interact with U.S. suppliers. This may include one-on-one meetings to learn first-hand about U.S. food and beverage exports during product showcases, networking receptions to develop beneficial relationships and product demonstrations to learn how U.S. foods can best be used and prepared in your market. In addition, suppliers will be educated on how best to export to your market through a market analysis and in-market briefing. Finally, our In-Market Representative can assist in matching you with U.S. suppliers following the Trade Mission.

Food Export–Midwest and Food Export–Northeast sponsor over 70 Food Show PLUS!™, Buyers Missions and Trade Missions activities every year.

## In-Store Promotions

**Receive marketing funds by promoting U.S. Midwestern and Northeastern agricultural products in your market.** Food Export–Midwest and Food Export–Northeast can offer marketing support to retailers that source products from our regions and promote them in participating retail stores through in-store displays.



My company would like **help advertising** and **promoting U.S. products** within our market.

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# WHAT TYPE OF ASSISTANCE IS AVAILABLE?



# BRANDED PROGRAM

The Branded Program can make importing U.S. products more cost effective by offering financial support for the promotion of U.S. products in international markets. The Branded Program is a cost-share, funding program that supports the promotion of branded and private label food and agricultural products in foreign markets. Eligible promotional expenses incurred by overseas importers and distributors on behalf of U.S. companies who apply and participate in the Branded Program may qualify for reimbursement under the program for activities including:

## Marketing and Promotional Materials

- Catalogs
- Pamphlets
- Banners
- Mailings
- Brochures
- Product sheets
- Recipe cards
- Giveaways (up to \$2/item)
- Website development
- Electronic marketing

## Package and Label Modifications

(for mandatory requirements by the importing country)

- Costs associated with design, translation and production
- Printing costs for one year of production
- Labor required for attaching new labels

## Demonstrations and Merchandising

- In-store and food service promotions
- Demonstrations for distributors and consumers
- Freight cost for promotional samples
- Temporary displays

## Advertising

Newspapers, magazines, professional press, direct mailing, posters, billboards, TV, radio, websites

- Production costs
- Space rental

## Public Relations and Seminars

- Writing of press releases
- Space and equipment rental
- Duplication of seminar materials

## Tradeshows (International)

- Booth fees
- Set-up charges
- Furniture and equipment rental
- Temporary signage
- Interpreters
- Giveaways (up to \$2/item)

## The Branded Program May Be Right for Your Company if...

- You buy products with an agricultural origin from the U.S.
- Your local law requires a modification in the labels or packaging of products
- You would like to increase the number of promotional activities in your market

## Program Specifics

- Only U.S. companies that fit the U.S. Small Business Administration's guideline of a "small" company are eligible
- Products must contain at least 50% U.S. agricultural content and must be promoted and identified as a product of the U.S.
- Expenses of up to \$300,000 are eligible per U.S. company per year
- Your U.S. supplier must submit the request
- For more information on the Branded Program, Food Export–Midwest and Food Export–Northeast have Branded Program Manuals available in several languages: Chinese, English, French, Japanese, Korean, Portuguese and Spanish

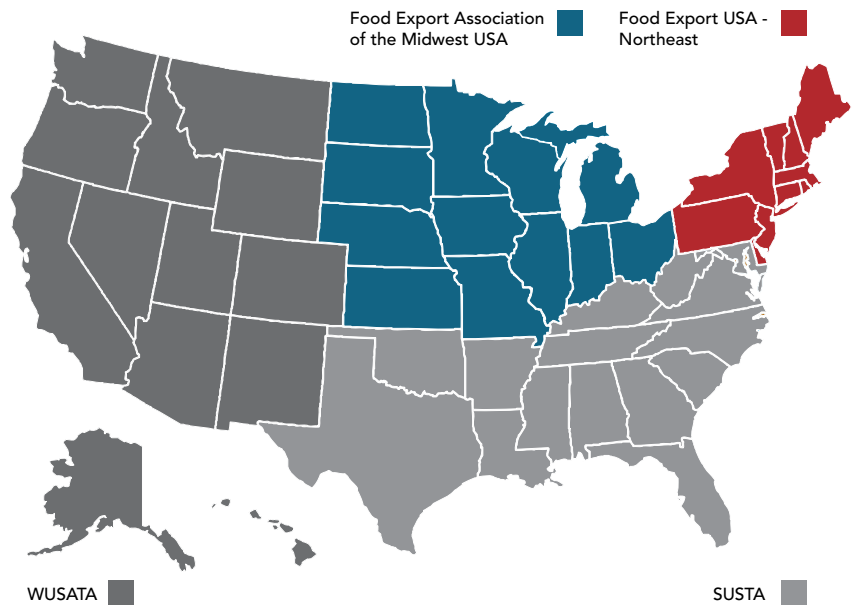
## Product Promotion

Food Export–Midwest and Food Export–Northeast can assist with the cost for the promotional displays and product demonstrations in international markets that showcase U.S.-made processed foods and agricultural products in supermarkets, restaurants and hotels.



## State Regional Trade Groups (SRTGs)

Food Export–Midwest and Food Export–Northeast are two 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**. 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.



The Western U.S. Trade Association (WUSATA)  
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T: +1.504.568.5986 | [www.susta.org](http://www.susta.org)

## Food Export–Midwest Member States

- Illinois Department of Agriculture
- Indiana State Department of Agriculture
- Iowa Economic Development Authority
- Kansas Department of Agriculture
- Michigan Department of Agriculture and Rural Development
- Minnesota Department of Agriculture
- Missouri Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Ohio Development Services Agency
- South Dakota Department of Agriculture
- Wisconsin Department of Agriculture, Trade and Consumer Protection

## Food Export–Northeast Member States

- Connecticut Department of Agriculture
- Delaware Department of Agriculture
- Maine Department of Agriculture, Food and Rural Resources
- Massachusetts Department of Agricultural Resources
- New Hampshire Department of Agriculture, Markets and Food
- New Jersey Department of Agriculture
- New York State Department of Agriculture and Markets
- Pennsylvania Department of Agriculture
- Rhode Island Commerce Corporation
- Vermont Agency of Agriculture, Food and Markets



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