

“As a direct result of East Coast Seafood’s participation in the Branded Program and exhibits such as the annual European Seafood Exposition, we have consistently increased export sales and developed long-term customers in regions outside of Belgium and over all the European Union. This has had a tremendous impact on our overall sales, and has given birth to new relationships with customers in countries like Russia, UAE, Turkey, and China.”

– Michael Tourkistas
President and CEO, East Coast Seafood

“Live lobster exports account for 60% of our sales and Food Export—Northeast has been a valuable tool in helping us achieve our export sales goals. The Branded Program has helped introduce our company to countries we would never be able to reach on our own. Our export business would not be nearly as successful as it is without the Branded Program and Food Export—Northeast!”

– David Madden
Vice President, Lobster Trap Co., Inc.



DISCOVER THE RIGHT MARKETS AND BUYERS FOR YOUR SEAFOOD PRODUCTS

Fish and shellfish harvested from the Northeastern United States benefit from strong consumer demand abroad—and some species are harvested almost exclusively for consumption in distant markets. Food Export—Northeast provides the Northeast region’s seafood industry with the right tools to navigate the

business of selling globally. **We provide opportunities for you to find the right markets and the right buyers within a market.**

Food Export—Northeast provides **customized assistance** and **financial support** to seafood companies to help you grow your export sales. Our programs and services range from **market education** (including webinars, seminars and a no-cost helpline) to **advertising your seafood products to foreign buyers** through a free virtual online catalog. We coordinate activities that enable you to **meet face-to-face with global buyers** and we administer federal funding assistance to help **stretch your overseas marketing dollars.**



THE ASSISTANCE YOU NEED TO GROW YOUR EXPORT SALES

Advertise your products to the world at no cost!

At the touch of a button, you can promote your fish and shellfish products to international buyers through the no-cost **Online Product Catalog**. It’s an easy way to receive trade leads and expand your marketing reach. By including your products in this virtual directory,

overseas buyers can easily locate your company and learn about the seafood products you have to offer.

Learn about foreign market sales potential for your products and meet foreign buyers! If there’s a particular market you’d like to target, we have an activity that will interest you.

Market Builder: Our in-market representatives provide you with customized market research tailored to your specific product(s). Receive buyer feedback on your product’s pricing, packaging, and market potential.

Buyers Missions: Meet one-on-one with foreign buyers in the U.S., without the time and expense of international travel. Our annual Seafood Buyers Mission takes place in conjunction with the International Boston Seafood Show.

Trade Missions & Events: Travel to overseas markets to learn first-hand about market prospects for your fish and shellfish products and to meet face-to-face with qualified buyers. Exhibit within our pavilion at the European Seafood Exposition, the world’s largest seafood trade event, held annually in Brussels, Belgium.

Food Show PLUS!™: We offer tradeshow enhancement services at a large number of food tradeshows that increase your competitiveness as an exhibitor and often result in actual sales. Services are specific to each show and often include: a pre-show competitive product market analysis; buyer introductions; market tours; and post-show qualification of trade leads. Visit our website to learn more, including the specific Food Show PLUS!™ services we offer at the Asian Seafood Exposition in Hong Kong and at the China Fisheries & Seafood Expo.

Visit our website for a full listing of upcoming activities at www.foodexport.org or sign up to receive announcements for upcoming seafood activities by e-mailing us at info@foodexport.org.

OBTAIN COST-SHARE FUNDING ASSISTANCE AND DOUBLE YOUR OVERSEAS MARKETING DOLLARS!

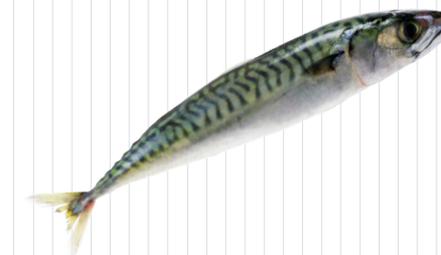
Through our cost-share funding assistance program, known as the Branded Program, qualifying companies receive financial assistance in the form of a 50-percent reimbursement for overseas marketing and promotional expenses (including travel to exhibit at overseas tradeshows). The Branded Program is widely used by the region’s seafood industry.

FOOD EXPORT—NORTHEAST SEAFOOD EXPORT MARKETING PROGRAM

Food Export—Northeast is the USDA Foreign Agricultural Service’s designated authority to administer federal Market Access Program (MAP) funding to increase exports of the region’s seafood products. The organization’s Seafood Export Marketing Program encompasses the Northeast United States seafood industry and the fish and shellfish products harvested from the region.

Exports play a vital role in the economic vitality of the Northeastern United States seafood industry. Food Export—Northeast conducts broad, generic promotion of the region’s seafood industry and seafood products to foreign markets worldwide.

Educational and promotional activities are conducted on behalf of the industry to create foreign buyer awareness and demand for the region’s seafood products. Food Export—Northeast also provides direct assistance and financial support to individual seafood companies to help firms effectively harness new foreign market sales opportunities.



START GROWING YOUR EXPORT SALES TODAY!

To learn more about the Seafood Export Marketing Program administered by Food Export—Northeast or any programs and activities mentioned, please visit our website at www.foodexport.org or contact us directly.

Promoting Your Seafood Products in Foreign Markets



WHO WE ARE

Food Export—Northeast is a non-profit organization composed of ten Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Northeastern food and agricultural products. Food Export—Northeast administers many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

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 Economic Development Corporation

Vermont Agency of Agriculture, Food, and Markets



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