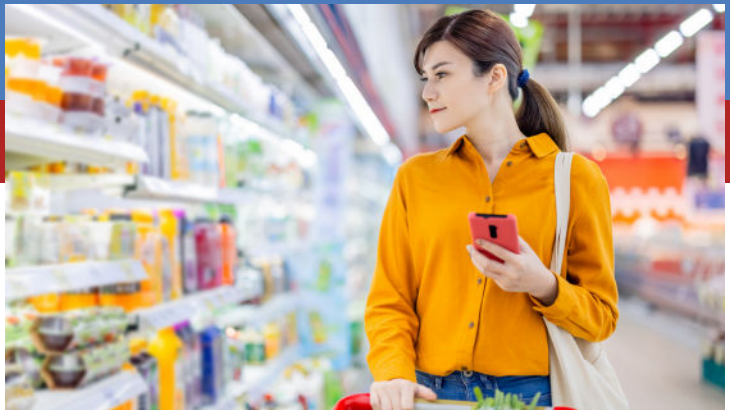




CELEBRATING
growth



2023

2023 ANNUAL REPORT



**Food
Export**
Midwest USA

YOUR CONNECTION TO GROWTH®

As we reflect on the past fiscal year, we are pleased to present the annual report for Food Export-Midwest. Your ongoing support and commitment have played a pivotal role in the success and growth of our organization.

The successes of 2023 were numerous and diverse. Whether it was achieving major milestones, sharing success stories, or helping expand the market presence of suppliers in our region, these accomplishments are a testament to the dedication and hard work of the entire team at Food Export-Midwest. Together, we celebrated victories, learned from challenges, and continued to grow as a united force.

dear friends

AND COLLEAGUES

Among the accomplishments this past year was the development of a cohesive senior leadership team across both Food Export-Midwest and Food Export-Northeast. The two organizations have shared a strategic alliance for nearly 25 years and have worked together on behalf of the 23 states we represent collectively. The new leadership structure created clearer accountability, more streamlined decision-making, a richer strategic focus, and enhanced communication. We are better positioned for scalability and growth across both organizations.

At the heart of our achievements lies the outstanding teamwork that permeates every facet of our organization. Our staff, across the different program areas, demonstrated exceptional collaboration, going above and beyond to ensure that our goals were not only met but exceeded.

We crafted Mission, Vision, and Values statements. This was a collaborative effort among staff, member state representatives, board members, In-Market Representatives, contractors, and industry partners. This work resulted in the following mission statement:

“At Food Export-Midwest and Food Export-Northeast, our mission is to empower small- and medium-sized businesses in our regions to sell their food and agricultural products internationally.”

This mission is supported by our vision of simplifying success, enriching exchange, and realizing resources on behalf of the food and agricultural companies we represent. Our goal is to connect these companies with the world’s importers, distributors, manufacturers, and retailers to increase their export sales.

In the third quarter of 2023, we launched a state-of-the-art Customer Relationship Management (CRM) system, aligning with industry best practices. This crucial upgrade enhances our ability to manage interactions with current and potential suppliers efficiently, ensuring that we deliver tailored programs and services that meet the evolving needs of our stakeholders. In the past year, we have tirelessly worked towards empowering small- and medium-sized Midwest companies to venture into the international market. Our mission remains at the core of our endeavors. Through education, market development, and promotion, we have been successful in simplifying the complexities associated with exporting value-added food, agricultural, and forestry products. The connections forged have not only strengthened our regions but have contributed to the vitality of our businesses and local communities.

Our vision underscores the importance of collaboration and support, evident in our strong partnerships with the 13 member-state agencies we represent and with USDA’s Foreign Agricultural Service (FAS). These alliances are instrumental in driving significant investment in the growth and prosperity of our member states and U.S. agriculture.

Our focus on producing results, as noted in this annual report, underscores our dedication to the long-term success of our stakeholders. Through innovation and expertise, we are driven to help our suppliers succeed, contributing to the prosperity of our local communities.

As we move into the next fiscal year, we do so with confidence, knowing that our team is the foundation of our continued success. The opportunities ahead will undoubtedly require continued collaboration and innovation, and we are confident that our staff will rise to the occasion.

Sincerely,



Blayne Arthur

**SECRETARY BLAYNE ARTHUR
BOARD PRESIDENT**

Oklahoma Department of Agriculture,
Food and Forestry



Brendan Wilson

**BRENDAN WILSON
CEO/EXECUTIVE DIRECTOR**

Food Export-Midwest

2023 performance

MEASURE RESULTS

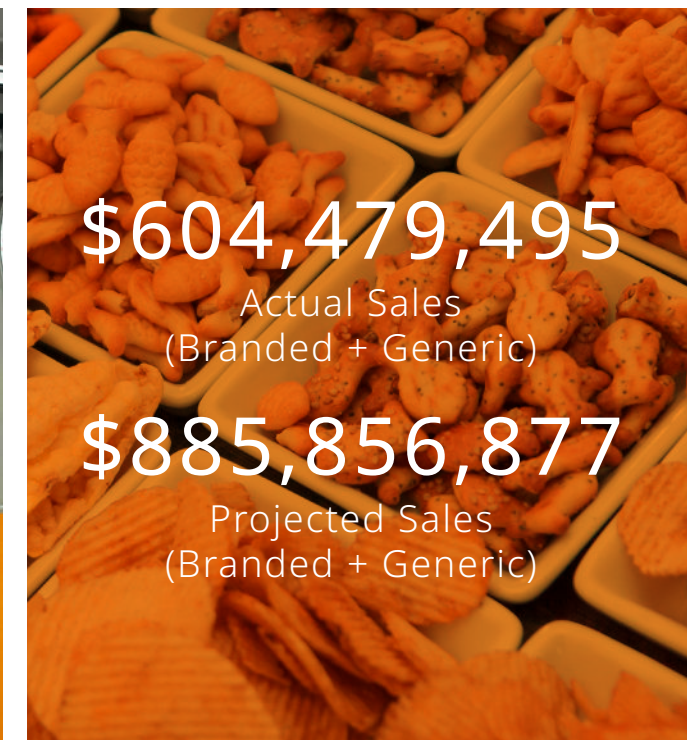


1,499
Participants Registered
in Our Programs

15,143
Buyer/Seller Contacts

1,977
New Distributorships
Established
by Suppliers

633
First-time Sales
to a New Market



604
Unique Companies
Participating
in Programs/Services

132
New Participants
in Our Programs

137
Companies New
to Food Export

\$604,479,495
Actual Sales
(Branded + Generic)

\$885,856,877
Projected Sales
(Branded + Generic)



212

Branded Program
Participants

268

Buyers Mission
Participants

37

Focused Trade Mission
Participants



718

Trade Leads
Disseminated
to U.S. Suppliers



90

Completed
Supplier Success Stories



253

Webinar Participants

409

Online Catalog
Participants

financial STATEMENT

Statement of Activities

Period Ended December 31, 2023

REVENUE AND SUPPORT	Undesignated	Program	Total
Federal Program Reimbursements	\$ —	\$ 13,486,937	\$ 13,486,937
Industry Fees	\$ 1,003,938	\$ 1,500,000	\$ 2,503,938
State Membership Dues	\$ 127,000	\$ —	\$ 127,000
Interest Income	\$ 43,110	\$ —	\$ 43,110
Miscellaneous Income	\$ —	\$ —	\$ —
Total Revenue and Support	\$ 1,174,048	\$ 14,986,937	\$ 16,160,985
EXPENSES	Undesignated	Program	Total
Program Reimbursable Expenses	\$ —	\$ 13,486,937	\$ 13,486,937
Personnel	\$ 564,243	\$ 1,419,635	\$ 1,983,878
Travel and Meetings	\$ 79,933	\$ —	\$ 79,933
Professional Fees	\$ 66,996	\$ —	\$ 66,996
Other General and Administrative	\$ 364,399	\$ 80,365	\$ 444,764
Total Expenses	\$ 1,075,571	\$ 14,986,937	\$ 16,062,508
Net Assets	Undesignated	Program	Total
Increase in Net Assets Without Donor Restrictions	\$ 98,477	\$ —	\$ 98,477
Beginning of Period	\$ 2,591,792	\$ —	\$ 2,591,792
End of Period	\$ 2,690,269	\$ —	\$ 2,690,269

Statement of Financial Position

As of December 31, 2023

ASSETS	Undesignated	Program	Total
Cash and Cash Equivalents	\$ 295,795	\$ 89,757	\$ 385,552
Investments	\$ 1,085,497	\$ —	\$ 1,085,497
Interfund Accounts	\$ 1,449,992	\$ (1,449,992)	\$ —
Receivables	\$ 265,883	\$ 1,361,021	\$ 1,626,904
Furniture, Equipment, and Leasehold Improvements, Net	\$ 166,140	\$ —	\$ 166,140
Other Assets	\$ 447,977	\$ —	\$ 447,977
Total Assets	\$ 3,711,284	\$ 786	\$ 3,712,070
LIABILITIES AND NET ASSETS	Undesignated	Program	Total
Liabilities			
Accounts Payable and Accrued Expenses	\$ 522,957	\$ 786	\$ 523,743
Deferred Program Fees	\$ 65,697	\$ —	\$ 65,697
Deferred Member Dues	\$ 115,000	\$ —	\$ 115,000
Other Liabilities	\$ 317,338	\$ —	\$ 317,338
Total Liabilities	\$ 1,020,992	\$ 786	\$ 1,021,778
Unrestricted Net Assets	\$ 2,690,292	\$ —	\$ 2,690,292

Food Export–Midwest 2023 Staff

Brendan Wilson
Chief Executive Officer/
Executive Director

Michelle Rogowski
Chief Operating Officer/
Deputy Director

Laura England
Chief Communications
Officer/Deputy Director

Robert Lowe, CPA
Chief Financial Officer

Teresa Miller
Chief Program &
Partnership Officer

Molly Burns
Branded Program Director

Femke Bosch
International Marketing
Program Manager

Gina Donio
Marketing &
Communications Manager

Mike Weiland
IT Manager

Paul Weiss
Liaison Manager

Gabriel Burton
Branded Program Associate

Laura Buske
Marketing &
Communications Coordinator

Dawn Cook
Branded Program Associate

Cindy Curtis
Liaison

Lourdes Figueroa
Marketing &
Communications Associate

Sarah Gerards
International Marketing
Program Associate

Daniel Griffith
Liaison

Kelly Kim
International Marketing
Program Associate

Katie LaBarge
Branded Program
Coordinator

Matthew Lorenz
Liaison

Matt Mager
IT Coordinator

Eric Salzeider
International Marketing
Program Coordinator

Stefan Vasilevski
Marketing &
Communications Associate

Veronica Wade
Senior Branded Program
Coordinator

Food Export–Midwest 2023 Board of Directors

PRESIDENT
Blayne Arthur
Secretary
Oklahoma Department of Agriculture

VICE PRESIDENT
Thom Petersen
Commissioner
Minnesota Department of Agriculture

SECRETARY/TREASURER
Randy Romanski
Secretary
*Wisconsin Department of Agriculture,
Trade and Consumer Protection*

MEMBERS
Jerry Costello,
Director
*Illinois Department of
Agriculture*

Don Lamb, Director
*Indiana State
Department
of Agriculture*

Mike Naig, Secretary
*Iowa Department of
Agriculture and Land
Stewardship*

Mike Beam, Secretary
*Kansas Department of
Agriculture*

Dr. Tim Boring,
Director
*Michigan Department
of Agriculture & Rural
Development*

Chris Chinn, Director
*Missouri Department
of Agriculture*

Sherry Vinton,
Director
*Nebraska Department
of Agriculture*

Doug Goehring,
Commissioner
*North Dakota
Department
of Agriculture*

Lydia Mihalik,
Director
*Ohio Department of
Development*

Hunter Roberts,
Secretary
*South Dakota
Department of
Agriculture*

State Regional Trade Groups (SRTGs)

Food Export–Northeast is one 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 (FAS). 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.

OTHER STATE REGIONAL TRADE GROUPS

**Food Export USA–
Northeast***
One Penn Center
1617 JFK Boulevard,
Suite 420
Philadelphia, PA 19103 USA
T: 215.829.9111 F:
215.829.9777
www.foodexport.org

**The Southern U.S. Trade
Association (SUSTA)**
701 Poydras Street,
Suite 3845
New Orleans, LA 70139 USA
T: 504.568.5986 F:
504.568.6010
www.susta.org

**The Western U.S. Trade
Association (WUSATA)**
4601 NE 77th Avenue,
Suite 240
Vancouver, WA 98662 USA
T: 360.693.3373 F:
360.693.3464
www.wusata.org

*In 2000, Food Export–Midwest and Food Export–Northeast formed a strategic partnership to enhance our ability to carry out our shared missions. This agreement ensures both organizations retain their independent status, while the companies we serve benefit from the collaborative effort created by the partnership. These positive effects include streamlined operations, pooled marketing resources, and more activities in a broader range of international markets.

As of December 31, 2023



309 West Washington Street, Suite 600
Chicago, IL 60606 USA

T: 312.334.9200
F: 312.334.9230
www.foodexport.org

Food Export–Midwest administers many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export–Midwest prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>.

ABOUT US Food Export Association of the Midwest USA (Food Export-Midwest) is a non-profit organization that promotes the export of food and agricultural products from the Midwest region of the United States. The organization has been helping exporters of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between 13 Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS). Food Export-Midwest, in conjunction with its member states, provides a wide range of services to facilitate trade between local food suppliers and importers around the world. The Midwest is one of the world's leading food-producing areas. Midwestern farmers harvest grain, as well as oil seeds, fruits and vegetables, beans, livestock, and dairy products. Consequently, the Midwest is home to hundreds of companies who provide consumers around the globe with high-quality processed food and agricultural products.