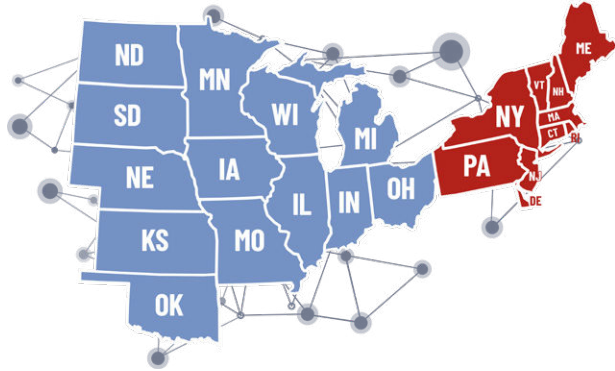


FOODS OF THE **MIDWEST & NORTHEAST** USA

FROM FIELD TO FORK

WELCOME TO THE **MIDWEST** **AND NORTHEAST** U.S.A.

Food Export Association of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) are non-profit organizations that promote the export of food and agricultural products from the Midwest and Northeast U.S.A.



Food Export-Midwest and Food Export-Northeast represent the best in U.S. food, farm, and fishing products that companies in their member states export to nations across the globe. Food Export-Midwest and Food Export-Northeast are a cooperative effort among 23 state agricultural promotion agencies and the United States Department of Agriculture’s (USDA) Foreign Agricultural Service (FAS).

Food Export Association of the Midwest USA®

- Illinois Department of Agriculture
- Indiana State Department of Agriculture
- Iowa Department of Agriculture and Land Stewardship
- Kansas Department of Agriculture
- Michigan Department of Agriculture & Rural Development
- Minnesota Department of Agriculture
- Missouri Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Ohio Department of Development
- Oklahoma Department of Agriculture, Food & Forestry
- South Dakota Department of Agriculture
- Wisconsin Department of Agriculture, Trade, and Consumer Protection

Food Export USA®-Northeast

- Connecticut Department of Agriculture
- Delaware Department of Agriculture
- Maine Department of Agriculture, Conservation and Forestry
- Massachusetts Department of Agricultural Resources
- New Hampshire Department of Agriculture, Markets & Food
- New Jersey Department of Agriculture
- New York State Department of Agriculture & Markets
- Pennsylvania Department of Agriculture
- Rhode Island Department of Environmental Management – Division of Agriculture
- Vermont Agency of Agriculture, Food, and Markets

Growers in the Midwest and Northeast regions grow a variety of fresh produce (such as cranberries, wild blueberries, corn, potatoes, apples, and sweet and tart cherries), and the area is known for the processing of canned and frozen vegetables. Canned specialties include corn, green beans, peas, mushrooms, and beets. Cool northern temperatures, rich soils, and state-of-the-art processing facilities make the region a leader in growing and processing potatoes for retail and foodservice.

Midwestern and Northeastern companies are pioneers in the production of salty snacks such as popcorn, pretzels, potato chips, and tortilla chips. The area’s industry experience and production capabilities make it possible to efficiently produce great-tasting snacks that cater to local tastes while accommodating the need for smaller portions, innovative packaging, healthier ingredients, and long shelf-life.

From the cool waters off the Atlantic coast of the Northeastern U.S.A. comes a bountiful fish and seafood catch that is shipped live, fresh, or frozen across the globe.

The regions produce an abundance of high-quality grains. Corn and wheat are the most significant crops, but many other grains are also grown. They are naturally high in fiber and are a rich source of complex carbohydrates, vitamins, and minerals. Several products made from these grains are also gluten-free and can be enjoyed by consumers who opt for gluten-free foods.

From spicy to sweet and subtle accents to bold flavors, the sauce and condiment category products reflect the ethnic and cultural diversity of Food Export’s regions. A passion for barbeque (BBQ) is evident in companies’ distinctive assortment of BBQ sauces. New England traditions are also on display in the variety of specialty products enhanced with the flavor of maple syrup.

An impressive variety of beans and legumes grow throughout the 23 states Food Export represents. Beans and legumes are high in protein and fiber and are a favorite of health-conscious consumers. Soybeans, often called the miracle crop because of their versatility, are one of the largest commodities grown.

Dairy farming has been a way of life for generations of Americans since the first European immigrants settled on the United States' green pastures hundreds of years ago. Not surprisingly, Food Export's member states are known for their top-quality milk and dairy products.

The Midwest and Northeast are especially well-known for outstanding cheeses. Skilled cheesemakers produce traditional classics like Cheddar, Colby, and Monterey Jack, as well as a wonderful variety of artisanal, specialty, and farmstead cheeses made in small batches from farm-fresh cow, goat, or sheep milk.

The large beef, poultry, dairy, and swine industries, coupled with locally available ingredients and processing capabilities make Midwest and Northeast companies a leading animal feed and feed/pet food ingredient supplier worldwide.

As a land of immigrants led by large multicultural cities like Chicago and New York, the Midwest and the Northeast are diverse regions whose cultures have led to a rich assortment of ethnic foods. Companies offer many varieties of ethnic foods, including American Indian, Asian, Indian, Italian, Mexican, and Middle Eastern. Many also have kosher and halal certifications, catering to multicultural consumers worldwide who require them for religious reasons or are drawn to them for their quality and healthfulness.

Food Export-Midwest and Food Export-Northeast work closely with the USDA FAS, State Regional Trade Groups, state departments of agriculture, and industry stakeholders to better serve suppliers and understand the ever-changing global landscape.



This "Field to Fork" brochure is not meant to be an all-encompassing showcase of products produced in the Midwest and Northeast regions of the U.S. but as an introduction to the largest U.S. export categories of the regions.

LEADING IN AGRICULTURAL GOODS WITH QUALITY & ABUNDANCE

The Midwest and Northeast regions are known for their rich agricultural lands and advanced processing facilities, providing an array of consumer goods. The regions lead the way in everything from consumer-packaged goods and feed ingredients to seafood, along with agricultural, hemp, and wood products. Food Export is committed to supporting growers, processors and manufacturers who utilize agricultural commodities and ingredients to produce quality products and brands known the world over. In the following pages, learn more about some of the leading value-added agricultural products supplied from the Midwest and Northeast regions.

The top export products from suppliers in the Midwest and Northeast regions are featured here as reported by the USDA Global Agricultural Trade System (GATS) reporting system in the properly termed export product categories.

BEVERAGES

Non-Alcoholic Beverages:

With abundant locally-grown fruit, the regions are leading processors of apple, blueberry, cherry, cranberry, and grape juice and juice-flavored beverages. Companies also manufacture a variety of other non-alcoholic drinks, including soymilk and other dairy alternatives, cocktail mixes, specialty sodas, functional/energy drinks, and herbal teas.

Alcoholic Beverages:

Wine: The Midwest and Northeast U.S.A. are home to several award-winning wine-producing regions. The mainly family-owned boutique wineries offer a variety of traditional classics and distinctive local specialties. The regions also produce several styles of wine, including sparkling, ice, and fruit wines made from blueberries, blackberries, raspberries, cherries, and cranberries.

Beer: The Midwest and Northeast regions are known for their beer, including many small breweries that produce a variety of craft-style beers combining the best of old-world traditions with distinctive American ingredients. Popular styles include traditional pilsner, Indian and American pale ale, brown and amber ales, and wheat beer.



CANNED, DRIED & FROZEN FRUIT

Fruits have been a beloved specialty of the regions since long before science discovered the health benefits of their antioxidants. Wild blueberries and cranberries, two native fruits to our regions, were staples in the diets of early settlers.

Regional processed fruit products: dried fruit, dried fruit confectionery, frozen fruit, fruit bars and snacks, fruit wine jam, jelly, preserves, juices and concentrates, juice powders, nutraceutical ingredients, pie fillings and purees, sorbets, syrups, wines

Fruits from the regions: apples, blueberries (cultivated and wild), cherries (red tart and sweet), cranberries, grapes, and specialty fruits. Many locally-grown fruits are exported dried or frozen to ensure freshness and lengthen shelf life.



CHOCOLATE & CONFECTIONERY

The U.S. confectionery industry is large and diverse, with hundreds of manufacturers and thousands of items from which to choose. Every year, more than 3,000 new confectionery products are introduced into the market, led by products in the Chocolate, non-Chocolate, and gum categories. Seasonal and holiday-themed confectionery products make up about 20 percent of yearly sales.

Midwestern and Northeastern confectionery companies are uniquely innovative.

Their top offerings include:

- Gums and mints
- Chewy, fruity, and sour candy
- Top-name candy bars
- Premium Chocolate

They are known for innovative packaging and novelty items featuring interactive toys and pop culture tie-ins to movies, television, sports stars, and other media.



CONDIMENTS, SAUCES, JAMS & JELLIES

From spicy to sweet and subtle accents to bold flavors, the products in this category reflect the ethnic and cultural diversity of the regions. The passion for barbeque (BBQ) is evident in the distinctive assortment of BBQ sauces made by local companies. New England traditions are also on display in the variety of specialty products enhanced with the flavor of maple syrup.

Largest categories of exported condiments and sauces from the regions:

- Asian marinades and sauces
- Barbeque (BBQ) sauce
- Croutons
- Hot Sauce
- Hummus
- Maple flavored sauces
- Honey flavored sauces and dressings
- Meat coatings, glazes, marinades, and rubs
- Mustard and ketchup
- Nut-based spread/nut butter
- Pizza and pasta sauces (tomato-based sauce)
- Pickled vegetables and relishes
- Preserves
- Salad dressings and vinegars
- Salsa
- Sauce/soup mixes and bases
- Spreads
- Table sauce
- Toppings (ice cream, pizza, salad)



DOG & CAT FOOD

With plentiful raw ingredients and various manufacturers, the Midwest and Northeast U.S.A. are leading suppliers of pet foods to the world. One of the fastest growing product segments regionally, this export category has grown over 30% in the past three years for the Midwest region. Companies produce hay and alfalfa products for small animal pets, seed mixtures for domestic and wild birds, and a great variety of cat and dog foods, treats, and supplements to meet all of your customers' needs.

Many cat and dog food companies offer innovative products favored by consumers who want to support a healthy lifestyle for their pets. Premium products offer high quality, nutrition, flavor, and may be certified organic or contain functional food ingredients to promote health and longevity. Many producers also welcome the opportunity to develop private-label formulations.



FATS & OILS

The region's agricultural diversity yields a wide selection of edible oils and fats. Soybean oil, the most widely used edible oil in the world, is a versatile cooking oil and ingredient in many food products. Other cooking oils that are low in saturated fat include canola, corn, safflower, and sunflower oil. Flax seed oil, known for its high omega-3 fatty acid content, is popular as a salad oil and a nutritional supplement.

Other popular products in this segment include:

- Butter
- Shortening
- Margarine/spreads
- Cooking/baking sprays
- Tallow/meat fats
- And many cutting-edge formulations and custom blends



FOOD PREPARATIONS & INGREDIENTS

This category, in terms of the USDA GATS categorization, includes drink mixes, including cocktail mix, coffee creamer, and fortified fruit juices. It also includes whipped cream and toppings, sugar-free candy, food coloring and flavoring, roasted malt, protein concentrates, processed sugars, including colored sugar, and even cough drops. Mainly, anything that goes into or on a product, including mixes and doughs, includes everything frozen, and everything frozen falls under this category.

This category has been one of the top three categories of exports for the Midwest and Northeast regions over the past three years.

The Midwest and Northeast regions are home to a sophisticated food ingredient processing industry that delivers diverse ingredients to maximize profitability and satisfy customers' needs.

Many of the ingredients the Midwest and Northeast are known for come from the regional specialties featured throughout this brochure. Many innovative companies are manufacturing ingredients for today's food processing, baking, and confectionery industries. These include additives to enhance food products' flavor, appearance, and texture and the latest functional food ingredients and nutraceuticals containing health-promoting properties.

Major Food Ingredient Sectors:

Dairy-based ingredients:

- Casein
- Lactose
- Milk and cheese powders
- Whey and whey products

Grain-based ingredients:

- Bran and germ
- Fiber
- Flakes
- Flours and baking mixes
- Starches
- Syrups and sweeteners

Soy-based ingredients:

- Soy lecithin
- Soy protein products (flours, grits, concentrates)
- Soybean oil



PASTA & PROCESSED CEREALS

The Midwest region is a global leader in the production of high-quality grains like durum for pasta and wheat, oats, rice, rye, barley, millet, quinoa, and corn for cereals. Leading research, food safety, quality regulations, and sophisticated processing facilities put the Midwest and Northeast regions in a position to deliver a variety of pasta and processed cereal foods for any global market.

With the evolution of diet and food allergies in recent years, the pasta category has changed to include bean-based pasta, low-carb pasta, gluten-free pasta, wheat, flour, egg, fresh, instant, frozen, and dried variations.



PREPARED/PRESERVED MEATS

The Midwest U.S.A. is at the heart of the country's livestock production. The region produces various processed meat and poultry products that are popular with today's busy global consumers and satisfy many retail and food service needs.

MEAT AND POULTRY PRODUCTS:

- Delicatessen/lunch meat/cold cuts
- Feed ingredients
- Frozen or chilled processed meat and poultry
- Gelatin
- Hot dogs/frankfurters and sausages
- Jerky and meat snacks
- Smoked breasts (duck, turkey)
- Smoked meats (ham, bacon)

TYPES OF MEAT AND POULTRY:



PREPARED/PRESERVED SEAFOOD

From the Atlantic coast of the Northeastern U.S.A. comes a bountiful fish and seafood catch that is shipped live, fresh, or frozen across the globe. North Atlantic American lobster, with its distinctive large claws, has long been a favorite of international connoisseurs, and “Boston Squid” is prized for its tender meat. Atlantic sea scallops are highly regarded for their large size, taste, and superior quality.

Aquaculture is a growing industry in the Northeast, where a variety of molluskan shellfish and finfish species are raised in coastal estuaries and in land-based closed circulatory systems.

With a long history and tradition of sustainable fishery management, the U.S. fisheries management system is well respected and considered one of the best worldwide.

Major Fisheries of the Region:

Finfish:

- Black Sea Bass (*Centropristis striata*)
- Dogfish (*Squalus acanthias*)
- Monkfish (*Lophius americanus*)
- Ocean Perch/Acadian Redfish (*Sebastes fasciatus*)
- Skate (*Bathyraja* or *Raja* spp.)

Shellfish:

- American lobster (*Homarus americanus*)
- Eastern oyster (*Crassostrea virginica*)
- Blue mussel (*Mytilus edulis*)
- Boston/longfin squid (*Loligo pealeii*)
- Clams (*Mercenaria* spp.)
- Jonah crab (*Cancer borealis*)
- Rock crab (*Cancer irroratus*)
- Sea scallop (*Placopecten magellanicus*)
- Shortfin/ilex squid (*Illex illecebrosus*)



PROCESSED VEGETABLES & PULSES

While many people think of far west or southern states when it comes to growing vegetables in the United States, the Midwest and Northeast U.S.A. are also productive regions. Several of the regions' states grow fresh produce and are known for processing canned and frozen vegetables. Canned specialties include corn, green beans, peas, mushrooms, and beets.

Cool northern temperatures, rich soil, and state-of-the-art processing facilities make the region a leader in growing and processing potatoes for retail and food service.

Potato products: flakes/instant mashed, flour, fries and hash browns, frozen appetizers, pancake mixes, potato chips, snacks, and starch.



Note: The Northeast region's fisheries encompass Northwest Atlantic Zone 1 (FAO Area 21).

PROCESSED/PREPARED DAIRY PRODUCTS

Dairy farming has been a way of life for generations of Americans since the first European immigrants settled on the green pastures hundreds of years ago. Not surprisingly, the regions are known for their top-quality milk and dairy products.

The Midwest and Northeast U.S.A. are exceptionally well-known for outstanding cheeses. Skilled cheesemakers produce traditional classics like Cheddar, Colby, and Monterey Jack and an incredible variety of artisanal, specialty, and farmstead cheeses made in small batches from farm-fresh cow, goat, or sheep milk.

Select regional dairy products: cheese, cheese sauce, cream cheese, cheese spreads, dairy ingredients, ice cream, yogurt, sherbet, milk powders, and kefir.



CHEESE

Cheese is a dairy product produced in a wide range of flavors, textures, and forms by coagulation of the milk protein casein. The Midwest and Northeast U.S.A. are exceptionally well known for outstanding cheeses. Skilled cheesemakers produce traditional classics like Cheddar, Colby, and Monterey Jack and an incredible variety of artisanal, specialty, and farmstead cheeses made in small batches from farm-fresh cow, goat, or sheep milk.

SNACK FOODS

Midwestern and Northeastern companies are pioneers in producing salty snacks like pretzels, potato chips, and tortilla chips. Industry experience and production capabilities enable regional suppliers to efficiently produce great-tasting snacks that cater to local tastes while accommodating the need for smaller portions, innovative packaging, healthier ingredients, and long shelf-life.

The Midwestern and Northeastern regions are also known for the many other snack foods and products featured throughout this brochure.



POPCORN

Popcorn is one of America's favorite snack foods. People worldwide have come to love the taste of popcorn and appreciate that it is a healthy, whole-grain snack. The region's fertile soil and ideal growing climate contribute to producing some of the world's highest-quality popcorn, known for its high pop volume and uniformly large, fully popped kernels.

U.S. popcorn is sold in bulk for movie theaters and other food service outlets, in retail stores as a ready-to-eat snack, and in raw kernel form for consumers who pop it at home. Microwave popcorn is available in various flavors catering to the preferences of international markets. Candy-coated popcorn, such as caramel and kettle corn, is also a growing specialty.



SYRUPS & SWEETENERS

Maple Syrup and Honey: Maple syrup is quintessential New England and a true American tradition. American Indians and later French and English colonists collected the sap from sugar maple trees and simmered it to make maple syrup. Its irresistible taste remains one of America's favorite all-natural sweeteners.

The U.S. produces a great variety of honey, known worldwide for its purity and top quality. More than 300 varieties are made, from golden to dark-colored and mild to distinctively bold in flavor.

Sweeteners: The regions also produce corn syrup and high fructose corn syrup (HFCS), barley malt extract, beet sugar, and other natural and artificial sweeteners, syrups, and sugar substitutes.



HOW FOOD EXPORT CAN HELP

With the support of In-Market Representatives based around the world, Food Export–Midwest and Food Export–Northeast offer a variety of opportunities to assist you in developing successful global partnerships with U.S. food exporters.

Industry News from the U.S.A.

Learn more about Midwest and Northeast companies and the latest U.S. food industry trends with our popular U.S. Foodlink newsletter. Each issue showcases new product information from participating companies.

Introductions to Pre-Qualified Suppliers

Meet one-on-one with companies in your market through Food Export's Market Builder program and Food Show PLUS!™ service or during Focused Trade Missions where Food Export leads delegations of U.S. companies overseas. Buyers can also travel to the U.S. to participate in one of many Buyers Missions, most of which occur with a major trade show.

Product Promotion

Food Export–Midwest and Food Export–Northeast can help support the marketing and promotion of branded and private-label food and agricultural products in your market through the cost-share Branded Program. (To participate in the program, your U.S. supplier must be eligible, apply, and be approved.) Food Export can also assist with the cost of promotional displays and product demonstrations that showcase U.S.-made processed foods in supermarkets, restaurants, and hotels.

Find U.S. Food Products Online

Use Food Export's Online Product Catalog to locate new U.S. food products from our prequalified suppliers. The directory contains detailed product information to facilitate searches that meet your specifications.



Find out about Food Export's services for importers by visiting:
foodexport.org/import-from-the-us

Food Export–Midwest and Food Export–Northeast administers many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

To better serve the needs of the importers and the exporters we work with, we have a network of representatives in several markets worldwide. Each representative has extensive experience and expertise specific to their market. Through various programs and services, Food Export–Midwest and Food Export–Northeast can assist you in developing successful global partnerships with U.S. food exporters.






Food Export Association of the Midwest USA

 309 W. Washington St., Ste. 600
Chicago, IL 60606 USA
 +1.312.334.9200 (Phone)
 www.foodexport.org



Food Export USA®– Northeast

 One Penn Center 1617 JFK Blvd., Ste. 420
Philadelphia, PA 19103 USA
 +1.215.829.9111 (Phone)
 www.foodexport.org



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