



Food  
Export  
Midwest USA



Food  
Export USA  
Northeast

[www.foodexport.org](http://www.foodexport.org)



# PROGRAM BOOKLET

# Program Guide



YOUR CONNECTION TO GROWTH®

## The 3 Tracks to Export Growth

Our three program categories enable new and established suppliers to pursue international market opportunities and fuel long-term growth.



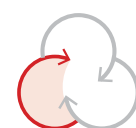
### Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.



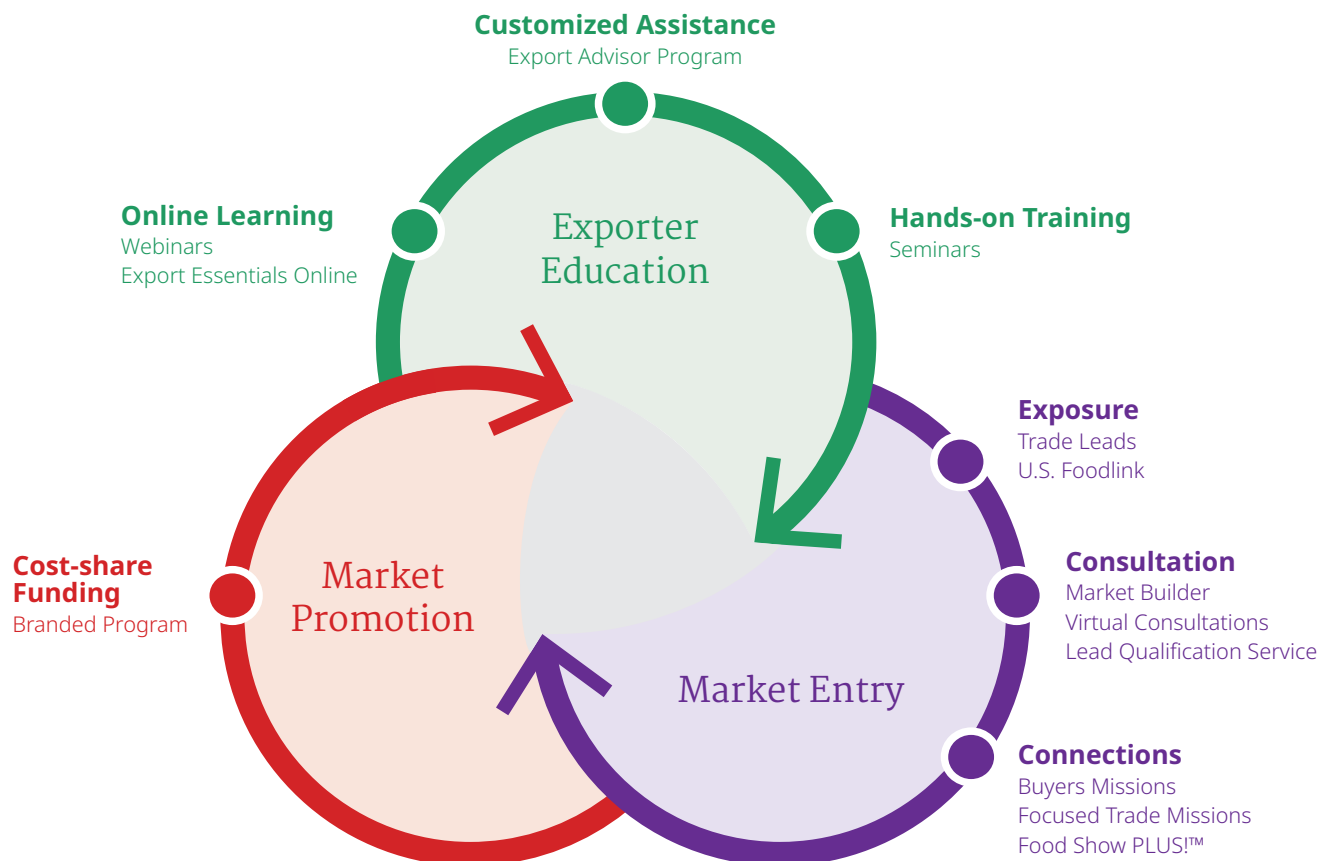
### Market Entry

Identify opportunities in international markets and meet potential buyers.



### Market Promotion

Strengthen your international presence through the Branded Program.



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 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 and Food Export-Northeast prohibit discrimination in all their 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>. Food Export-Midwest and Food Export-Northeast are equal opportunity employers and providers. Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are vigilant in preventing fraud in any of their programs. Food Export-Midwest and Food Export-Northeast reserve the sole right to accept or deny companies into their programs. For complete participation policies and our code of ethics, visit: [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).

EXPORTER EDUCATION

MARKET ENTRY

MARKET PROMOTION

Enhance your export expertise  
with education programs for  
all experience levels.

EXPORTER EDUCATION

MARKET ENTRY

MARKET PROMOTION





Exporter  
Education



EXPORTER EDUCATION

MARKET ENTRY

MARKET PROMOTION

# Webinars

FREE online training from industry experts!

Food Export's webinars provide up-to-date exporter intelligence for companies looking to grow their export business. Our on-demand online training gives you the flexibility to learn at your own pace.

## Topics include:

- Buyers Meetings & Market Research
- Trade Agreements
- Pricing & Payments
- Shipping & Export Documentation
- Region & Industry Insights
- Branded Program Training

View all live  
and recorded  
webinars!



<https://www.foodexport.org/programs/exporter-education/webinars-and-video-presentations/>

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# Export Advisor Program



Kick start and improve your strategy for export growth with the **Export Advisor Program**. This year-long service program will help you stay focused on your export goals without taking time away from your core business activities. All you need is a desire to succeed!

## **SERVICES PROVIDED:**

### **Our Export Advisor Program Will Help Your Company:**

- Analyze your current business strategy and assess your specific needs
- Identify potential target markets and develop a custom export strategy
- Find resources that are right for your growth and help with details, logistics, product specifications, packaging, etc.
- Provide pre- and post-trade event assistance and support successful participation in activities

### **Learn Fundamental Strategies to Support Your Business:**

- Identify market opportunities and develop an export plan that supports your mission
- Find and take advantage of new leads and opportunities while prioritizing activities
- Navigate market-specific regulations and follow up properly with buyers

**WE'RE HERE TO HELP.**

**CONTACT OUR LIAISONS:**



## Register for the 2025 Food Export Advisor Program Today!



<https://www.foodexport.org/events/exporter-education/j24eap/>



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# Export Essentials Online

## Learn to Export with Food Export's Online Training



Whether you're new to exporting or need to refresh your skills, **Export Essentials Online** provides a comprehensive, flexible approach to learning the fundamentals and logistics of exporting. Learn at your own pace on any computer, tablet or smartphone.

### Start Learning Today!



#### Web-Based Learning

- Learn the steps to successful exporting from beginning to end
- Easy-to-understand explanations of concepts
- Course overview and process details upfront



#### Companion Guides

- Companion guides provide reference document
- Follow along with training transcripts
- Links to additional information



#### Go at Your Pace

- On demand training gives you flexibility
- Access from anywhere
- Section quizzes check learning
- Select courses matched to your level of expertise



<https://www.foodexport.org/our-programs/exporter-education/export-essentials-online/>

#### WE'RE HERE TO HELP!

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Food Export  
Midwest USA



Food Export  
Northeast USA

Identify opportunities in  
international markets and  
meet potential buyers.



# Buyers Missions

Meet domestically with pre-screened international buyers looking to import U.S. food and agricultural products

With 20+ organized events annually, **Buyers Missions** are Food Export–Midwest and Food Export–Northeast’s most popular in–person events because they are a low–cost way to explore exporting your products to new markets without leaving the U.S..

These events bring together pre-screened, qualified international buyers interested in U.S. products for one-on-one meetings with U.S. suppliers so you can:



Meet the right people – Buyers who are vetted by our In-Market Representatives



Learn about your product’s export potential in new markets



Build key relationships face-to-face and generate sales leads

## New to exporting?

We encourage you to complete our **Export Essentials Online Modules** that give you end-to-end instruction on how to become a successful exporter. Start with the basics or move to more advanced topics. These modules will help maximize your participation in your first Buyers Mission.

<https://www.foodexport.org/our-programs/exporter-education/export-essentials-online/>

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<https://www.foodexport.org/our-programs/market-entry/buyers-missions/>

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# Focused Trade Missions

## Total Market Immersion for Your Product and Brand

Learn about your product's export potential by traveling to international markets and meeting with key interested importers. There's no better way to understand the local food industry landscape, assess the competition, and learn about the potential promotion of your products.



<https://www.foodexport.org/our-programs/market-entry/focused-trade-missions/>

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**Focused Trade Missions** bring you to a country to meet with international buyers and learn about the market. Each mission includes:

- One-on-one guaranteed meetings with qualified buyers
- Market analysis of your product prior and in-market briefing
- Tours of local supermarkets and food service providers
- Product showcase and networking reception
- Local language assistance and assistance with buyer follow-up
- Translation of up to two pages of marketing material into the local language
- + More!

Participating in these events leverages new trade leads, creates distribution opportunities, and boosts your international sales while also building new relationships with other mission participants!

# Food Show PLUS!™

## Give Your Tradeshow Presence a Competitive Advantage

**Food Show PLUS!™** can enhance your international tradeshow results with introductions to qualified buyers, in-market briefings, on-site assistance, self-guided retail tours and post-show lead qualifications.

By leveraging the buyer relationships and local market expertise of our In-Market Representatives, you will gain a competitive edge over other exhibitors – resulting in getting more qualified leads from serious buyers.

### Service Provided:

- Introductions to Qualified Buyers
- Target Invitations to Buyers
- Market Briefing
- Easy Online Registration
- On-site Assistance from IMRs
- Activity Coordinator to Support the Event
- Retail Tour
- Post-Show Lead Qualifications
- Interpreter During Show Hours\*
- Material Translation to Local Language\*
- Store Checks\*

*\*Service available only at specific tradeshows, see tradeshow listing for details.  
Additional fees apply.*

### Optional Booth Space Package

Shared booth space options are available at select international tradeshows at an additional charge. *Please see the individual tradeshow event page for details and availability.*

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<https://www.foodexport.org/our-programs/market-entry/food-show-plus/>

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# Market Entry

# Product Showcases

## Showcase your company and products at international trade shows

Showcase your products at different shows around the world! Use our Product Showcase service as a stepping stone into a new market.

### Services Provided:



Virtual pre-show briefing with In-Market Representatives



Samples & literature displayed in the booth & shared with key prospects



One-page post-show report with a trade contact list



Shipping instructions for sending product samples to the show

### Example of a Product Showcase:

Curious about what goes into a Product Showcase? Head over to our YouTube channel for an inside look at how we will highlight your products: <https://youtu.be/GZVHHF-RnZA?si=kZFq5e7pwQ3W9Rhn>



<https://www.foodexport.org/our-programs/market-entry/product-showcases/>

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EXPORTER EDUCATION

MARKET ENTRY

MARKET PROMOTION

# MARKET BUILDER

Industry Insights • Market Intelligence

Whether you are new to the **Market Builder** Program or an existing user looking to enter a new market, this is a great opportunity to drive export sales. You can use both **Market Scan** and **Rep Finder** or just one component.

## Market Scan includes:

- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.

## MARKET BUILDER IS OFFERED IN

- |                  |                   |               |
|------------------|-------------------|---------------|
| • China          | • Hong Kong       | • Africa      |
| • Mexico         | • South Korea     | • Europe      |
| • Japan          | • Central America | • Caribbean   |
| • Taiwan         | • Canada          | • Oceania     |
| • Southeast Asia | • South America   | • Middle East |

## Rep Finder includes:

- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation, if necessary, and moderate meetings.

Market Scan: \$475

Rep Finder: \$575

Market Builder Package: \$825



LEARN  
MORE





# Virtual Consultations

Get real-time answers from in-market experts

ONE-ON-ONE  
**30-minute video consultation**

between supplier and In-Market Representative

**\$60**



<https://www.foodexport.org/our-programs/market-entry/virtual-consultations/>

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## DO YOU HAVE MARKET-SPECIFIC QUESTIONS?

Virtual Consultations are the perfect tool to tap into the expertise of Food Export's network of In-Market Representatives. Explore questions related to export plans and market expansion, like:

- *What are the labeling requirements for the market?*
- *What are some common market challenges / barriers to entry?*
- *What are the general import requirements for the market?*
- *What is the marketability for specific products - is this a common product in the market, is this flavor popular, does this fit in eating trend, etc.?*

Our in-market experts will do their best to answer your questions and deliver valuable feedback to help you achieve export success.

## BENEFITS

- **Save time and money** with on-demand consultations using video conference technology.
- Ask **market-specific questions** and receive **real time answers** from our in-market experts.
- **Maximize your investment** with export resources early in the planning process.
- Gain export confidence through access to expert knowledge and resources to **maximize your in-market activities**

## EXPLORE OVER A DOZEN MARKETS

- |                  |                   |               |
|------------------|-------------------|---------------|
| • China          | • Hong Kong       | • Africa      |
| • Mexico         | • South Korea     | • Europe      |
| • Japan          | • Central America | • Caribbean   |
| • Taiwan         | • Canada          | • Oceania     |
| • Southeast Asia | • South America   | • Middle East |

EXPORTER EDUCATION

MARKET ENTRY

MARKET PROMOTION



# U.S. FOODLINK

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MARKET PROMOTION

## Get Featured in Food Export's U.S. Foodlink Newsletter!

Food Export's U.S. Foodlink publication is distributed to over 20,000 buyers in 50 international markets and includes a full-color feature on U.S. products ready for export. Gain new international contacts and sales free of cost without travel or expenses.

REGISTRATION FEE **FREE**

## ABOUT THE PUBLICATION

As a valued participant in Food Export's programs and services, we'd like to offer you the FREE opportunity to have your products featured in our upcoming newsletter.

U.S. Foodlink is published bi-monthly and distributed by the USDA's Foreign Agriculture Service (FAS) overseas offices and Food Export's In-Market Representatives to importers and buyers we work with. The publication provides international readers with important information about the U.S. retail and food service industries. It includes a "Featured Products" section showcasing U.S. products ready to export for our participating suppliers!

This feature is a complimentary opportunity to enhance your international marketing efforts and gain exposure for your products in 50 global markets. To see the publication, visit the Food Export website, scroll to the bottom of the home page to find the publication link "U.S. Foodlink Newsletters," and look at pages 5 and 6 to see the "Featured Products" section.

## REQUIREMENTS NEEDED

1. A high-resolution (300 dpi) jpeg photo of the product (or one group photo or products) to be featured
2. A short (approximately 150 words) write-up about your product and company



Scan QR Code to Register Today

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*\*Companies are featured on a first-come-first-served basis, so if you'd like to be featured, please send in required items as soon as possible.*

# U.S. Feedlink

## Get Featured in Food Export's U.S. Feedlink Newsletter!

U.S. Feedlink is a publication highlighting information about the U.S. animal feed and pet food ingredients and additives industries

REGISTRATION  
FEE **FREE**



*\*Companies are featured on a first-come-first-served basis, so if you'd like to be featured, please send in required items as soon as possible.*

## ABOUT THE PUBLICATION

U.S. Feedlink is published three times per year and distributed globally to the USDA's Foreign Agricultural Service (FAS) overseas offices, importers, and buyers in more than 18 international markets. It provides 1,000+ readers interested in U.S. products for export with important information about trends, market research, new products and events for the U.S. feed ingredients/additives and pet food ingredients/additives industries.

The Featured Product section is a special insert highlighting Midwest and Northeast Supplier products that are available to buyers. This complimentary program gives suppliers the opportunity to promote and showcase their products free of charge to an international audience while gaining trade leads.

## REQUIREMENTS NEEDED

- Only products manufactured in the U.S. with a minimum of 50 percent US-origin agricultural content, by weight, may be promoted.
- Participating company must be export ready with products ready to ship.
- Participating company to provide adequate product information, including a high-resolution product photo (JPG format).



# Market Promotion



EXPORTER EDUCATION

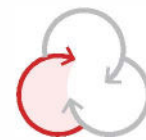
MARKET ENTRY

MARKET PROMOTION

**Double your budget with  
50% cost reimbursement  
on international marketing activities**



# The Branded Program



Market  
Promotion

## Double Your International Marketing Budget

The Branded Program helps new and seasoned exporters tap into funding provided by the Foreign Agricultural Service of the USDA for up to 50% reimbursement of approved international marketing and promotional activities.



EXPORTER EDUCATION

### WHAT QUALIFIES

- International and select domestic trade show exhibits
- In-store demonstrations and merchandising
- Digital/print advertising and marketing materials
- Retail and foodservice promotions
- Social media, website design and ecommerce
- Foreign market-compliant packaging and labeling
- Shipment of samples, and more!

### WHO QUALIFIES



**A company  
headquartered in  
the U.S.**  
Midwest or Northeast  
regions



**Meet SBA  
Guidelines**  
of a small  
business



**Promote brand  
name products**  
with at least 50%  
U.S. agricultural  
content by weight

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Ready to Learn If  
You Qualify?  
Contact Us to  
Begin!



[https://www.foodexport.org/about/  
liaisons/](https://www.foodexport.org/about/liaisons/)

Qualified companies can  
request reimbursement  
funding from \$2,500 -  
\$300,000 per year and can  
continue to apply for  
funding for existing and  
new export markets  
annually.

MARKET ENTRY

MARKET PROMOTION

# International Demand Surges for American Wood Products

## POTENTIAL WOOD PRODUCTS THAT ARE ELIGIBLE:

- Boxes and crates
- Bread boards
- Broom and brush bodies and handles
- Caskets and cases for jewelry or cutlery
- Chopping boards
- Chopsticks
- Hoopwood
- Plates
- Statuettes and other ornaments
- Tableware and kitchenware, of wood
- + More

Ready to Learn If You Qualify? Contact Us to Begin!



<https://www.foodexport.org/about/liaisons/>

## TAKE YOUR PRODUCTS GLOBAL WITH OUR SERVICES:

- **Market Builder:** Flexible, customized research to uncover new potential in international markets
- **Focused Trade Missions:** Visit a country to connect with international buyers and gain insights into the local market
- **Branded Program:** Secure 50% cost reimbursement for international marketing activities

## WHAT IS THE BRANDED PROGRAM?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 50 percent of approved international marketing and promotional activities such as:

- International social media, website development, and ecommerce
- Foreign market-compliant packaging and labeling
- Digital and print advertising
- In-store promotions and product demonstrations
- Public relations and seminars
- International trade shows expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Fees for exhibiting at select domestic trade shows including:
  - International Builders' Show
  - International Mass Timber Conference
  - The Inspired Home Show
  - The International Surfaces Show

## IS YOUR COMPANY ELIGIBLE?



**A company headquartered in the U.S.**  
Midwest or Northeast regions



**Meet SBA Guidelines**  
of a small business



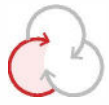
**Promote brand name products**  
with at least 50% U.S. agricultural content by weight



**Pre-Qualify Today!**

\*Please include your HS code in your pre-qualification application.

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Market  
Promotion

# The Branded Program

## Funding For Your International Marketing Budget

The Branded Program provides 50% cost reimbursement for a wide variety of international marketing activities.



### Company Videos

- Facility tour
- Product introduction
- Company overview



### Social Media Content

- Influencer marketing
- Ads
- Content management
- International dedicated accounts



### Digital Collateral

- Digital sell sheets & brochures



### Website Optimization

- Export-targeted landing pages
- Translation of landing pages
- Search engine optimization
- Product locator



### E-commerce

- Online storefronts
- Advertisements for Amazon, Momo, TMall, Alibaba

"Bassetts has made a huge splash in South Korea in part with the support of the cost-share funds available from Food Export-Northeast. We keep our brand awareness fresh and vibrant in South Korea by using local social media influencers, sponsored posts and sampling events. **With the program funding, we can expand our impact without stretching our budget.**"

**Brian Beebee**  
Bassetts Ice Cream  
Company  
Philadelphia, PA

### Are you eligible? You must:

- Be a company headquartered in the U.S. (Midwest or Northeast regions)
- Qualify as a small business
- Promote products with at least 50% U.S. agricultural content by weight
- Include a U.S. origin statement (such as "Product of the USA") in your promotions



Food  
Export  
Midwest USA



Food  
Export USA  
Northeast

[www.foodexport.org](http://www.foodexport.org)

# New Packaging & Sample Shipments

Many businesses use the Branded Program for marketing efforts beyond trade shows. With **up to 50%** reimbursement on international marketing expenses, it's pretty easy to see why. Explore some of these common and possibly overlooked costs below.

## Foreign Compliant Packaging & Label Development



- Labels for new products
- Updates to non-compliant labels
- Plate fees
- Graphic design work
- Labor to re-label products

## Shipping Samples Overseas



- Freight expenses
- Containers & supplies

**Something New!** Food Export can now reimburse for the printing of your company's export packaging every year! If we have reimbursed for your export packaging, labeling, and/or stickers in the past, you can also submit this year for printing runs of the same SKU.

"With an extensive product line providing premium care and feeding for a variety of small pets, Oxbow has found the benefits of Food Export- Midwest's cost-sharing support for package and label modification for export markets to be a tremendous resource for our company. **It has enabled us to expand the number of product lines we offer our international importers much quicker than if we had to fund the package change costs on our own.**"

**Melissa Ross**  
Oxbow Animal Health  
Omaha, NE

## A Few Other Ways to Use the Branded Program



- Retail displays
- Print ads
- Brochures & sell sheets
- Billboards
- Trade shows
- Select international travel costs

## We're Here to Help. Call or Email.

### Food Export Association of the Midwest USA

Chicago, IL  
Phone: 312.334.9200  
Email: [info@foodexport.org](mailto:info@foodexport.org)

### Food Export USA–Northeast

Philadelphia, PA  
Phone: 215.829.9111  
Email: [info@foodexport.org](mailto:info@foodexport.org)  
**[www.foodexport.org](http://www.foodexport.org)**



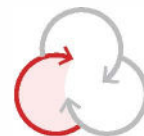
**Food  
Export**  
Midwest USA



**Food  
Export USA**  
Northeast

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# The Branded Program



Market  
Promotion

## Promote U.S. Food and Agricultural Products with Financial Support!

If you're importing U.S. food or agricultural products, you could qualify for funding to help market these products in your region. The Branded Program by Food Export–Midwest and Food Export–Northeast offers up to 50% reimbursement for approved international marketing and promotional activities. This support extends to U.S. suppliers as well as their importers and distributors.



### WHAT QUALIFIES?

- In-store demonstrations and merchandising
- Trade show exhibits
- Digital/print advertising and marketing materials
- Retail and foodservice promotions
- Social media, website design and ecommerce
- Market-compliant packaging and labeling
- And more!

### WHO QUALIFIES?

- Must promote products that have at least 50% U.S. agricultural content
- Your U.S. supplier must meet the program's size guidelines (generally fewer than 500 employees)
- Your U.S. supplier must be approved, annually, before promotional activities take place

### HOW IT WORKS

- 1 Connect with your U.S. supplier to see if they qualify for the Branded Program
- 2 Eligible suppliers can request reimbursement funding ranging from **\$2,500 to \$300,000 per year**
- 3 Promotional activities are documented and approved by Food Export
- 4 Reimbursements will be processed

**\*Remember, all promotions must clearly highlight the U.S. origin of the product.**



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