

## House Agriculture Committee



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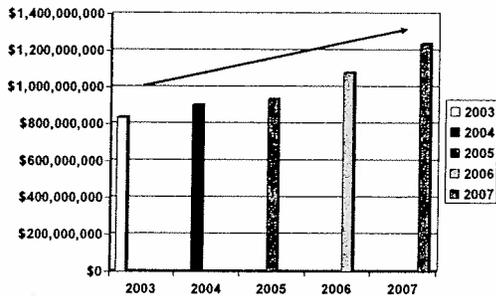
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2007 Michigan Exports \$1,237,000,000  
(USDA Figures)

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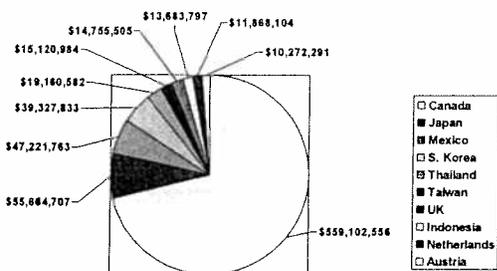
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## 2007 Top Michigan Food & Agriculture Exports by Country




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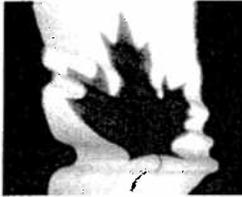
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### Michigan's Top Exports to Canada



- Cereal, Flour, Starch, 19 - \$120,695,084
- Vegetables, 07 - \$81,546,249
- Meat, 02 - \$72,792,524
- Cereals, 10 - \$67,330,561
- Oil Seeds, 12 - \$35,006,671

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### Michigan's Top Exports to Japan



- Misc. Edible Preps, 21 - \$27,102,430
- Oil Seeds, 14 - \$14,657,955
- Fruits & Nuts, 08 - \$5,325,256
- Preserved Fruits & Veggies, 20 - \$2,131,760
- Vegetables, 07 - \$487,689

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### Michigan's Top Exports to Mexico



- Vegetables, 07 - \$24,915,142
- Cereal, Flour, Starch, 19 - \$8,589,083
- Misc. Edible Preps, 21 - \$4,145,018
- Meat, 20 - \$461,693
- Preserved Fruit & Veg, 20 - \$401,318

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## Food Export-Midwest

- Private, non-profit international trade organization
- Members are state agricultural promotion agencies
- Work with producers in the Midwest
- Often work with small and medium-sized producers
- Focus on products that are value-added, consumer-oriented

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## Exporter Education and Training

- Newsletter: *Global Food Marketer*
- Educational Seminars
- Export Essentials Online – [www.exportessentials.org](http://www.exportessentials.org)
- Food Export Helpline<sup>SM</sup>
- Web site, [www.foodexport.org](http://www.foodexport.org)
  - Upcoming Food Export - Midwest activities/services
  - Resources and Links

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## Food Export Helpline<sup>SM</sup>

*Customized export assistance is just a phone call away!*

- Top 25 export markets for your products
- Secondary market research and reports
- Finding and responding to trade leads
- Locating potential overseas distributors
- Explaining export documentation and correspondence
- Payments and collections
- Export shipping, packing and transportation

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## Export Seminars



Feb. 22, 2008

- Dennis Lynch, Food Export Helpline & Jan Blaho, U.S. Import/Export Bank
  - 19 Michigan companies participated



Nov. 7, 2008

- Kathy Boyce, Canada & Dennis Lynch, Food Export Helpline
  - 14 Michigan companies participated

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## Market Builder

*Determine your product's export potential!*

- Cost effective primary in-country research
- Primarily for retail and foodservice products
- Services include:
  - Store check and competitive product shopping
  - Importation analysis
  - Distributor referrals
  - In-market assistance
- Offered in numerous countries worldwide
- Best if used in conjunction with Food Export Helpline to determine best market(s)

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## Food Show PLUS!<sup>SM</sup>

*Make the most of overseas trade shows!*

- Offered at approximately 12 international trade shows per year.
- Cost is \$200 and services usually include:
  - Pre-show research
  - Translation of company profile and product data
  - Interpreters at your booth
  - One-on-one meetings with targeted, invited buyers
  - Site visits, industry tours
  - Qualification of leads at the show
  - Follow-up letter to leads in local language

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## SIAL Paris Food Show Plus!

- Paris, France
- Oct. 19-23, 2008
- Michigan companies participating:
  - Shoreline Fruit
  - Flatout Flatbread
  - U.S. Highbush Blueberry Council (representing MI Blueberry growers)
  - Chartreuse Tea
- Expected increase in sales over the next 2 years is \$2.2 million



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## Buyers' Mission

*Meet Pre-qualified Buyers*

- Food Export - Midwest invites buyers to the U.S. to meet with Midwest food and agriculture companies
- One-on-one meetings with pre-qualified buyers
- Receive feedback on company products
- Establish new contacts with long-term sales potential
- Often in conjunction with trade shows - e.g. FMI, Fancy Food Shows, NRA

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## Midwest Buyers' Mission



- July 22-23, 2008 – E. Lansing, MI
- 20 international buyers from - Brazil, Canada, Colombia, Dominican Republic, El Salvador, India, Japan, S. Korea, Mexico, Philippines, Taiwan, Thailand, UAE & Vietnam
- 12 Michigan participants: Burnette Foods, Fido, Lesley Elizabeth, HoneyTree, Coffee Express, Koeze, Quality Foods, Shoreline Fruit, Groeb Farms, Great Lakes Gourmet, Dearborn Sausage
- Companies reported sales of \$200,00 over next 6 months



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## Trade Missions

- 3-day activity to bring suppliers to various countries
- Receive import analysis and competitive store check
- Seminars on product label requirements
- Table-top reception – your products and interested buyers
- Schedule one-on-one meetings with buyers
- Companies are featured in brochures that are printed in local language
- Ground transportation and interpreters throughout mission

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## Taiwan Fruit & Bakery Ingredients Trade Mission

- Taipei, Taiwan
- Sept. 29 – Oct. 3, 2008
- Michigan companies attending:
  - U.S. Highbush Blueberry Council (representing MI Blueberry growers)
  - Bayview Foods



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## Branded Program



- Cost share assistance for branded products sold in foreign markets
  - 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
  - minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies only (<500 employees)
- Application from a U.S. company

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## MDA International Marketing Resources

- Web site – [www.mdainternational.com](http://www.mdainternational.com)
- Partnerships – Food Export Association of the Midwest, MSU International Business Center, Commodity Groups
- Funding – USDA Foreign Agriculture Service money through Food Export Association of the Midwest

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The screenshot shows the MDA International Markets website. The main header reads "International Markets". Below the header, there are several news articles and resource links. One article is titled "New Market Developer" and another is "Exporters". The website also features a sidebar with navigation links and a footer with contact information.

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## 2009 International Marketing Activities

Date	Activity	Location
Jan. 18-20	Winter Fancy Food Buyers Mission	San Francisco, CA
March 3-6	Foodex Food Show Plus & Buyers Mission	Tokyo, Japan
March 10-13	ANTAD Food Show Plus Michigan Pavilion at the ANTAD Show	Guadalajara, Mexico
March 24	Export Finance & Transportation Seminar	East Lansing, MI
April 28-May 1	Food & Beverage Buyers Mission & Educational Sessions	Philadelphia, Pennsylvania
May 16-19	Food Service Buyers Mission at NRA Michigan Pavilion at the NRA Show	Chicago, IL
July 13-16	Trade Mission for Soy Products	Mexico City, Mexico
Aug. 3-6	Trade Mission for Bakery Ingredients	Manila, Philippines & Bangkok, Thailand
Nov 17-19	Food Ingredients Europe (FIE) Food Show Plus!	Frankfurt, Germany
TBD	Trade Mission for Michigan Specialty Crop Organizations & Companies	Caribbean
Various	Export Seminars – Market Intelligence	Throughout Michigan

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