

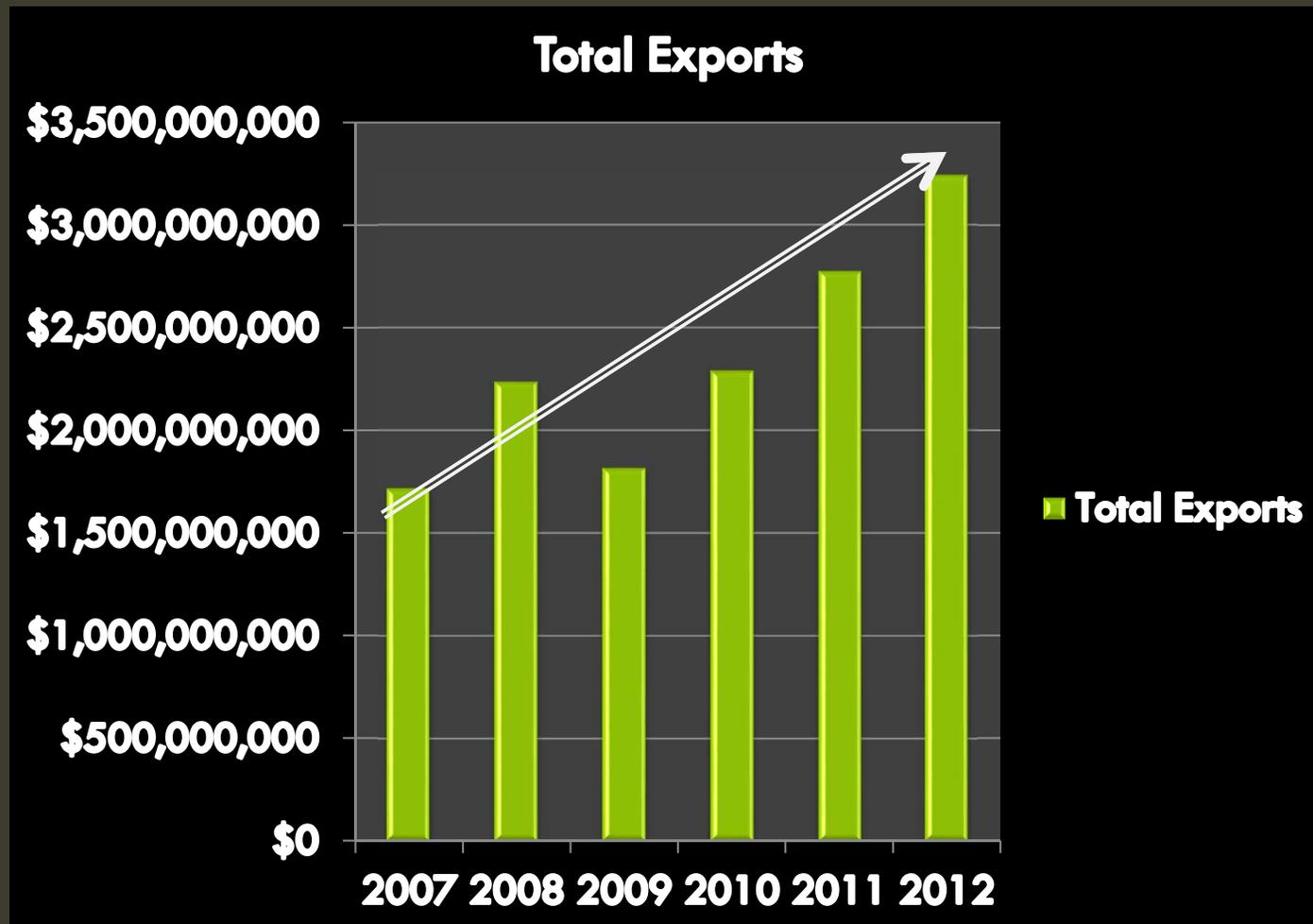
# International Marketing Program



Michigan Food and Agriculture Exports:  
A World of Opportunity

# 2012 Michigan Exports

**\$3.245 Billion** (Source: USDA)



# 2012 Top Michigan Food & Ag Export Markets

(Source: Euromonitor)



Canada	\$1,010,024,114
Mexico	\$ 77,389,017
Japan	\$ 66,759,690
South Korea	\$ 49,913,772
China	\$ 37,684,703
Indonesia	\$ 29,131,306
Russia	\$ 22,885,433
Malaysia	\$ 18,693,242
Egypt	\$ 14,898,403
Taiwan	\$ 12,253,607
Brazil	\$ 11,553,561

Source: Euromonitor

# Export Program Assistance



- Export education
- Financing
- Legal
- Trade leads
- Export documentation
- Transportation & logistics
- Assistance navigating state & federal assistance programs
- Finding Buyers
  - Buyers missions, trade mission, trade shows, etc

# 2013 Activities- Education



- Hosted 2 export education seminars
  - February in conjunction with Global Business Club of Mid-Michigan
    - 10 companies attended
  - August in partnership with Food Export
    - 28 companies attended



# 2013 Activities- Trade Missions



- Brazil, March
  - 4 Michigan companies
  - Met with buyers and visited markets in Sao Paulo & Rio



# 2013 Activities- Trade Missions



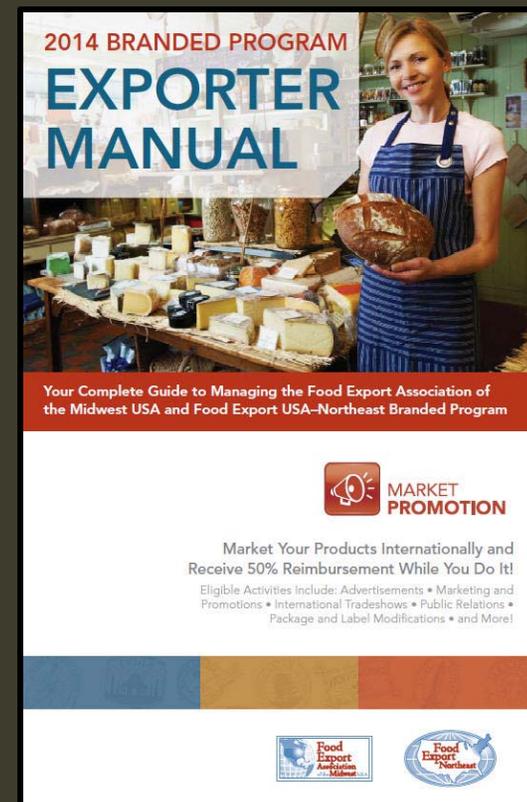
- Governor's Trip to China and Japan - September
  - Public and private sector
  - Shanghai, Beijing and Tokyo
    - U.S.D.A. Foreign Agricultural Service's (FAS) Agricultural Trade Office
    - Beijing Municipal Bureau of Agriculture
    - Yangshan Free Trade Zone
    - U.S. Dairy Export Council
    - U.S. Soybean Export Council



# 2013 Activities- Branded Program



- 24 companies
- \$908,797 requested
- An increase of just over 9% from 2012 funding requests



# 2013 Activities- Buyer Hosting



- Taiwanese Agriculture Goodwill Mission
- Buyers from Taiwan Feed Industry Association & Taiwan Vegetable Oil Manufacturers Association
- Michigan Corn Marketing Program & Michigan Soybean Promotion Committee
- Signed Bilateral Agreement for purchase of over \$3.3 billion of U.S. soybeans and corn products in 2014 & 2015



# 2013 Activities - Michigan Pavilions



## □ National Restaurant Association Show

- May 18-22 in Chicago, Illinois
- 7 companies
- Actual domestic sales at the show were reported at \$50,000 with an expected increase of \$3,360,000 in domestic sales and \$3,070,000 in export sales

## □ ANUGA

- October 5-9 in Cologne, Germany
- 3 companies
- \$5,028,000 projected in export sales

## □ Americas Food & Beverage Show

- October 28-29 in Miami, Florida
- 7 companies
- \$1,050,000 projected in annual sales



# 2013 Activities- Success Stories



## □ Simply Suzanne, Detroit

- Participated in Michigan Pavilion at the Americas Food & Beverage Show
- Developed distributor relationship and sales in Caribbean

## □ Love Your Health, Grand Rapids

- Used Branded Program to offset costs associated with exhibiting at the 2013 Sweets & Snacks Expo in Chicago and product label changes
- Made 15 key relationships, export sales have increased by 20%, increased procurement of U.S. ingredients by 25%, created 6 new jobs in last 3 years

## □ McClure's Pickles, Detroit

- Used Food Export Helpline and Buyers Mission
- Expand exports to the UK, Australia and Canada

## □ LiveSmart Bar, Oak Park

- Used Branded Program for label modifications to meet the importing regulations for Canada

# MI Ag Exporter of the Year



- Committee reviews applications and recommends company to Director
- 2013 winner Connor Sports of Amasa, MI
- Application available at [Michigan.gov/agexport](http://Michigan.gov/agexport)



# 2013 Industry Partnership



- ❑ International apple buyers
- ❑ Toured orchard and packing facility



# 2014 Goals



- ❑ Increase company participation
- ❑ Rebranding campaign and outreach strategy
- ❑ Build and strengthen industry relationships
- ❑ Increase Forestry Exports
- ❑ Assist other industries with potential to increase exports

**95% of the  
world population  
lives outside of  
the United States**

# 2014 Activities



- February Seminar
  - 20 companies
- Pavilion at NRA, FMI & AFB
  - Spring, summer and fall
- Midwest Buyers Mission
  - July 21, Grand Rapids
- Trade Mission to Korea
  - TBD, Fall



# Web Resources



Facebook.com/miagexport



Twitter.com/miagexport



Magriculture

# Web Resources



The screenshot shows the Michigan Department of Agriculture & Rural Development website. The header includes the department's name and logo, along with navigation links for Michigan.gov Home, MDARD Home, MDARD Online Services, Contact Us/Fill a Complaint, Public Meeting Notices, Sitemap, and Search. A secondary navigation bar offers options for 'print friendly', 'email this page', 'Like', and 'Tweet'. The main content area features a large banner for 'International Markets' with a background image of a port. Below the banner, there is a detailed section titled 'International Marketing Program' which describes the mission of the program to assist Michigan food and agriculture businesses in developing trade opportunities. It includes contact information for Jamie Zmitko-Somers, International Marketing Program Manager, and a link to apply for the 2014 Michigan Agriculture Exporter of the Year Award. The page also lists various resources such as 'Summary of International Marketing Program Services', 'International Marketing Program Contact Form', 'Cash Reimbursement for Export Activities', 'Export Consulting Services and Assistance Resources', 'In-Market Consulting Services and Resources', 'Introductions to International Buyers in the USA', 'Introductions to International Buyers Abroad', and 'Export Training Resources'. A sidebar on the left contains a comprehensive list of website categories including Farm, Business & Lab Services, Business Resources, Michigan Export Marketing, Wine Resources, Resources for Food Regulators, Lab Services, Training, Grants, Loans, & Funding Opportunities, Reports & Publications, About MDARD, Animal Health & Care, Consumer Information, Environmental Programs, Fairs & Horses, Food & Dairy Safety, Grow Your Business, Licensing, Certification & Registration, Plant, Pest, & Pesticide Info, and Reference Library. On the right side, there are 'Featured Links' for Export Marketing, MDARD Emergency Contact, Cottage Food Law, Pesticide Certification Exams, Start Your Business, Grants & Funding, and Press Releases/Media Materials. Social media links for Facebook and Twitter are also present, along with logos for MDARD SCORECARD and PEN MICHIGAN.

[www.michigan.gov/agexport](http://www.michigan.gov/agexport)

# THANK YOU



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