



2017 ANNUAL REPORT



**WORLDWIDE
SUCCESS** FOR
MIDWEST SUPPLIERS

EXPORTING GROWTH

Developing New Markets.

“Because of Food Export, we also are able to participate in international trade events, gaining invaluable exposure to potential new markets around the globe. We view the benefits offered by this program to be a vital part of our growth strategy.”

Elaine Ju
Food Dreams Made Real Inc. (FDMR Inc.),
dba Suji’s Korean Cuisine – Nebraska

Every day, we help small U.S. food and agricultural companies to expand opportunities and find their way to export success. Agricultural exports are making a difference by growing both rural and urban economies across the Midwest region. **Market Access Program funding**, made possible by the **USDA’s Foreign Agricultural Service**, provides **Food Export-Midwest** with the resources needed to help small companies expand into respected global brands.

From exporter education and readiness training, to customized market insights and financial support for international marketing and promotions, Food Export-Midwest provides a suite of programs and services to help companies navigate the unique world of international business. In 2017, **nearly 650 companies** accessed critical tools provided by Food Export-Midwest to develop new markets and grow export sales.

Sincerely,



A handwritten signature in black ink that reads "Dave Frederickson".

PRESIDENT
Dave Frederickson, Commissioner
Minnesota Department
of Agriculture



A handwritten signature in black ink that reads "Tim Hamilton".

EXECUTIVE DIRECTOR
Tim Hamilton
Food Export Association of the
Midwest USA



2017

FOOD EXPORT SUCCESSES

Programs & Results

"A.L. Schutzman is new to Food Export's programs, and I am amazed that with only a handful of Food Export activities under our belt in the last several months, we are already seeing results. Food Export brings in pre-qualified, very serious buyers to their Buyers Missions, and has been instrumental in helping grow our export sales this year."

Dave Ramirez, Director of Export Sales
A.L. Schutzman Co. – Wisconsin

170

NEW PARTICIPANTS

1,876

PARTICIPANTS REGISTERED IN OUR PROGRAMS

18,477

CONTACTS WITH NEW BUYERS





EXPORTER EDUCATION

Participants Learn How to Become Export Ready

- Export Essentials Online
- Seminars
- Webinars
- Food Export Helpline™
- Export Advisor Program



MARKET ENTRY

Participants Explore Markets and Promote Their Products

- Market Builder
- Buyers Missions
- Food Show PLUS!™
- Focused Trade Missions
- Online Product Catalog



MARKET PROMOTION

Participants Have Become a Global Brand

- The Branded Program

\$363,046,137

ACTUAL SALES

\$479,847,262

PROJECTED SALES

“We have participated in many Food Export programs, including the Branded Program, Food Show PLUS!™, Buyers Missions, Market Builder and Focused Trade Missions. All of these programs have been beneficial in ensuring that we can grow our international sales to meet our target goals.”

Kim Ullner, Founder
1-2-3 Gluten Free – Ohio



Statement of Activities

Period Ended December 31, 2017

REVENUE AND SUPPORT	UNDESIGNATED	PROGRAM	TOTAL
Federal Program Reimbursements	\$ 0	\$ 9,825,327	\$ 9,825,327
Industry Fees	\$ 778,992	\$ 850,000	\$ 1,628,992
State Membership Dues	\$ 120,000	\$ 0	\$ 120,000
Interest Income	\$ 6,005	\$ 0	\$ 6,005
Miscellaneous Income	\$ 6,670	\$ 0	\$ 6,670
Total Revenue and Support	\$ 911,667	\$ 10,675,327	\$ 11,586,994

EXPENSES	UNDESIGNATED	PROGRAM	TOTAL
Program Reimbursable Expenses	\$ 0	\$ 9,825,327	\$ 9,825,327
Personnel	\$ 520,443	\$ 800,000	\$ 1,320,443
Travel and Meetings	\$ 82,217	\$ 0	\$ 82,217
Professional Fees	\$ 53,386	\$ 0	\$ 53,386
Other General and Administrative	\$ 200,550	\$ 50,000	\$ 250,550
Total Expenses	\$ 856,596	\$ 10,675,327	\$ 11,531,923

NET ASSETS	UNDESIGNATED	PROGRAM	TOTAL
Increase (Decrease) in Net Assets	\$ 55,071	\$ 0	\$ 55,071
Beginning of Period	\$ 1,820,145	\$ 0	\$ 1,820,145
End of Period	\$ 1,875,216	\$ 0	\$ 1,875,216

“Food Export’s programs have been an absolute asset to growing our international business.”

John McCone, Founder
J & J Group LLC dba Rufus Teague - Kansas

Statement of Financial Position

As of December 31, 2017

ASSETS	UNDESIGNATED	PROGRAM	TOTAL
Cash and Cash Equivalents	\$ 207,323	\$ 109,498	\$ 316,821
Investments, at Fair Value	\$ 1,022,360	\$ 0	\$ 1,022,360
Interfund Accounts	\$ 821,741	\$ (821,741)	\$ 0
Receivables	\$ 13,048	\$ 1,151,589	\$ 1,164,637
Furniture, Equipment, and Leasehold Improvements (Net of Depreciation)	\$ 48,609	\$ 0	\$ 48,609
Other Assets	\$ 173,438	\$ 0	\$ 173,438
Total Assets	\$ 2,286,519	\$ 439,346	\$ 2,725,865

LIABILITIES	UNDESIGNATED	PROGRAM	TOTAL
Accounts Payable and Accrued Expenses	\$ 233,252	\$ 439,346	\$ 672,598
Deferred Program Fees	\$ 178,051	\$ 0	\$ 178,051
Total Liabilities	\$ 411,303	\$ 439,346	\$ 850,649

NET ASSETS	UNDESIGNATED	PROGRAM	TOTAL
Unrestricted Net Assets	\$ 1,875,216	\$ 0	\$ 1,875,216



Food Export-Midwest Staff

Tim Hamilton
Executive Director

Michelle Rogowski
Deputy Director

John Belmont
Communications Manager

Molly Burns
Branded Program Manager

Robert Lowe, CPA
Financial Manager

Teresa Miller
International Marketing
Program Manager

Mike Weiland
IT Manager

Femke Bosch
International Marketing
Program Associate

Laura Buske
Communications
Coordinator

Lauren Egan
International Marketing
Program Associate

Sarah Larson
Communications Associate -
Social Media

Matthew Mager
IT Support Specialist

Barbara Moll
Administrative Assistant

Adolfo Montelongo
Communications
Coordinator

Enrique Rubio
Liaison

Paul Sorenson
Liaison

Veronica Wade
Branded Program
Coordinator

Paul Weiss
Recruitment and
Liaison Supervisor

Brendan Wilson
International Marketing
Senior Program Coordinator

Food Export-Midwest 2017 Board of Directors

PRESIDENT:
Dave Frederickson,
Commissioner
Minnesota Department
of Agriculture

VICE PRESIDENT:
Doug Goehring,
Commissioner
North Dakota Department
of Agriculture

SECRETARY/TREASURER:
Chris Chinn, Director
Missouri Department
of Agriculture

MEMBERS:
Jamie Clover Adams,
Director
Michigan Department
of Agriculture & Rural
Development

David Goodman, Director
Ohio Development
Services Agency

Sheila Harsdorf, Secretary
Wisconsin Department
of Agriculture, Trade and
Consumer Protection

Mike Jaspers, Secretary
South Dakota Department
of Agriculture

Jackie McClaskey, Secretary
Kansas Department
of Agriculture

Bruce Kettler, Director
Indiana State Department
of Agriculture

Bill Northey, Secretary
Iowa Department of
Agriculture and Land
Stewardship

Raymond Poe, Director
Illinois Department
of Agriculture

Steve Wellman, Director
Nebraska Department
of Agriculture

As of December 31, 2017

State Regional Trade Groups (SRTGs)

Food Export-Midwest 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. 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



309 West Washington Street
Suite 600
Chicago, IL 60606 USA
T: 312.334.9200 F: 312.334.9230
www.foodexport.org

Food Export-Midwest does not tolerate fraud and is vigilant in preventing fraud in any of our programs. Food Export does not discriminate, and we reserve the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions. Many of our programs and services are made possible by funds from the USDA, Foreign Agriculture Service. Persons with disabilities who require alternate means of communication of program information should contact us.

About Us

Food Export Association of the Midwest USA 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 U.S. suppliers of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between 12 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. These services include: export promotion, customized export assistance, and a cost-share funding program. 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.