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GROWTH THROUGH EXPORTS FOR WISCONSIN MANUFACTURER

Connoils is a global manufacturer, supplier and distributor of high quality natural, organic and nutritional Internally Stabilized Bulk Oils, Oil Powders, Softgels and Specialty Ingredients. This minority-owned company based in Waukesha, Wisconsin, is on the right path to seeing growth through exports.

Connoils recently exhibited at VitaFoods Europe held in Geneva, Switzerland in May 2015. The show is an annual event and covers four key sectors: ingredients and raw materials, contract manufacturing and private label, services and equipment and finished products. As the leading global nutraceutical event, VitaFoods Europe offered Connoils an excellent opportunity to showcase their products and to develop new business opportunities within Europe and beyond.

In addition to their involvement with the show, Connoils also signed up to participate in Food Export's Food Show PLUS!™ activity. Elizabeth Cambar-Roney, International Sales Director for Connoils explains the overall experience as very good. "Food Export organized many of the small details that otherwise don't get accomplished", she said. "They also helped me reach buyers whom you would otherwise not expect to meet."

With five new customers in Europe, Connoils hopes to utilize Food Export's services next year as well as they continue to look at new markets for growth.

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products; as these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.