



Food
Export
Midwest USA



Food Export: Your Connection to Growth

Brendan Wilson

Food Export-Midwest & Food Export-Northeast

CEO/Executive Director



Food
Export
Midwest USA



Mission

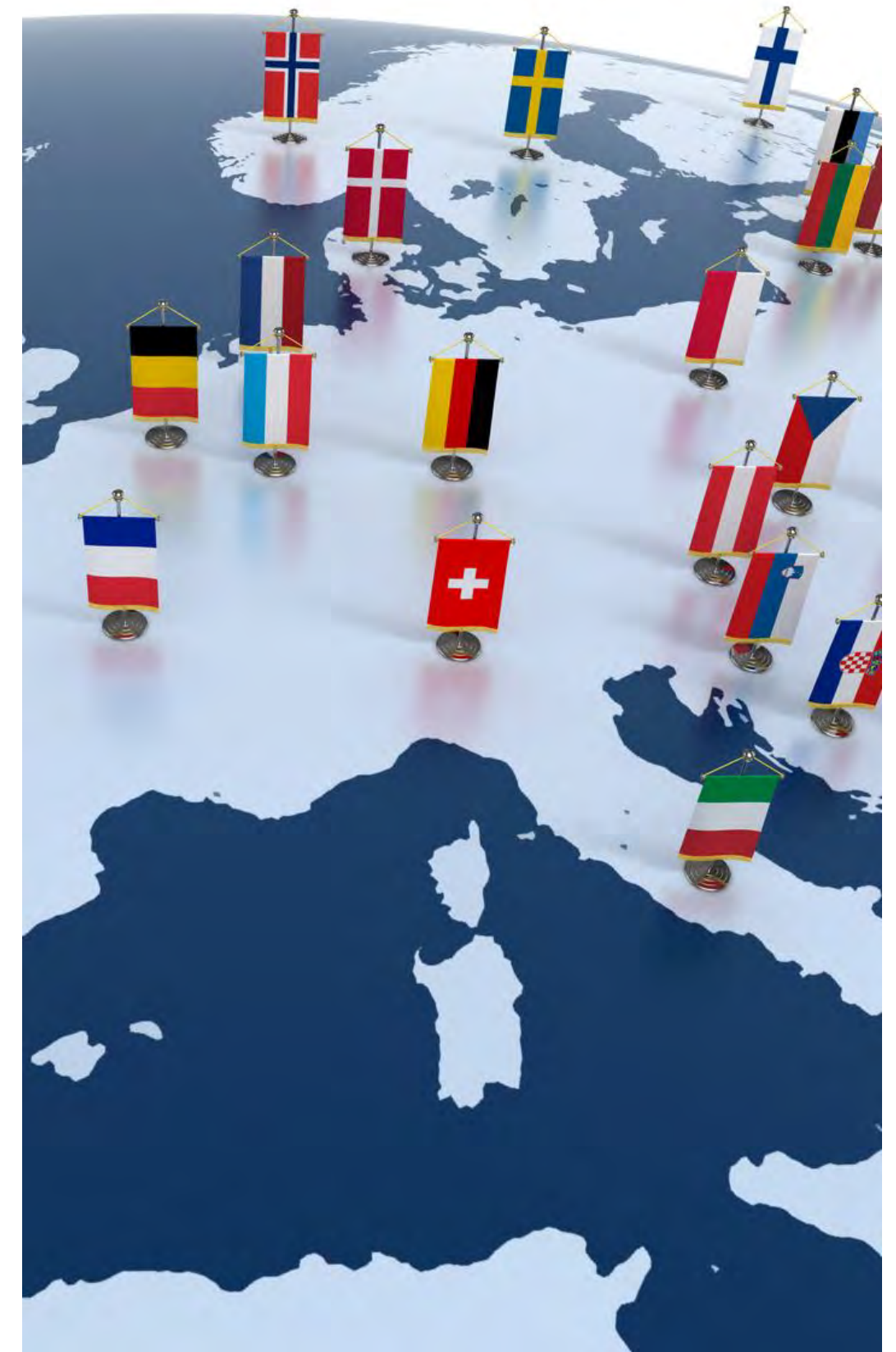
At Food Export-Midwest and Food Export-Northeast, our mission is to empower small- and medium-sized businesses in our regions to sell their food and agricultural products internationally.

Who is Food Export?

- Private, non-profit international trade organizations
- Members are State Departments of Agriculture
- Work with small and medium-sized companies in the Midwest and Northeast
- Focus on products that are value-added, consumer-oriented
- Members promote services to the companies within their state
- Governed by a Board of Directors consisting of Secretaries, Directors or Commissioners of Agriculture from member states



Your Connection to Growth



Funding Sources

- **Market Access Program (MAP)**
 - Primary source of funding; administered by USDA Foreign Agricultural Service
 - Annual budget approximately \$10 million regionally
- **Regional Agricultural Promotion Program (RAPP)**
 - USDA FAS launched the \$1.2 billion RAPP funding in late 2023 to open and develop new export markets.
 - Funding from Commodity Credit Corporation
 - Northeast: RAPP 1 - \$17.5 million; RAPP 2 - \$16 million
 - Midwest: RAPP 1 - \$15.5 million; RAPP 2 - \$16,875,000

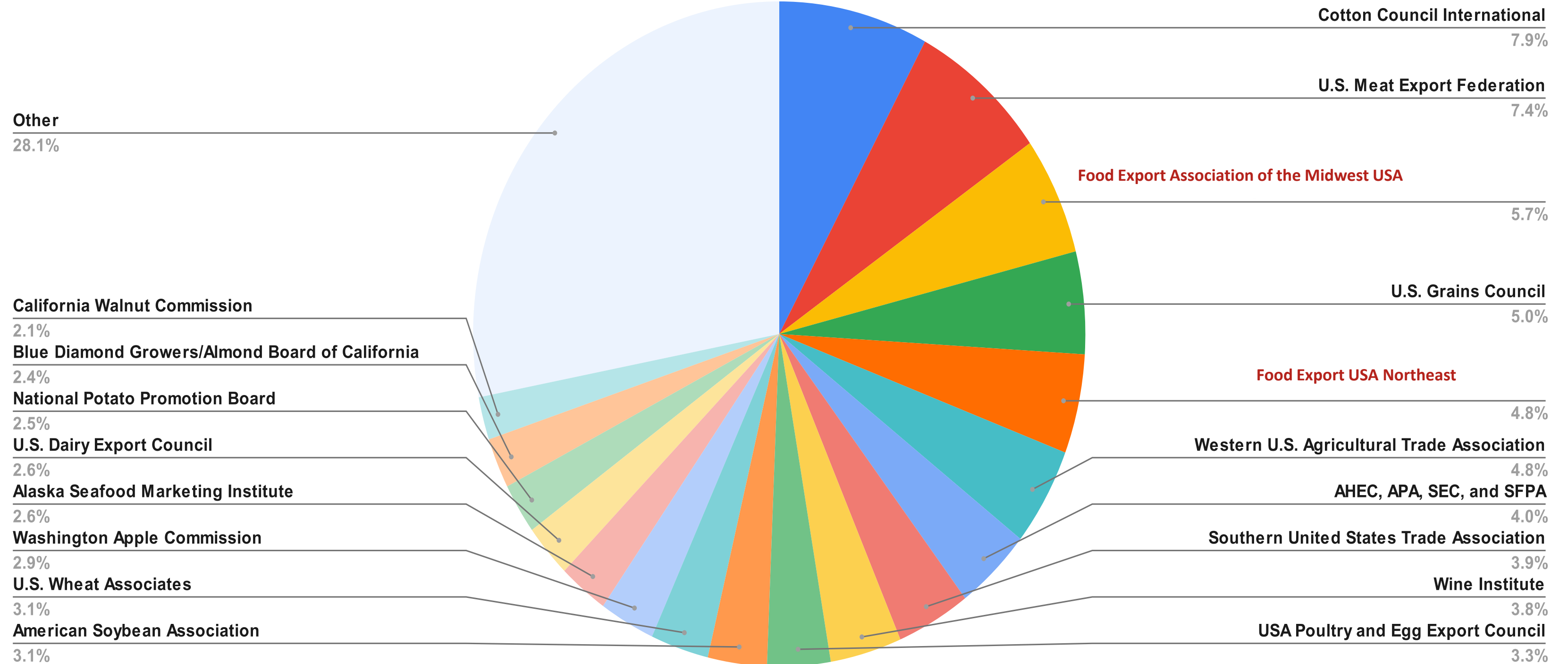
*Market Access Program
authorized by the Farm Bill*

Appropriated annually

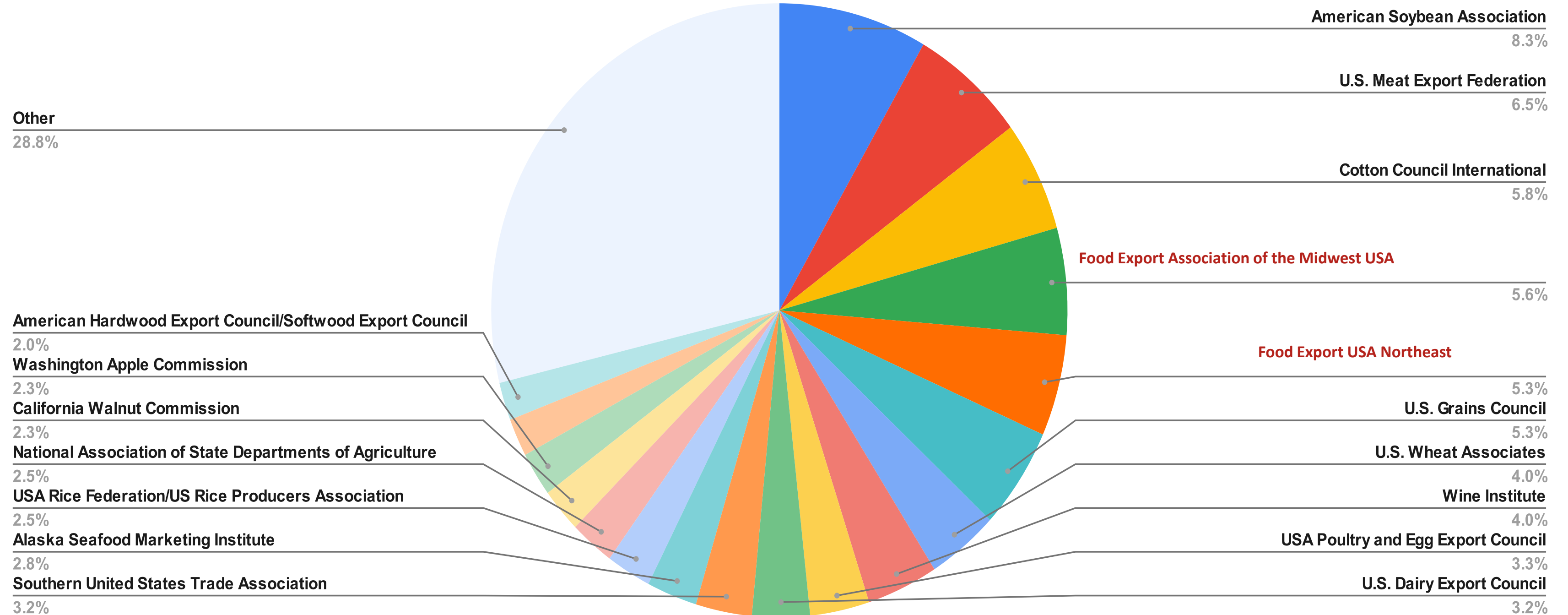


Your Connection to Growth

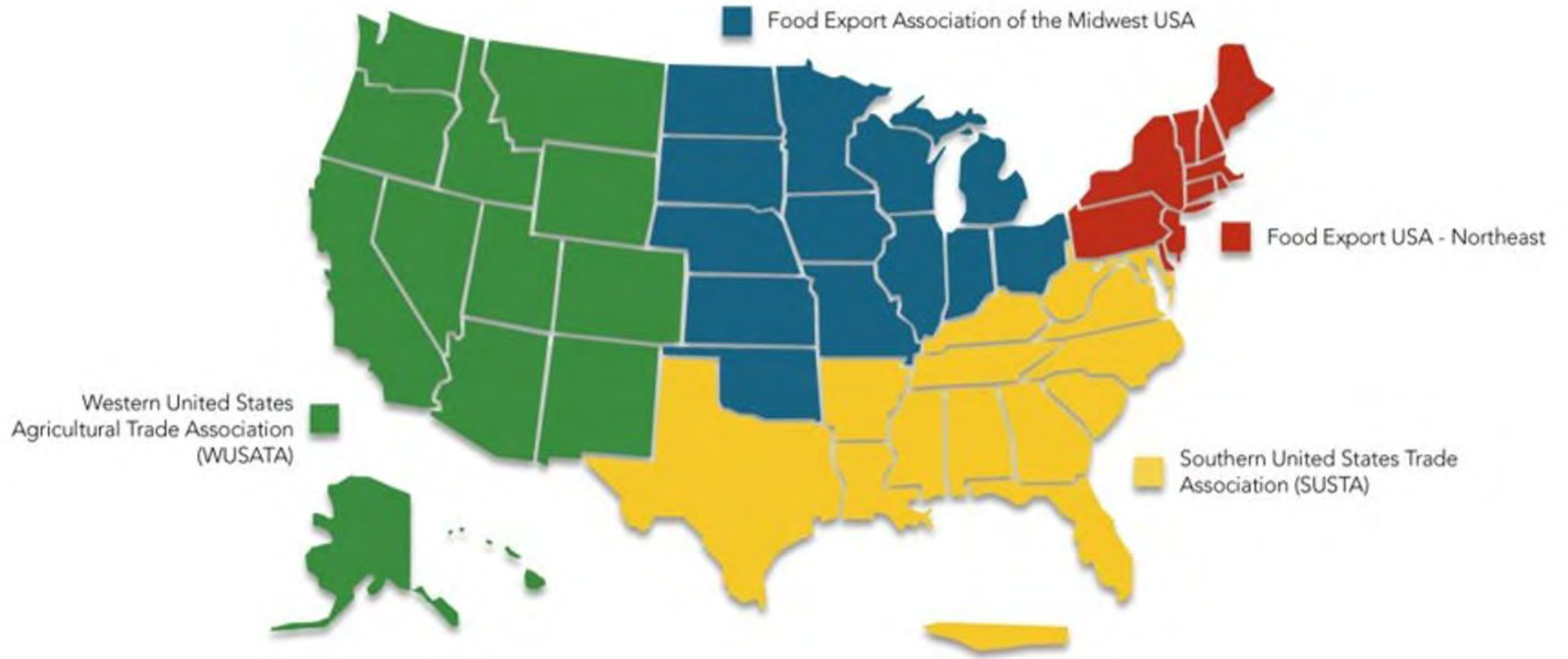
2025 MAP Funding Allocations



2025 RAPP Funding Allocations



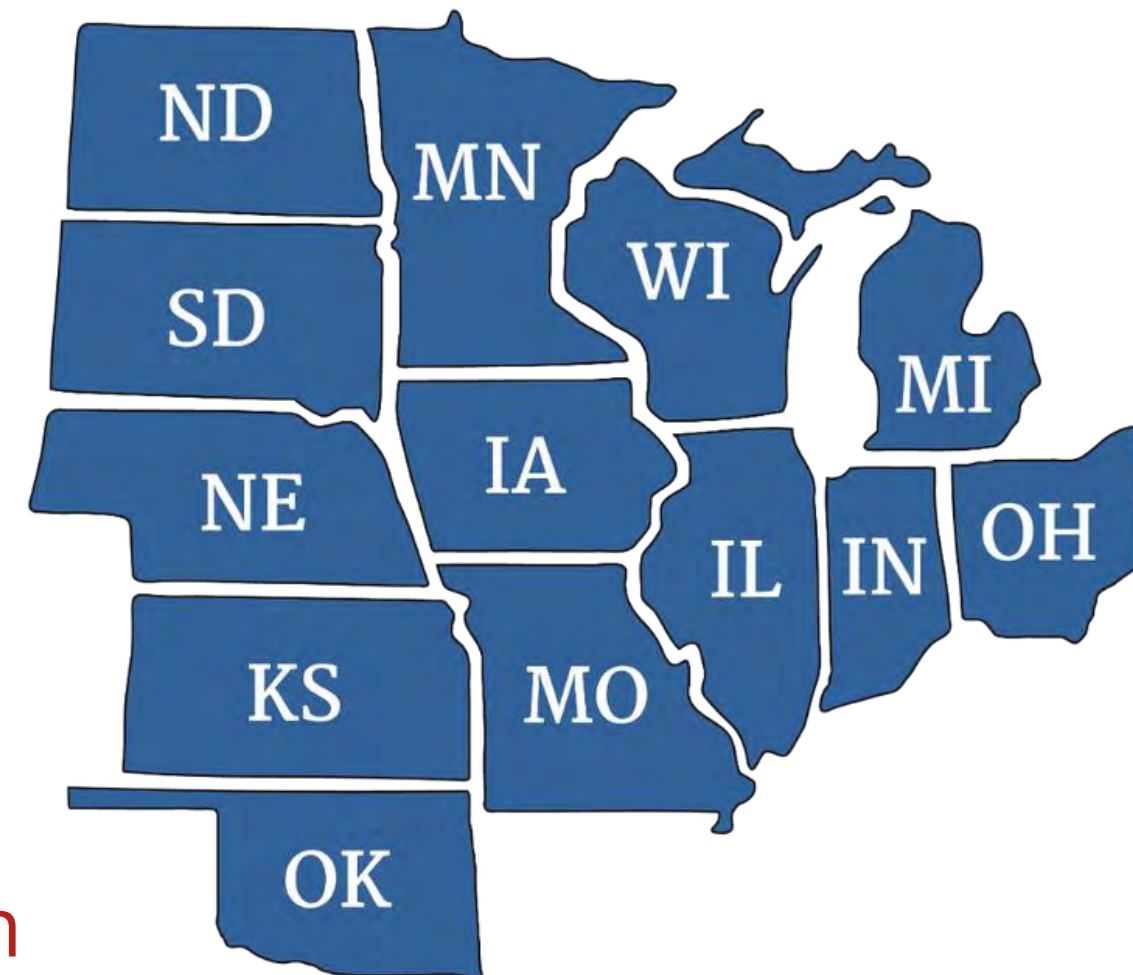
State Regional Trade Groups



Your Connection to Growth

Food Export–Midwest Members

- Illinois Department of Agriculture
- Indiana State Department of Agriculture
- Iowa Economic Development Authority
- Kansas Department of Agriculture
- Michigan Department of Agriculture and Rural Development
- Minnesota Department of Agriculture
- Missouri Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Ohio Department of Agriculture
- Oklahoma Department of Agriculture, Food and Forestry
- South Dakota Department of Agriculture
- Wisconsin Department of Agriculture, Trade and Consumer Protection



Your Connection to Growth

Midwest and Northeast Strategic Alliance

- Alliance, which began in 2000, has been renewed every five years and is celebrating its 25th anniversary in 2025
- Similar tactics in complementary markets, we have doubled the number of market opportunities for exporters
- Doubled the overseas representative network in each region
- Collaborative programs allow more and larger projects
- Program/operational efficiencies and cost savings
- More streamlined image for our overseas customers
- Benefits of regional identity, but with greater economies of scale
- One Executive Leadership team for both organizations, shared staff in key areas



Your Connection to Growth

Board and State Structure

- **Board of Directors**
 - Agency head at each member state
 - Wisconsin – Secretary Randy Romanski
- **Executive Committee**
 - Officers, One additional Board member
- **Member State Representative Action Committee (MSRAC)**
 - Primary operational contact for Food Export
 - Wisconsin – Shirley Acedo



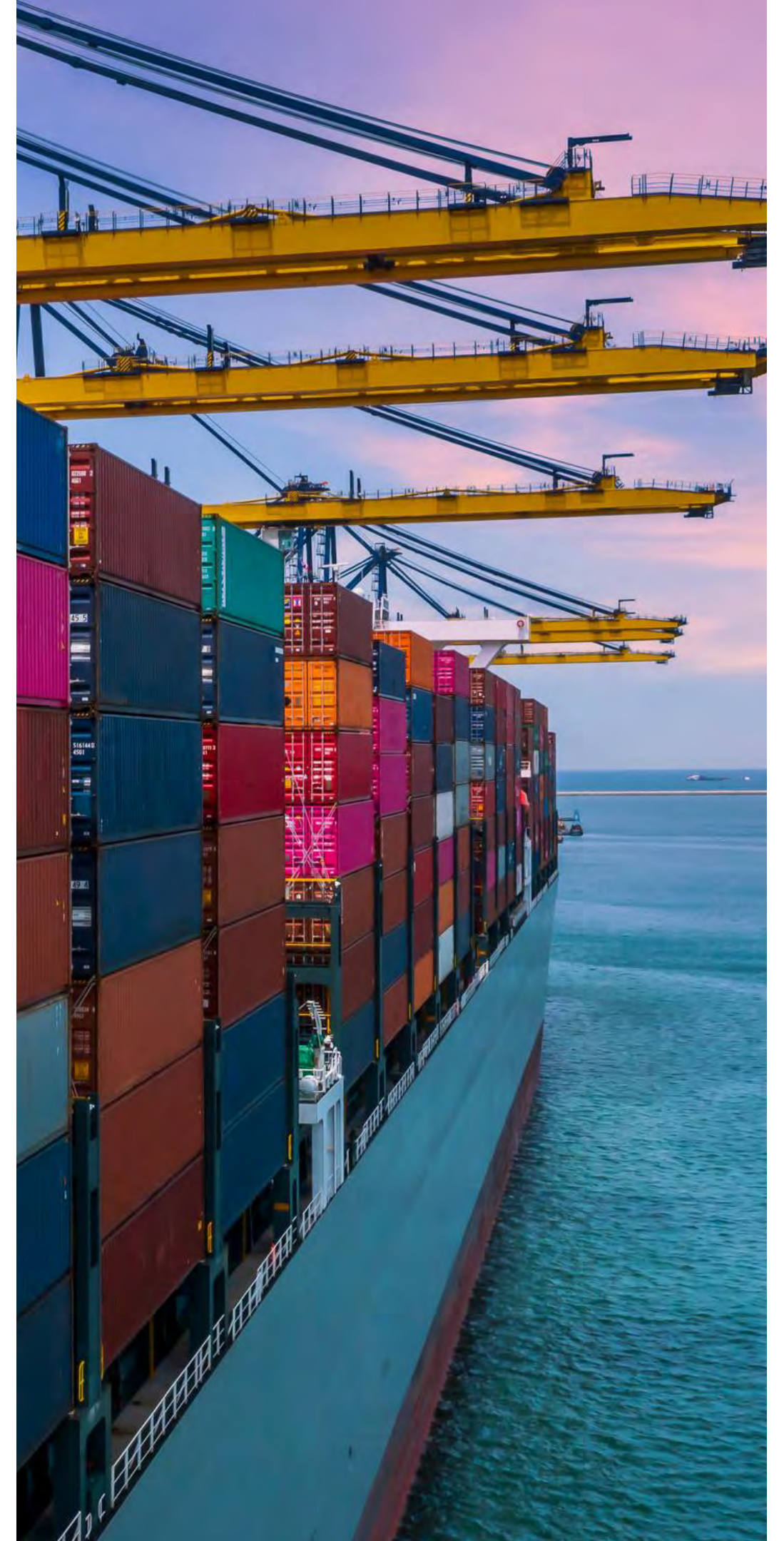
Your Connection to Growth

Benefits of Exporting

1. Overseas markets are growing
2. Overseas markets continue to open
3. U.S. manufacturers have a competitive advantage
4. Support the U.S. agricultural economy
5. Increase sales and income
6. Diversify market risk and offset lags in domestic demand
7. Extend product life cycles



Your Connection to Growth



Products

- Snack Food
- Convenience Food
- Natural Products
- Specialty Foods
- Private Label
- Food Ingredients
- Foodservice Products
- Feed Ingredients
- Pet Food
- Wood Products
- Seafood



Your Connection to Growth





In-Market Representatives

- Australia/New Zealand
- China
- Hong Kong
- Indonesia
- India
- Japan
- Mexico
- Southeast Asia
- South Korea
- Taiwan
- Vietnam/Cambodia
- Brazil
- Canada
- Caribbean
- Central America
- Colombia
- Europe
- Middle East
- Africa
- United Kingdom



Your Connection to Growth



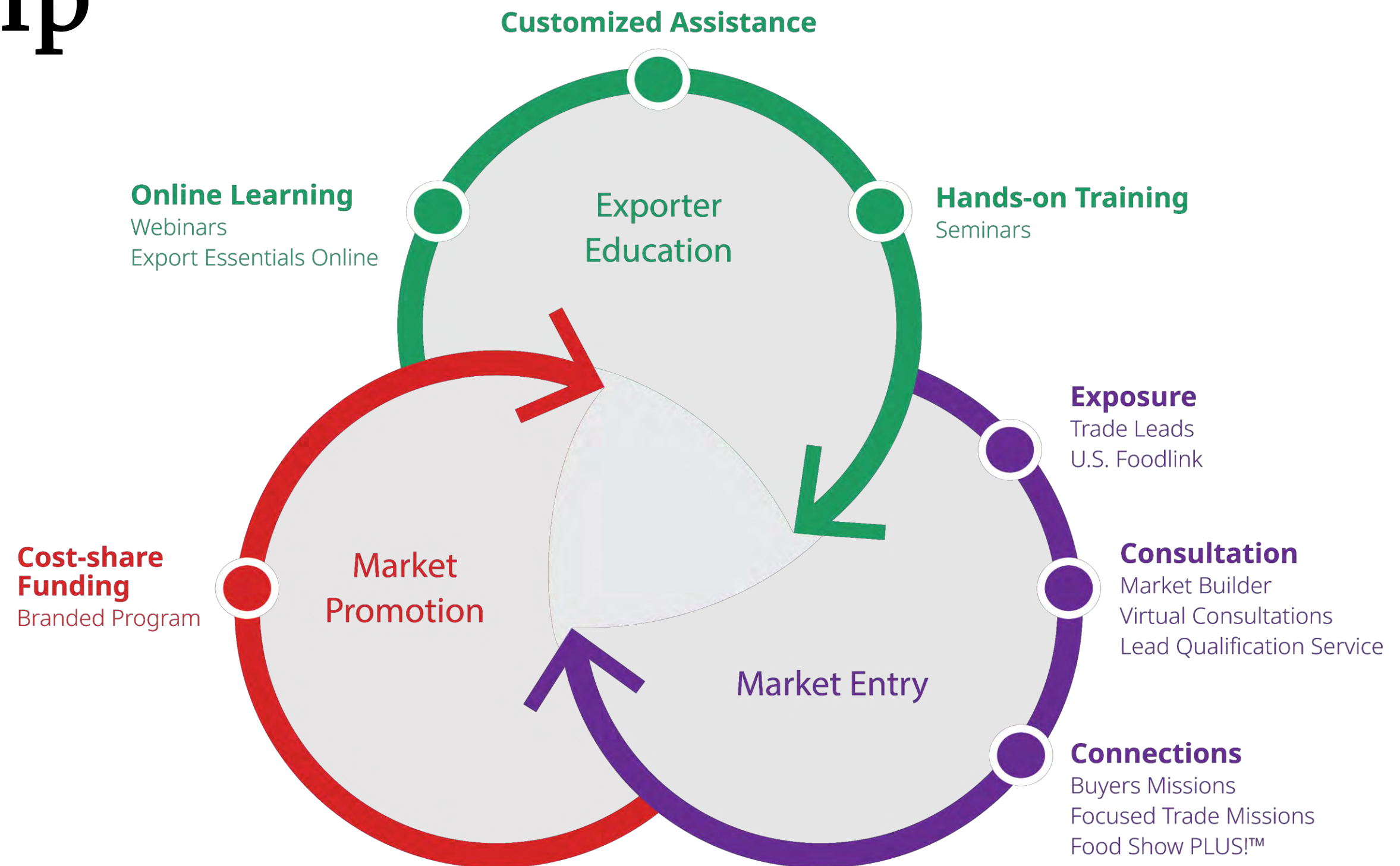
Wisconsin Participation Snapshot

- Four-year participation averages:
 - Average Number of Wisconsin Supplier Participants: 87
 - Average MAP Funds distributed to Wisconsin Suppliers: \$2 million / year
 - Average export sales reported by Wisconsin Participants: \$38.3 million / year



Your Connection to Growth

How We Help



Your Connection to Growth

Exporter Education

- Food Export offers a variety of Educational resources to U.S. suppliers looking to increase their knowledge and understanding of the exporting industry
- Most resources are available to you at no cost
- Current programs include:
 - Webinars
 - Export Essentials Online
 - Seminars



Exporter Education



Your Connection to Growth

Market Entry

- Research potential markets, meet with international buyers, receive assistance at international tradeshows, obtain sales leads from interested importers, and more!
- Current programs include:
 - Trade Leads
 - U.S. Foodlink
 - Market Builder
 - Virtual Consultations
 - Lead Qualifications
 - Buyers Missions
 - Focused Trade Missions
 - Food Show PLUS!™



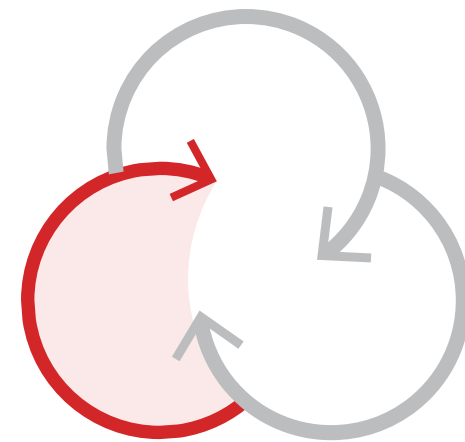
Market Entry



Your Connection to Growth

Market Promotion – 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% agricultural origin
- Products not covered by another industry group
- Small companies only (SBA Guidelines) or agricultural cooperatives



Market
Promotion



Your Connection to Growth

Follow Us On Social Media!



@Food Export - Midwest &
Food Export - Northeast



@FoodExports



@Food Export-Midwest &
Food Export-Northeast



@foodexports4941



@foodexportsusa



Food
Export
Midwest USA



Thank you

Visit us online at
www.foodexport.org