International Marketing

Safeguarding and expanding international markets for Michigan products are keys to growing our $60.1-billion-agriculture industry and state economy. Michigan exports about one-third of its 200 agricultural commodities each year. In 2005, agricultural exports generated more than $961 million–up from $919 million in 2004–and supported nearly 13,000 jobs. *(Source: U.S. Department of Agriculture)*

Successes

U.S. Department of Agriculture Market Access Program:

Branded Program (2003-2004): Michigan's 24 participating companies, including 11 new participants, received reimbursement for international marketing activities. These companies increased sales by $8 million and purchases by approximately $24 million, and added 86 new employees. Four companies reported their first-ever export sales and 14 reported their first sales in a new market.

Generic Program: Michigan's 23 participating companies saw increased sales of more than $844,000, with residual sale projections of approximately $3.4 million. Five companies reported their first sales in a new market.

Twelve Michigan food and agriculture companies saw an estimated $100,000 in export sales while participating in the Michigan Pavillion at the 2006 U.S. Food Export Showcase. *(Source: Compiled from participant surveys)*

The Cherry Marketing Institute and three Michigan companies promoted blueberries, cherries, and cranberries in the South Korean market. The informational seminar held on the health benefits of these fruits was attended by 100 people from the trade industry. Sales as a result of the mission are expected to be $200,000.

Five Michigan companies participated in the Canadian Specialty Food Buyers Mission. Sales as a result of the mission are expected to be $50,000.

Fiscal Year 2008 Goals

Maintain Michigan's top three export markets for agricultural products (Canada, Japan and Mexico) through trade shows, trade missions, and buyers' missions, while increasing activities to realize $1 million in new export sales.

Explore emerging markets in Central America, Germany, Africa, the Middle East, Southeast Asia, India, China and others. Conduct market research and, based upon results, determine future sales and promotional activities in partnership with private industry, commodity groups and Food Export Association of the Midwest.

**Source: Food Export Association of the Midwest unless otherwise noted; figures reflect 2005-2006 data unless otherwise noted.*