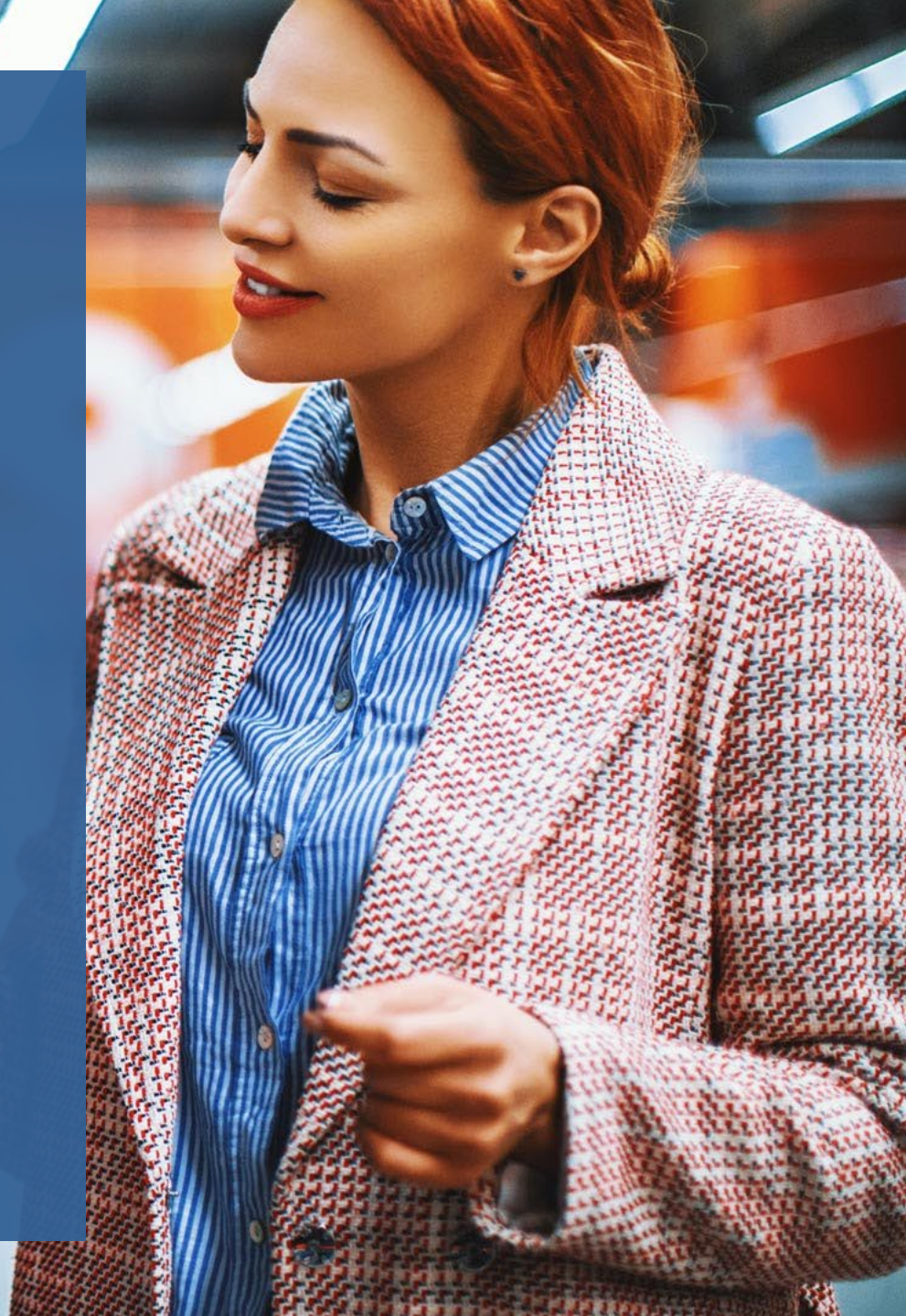
The Benefits of Export: Cutting Costs with SFA and FoodExport USA

Molly Burns, *Food Export Association of the Midwest USA*
Warren Stoll, *Kontos Foods*

IN THE KNOW
WEBINAR SERIES

The Benefits of Export

Cutting Costs with SFA and Food Export



Molly Burns

Branded Program Manager

Food Export - Midwest

Who is Food Export?

- Private, non-profit international trade organizations
- Work with small and medium sized producers in the Midwest and Northeast U.S.
- Value-added consumer-oriented products
- Members are State Agricultural Promotion Agencies

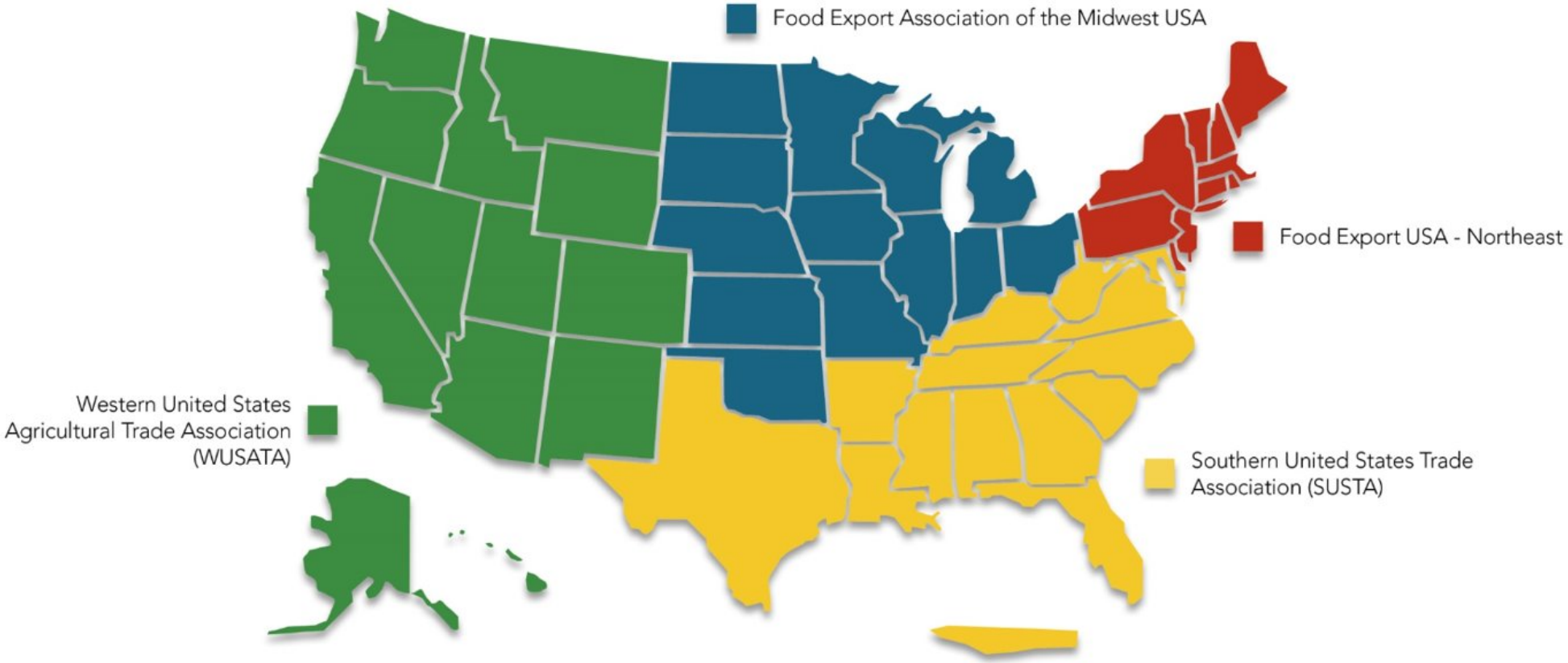
Why Export

- Reduce Risk
- 95% population outside of the US
- Benefit of Free Trade Agreements
- Knowledge and Experience
- U.S. Competitive Advantage
- Export Assistance Available

SFA and Food Export

- Almost two decades collaboration
- Food Export taps on SFA expertise to raise awareness of U. S. high quality food products around the world
- Work on increasing attendance of high-quality foreign buyers to Fancy Food Shows
- Develop opportunities in international shows such as ANUGA, Gulfood, SIAL to market for members interested in exporting.

State Regional Trade Groups



Types of U.S. Companies We Assist

- U.S. Owned Company
- Company must be ‘small’ or a cooperative
- All products must have a minimum of 50% U.S. Agricultural origin
- Willing and able to fund exports and ongoing promotion

Products

- Branded Food Products
- Snack Food
- Convenience Food
- Natural Products
- Specialty Foods
- Private Label

Products Cont.

- Food Ingredients
- Foodservice Products
- Feed Ingredients
- Petfood
- Seafood
- Other Value-Added Ag Products

How We Help

1 on 1 Assistance
Food Export Helpline™
Online Learning
Webinars
Export Essentials Online
Exporter Education
Learn about exporting
Hands-on Training
Seminars
Exposure
Trade Leads
U.S. Foodlink
Consultation
Market Builder
Export Advisor Program
Virtual Consultations
Lead Qualification Service
Cost-share Funding
Branded Program
Market Promotion
Market your products internationally
Market Entry
Identify and meet quality buyers
Connections
Buyers Missions
Focused Trade Missions
Food Show PLUS!™
Virtual Connect

Market Promotion

Branded Program

- We reimburse 50% of export marketing expenses.
- All activities approved in advance.
- Company incurs all expenses up front.
- We assist products that have at least 50% of U.S. agricultural origin.

Eligible Activities

Various Tradeshow Expenses – **including Fancy Food Shows!**

- General Promotional Activities
- Promotional/Giveaway items
- Product Demonstrations/Merchandising
- Social Media Campaigns
- Website Development
- Public Relations
- Packaging and Label Modifications
- Freight for sample shipments
- And more!

International Trade Shows

Virtual or In-Person

Eligible Expenses

- Exhibition fee
- New Product Showcase
- GES/Freeman expenses
- Electrical
- Freight to/from show
- Booth buildout, banners, signage
- POS materials
- Uniforms
- Part-time contractors
- Giveaway Items

International Trade Shows

Example Booth

Posters

Booth Cost

Electrical

Chair Rental

Counter

Carpet

Websites

Website for South Korea

Web Banners for Hong Kong

Social Media

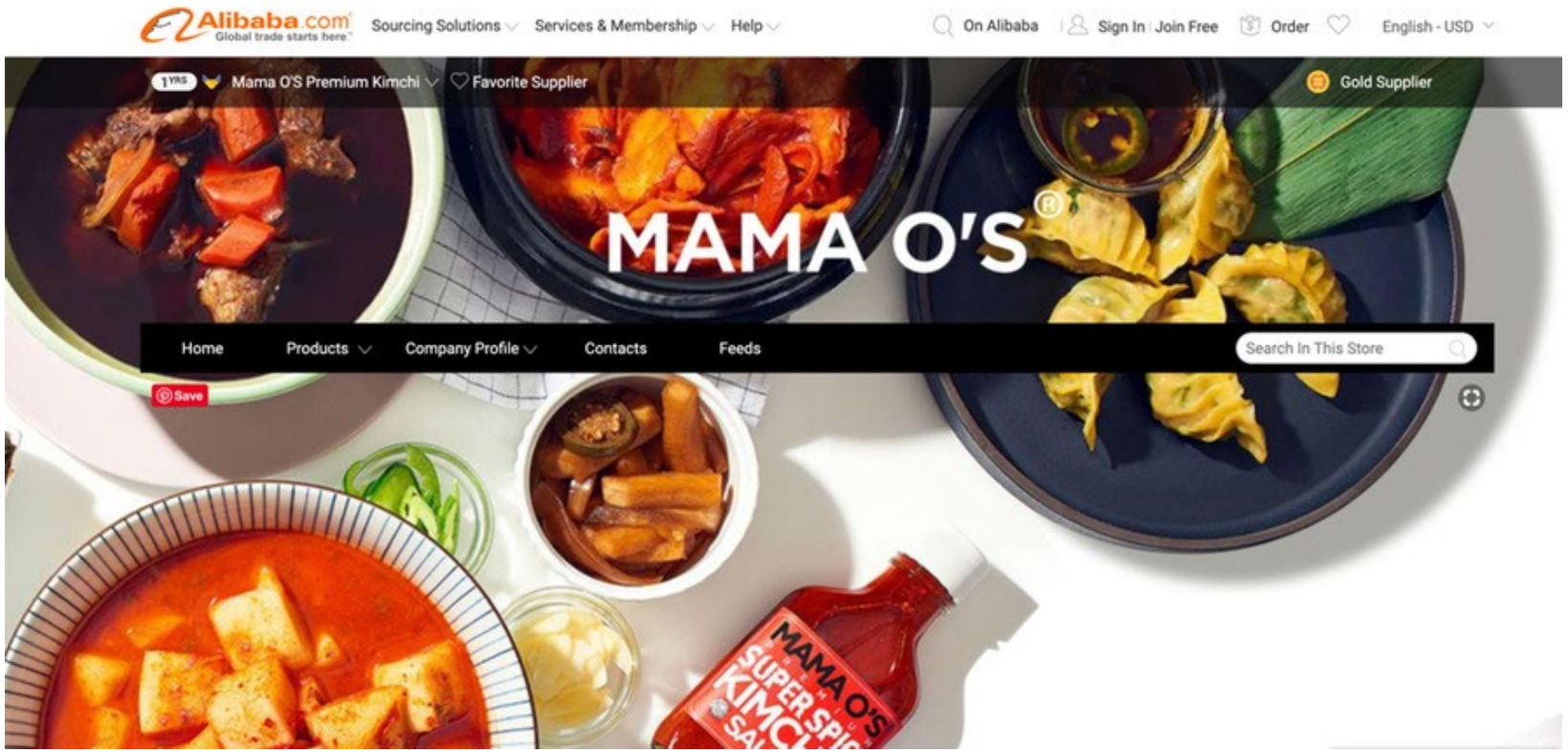
Web & Social

Eligible Costs Include:

- SEO and other online advertisements
- Website Development, Updating, and Servicing
- Social Media Management
- Content Development

The Benefits of Export

E-Commerce



Online E-commerce Site

Videos

Foodservice Tradeshow Video

Video that walks viewer through supplier's entire food service product line

#Cake #product_of_USA #ASMR
🍦Bassetts ice cream😍 [Chocolate, Cookies & cream, Vanilla, Cake] Mukbang😋
76,781 views • Dec 23, 2020
2.1K 98 SHARE SAVE

Commercial in Arabic for U.S. Mayonnaise for the U.A.E. & Saudi Arabia

The real mayo effect / طعم المايونيز الأصيل لسفرة فرح دايمة

Product placement in a South Korean ASMR Mukbang YouTube Video

Mukbang is a type of video that features a person eating a large quantity of food in one sitting.

Videos

Video of harvest and processing

Give-Away Materials

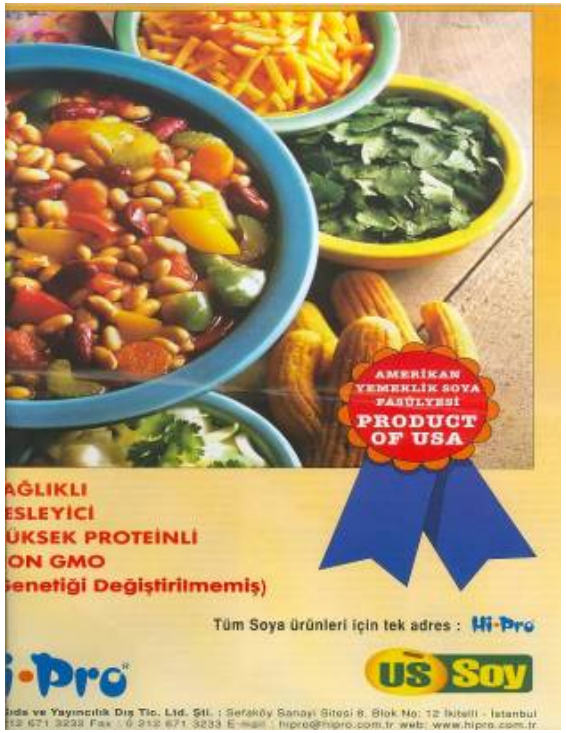
Hats

Shirts

Masks

Print Advertising

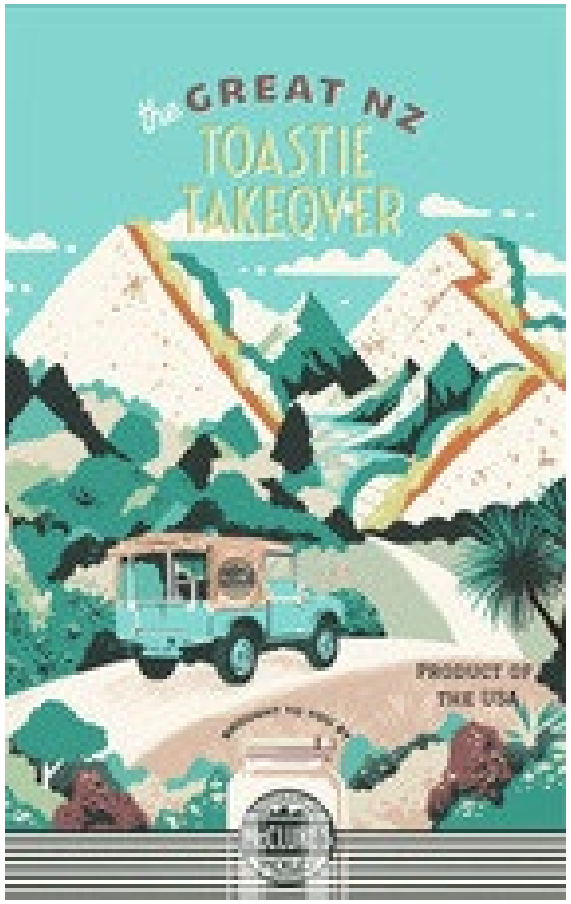
Taiwan

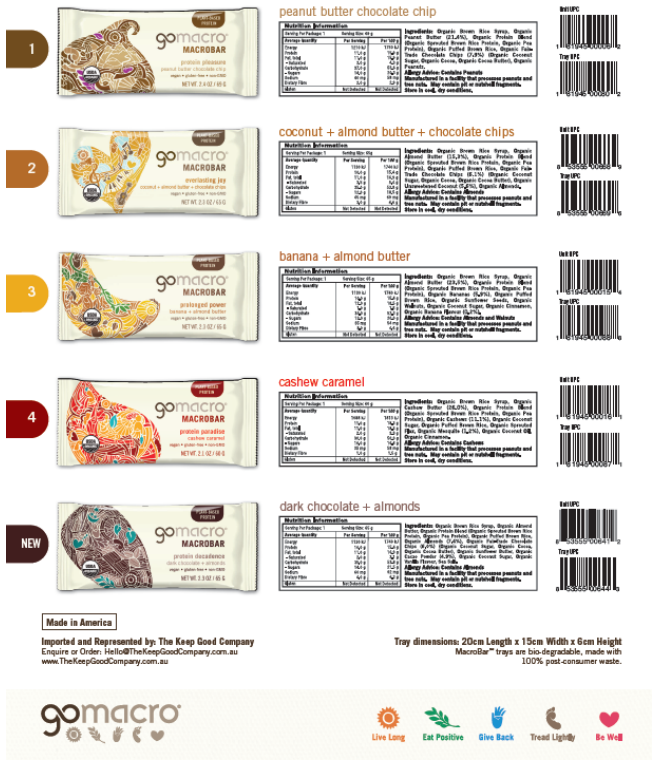


Turkey

Large Format Advertising

POS Materials





The Benefits of Export

Demonstrations/Merchandising: Display

Supplies

Temporary Display Stand

Export Packaging and Labeling

Russian

Arabic

Chef Demonstrations

Eligible Costs Include:

- Hourly/Daily Rate for Chef
- Room, equipment rental
- Banners, signage
- Sampling materials
- Freight for samples

Marketing Costs Incurred by Importer

- Apply with the U.S. supplier
- Promote supplier's or importer's brand
- Importer provides documentation for reimbursement

Success Story: Kontos Foods

Warren Stoll

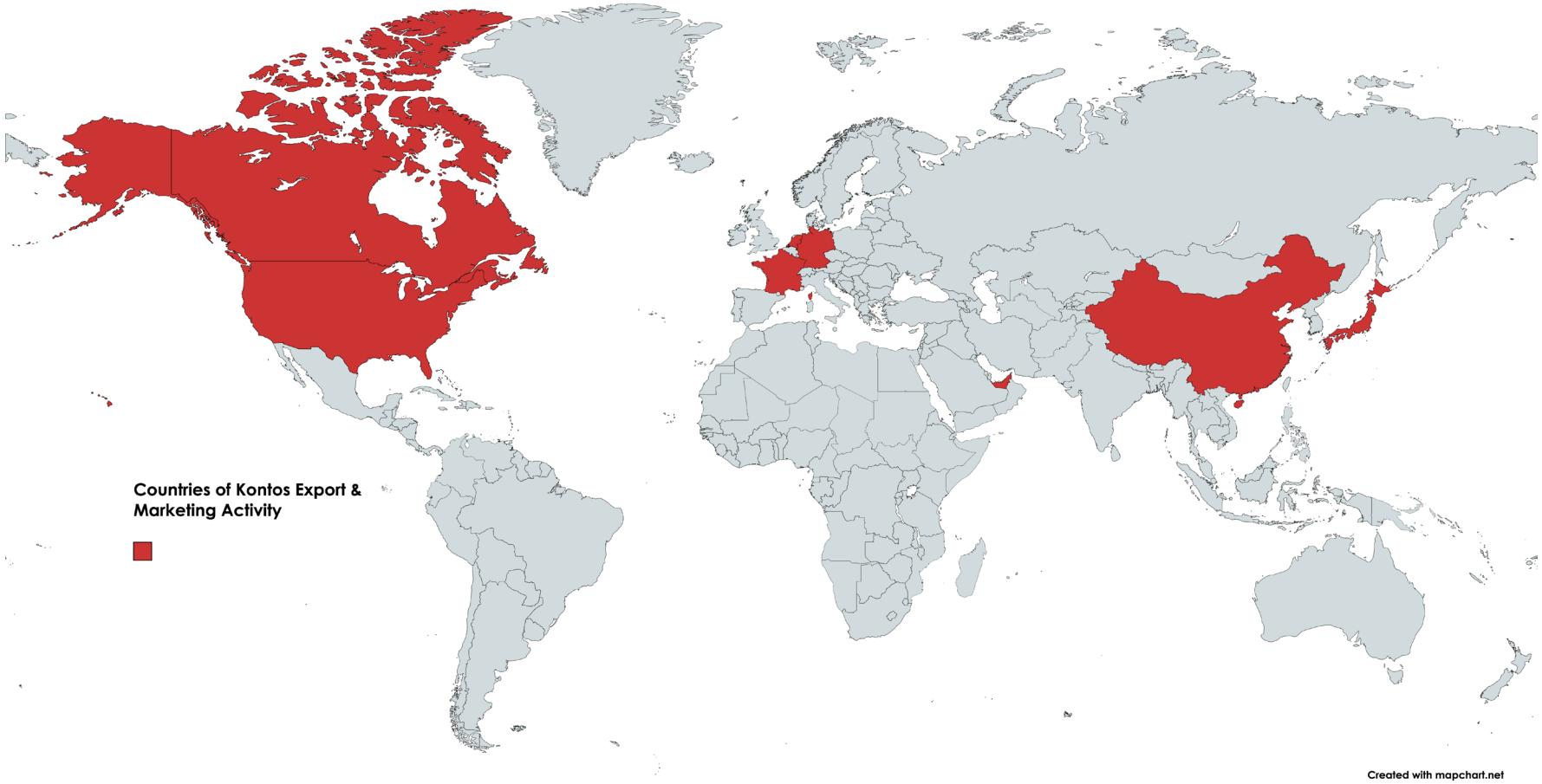
Marketing Director

The Benefits of Export

- Based in Patterson, New Jersey
- Hand-stretched, authentic pita, flat breads, naan, and fillo products
- Food Export – Northeast Branded Program participant since 2013

Export Countries

- Canada
- Germany
- Hong Kong
- China
- Japan
- U.A.E.
- France
- Netherlands
- U.S.A.



Kontos International Marketing Activities

- Specialty Food Buyers Mission @ Summer Fancy Food Show
- Food Show Plus! @ Gulfood
- Private Label Buyers Mission @ PLMA Show
- Virtual Showcase @ Gourmet Japan
- Food Service Buyers Mission @ NRA Show

Kontos Export Success

Thank You

Visit us online at
www.foodexport.org

Contact us:
info@foodexport.org

Stay up to date by following us on Social Media

Please send additional questions to:
education@specialtyfood.com

sfa community hub

- Join us in the Community Hub, where we will continue the conversation and stay connected!
- https://community.specialtyfood.com/forums/

- News
- Trends
- New Product Introductions
- SFA Updates
- Videos
- And much more!

Available for purchase at
learning.specialtyfood.com