Exporter Education

Food Export Helpline™
This free service provides Midwestern and Northeastern companies with customized, one-on-one assistance on a wide variety of export-related topics including a top Market/Product evaluation.

Export Essentials Online
This service is an educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting.

Educational Seminars and Webinars
Food Export–Midwest and Food Export–Northeast staff, as well as their network of international marketing executives, share their extensive experience and expertise in seminars held throughout the year in various locations. Webinars are designed to help companies learn about the export process and the resources available to assist with expanding their business.

Market Entry

Buyers Missions
Buyers Missions bring qualified, international buyers to the U.S. to meet with U.S. suppliers. Participating companies meet one-on-one with these buyers to make potential business connections and gain important feedback about their product's exporting potential.

Food Show PLUS!™
Food Show PLUS!™ is a tradeshow enhancement service that provides assistance to U.S. suppliers to be a more prepared and effective exhibitor. The program is customized per tradeshow but may include competitive product research, on-site interpreters, translation of up to two pages of marketing materials, one-on-one buyer meetings and more.

Focused Trade Missions
Focused Trade Missions bring a group of U.S. suppliers to a country to learn first-hand about the market and meet face-to-face with local buyers. It’s an organized trip with services that help navigate a different culture and assist with business meetings.

Online Product Catalog
This web-based catalog is an effective way to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

Market Builder
This customized package of services helps U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Market Promotion

Branded Program
This cost-share funding program provides financial assistance to help U.S. food and agricultural exporters promote their products in international markets. Participants in this program receive 50 percent cost reimbursement for a variety of approved overseas marketing and promotional expenses.

In-Market Promotions
Food Export – Midwest and Food Export – Northeast sponsor in-store or on-site promotions around the world that promote Midwestern and Northeastern food and agricultural products.