



ADVANCING TRADE THROUGH
Adaptation



**Food
Export**
Midwest USA

YOUR CONNECTION TO GROWTH®

Dear friends and colleagues,

As 2021 began, we hoped that our middle-distance run through the obstacles that the pandemic brought us was nearly over. Little did we know that 2020's run would turn into a full marathon as 2021 brought new pandemic variants, along with the growing complications of the global supply chain disruption. It was as though someone handed us a backpack filled with weights after we got to the finish line and said, "keep going, the race has been extended."

It is truly amazing that so many food and agriculture suppliers found a way to persevere and adapt amid incredibly challenging conditions. We have heard from suppliers throughout the year how they were managing labor shortfalls, sourcing substitute ingredients, and shipping via alternate modes or routes using ingenuity, determination, and collaboration to deliver their products to both domestic and export markets. Marketing was not an easy endeavor either as trade shows were scheduled, then rescheduled numerous times and the retail and hotel, restaurant and institutional (HRI) sectors faced waves of restrictions followed by tenuous reopenings across the globe.


Food Export, too, continued adapting our ways of delivering services to Midwest food exporters. We organized over thirty different opportunities for suppliers and qualified international buyers to connect online throughout the year. Wherever possible, we resumed our in-person events, knowing that virtual events are no

replacement for meeting face-to-face. Our educational programs also kept evolving to bring solid, on-demand information on exporting with webinars, Export Essentials Online, our Food Export Helpline, blogs and – new in 2021 – a podcast, which is a great companion for a marathon run.

Partners and collaborators are essential to successful adaptation in these times. We are thankful to the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) for their continued flexibility so that both we as an organization along with the suppliers in our Branded Program could spend our Market Access (MAP) and Agricultural Trade Promotion (ATP) Program funds creatively in the face of change and uncertainty. In 2021, we formed new partnerships, such as with the National Industrial Hemp Council (NIHC), while sustaining long-term partnerships with the National Association of State Departments of Agriculture (NASDA), the Specialty Food Association, National Confectioners Association among many others to extend our reach and support more potential U.S. exporters.

As we turn the corner into what we all hope will be better times ahead, we look forward to meeting you on the road.

Sincerely,




BRUCE KETTLER
PRESIDENT

Director, Indiana State
Department of Agriculture



TIM HAMILTON
EXECUTIVE DIRECTOR/CEO

Food Export Association
of the Midwest USA

9,614
contacts with
new buyers



“Food Export provided us the platform to launch internationally. They absorbed a substantial part of the risk that we would not have taken on our own. We are grateful, not only for the financial support, but also for the programs to continue our international growth. Trade Missions and Buyers Missions are just a couple. We also look forward to their support of trade shows in Canada.”

MARK SARAFI

Owner/CEO

Pop Daddy Popcorn | Whitmore Lake, MI

Food Export – Midwest Participant Since 2018



828
trade leads
disseminated



644
unique companies
participating
in programs/services

“The level of support we have received from Food Export – Midwest’s Branded Program team has been outstanding. If we have a question, it is typically answered within a few hours or less. We greatly appreciate the help we received over the last year to expand our food print in the U.K.!”

BRIAN TURNER

President | Nurish Brands, Inc. | Royal Oak, MI

Food Export – Midwest Participant Since 2015



111
export sales
to a new market

“We like participating in Food Export’s feed-related Buyers Missions as they are very successful for our company. The 2021 virtual feed-ingredients event introduced us to new buyers from Indonesia and Malaysia. Even though these meetings were in a virtual format and not face to face, we were able to develop relationships with these buyers and ship animal feed ingredients to them soon after the meetings.”

ADEL YUSUPOV

Senior Trader | International Feed | Excelsior, MN

Food Export – Midwest Participant Since 2001

Program Guide

Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.

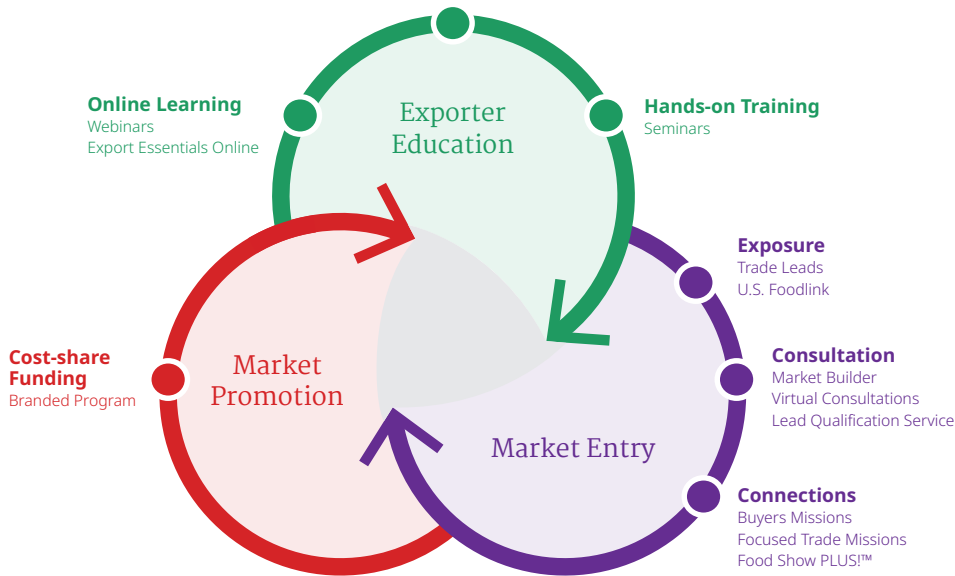
Market Entry

Identify opportunities in international markets and meet potential buyers.

Market Promotion

Strengthen your international presence through the Branded Program.


Customized Assistance Export Advisor Program




1,809
participants
registered in our
programs



1,548
new distributorships
established by
suppliers



18
webinars offered



2,919
estimated jobs
supported
through export



Note: 2021 Program Results include aggregate totals of MAP and ATP funded activities.

“Food Export – Midwest has provided us with the educational tools to really understand how the exporting process works. Which starts from getting prepared for meetings up to and through getting products properly labeled and delivered to the countries to which we are exporting. Food Export’s online training Webinars, Buyers Missions, and Branded Program have been the most helpful tools that we have been able to use to grow our business.”

LUTHER TOOKS

CEO | Pyramid Foods, LLC | Shawnee, KS

Food Export – Midwest Participant Since 2018

Financials

STATEMENT OF ACTIVITIES

Period Ended December 31, 2021

REVENUE AND SUPPORT	Undesignated	Program	Total
Federal program reimbursements	\$ —	\$ 12,666,986	\$ 12,666,986
Industry Fees	\$ 794,785	\$ 1,600,000	\$ 2,394,785
State membership dues	\$ 127,000	\$ —	\$ 127,000
Interest income	\$ (4,326)	\$ —	\$ (4,326)
Miscellaneous income	\$ 491	\$ —	\$ 491
Total revenue and support	\$ 917,950	\$ 14,266,986	\$ 15,184,936
EXPENSES	Undesignated	Program	Total
Program reimbursable expenses	\$ —	\$ 12,666,986	\$ 12,666,986
Personnel	\$ 245,850	\$ 1,550,000	\$ 1,795,850
Travel and meetings	\$ 38,290	\$ —	\$ 38,290
Professional fees	\$ 54,452	\$ —	\$ 54,452
Other general and administrative	\$ 363,949	\$ 50,000	\$ 413,949
Total expenses	\$ 702,541	\$ 14,266,986	\$ 14,969,527
Net Assets	Undesignated	Program	Total
Increase in net assets without donor restrictions	\$ 215,409	\$ —	\$ 215,409
Beginning of period	\$ 2,310,572	\$ —	\$ 2,310,572
End of period	\$ 2,525,981	\$ —	\$ 2,525,981



\$386,693,428
total export sales



\$539,348,189
projected export sales

“This year was a huge struggle due to COVID, tariffs, and some supply chain shortages. In fact, many of our reimbursement-related activities had to be canceled due to COVID. Nonetheless, we continue to receive excellent, timely and expedient service from the Food Export team who helped mitigate the impact of 2021.”

STEVE DE LUCA

Sales | Agave Loco, LLC | Vernon Hills, IL

Food Export – Midwest Participant Since 2014

STATEMENT OF FINANCIAL POSITION

As of December 31, 2021

ASSETS	Undesignated	Program	Total
Cash and cash equivalents	\$ 190,671	\$ 226,095	\$ 416,766
Investments	\$ 1,063,567	—	\$ 1,063,567
Interfund accounts	\$ 1,494,587	\$ (1,494,587)	\$ —
Receivables	\$ 89,063	\$ 1,268,492	\$ —
Furniture, equipment, and leasehold improvements, net	\$ 207,489	\$ —	\$ 207,489
Other assets	\$ 64,402	\$ —	\$ 64,402
Total assets	\$ 3,109,779	\$ —	\$ 3,109,779
LIABILITIES AND NET ASSETS	Undesignated	Program	Total
Liabilities			
Accounts payable and accrued expenses	\$ 399,043	\$ —	\$ 399,043
Deferred program fees	\$ 57,755	\$ —	\$ 57,755
Deferred member dues	\$ 127,000	\$ —	\$ 127,000
Total liabilities	\$ 583,798	\$ —	\$ 583,798
Unrestricted net assets	\$ 2,525,981	\$ —	\$ 2,525,981

28:1
return on investment

Estimate as of 5/15/22

Food Export–Midwest 2021 Staff

Tim Hamilton
Executive Director/CEO

Michelle Rogowski
Deputy Director

Molly Burns
Branded Program Manager

Greg Cohen
Communications Manager

Robert Lowe, CPA
Financial Manager

Femke Bosch
Sr. International Marketing
Program Coordinator

Laura Buske
Communications Coordinator

Pamela Caruth
Administrative Assistant

Marija Cereskeviciute
International Marketing
Program Associate

Erin Crowley
International Marketing &
Branded Program Associate

Bryce Krull
Liaison

Katie Labarge
Branded Program Associate

Sarah Larson
Communications Coordinator

Teresa Miller
Strategic Partnerships
Manager

Mike Weiand
IT Manager

Paul Weiss
Liaison Manager

Brendan Wilson
International Marketing
Program Manager

Quieshala Little
Finance/HR Associate

Matthew Lorenz
Liaison

Matthew Mager
IT Coordinator

Adolfo Montelongo
Sr. Communications
Coordinator

Tia Regec
Communications Associate

Zdenka Samson
International Marketing
Program Associate

Paul Sorenson
Liaison

Veronica Wade
Branded Program
Coordinator

Food Export–Midwest 2021 Board of Directors

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Director
*Indiana State Department
of Agriculture*

VICE PRESIDENT
Steve Wellman
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*Nebraska Department
of Agriculture*

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Blayne Arthur
Secretary
*Oklahoma Department
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*Iowa Department of Agriculture
& Land Stewardship*

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Agriculture*

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*Ohio Department of
Development*

Hunter Roberts, Secretary
*South Dakota Department
of Agriculture and Natural
Resources*

Randy Romanski, Secretary
*Wisconsin Department of
Agriculture, Trade & Consumer
Protection*

As of December 31, 2021

State Regional Trade Groups (SRTGs)

Food Export–Midwest is one of four non-profit State Regional Trade Groups (SRTGs) that promote the export of food and agricultural products from their respective regions of the United States. The SRTGs were first created as a cooperative effort between the State Agricultural Promotion Agencies and the United States Department of Agriculture's Foreign Agricultural Service. The SRTGs work in conjunction with their member states to provide a wide range of services to facilitate trade between local food companies and importers around the world.

OTHER STATE REGIONAL TRADE GROUPS

Food Export USA–Northeast*
One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103 USA
T: 215.829.9111 F: 215.829.9777
www.foodexport.org

The Southern U.S. Trade Association (SUSTA)
701 Poydras Street, Suite 3845
New Orleans, LA 70139 USA
T: 504.568.5986 F: 504.568.6010
www.susta.org

The Western U.S. Trade Association (WUSATA)
4601 NE 77th Avenue, Suite 240
Vancouver, WA 98662 USA
T: 360.693.3373 F: 360.693.3464
www.wusata.org

*In 2000 Food Export–Northeast and Food Export–Midwest formed a strategic partnership to enhance our ability to carry out our shared missions. This agreement ensures both organizations retain their independent status, while the companies we serve benefit from the collaborative effort created by the partnership. These positive effects include streamlined operations, pooled marketing resources, and more activities in a broader range of international markets.



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Food Export–Midwest administers many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export–Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>.

ABOUT US Food Export Association of the Midwest USA (Food Export–Midwest) is a non-profit organization that promotes the export of food and agricultural products from the Midwest region of the United States. The organization has been helping exporters of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between 13 Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS). Food Export–Midwest, in conjunction with its member states, provides a wide range of services to facilitate trade between local food suppliers and importers around the world. The Midwest is one of the world's leading food-producing areas. Midwestern farmers harvest grain, as well as oil seeds, fruits and vegetables, beans, livestock, and dairy products. Consequently, the Midwest is home to hundreds of companies who provide consumers around the globe with high quality processed food and agricultural products.