The Ohio Global Connector

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Upcoming Events

Governor's E-Awards Deadline: April 24, 2009

Application for the Governor's Excellence in Exporting award is given to a small and large Ohio company recognizing their exporting achievements. If exporting has increased or is a large part of your business you should consider applying: development.ohio.gov/itd/

Food Export Marketing Forum April 28-30, 2009

Philadelphia: Hear market insight of 20 markets, meet buyers, and interact with Food Export and state staff. Registration due April 7. FoodExportAlliance.com

Buyer's Mission at NRA Show May 16-19, 2009

Chicago: Meet international buyers from 8 markets. Focused towards the foodservice industry. FoodExportAlliance.com

Midwest Buyer's Mission July 28, 2009

Meet around 20 international buyers from all over the world without leaving Ohio. This is an inexpensive and short time to give your product international exposure. FoodExportAlliance.com

For more information:

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The Big Plug

Get plugged in international markets by showcasing your products at the Food Export Marketing Forum on April 28 – 30, 2009 in Philadelphia, Pennsylvania. The forum will provide your company with the tools and knowledge needed to create sales and grow your exporting business.

By attending the forum your company can learn about the market trends through a series of educational sessions discuss 20 international regions and explore growing demand for American products internationally. There will be time to meet with international marketing experts to speak about the opportunities for your products overseas. Your company can also participate in the Food and Beverage Buyers Mission and have one-on-one meetings with pre-qualified importers and an opportunity to network with Food Export and State Agricultural Agency staff.

Too see the list of buyers you can meet with go to FoodExportAlliance.com

Many participating retailers attend the Buyers Mission with importers, which produces immediate feedback, a possibility of sales, and widens your global network. The Educational Sessions will offer an unparalleled opportunity for each participant to learn more about export marketing, requirements, strategies, opportunities, and regulations.

For more information, to see the list of buyers, and to register (deadline April 7) go to www.foodexportalliance.org.

How to Double Your Money

In these tough economic times you must use your money wisely. The Food Export Association's Branded Program can help stretch your company's international marketing dollars.

Your company can receive up to $300,000 in this 50 percent cost-share program. These funds can be used for approved international marketing activities.

To be eligible for these funds your company's product must be a food, value added agricultural product, food ingredient, nursery products, non-alcoholic beverages, value-added wood products, and others.

Approved international expenses include:

- In-store demonstrations
- International trade shows
- Promotional literature
- Product advertising
- Freight for samples
- Package/label modification
- Approved domestic tradeshows

The product must me at least 50 percent US agricultural origin. Your company must have fewer than 500 employees and the expenses must be pre-approved.

These funds are made possible through the USDA's Foreign Agricultural Service which is funded through their Market Access Program. In 2007, 18 companies from Ohio were allocated nearly $1 million in Branded Program funds.

To see if you qualify and to sign up for the Branded Program take the pre-qualification application at www.brandedprogram.org.

Ohio | Department of Agriculture