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FOR IMMEDIATE RELEASE

Food Export Programs and Services Seminar Offered Free of Charge

REYNOLDSBURG, Ohio (Aug. 4, 2008) – The Ohio Department of Agriculture invites Ohio companies interested in doubling their international marketing budget to attend a seminar focusing on the Branded Program and other services offered by the Food Export Association of the Midwest USA. Two half-day sessions are offered on Aug. 26 at Wolf Creek Winery in Norton and Aug. 27 at MaMa Rosa's in Sidney.

Who: Ohio Department of Agriculture representatives
Food Export Association of the Midwest USA representatives

What: Seminar to showcase export assistance programs and services offered by the Food Export Association

When: Aug. 26 (Wolf Creek Winery) and Aug. 27 (MaMa Rosa's)

Where: Wolf Creek Winery, 2637 S. Cleveland Massillon Rd., Norton, Ohio 44203
MaMa Rosa's, 1910 Fair Road, Sidney, Ohio 45365

Time: 8:30 – noon

Cost: Free

RSVP: Before Aug. 19

Attendees will learn how to leverage the Branded Program, as well as other programs and services offered by the Food Export Association, to increase exporting opportunities. The Branded Program is a cost-share program made available through funds from the U.S. Department of Agriculture's Foreign Agricultural Service, which assists Ohio suppliers to promote their brand name food and agricultural products in foreign markets. Once approved, participants receive a 50 percent cost reimbursement on certain eligible marketing and promotional endeavors.

The seminars are made possible by Food Export Association of the Midwest USA, a private, non-profit association of Midwestern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern food and agricultural products.

For questions about the seminar and to RSVP, contact Tim Hornsby at thornsby@agri.ohio.gov or 614-728-4760.

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