

FOOD EXPORT ASSOCIATION OF THE MIDWEST

IOWA
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Iowa Department of Economic Development International Trade Office

➤ SUPPORTING IOWA COMPANIES IN THE GLOBAL MARKET

IOWA FOOD COMPANIES, DO YOU WANT TO MAKE MARKETING ABROAD MORE AFFORDABLE?

To become a successful long-term exporter, you must have the resources to promote your food products. The State of Iowa is a member of the Food Export Association of the Midwest, also referred to as Food Export – Midwest. This membership allows Iowa qualifying food (and some related products) companies to have access to the Food Export - Midwest services, including:

- **Exporter Education on exporting topics through:**

- **Food Export Helpline™** – This one-one-one service provides export assistance on a wide variety of topics.
- **Export Essentials Online** – This education center helps you determine your export readiness, research and target top markets and create an export marketing strategy.
- **Global Food Marketer™** – This newsletter/e-bulletin reports upcoming activities, export basics, industry news and opportunities abroad.
- **Educational Seminars and Workshops**

- **Market Entry services help U.S. suppliers find the right markets and reach the right buyers and importers.**

- **Market Builder** – This service provides customized, in-market research to help determine if a market is right for your product.
- **Buyers Missions** – Bringing the foreign buyers to the U.S. suppliers.
- **Food Show PLUS™** - This tradeshow enhancement service prepares you for and maximizes your international trade show experiences.
- **Focused Trade Mission** – Bringing U.S. suppliers to foreign buyers in their marketplace.
- **Trade Lead Connection** – Connecting U.S. suppliers with interested importers throughout the world.
- **Ag Export Links** – A database of service providers to support your exporting success.

- **Financial assistance is available through the *Branded Program* to qualified companies to offset marketing costs, including:**

- **Advertising and public relations**
- **Product demonstrations and in-store promotions**
- **Eligible trade show expenses**
- **Product literature and point-of-sale materials**
- **Package and label modifications**
- **In-Store Promotions**

More information about Food Export Association of the Midwest is available on their web site at www.foodexport.org.

You can also contact:

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For more information on these and other programs, contact the Iowa Department of Economic Development (IDED)
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