

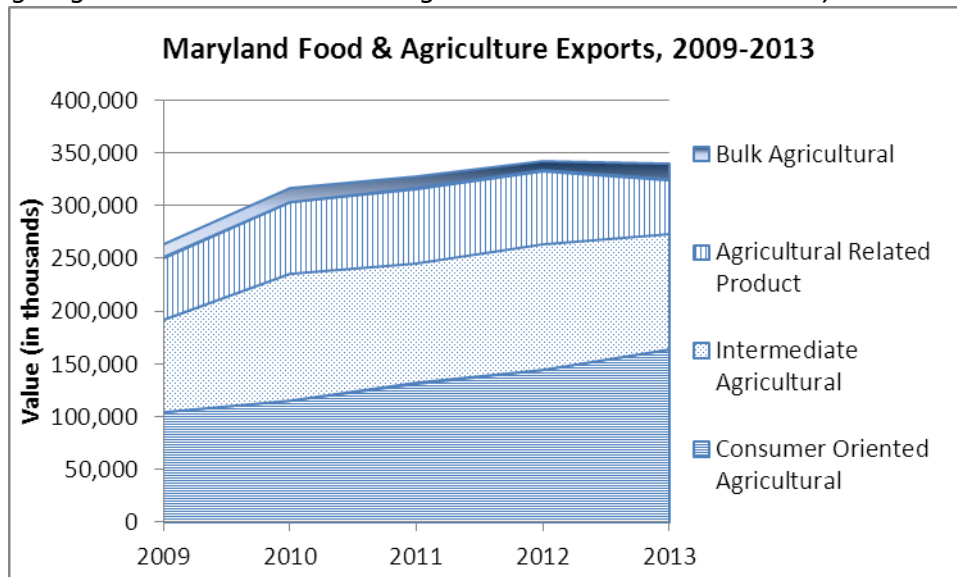


## Maryland Agricultural Exports and the Market Access Program 2012-2013

### Overview

- Maryland’s food and agriculture exports were at \$340 million in 2013, a 1% decrease from the previous year.
- Consumer-oriented exports reached \$164 million in 2013, an increase of 13% from the previous year.
  - Top products exported include poultry meat, spices, condiments & sauces, and dairy products
  - Top export markets for these products include Canada, Mexico, China and Hong Kong.
- Intermediate exports – such as vegetable oils -- have increased 26% since 2009, reaching \$110 million in 2013.
- Bulk exports from Maryland were up 71% from the previous year.

*(Foreign Agriculture Service: Global Agriculture Trade Statistics 2013)*



Maryland Agriculture Exports, 2013	
Other Intermediate Products	\$64 million
Poultry Meat & Prods. (ex. eggs)	\$33 million
Spices	\$31 million

Essential Oils	\$27 million
Distilled Spirits	\$24 million
Total Top Five Exports	\$179 million
All Others	\$161 million
<b>Grand Total Agriculture Exports</b>	<b>\$340 million</b>

## 2012

- The Market Access Program (MAP), originally created in the 1985 Farm Bill, uses funds administered by the USDA/Foreign Agriculture Service to aid in the creation, expansion, and maintenance of foreign markets for U.S. agricultural products.
- In 2012, eight Maryland companies grossed over \$823,000 in export sales during an event organized by SUSTA and funded by MAP. The participants expect an additional \$7.925 million in sales over the next year.
- In 2012, four small Maryland companies benefited from matching funds totaling \$72,485 provided through SUSTA's MAP Brand Promotion.
  - With the help of this reimbursement program, the companies exhibited at trade shows, shipped product samples and printed foreign language sales materials.
  - Markets targeted include Australia, China, Hong Kong, Japan, Mexico, South Africa, South Korea, Singapore, Malaysia, United Arab Emirates, Belgium, Germany, France, Brazil, Mexico, Canada and India.
  - U.S. agricultural products promoted with the help of MAP funds included beverages, condiments, sauces, snack foods, pastas, cheese, red meat, pet food, and seafood.

## 2013

### Maryland Participants Performance Reported SUSTA's Generic (International Marketing Events)

First time Exhibitors	10
Value of Export Sales Booked	\$674,000
Export Purchase Orders Signed at the Event	10
Expected Export Sales in 12 Months	\$4,262,000
Products Introduced	165
Buyer Seller Relationship Established	214
New Distributors	67
Total Contribution by Maryland Companies	\$363,097

## 2013

### Maryland Participants Performance Reported SUSTA's Brand Program

First Time Sales	1
Value of Export Sales Booked	\$51,309,000
Expected Export Sales in 12 Months	\$55,950,000
Increased the number of Employees	2
New Products Introduced	4
Buyer Seller Relationship Established	65
New Distributors	5
Total Contribution by Maryland Companies	339 staff hours

### **Success Stories**

Congressional Districts: MD-02

#### **Maryland Company Expands in African Market**

Allied International started going to Africa in 2008 when the Southern United States Trade Association (SUSTA) began promoting the African market under the Market Access Program (MAP) Generic. The Glen Burnie, Maryland-based company exhibited in the SUSTA pavilion at the 2008 Agrifood trade show in Johannesburg, South Africa. During the show they met a retailer who was headquartered in Kenya, and Allied International made their first sales in the African market. Since then, they have participated in all of SUSTA’s Generic events in the African market – Agrifood 2009 and 2010 and outbound trade missions to South Africa in 2011 and 2012. They will exhibit in the SUSTA pavilion at IFE Africa in September 2013, which is a new trade show in the market. Through their continued presence in Africa, they met importers with whom they have made sales in South Africa, Kenya, Southern Sudan and Liberia over the last several years. Allied now sells anywhere from four to six 20 or 40 foot containers to the African market annually, resulting in more than \$100,000 in annual sales to that market. “Even though we have good relationships with our importers, we find that it is very important for us to continue traveling there and meeting buyers and distributors so that we can further market our products. Therefore, going to trade shows and on trade missions with SUSTA has been crucial to our success in Africa. We are really looking forward to IFE Africa because there will be visitors from all over Africa there. So it will be good to reinforce our existing relationships and to discover other markets within Africa,” said Shaun Akhavan, Vice President, Allied International.

Congressional Districts: MD-02

#### **Allied International Introduces New Products to Korean Market**

In May 2013, owner Chad Akhavan of Allied International Corp attended Seoul Food & Hotel Trade Show in Seoul, Korea. The Southern United States Trade Association (SUSTA) sponsored his activity through the Market Access Program (MAP) Generic Program. At the event, the Annapolis, MD-based company successfully introduced some of their new products; such as

cookies, pasta sauces, and salad dressings that are gaining momentum in the Korean market. During the trade show, Allied International Corp received \$50,000 in sales, and obtained one new distributor, as well as three new buyers. Akhavan anticipates that over the next 12 months they will sell an additional \$35,000 in these new markets in Japan and China.

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Congressional Districts: MD-02

### **Allied International Corp. Books High Sales at Japanese Trade Show**

The Southern United States Trade Association (SUSTA) brought representatives from Allied International Corp. to the Foodex Japan trade show in March 2013. SUSTA sponsored this event through the Market Access Program (MAP) Generic Program with additional MAP Brand Promotion funding. In Tokyo, the Glen Burnie, Maryland-based company connected with 50 new international buyer contacts and booked \$56,000 in sales. The company formed three new international distributorships in Asia, and made sales in new markets including Korea. Since the event, the company has booked an additional \$20,000 in export sales, and Owner Shaun Akhavan expects another \$110,000 in sales within the next year. Akhavan thanked SUSTA for their ongoing support and said, "Attending Foodex provided a valuable opportunity to connect with interested customers and start the sales process."

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Congressional Districts: MD-08

### **Gator Ron's sees Potential in Canadian Markets**

In March 2013, representatives from Gator Ron have participated in a Canadian Inbound Trade Mission to Maryland. The Southern United States Trade Association (SUSTA) sponsored this activity through the Market Access Program (MAP) Generic Program. At the event, the Bethesda, Maryland-based company introduced six new products to the market. They also made several contacts, two of which they believe will result in new international distributorships. Connie Griffith, President of the company, said, "The mission was a good experience for our company. It was nice to hear feedback from the Canadians."

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Congressional Districts: MD-02

### **Grand Brands, Inc. has Success at Canadian Inbound Mission**

In March of 2013, representatives from Grand Brands, Inc. participated in a Canadian Inbound Trade Mission to Maryland. The Southern United States Trade Association (SUSTA) sponsored this activity through the Market Access Program (MAP) Generic Program. At the event, the

Baltimore, Maryland-based company introduced four new products. Company representatives also made several good contacts, one of which they believe will result in a new international distributorship. This was their first SUSTA-sponsored activity. Kerri McLaughlin, Trade Market Manager, said, "The trade mission was very informative and we are now looking to expand into the Asian market."

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Congressional Districts: MD-08

### **Kadia's Kitchen, LLC has High Hopes for Canadian Market**

In March 2013, representatives from Kadia's Kitchen LLC participated in a Canadian Inbound Trade Mission to Maryland. The Southern United States Trade Association (SUSTA) sponsored this activity through the Market Access Program (MAP) Generic Program. At the event, the Chevy Chase, Maryland-based company made several good contacts, two of which they believe will result in new international distributorships. This was their first SUSTA-sponsored activity and their first exporting activity. Kadia Kane, Kadia's Kitchen co-owner, said, "The trade mission was a very good experience and we are very interested in the buyers."

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Congressional Districts: MD-02

### **Quality Ethnic Foods Meets Distributors on Arabian Peninsula**

In February 2013, representatives from Quality Ethnic Foods (formerly Caribbean Crescent) traveled to Dubai, United Arab Emirates to participate in the annual Gulfood trade show. The Southern United States Trade Association (SUSTA) sponsored this activity through the Market Access Program (MAP) Generic Program. At the event, the Laurel, MD-based company successfully introduced a variety of meat products, such as gyros, Philly steaks, sausage links, meatballs, pepperoni, and beef gyro patties. Quality Ethnic Foods estimates that they will have five new distributorships and will sell \$500,000 over the next 12 months as a result of this event. They have never exported to the Middle East region before, and this was their first SUSTA event. CEO Afraz Ahmed said, "Those who tried our food at the booth were interested in doing business with us. Interested countries are the UAE, Saudi Arabia, Pakistan, Oman, Bahrain and Kuwait."

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Congressional Districts: FL-13, GA-06, TN-08, NC-04, MD-02

### **Southern Companies Make More than \$1.8 million in On-site Sales at Food Taipei**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) provided booth space for five small companies to exhibit at Food Taipei in Taiwan. Representatives from participating companies based in Florida, North Carolina,

Georgia, and Maryland traveled to Taipei for the show in late June. Four of the five companies collectively made on-site sales of over \$1,800,000, which demonstrates that companies from the southern U.S. are generating more interest in their products and are tapping into the Taiwan market. These companies met over 110 buyers at the show and established 40 quality leads. Projected sales over the next 12 months total more than \$5.5 million.

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Congressional Districts: FL-02, FL-05, FL-16, FL-20, FL-21, FL-26, MD-01, MD-06, NC-11, TN-04, TN-06

### **New International Distributorships are made by Southern Companies at Canada Horticulture Inbound Mission**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) organized a Canadian Inbound Trade Mission targeting the horticulture industry. Fifteen small companies from Florida, Maryland, North Carolina, and Tennessee traveled to Orlando, Florida for the trade mission in mid-September 2013. At the inbound mission, 11 new distributorships were made and four quality leads were made as a result of one-on-one meetings. Expected sales over the next 12 months are \$100,000.

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Congressional Districts: FL-27, MD-1, VA-2

### **Southern Companies Make Sales at Asian Seafood Exposition**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) organized a pavilion at the Asian Seafood Exposition in which five companies exhibited. In early September 2013, representatives from participating companies based in Florida, Maryland, and Virginia traveled to Hong Kong, China for the exposition. Collectively, the companies made on-site sales of \$60,000, and anticipate sales over the next 12 months to be \$1.5 million. These companies met with 188 international buyers, resulting in 64 quality leads.

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Congressional Districts: FL-18, FL-11, MD-02, MD-03 TX-03, NC-04, NC-13

### **Southern Companies Make Sales at the Seoul Food & Hotel Show 2013**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) provided booth space for eight small companies to exhibit at the Seoul Food & Hotel Show 2013. Representatives from participating companies based in Florida,

Maryland, North Carolina and Texas traveled to South Korea for the show in late May 2013. Collectively, the companies made on-site sales of more than \$1 Million, and projected sales over the next 12 months are more than \$5.5 Million. These companies met over 220 buyers at the show.

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Congressional Districts: FL-13, FL-25, NC-05, NC-10, NC-13, MD-02

### **Southern Companies Make More than \$100,000 in Sales at HOFEX China 2013**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) provided booth space for six small companies to exhibit at HOFEX 2013 in China. Representatives from participating companies based in Florida, North Carolina, and Maryland traveled to Hong Kong for the show in early May. Collectively, the companies made on-site sales of more than \$100,000 and project sales of more than \$200,000 over the next 12 months. These companies met over 253 buyers at the show and established 63 quality leads.

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Congressional Districts: FL-24, NC-02/07, MD-06, MD-02, VA-10, FL-10, GA-04

### **Seven Companies book \$450,000 at SIAL Canada 2013**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) provided booth space for seven small companies to exhibit at SIAL Canada 2013. Representatives from participating companies based in Florida, Georgia, Maryland, Virginia North Carolina and Ohio traveled to Canada for the show in late April/early May 2013. Collectively, the companies introduced over 50 new products and connected with over 1,000 new international buyer contacts. The companies expect these contacts will result in over 100 new international distributorships. In total, the five companies booked \$450,000 in sales on site, and anticipate the activity will generate more than \$1.4 million in additional sales in the next twelve months.

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Congressional Districts: LA-02, GA-03, GA-04, GA-05, GA-06, GA-07, GA-12, NC-01, NC-02, NC-03, NC-04, NC-10, NC-13, MD-01, OK-01, TX-33

### **17 Southern Companies Meet More than 500 Buyers at Specialty Food Show 2013**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) provided booth space for seventeen small companies to exhibit at the 2013 Fancy Food Show in New York. Representatives from participating companies based in Louisiana, Georgia, North Carolina, Maryland, Oklahoma, and Texas traveled to New York City for the show in late June. The show was a forum for first-time exhibitors to meet buyers,

evaluate the strengths and weaknesses of their product line, and assess their long term potential in the marketplace. The seventeen southern companies met over 500 buyers at the show and established over 100 quality leads, and one company made a \$5,000 sale. Collectively, the companies project more than \$400,000 of sales over the next 12 months.

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Congressional Districts: FL-24, FL-13, TX-21, TX-3, NC-13, PR-AL

### **Southern Companies Make Sales at China Outbound Trade Mission**

In August 2013, representatives from six small business companies traveled to Hangzhou, Guangzhou, and Hong Kong to participate in the 2013 China Outbound Trade Mission. The Southern United States Trade Association (SUSTA) sponsored this activity through the Market Access Program (MAP) Generic. Collectively, the companies made on-site sales of \$140,000, and projected sales over the next 12 months are \$820,000. While at the China Outbound Trade Mission, the six representatives met with 180 buyers and established 78 international buyer contacts. One company in particular had such great success at the event that they are expecting to have a full distribution in China.

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Congressional Districts: NC-01, NC-02, NC-03, NC-04, NC-05, NC-06, NC-07, NC-09, NC-10, NC-11, NC-13, SC-01, SC-03, SC-06, GA-01, GA-07, GA-12, MD-01, MD-02, MD-05, MD-07, MD-08, VA-10

### **More than 30 Southern Companies Participate in Canada Inbound Trade Mission**

Through the Market Access Program (MAP) Generic, the Southern United States Trade Association (SUSTA) introduced more than 30 southern companies to Canadian buyers at trade missions in North Carolina and Maryland. Companies based in North Carolina, South Carolina, and Georgia were present at the mission in Charlotte, and companies based in Maryland and Virginia were present at the mission in Annapolis. Collectively, the companies made on-site sales of \$10,000 and project sales of more than \$900,000 of food products over the next 12 months. These companies met over 70 buyers at the show.

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Congressional District: FL-03, FL-18, GA-06, MD-01, VA-01, VA-03

### **Companies Project over \$5 Million in Sales Following Asian Seafood Exposition**

As a Market Access Program (MAP) Generic activity, the Southern U.S. Trade Association (SUSTA) brought six companies to the Asian Seafood Exposition in September 2012. Companies from Georgia, Florida, Maryland and Virginia traveled to Hong Kong for the exposition. In efforts to expand their business to buyers in the region, the participating companies introduced



21 new products and connected with 26 new international distributors. Collectively, the participating companies booked \$390,000 in sales on site, and an additional \$651,200 in the following six months. They anticipate another \$5.6 million in sales from the exposition within the next twelve months.

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Congressional District: MD-02

### **Allied International Corp. Expands in Chinese Markets**

The Southern U.S. Trade Association (SUSTA) brought representatives from Allied International Corporation to Shanghai for the FHC China trade show in November 2012. This Market Access Program (MAP) Generic activity helped the Glen Burnie, Maryland-based company expand into new markets in the region. The company showcased their successful line of cookies in addition to sauces, candies, and salad dressings. On site, they booked \$60,000 in sales, and they expect the show will generate an additional \$500,000 in sales in the next twelve months. Director of Exports Shaun Akhavan said, "This is our fifth year participating in SUSTA activities, and they are very successful for us. We learned to really listen to our customers' needs in order to bring them exactly what they are looking for and increase our sales." The company met several new buyer contacts and expects to form two new international distributorships in Beijing and Hangzhou.

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Congressional District: MD-02

### **United Source One Expands Exports in Middle East**

In November 2012, the Southern United States Trade Association (SUSTA) brought representatives from United Source One to Abu Dhabi to participate in the SIAL Middle East trade show. This activity was sponsored through the Market Access Program (MAP) Generic. At the event, the Belcamp, Maryland-based company successfully introduced their line of BelGioioso cheeses and connected with over a hundred new international buyers. The company expects these contacts will result in several new international distributorships in the region. In the past two months, the company has booked \$10,000 in sales with contacts from the show, and Sales Director Jessica LoPresto predicts the show will generate an additional \$120,000 in sales in the next year. LoPresto said, "This was our second activity with SUSTA, and it was a great opportunity for us. The show was a great venue to introduce and test new products in the region. We are pleased how well the brand and products were received and will continue to market the products throughout the Middle East."

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**SOUTHERN U.S. TRADE ASSOCIATION**

**MARKET ACCESS PROGRAM PARTICIPANTS BY CONGRESSIONAL DISTRICT**

**PROGRAM YEARS 2012 & 2013**

**MARYLAND**

**MD-01**

Emory Knoll Farms dba Green Roof Plants	Street, MD
Handy International Incorporated	Salisbury, MD
Hillcrest Nursery Inc.	Manchester, MD
Hoopers Island Oyster Aquaculture Co	Fishing Creek, MD
J & R Seafood, Inc.	Cambridge, MD
Luke's Premier Foods, LLC	Princess Anne, MD
Picky Vicki Gourmet BBQ Sauces & Rubs	Bel Air, MD
Sea Watch International	Easton, MD
Thymly Products, Inc.	Colora, MD

**MD-02**

Allied International Corporation	Glen Burnie, MD
Caribbean Crescent	Linthicum, MD
Grand Brands/True Citrus	Baltimore, MD
Imgarten International, Inc. dba United Source One	Belcamp, MD
Tulkoff Food Products	Baltimore, MD
U.S. Grain Company/Regal Pet Foods	Cockeysville, MD

**MD-03**

Caitec Corporation	Baltimore, MD
PanAg Group	Clarksville, MD
Wen's Foods	Baltimore, MD

**MD-05**

Deception Salsa	Crofton, MD
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**MD-06**

Imagilin Technology	Frederick, MD
Waverly Farm	Adamstown, MD

**MD-07**

Barcelona Foods	Baltimore, MD
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Gator Ron's  
Infusion Hot Sauce Company LLC  
Kadia's Kitchen LLC  
La Pasta, Inc.  
Sibu Sura Chocolates

**MD-08**  
Bethesda, MD  
Rockville, MD  
Chevy Chase, MD  
Silver Spring  
Myersville, MD