

Global Food Marketer

*Educating & Enriching News
of Global Food Markets*



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

*Private Label Buyers Mission at the 2024 Private Label
Manufacturers Association Show, Rosemont, Illinois*



U.S. Wood Exports: Expanding Global Opportunities for a Renewable Resource

The U.S. wood products industry is branching into new global markets and now is an ideal time for suppliers to explore their export potential. With more than \$9.5 billion in U.S. forest and wood product exports in 2024 (USDA), the industry continues to demonstrate strength, sustainability, and growing consumer appeal across a wide range of international sectors.

U.S. WOOD EXPORTS EVOLVE

Wood is one of the most abundant and renewable resources the U.S. has to offer. Unlike finite resources such as coal or petroleum, wood can be responsibly managed as a sustainable, regenerative commodity. This makes it

increasingly attractive to global buyers who are focused on eco-conscious sourcing and long-term supply reliability.

U.S. companies have long been known for supplying traditional wood commodities such as logs, lumber, flooring, and sawdust, but today's export opportunities extend far beyond the basics. There's rising demand for value-added products across retail and industrial markets, including:

- Furniture and home décor
- Cutting boards and kitchenware
- Musical instruments
- Brushes and other utility items
- Sporting goods and crafted giftware

U.S. Wood Exports (cont.)

From rough timber to refined retail, U.S. wood products are positioned for success in both developed and emerging markets.

DISCOVER NEW EXPORT TOOLS FOR WOOD COMPANIES

To help wood exporters identify and access these opportunities, Food Export has expanded its suite of programs for 2025, offering tailored support through:

- **Focused Trade Missions:** Connect face-to-face with international buyers through pre-scheduled meetings, site visits, and market briefings in strategic global markets.

UPCOMING EVENT FOR WOOD EXPORTERS Focused Trade Mission to Egypt for Value-Added Wood Products 2025

Cairo, Egypt | November 16-20, 2025

ERD July 16, 2025 - \$425

- **Virtual Consultations:** Receive market entry guidance and insights from In-Market Representatives to evaluate buyer trends and develop a targeted strategy.
- **Market Builder:** Get customized research and importer feedback on your products to better understand market fit and potential demand.



From rough timber to refined retail, U.S. wood products are positioned for success in both developed and emerging markets.



\$9.5 billion

in U.S. forest and wood
product exports in 2024
(USDA)

Eligible companies can also apply to the **Branded Program**, which reimburses up to 50% of approved international marketing expenses, including international advertising, international trade show exhibits, and some international travel expenses related to exhibiting at an international show – giving wood suppliers the tools they need to compete globally.

POSITION YOUR WOOD PRODUCTS FOR GLOBAL GROWTH

Whether you're new to exporting or looking to expand your reach, Food Export's programs are designed to help you navigate the export process and connect with the right markets. Start by:

- 1 **Registering on the Food Export Portal** to access applications and resources.
- 2 Exploring the Branded Program for marketing reimbursement opportunities.
- 3 Booking a Virtual Consultation to get market-specific insights.
- 4 Reviewing upcoming trade events at foodexport.org/events.

With expert support, market access tools, and a growing global demand for high-quality, sustainably sourced products, now is the time to expand your wood business through international growth.

NEW RESOURCE: WOOD PRODUCTS EXPORT PAGE NOW LIVE

The **Wood Products page** offers a centralized hub for industry information, export tools, and opportunities tailored to companies producing everything from raw lumber to finished wood product goods.

Explore export trends, program offerings, and learn how Food Export is supporting the global growth of this versatile and sustainable U.S. commodity.

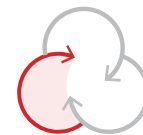
YOUTUBE LINK TO COME

Food Export Blog Highlight

From Timber to Trade Shows: Export Opportunities Open Up for Wood Suppliers

Looking to unlock new business avenues for your wood supply company? Learn how timber suppliers are turning forest products into international trade opportunities through global food and agricultural trade shows. Discover practical guidance on navigating export markets, leveraging trade show attendance, and expanding your global reach.





Market Promotion

Expand Your Wood Product Exports!

Eligible Value-Added and Retail Products:

- Furniture
- Decorative
- Sporting Goods (Snowboards, Sleds, Hockey Sticks, Bats, Bows, etc.)
- Tools
- Casks, Barrels and Hogsheads
- Brushes
- Boxes/Cases (Trunks, Bags, Decorative, and Household)
- Bread Boards, Cutting/Chopping Boards, Butcher Blocks
- Tableware and Kitchenware
- Musical Instruments
- Stocks and Parts
- Caskets

Pre-Qualify for the Branded Program Today!



<https://www.foodexport.org/programs/market-promotion/branded-program/>



TAKE YOUR PRODUCTS GLOBAL WITH FOOD EXPORT:

- **Virtual Consultations:** Get real-time answers from in-market experts for your market-specific questions
- **Market Builder:** Flexible, customized research to uncover new potential in international markets
- **Branded Program:** Secure 50% cost reimbursement for international marketing activities

WHAT IS THE BRANDED PROGRAM?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. companies' international marketing efforts by reimbursing 50% of approved international marketing and promotional activities such as:

- International social media, website development, and ecommerce
- Digital and print advertising
- International trade show expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Exhibit booth cost for select U.S. trade shows including:
 - The Inspired Home Show
 - The International Surfaces Show

IS YOUR COMPANY ELIGIBLE?



A company headquartered in the U.S.
Midwest or Northeast regions



Meet SBA Guidelines
of a small business



Promote brand name products
with at least 50% U.S. agricultural content by weight



Contact Us to Learn More!

***Please include your HS code in your pre-qualification application.**

Expand Your Wood Product Exports!

Eligible Commodity Products:

- Logs & Timber
- Wood and Boards
- Cooperage (Staves, Barrels, Hoops, Chips)
- Poles/Piles/Posts
- Flooring
- Log Homes
- Windows/Doors/Siding/Fencing/Decking and Parts
- Plywood, Chipboard, Particle Board, Veneer, Panels
- Sawdust, Shavings, Pulp
- Shingles and Shakes
- Tools and Parts
- Molding, Siding
- Pallets and Skids
- Boxes, Crates, Drums, Containers

**Pre-Qualify for
the Branded
Program Today!**



<https://www.foodexport.org/programs/market-promotion/branded-program/>



TAKE YOUR PRODUCTS GLOBAL WITH FOOD EXPORT:

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- International website development and ecommerce
- Digital and print advertising
- Technical seminars
- International trade show expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Exhibit booth cost for select U.S. trade shows including:
 - International Builders' Show
 - International Mass Timber Conference
 - The Inspired Home Show
 - The International Surfaces Show

IS YOUR COMPANY ELIGIBLE?



**A company
headquartered
in the U.S.**

Midwest or Northeast
regions



**Meet SBA
Guidelines**
of a small
business



**Promote
products**
with at least 50% U.S.
agricultural content by
weight



**Contact Us to
Learn More!**

***Please include your HS code in your pre-qualification application.**

Saudi Arabia

2nd top market

for U.S. processed foods in the region

\$451.1 million

total U.S. processed food exports in 2023

\$34.2 Billion

estimated in sales of packaged food
products by 2028

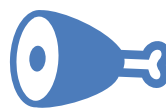
MARKET OPPORTUNITIES

Saudi Arabia offers strong market potential for U.S. food exporters due to high purchasing power, demand for healthier and ethnic foods, and a favorable exchange rate. Retail chains are actively seeking new-to-market U.S. products, supported by a growing expat population and modern, well-equipped outlets.

HIGH GROWTH FORECASTED PRODUCTS



Sweet Biscuits,
Snack Bars and
Fruit Snacks



Processed Meat,
Seafood and
Alternatives to Meat



Breakfast Cereals



Confectionery



Rice, Pasta,
Noodles



Baked Goods



Savory Snacks



Learn more about Saudi Arabia economic outlook, import trends, retail landscape, and opportunities for U.S. food and agri-food suppliers in this full market profile.

ESTABLISH NEW CONTACTS

2025 Virtual Consultations Virtual Consultations offer U.S. exporters a 30-minute, one-on-one video session with an in-market representative – covering up to four tailored questions – for real-time market insights and strategic guidance at a cost of \$60. [Learn more!](#)

Upcoming Focused Trade Mission to the Middle East

This Focused Trade Mission offers U.S. suppliers a strategic opportunity to connect with key buyers.

Jeddah, Saudi Arabia | November 18-20, 2025

Early Registration: July 18, 2025 – \$425

Success Stories



BRANDED PROGRAM HELPS MISSOURI PECAN GROWERS EXPAND EXPORTS

With support from Food Export–Midwest’s Branded Program, Missouri Northern Pecan Growers increased sales to Canada and the Netherlands and connected with 68 new international buyers. “These programs allow small agricultural businesses like ours to attend trade shows, meet new buyers, and promote U.S.-grown products in ways that otherwise wouldn’t be possible.” [Read the full Success Story.](#)



INDIANA PET SUPPLIER FINDS SUCCESS IN DUBAI WITH FOOD SHOW PLUS!

Scout & Zoe’s Premium Pet Products used Food Export–Midwest’s Food Show PLUS!™ at Pet Festival Dubai to connect with buyers, select a new distributor, and project over \$45,000 in sales. “Talking with pet owners, potential distributors, and store owners was very informative,” said owner Cindy Dunston Quirk. [Read More.](#)

Upcoming Webinars

HOW TO OBTAIN AN EXPORT PRICE QUOTATION July 9, 2025

ONLINE RESOURCES FOR EXPORT MARKET RESEARCH July 23, 2025

BECOMING EXPORT READY August 6, 2025

DIRECT OR INDIRECT EXPORTING: A GUIDE TO INTERNATIONAL CHANNELS OF DISTRIBUTION August 20, 2025

MARKET BUILDER

Industry Insights • Market Intelligence

Whether you are new to the **Market Builder** Program or an existing user looking to enter a new market, this is a great opportunity to drive export sales. You can use both **Market Scan** and **Rep Finder** or just one component.

Market Scan includes:

- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.

Rep Finder includes:

- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation, if necessary, and moderate meetings.

MARKET BUILDER IS OFFERED IN

- | | | |
|------------------|-------------------|---------------|
| • China | • Hong Kong | • Africa |
| • Mexico | • South Korea | • Europe |
| • Japan | • Central America | • Caribbean |
| • Taiwan | • Canada | • Oceania |
| • Southeast Asia | • South America | • Middle East |

Market Scan: \$475

Rep Finder: \$575

Market Builder Package: \$825

LEARN
MORE



Export Navigator Service

A service to provide answers to both basic and intricate queries related to exporting.



Expanding into international markets can be both exciting and overwhelming, especially for new-to-export suppliers navigating the complexities of global trade. Our **Export Navigator Service** is designed to provide clear, accurate, and tailored guidance to assist you on your export journey.

What We Offer:



In-dept consultations with export experts



Tailored answers to your export-related questions



Actionable feedback to guide your next steps

Get Help With:

- Where to start
- Documentation for successful exporting
- Finance related questions
- Navigating legal complexities of exporting
- Market & Product Research
- Packaging & labeling
- Regulatory challenges
- Shipping & Logistics

30-minute
consultation with
an export expert.



<https://www.foodexport.org/programs/exporter-education/export-navigator-service/>



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

www.foodexport.org



U.S. FOODLINK

Get Featured in Food Export's U.S. Foodlink Newsletter!

Food Export's U.S. Foodlink publication is distributed to over 20,000 buyers in 50 international markets and includes a full-color feature on U.S. products ready for export. Gain new international contacts and sales free of cost without travel or expenses.

**REGISTRATION
FEE**

FREE

****Companies are featured on a first-come-first-served basis, so if you'd like to be featured, please send in required items as soon as possible.***

ABOUT THE PUBLICATION

As a valued participant in Food Export's programs and services, we'd like to offer you the FREE opportunity to have your products featured in our upcoming newsletter.

U.S. Foodlink is published bi-monthly and distributed by the USDA's Foreign Agriculture Service (FAS) overseas offices and Food Export's In-Market Representatives to importers and buyers we work with. The publication provides international readers with important information about the U.S. retail and food service industries. It includes a "Featured Products" section showcasing U.S. products ready to export for our participating suppliers!

This feature is a complimentary opportunity to enhance your international marketing efforts and gain exposure for your products in 50 global markets. To see the publication, visit the Food Export website, scroll to the bottom of the home page to find the publication link "U.S. Foodlink Newsletters," and look at pages 5 and 6 to see the "Featured Products" section.

REQUIREMENTS NEEDED

1. A high-resolution (300 dpi) jpeg photo of the product (or one group photo or products) to be featured
2. A short (approximately 150 words) write-up about your product and company



**Scan QR Code to
Register Today**

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export-Midwest and 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>. Food Export-Midwest and Food Export-Northeast are equal opportunity employers and providers. Food Export Midwest and Northeast do not tolerate fraud and are vigilant in preventing fraud in any of our programs. Food Export reserves the sole right to accept or deny companies into our programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.

Upcoming Activities



Teresa Miller (Chief Program & Partnership Officer), Colleen Coyne (Activity Coordinator) and Alexander Wever (Food Export IMR for the EU) at Food Show PLUS! Seafood Trade Show at 2025 Seafood Expo Global in Barcelona, Spain.

Events & Buyers Missions

Look for Food Export teams at these upcoming global events, where we connect with industry leaders and showcase international trade opportunities.

ERD Early Registration Deadline **SRD** Standard Registration Deadline

► Pet Food Buyers Mission at 2025 Superzoo

Las Vegas, NV | August 12, 2025 **SRD** July 2, 2025 - \$250

► Food Show PLUS! at Espacio Food & Service

Santiago, Chile | July 30, 2025 **ERD** July 30, 2025 - \$250

► Focused Trade Mission to Canada for Retail and Food Service

Toronto, Canada | September 3-4, 2025 **SRD** July 03, 2025 - \$625

► Bakery Ingredients Buyers Mission at IBIE 2025

Las Vegas, NV | September 13, 2025 **ERD** July 06, 2025 - \$175

► Food Show PLUS! at Pets Canada Industry Show

Toronto, Canada | September 17-18, 2025 **ERD** July 15, 2025 - \$250

► Value Added Feed Ingredients Buyers Mission at the 2025 World Dairy Expo

Madison, WI | October 1, 2025 **ERD** July 23, 2025 - \$175

If you are a buyer or a seller interested in participating in any of our in-person events and learning more, please contact info@foodexport.org.

Global Food Marketer™

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA™ AND FOOD EXPORT USA™-NORTHEAST

We are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products.

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA.

Brendan Wilson
Chief Executive Officer/Executive Director

Michelle Rogowski
Chief Operating Officer/Deputy Director

Laura England
Chief Communications Officer/Deputy Director

Teresa Miller
Chief Program & Partnership Officer

Gina Donio
Marketing & Communications Manager

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tel: 215.829.9111 • www.foodexport.org

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[foodexportsusa](https://www.foodexportsusa.com)



[foodexports4941](https://www.youtube.com/channel/UC4941)