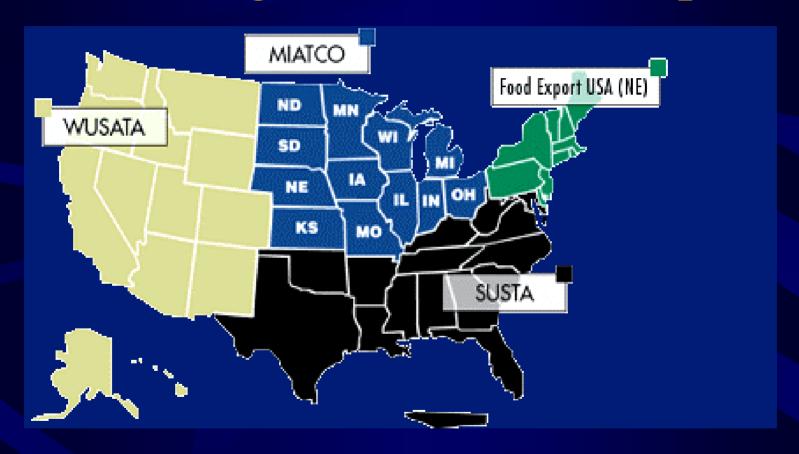
Introduction to Programs and Services

Mid-America Int'l. Agri-Trade Council (MIATCO)

Who is MIATCO?

- •Non-Profit Trade Association
- •Founded in 1969, based in Chicago
- •12 Midwest state members
- •One of four "State Regional Trade Groups"
- •Partner with Foreign Agricultural Service (FAS) which is a division of the U.S.D.A.

Four Regional Trade Groups



General Services Overview

Exporter Education and Training

Assistance with Market Access

Market Promotion

Exporter Education and Training

- Newsletter: Global Food Marketer
- Educational Seminars
- Food Export HelplineSM
- Web Site, (www.miatco.org) and links
 - Export 101
 - Events Calendar
 - Upcoming MIATCO activities/services
 - Resources and Links

Informational Resources

- AgExportLinks www.agexportlinks.org
 - Export Service providers
- FAS Web site www.fas.usda.gov
 - Market Reports
 - Contact Information
 - Programs and Services
- Market Research Reports
- Trade Leads

Food Export HelplineSM

Customized export assistance is just a phone call away!

Toll-Free 1.888.741.7363

- Finding and responding to trade leads
- Locating potential overseas distributors
- Explaining export documentation and correspondence
- Payments and collections
- Export shipping, packing and transportation
- Top 25 markets

Market Access

Distributor Development Service

Food Show PLUS!SM

Buyers Missions

Distributor Development Service

Determine your product's export potential!

- Available in Argentina, Mexico and Southeast Asia
- Food Export offers it in Central Europe
- FAS offers Canada Connect
- Services include:
 - Store check and competitive product shopping
 - Importation analysis
 - Distributor referrals
 - In-market assistance

Food Show PLUS!SM

Make the most of overseas trade shows!

- One-on-one meetings with targeted, invited buyers
- Translation of company profile and product data
- Interpreters at your booth
- Site visits, industry tours, pre-show briefing
- Qualification of leads at the show
- Follow-up letter to leads in local language

Buyers Mission

Meet Pre-qualified Buyers

- MIATCO invites buyers to the U.S. to meet with Midwest food and ag companies
- One-on-one meetings with pre-qualified buyers
- Receive feedback on your product
- Establish new contacts with long-term sales potential
- Often in conjunction with trade shows i.e. FMI, Fancy Food Shows, NRA

Market Promotion

• In-store Promotions

Branded Program

In-Store Promotions

- MIATCO and the ATO offices overseas work with local supermarkets to coordinate in-store promotions
- Companies send samples for consideration
- The retail stores select companies' products for promotions
- For new to export companies, Food Export Helpline is available to assist with the logistics of shipping your products

Branded Program

Promote Brand Awareness!

- Cost share funding assistance for brand promotion in foreign markets
- 50% cost reimbursement of eligible marketing and promotional expenses
- Application from a U.S. Company who is small only (<500 employees)
- Products that are value-added and are not covered by another industry group
- All products minimum 50% U.S. Agricultural origin and must be promoted as "Made in USA"

MIATCO

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