

U.S. FOODLINK

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Top Food Trends for 2017

Plant-Based, Sustainability, Transparency Drive Industry Forward

This will be a year of extremes, from “ancient” products including grains, recipes, practices and traditions to the use of technology to create additional and better tasting plant-enhanced foods, according to Mintel’s 2017 food and beverage forecast. Expect to see an increase in both “slow” and “fast” claims, as well as new products designed to help calm stressed consumers prior to bedtime. More innovative foods to limit food waste will also enter the market, including fruit snacks produced with ugly fruit and mayonnaise made with the liquid from chickpeas, outlined the market intelligence agency.

Mintel’s latest annual report identifies six major trends that are set to impact the food and beverage industry in 2017: In tradition we trust

Consumers are seeking the safety and comfort of products that are recognizable as opposed to revolutionary. This presents manufacturers with the opportunity to look to the past as a source for inspiration such as “ancient” product claims including ancient grains, and old recipes, practices and traditions. “Potential also exists for innovations that use the familiar as a base for something that’s new, but recognizable, such as cold-brew coffee,” said Mintel’s global food and drink analyst Jenny Zegler.

Power to the plants

The new year will see a rise in the number of products that feature plants as a key ingredient. More packaged products and recipes for home cooking will include fruits, vegetables, nuts, seeds, grains, botanicals and other plants as key ingredients to address consumers’ health and wellness priorities. Consumers’ preference for natural, simple and flexible diets will spur further expansion of vegetarian, vegan and other plant-focused formulations.

The plant-based food and beverage market now exceeds \$4.9 billion in U.S. sales, growing 3.5% since last year and outpacing the total food and beverage industry, said Kora Lazarski, strategic alliance manager of SPINS, a Chicago-based industry tracker, according to *Food Business News*.

(Continued on page 2)



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Waste not

The focus on sustainability zeros in on eliminating food waste, notes Mintel. In 2017, the negativity linked with imperfect produce will start to fade, and more products will utilize ingredients that would have been tossed aside (e.g., fruit snacks made from imperfect fruit and mayonnaise made from the liquid from packaged chickpeas).

Time is of the essence

Time, an increasingly precious resource, continues to be a priority among today's consumers. There is a strong need for convenience-oriented products that are also fresh, nutritious and customizable. More products will highlight time requirements for preparation.



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The night shift

Evening is becoming the new occasion for functional food and drink formulations. "Products can leverage the reputation of the tea category and use chamomile, lavender and other herbs as a way to achieve a sense of calm before bedtime, while chocolate could be positioned as a way to wind down after a stressful day," said Zegler.

Balancing the scales: Health for everyone

Healthy food and beverages will no longer be considered "luxuries" and will be more available to lower-income consumers. More campaigns and innovations are expected that will make it easier for lower-income consumers to fulfill their healthy eating goals.

Innova Market Insight's 2017 top 10 list echoes some of Mintel's trends. Here's the top five trends:

Clean supreme

A focus on clean and clear supply chain leads the list of Innova's trends. Increasing demand for transparency throughout the supply chain is taking clean and clear label to a new and supreme level, reports Innova. Trending clean supply chain claims include environmentally friendly goods and improved animal welfare.

Disruptive green

Plant-based milk, meat alternatives and vegan offerings will continue growing in the mainstream, as consumers look for innovative options to include the benefits of plants in their daily lives. Even dairy companies have joined the trend, driving more variety in their segment with the inclusion of plants in new product development.

Sweeter balance

Sugar is under pressure from the public. Companies are working to reduce added sugars and create indulgent experiences, while at the same time presenting clean labels.

Kitchen symphony

Italian lasagna is no longer enough to satisfy adventurous palates. The connected world has enabled consumers of all ages to become more knowledgeable of many cultures. Thus, demand is rising for greater choice and elevated levels of authenticity in ethnic cuisines.

Body in tune

Personalizing nutritional intake is becoming increasingly popular, and consumers are making food choices based on what they think will make them feel better. Consumers continue to boost consumption of foods and beverages with ingredients that they consider to be healthy, such as protein and probiotics.

Andrew Freeman & Co. (AF&Co.) released its 2017 trends report for the restaurant and hospitality industry. Here's a brief rundown:

Trend of the year: modern takes on ethnic cuisine

Modern twists on less familiar cuisines are taking the U.S. by storm. The focus is on modern Indian, modern Korean, modern African and modern Middle Eastern.

"People are embracing flavor farther eastward in the Mediterranean and Middle East," said AF&Co.'s expert chef John Griffiths. "I expect to see a further incorporation of Turkish, Middle Eastern spice combinations and dishes.

Dish of the year: The breakfast sandwich

The humble breakfast sandwich is being elevated to new levels. Think breakfast sandwich on restaurant dinner menus and upscale restaurants serving egg sandwiches paired with exceptional latte art in the morning.

Cuisine of the year: We're flipping for Filipino

Filipino cuisine, influenced by a history of culinary tradition and the flavors of India, Japan, Malay, China and Spain, enters the spotlight across the U.S.

It's (g)raining bowls

Grain bowls are perfect for the ever-popular customizing trend. The concept is a staple on vegetarian menus, and pairs well with meat add-ons too.

The rise of the veggio kingdom

The popularity of vegetables continues to soar! Whole-plant butchery possesses staying power, as nothing goes to waste. Think of menu items such as beet green frittatas and carrot top pasta. More plant-based restaurants will open.

The new ice (cream) age

Our favorite frozen treat will be served in many creative ways, including soft-serve matcha and Thai rolled ice cream.

Lesser known Asian cuisine hits the scene

There will be an increase in Filipino, Taiwanese, Laotian, Malaysian and Indonesian fare. Savory selections include: beef tartare with root chips and sriracha mustard, pork belly ramen with kimchi and soft-boiled egg, and rendang (Malaysian stew) with sous-vide meat and coconut sauce.

Ta-ta traditional tartare

Tartare is making a comeback, but it is not the classic steak tartare. By combining traditional technique with contemporary flavor profiles, restaurants are featuring new varieties such as beet tartare—a vegetarian version with roasted beets and green pineapple-papaya salad.

Foodservice Trends

WHAT'S ON THE MENU FOR 2017?

Rise and smile with chocolate or another dessert for breakfast, sardines for snacking, hand-pulled noodles for lunch and goat as an accompaniment with dinner, predicts Sterling-Rice Group's Top 10 Cutting-Edge Culinary Trends for 2017. Also, look for plant-based meat substitutes to continue to rise in popularity; innovative culinary options that reduce food waste-- e.g., using whole fruits and vegetables, from stems to skin; and mocktails featuring fresh-pressed juices, teas and spices.

The latest culinary trends reflect key consumer concerns such as nutrition, authenticity and sustainability, along with the broadening desire for new flavor adventures and exploration of global cuisines.

"Simply put, engaging with food is a conduit to engaging with the world," stated Liz Moskow, culinary director at Sterling-Rice Group (SRG), reported *Food Business News*.

breakfast supports weight loss.

DOSHA DINING

From street food to mango lassi smoothies, mainstays of Indian culture are spreading, explains SRG. Turmeric, boasting health benefits and savory flavor, serves as a consumer conduit into the ancient practice of Ayurveda (a holistic science focused on physical and emotional balance). Consumers will learn more about their doshas (body's natural constitutions) and gravitate towards foods and practices that provide balance, reduce inflammation and improve energy. The movement of using food as medicine will continue to grow.

PLANT BUTCHERY

Chickpeas, corn, peas, legumes and fungi are substitutes for steaks, meatballs, etc. in a new breed of butcher shops with products designed to appeal to vegans and carnivores. No longer are vegan creations limited to soy and seitan (wheat gluten). Mock meats are enticing a new generation to consider Meatless Mondays.

FOOD WASTE FRENZY

Chefs and food manufacturers are aggressively aiming to reduce food waste by creatively repurposing edibles that would normally be discarded. For instance, entire fruits and vegetables, including plant skins, stems and rinds, are being utilized for new food options. Watermelon rind pickles, riced cauliflower stems, chips and burgers made from discarded juice pulp, and vegan leather made from pineapple leaves are among such launches.

"This is driven by millennials' desire to make the earth a better place," emphasized Moskow.

SNACKIN' SARDINES

These petite, oily fish with an impressive nutrition profile will gain popularity in 2017 as consumers continue to seek out more protein-rich snacks. Also, recent interest in Basque cuisine and the rise of Portugal as a destination for culinary and global exploration will propel sardines to the forefront. Sardines, high in omega-3 fatty acids, protein, and umami flavoring, are rolling out in interesting flavors and smoked varieties. In restaurants, sardines and a few simple ingredients are being paired with the toast trend for elegant appetizers.

NOODLE ON THIS

Chinese lamian, or hand-pulled noodles, will be making their way onto diners' plates, both for their taste and entertainment value. Coinciding with the desire for authenticity, consumers will have the opportunity to view this noodle-making technique as more restaurants bring in master chefs to



demonstrate the art of kneading, stretching, and swinging dough into strands for soup.

MOCKTAIL MIXOLOGY

Nonalcoholic cocktails are being updated with contemporary offerings featuring fresh-pressed juices, flavored teas, sipping vinegars, muddled herbs, spices and fruits.

GOAT! GET IT.

Goat meat is positioned to be the next go-to protein in 2017. It is low in calories, fat and cholesterol. Goat works well in sour and spicy preparations, can be kosher and halal, and is sustainable to raise, adds Moskow. Some chefs have already introduced goat empanadas and lasagna on menus.

COOK AND CONNECT

Chefs, cooks and foodies are sharing food experiences and coming together in innovative ways. Smartphone apps such as EatWith and "Etsy for dinner" app Umi Kitchen connect eager eaters with communal dining experiences, says SGR.

"This is really all about people craving interaction in an increasingly disconnected world," explains Moskow. "Food to me has always been a way to bring people together ... (The concept of EatWith) is definitely a more personalized version of a food hall, a more one-on-one experience where you can meet the person in their home when they cook you dinner."

The fleet-farming movement is also part of the trend. This allows others to farm your lawn in exchange for the opportunity to sell most of the produce.

MIGRATORY MEALS

People are moving from all over the world and establishing their lives in a new country. Again, people are finding common ground through food as they celebrate their rich cultural heritages and cuisines.

Expect chefs to refresh menus with Middle Eastern fusion cuisine led by Persian influences, according to SRG. Look for novel dishes that are prepared with herbs and fresh flowers, orange blossoms, cardamom, fenugreek, sumac, pistachios and pomegranates.



SRG's culinary team has identified 10 trends that it says will stand out on menus and expand onto grocery store shelves. The following trends are projected to advance from culinary cutting edge to mainstream in the new year:

WAKE AND CAKE

With recent studies touting positive aspects of dark chocolate and other treats, more consumers are likely to get an earlier start on indulging. While the health and wellness trend is extremely strong, consumers still like to indulge occasionally. They are just seeking a better balance.

A study from Syracuse University supported the benefits of dark chocolate, specifically on cognitive function—abstract reasoning, memory and focus, noted Moskow. "The thought was eating chocolate prepares you more for your workday, so what better day part to incorporate dark chocolate into your meal than breakfast?"

These findings follow research from Tel Aviv University suggesting eating dessert at

JANUARY

22-24: Winter Fancy Food Show
San Francisco, California – USA
Moscone Center
www.specialtyfood.com/shows-events/winter-fancy-food-show/

31-2/02: International Production & Processing Expo
Atlanta, Georgia – USA
Georgia World Congress Center
ippexpo.com/

FEBRUARY

25-3/02: Gulfood Show
Dubai, United Arab Emirates
Dubai World Trade Centre
www.gulfood.com/

MARCH

4-7: AFFI Frozen Food Convention (AFFI-CON)
San Diego, California – USA
Manchester Grand Hyatt
afficon.affi.org/

6-10: FOODEX Japan
Tokyo, Japan
Makuhari Messe Tokyo
www.jma.or.jp/foodex/en/

9-10: Natural Products Expo West
Anaheim, California – USA
Anaheim Convention Center
www.expowest.com

19-21: Seafood Expo North America
Boston, Massachusetts – USA
Boston Convention and Exhibition Center
www.seafoodexpo.com/north-america/

22-24: Global Pet Expo
Orlando, Florida – USA
Orange County Convention Center
globalpetexpo.org/

23-26: Food Ingredients China
Shanghai, China
National Exhibition and Convention Center (Shanghai)
www.b-for.com/archives/events/fic-2017

news briefs

Technology-driven store enables customers to shop around the clock, even without staff. By replacing labor with technology, Farmhouse Market, a grocery store in New Prague, MN, is bringing healthy food to rural communities 24/7. A keycard entry system allows members to shop whenever it is convenient and check out using an iPad. Surveillance cameras enable the owners to monitor the natural foods store from afar. The store, primarily unstaffed, features local, organic and natural foods.

Ice cream: dessert or entrée? Smoked salmon, cucumber vodka, and kimchee are among the unique flavors that might catch consumers' attention at artisan ice creameries across the U.S., according to *Dairy Foods*. A surge in savory flavors and premium products is transforming the ice cream segment. For example, Oregon-based Salt & Straw features flavors such as Caramel Corn on the Cob, Bone Marrow & Smoked Cherries and Pear & Blue Cheese, and Steve's in New York crafts Mexican Chili Chocolate. Mintel identified ice cream sandwiches as a hot trend in indulgence, as is the 'free-from' trend being recognized by a new concept, A La Mode in New York City, so everyone can enjoy ice cream. A La Mode is a 100% nut-free homemade ice cream shop with some offerings that are also egg, sesame, gluten and dairy-free.

Comfort foods take on a healthy twist. While consumer interest in comfort foods is spiraling upward, the trend is away from carbs and calorie-packed foods such as casseroles, pasta, pizza and chocolate cake. As consumers' tastes and values evolve, so does their definition of comfort foods. Pinterest, also part of the research team, found that members save approximately 50,000 comfort food ideas each day—a 140% increase from last year. But what these consumers consider comfort is changing, outlined *Food Business News*. Currently, veggies is one of the most popular words associated with comfort today, noted Stephanie Kumar, head of category insights for Pinterest. The word "veggies" in Pinterest users' comfort searches and pins saw a 336% increase, while traditional comfort food dishes such as lasagna, macaroni and stroganoff dipped 69%, 55% and 50%, respectively. Some of the popular comfort food pins on Pinterest feature dishes using lettuce instead of bread, mushrooms instead of pizza dough, shredded cauliflower instead of rice and broccoli tots instead of tater tots.

Next flavor trends: All eyes are on harissa, a potentially up and coming spicy ingredient, according to Lynn Dornblaser, Mintel director of innovation and insights. Harissa, a staple in North African and Middle Eastern cooking, is a spicy, aromatic paste of hot chili peppers, garlic, olive oil and spices such as cumin, coriander, caraway and mint. Soursop also bears watching, notes Dornblaser. Also known as guanabana, soursop is a tree fruit native to parts of Latin American and possesses a flavor that is described as a combination of strawberry and pineapple, with hints of sour citrus and a creaminess similar to that of coconut or banana.

Digital influence is swiftly altering the shopping experience. Digital interactions influence 56 cents of every dollar spent in retail stores, totaling approximately \$2.1 trillion at the end of 2016, according to a study by Deloitte. That's up from 14 cents of every dollar spent in 2013. Digital influence in the grocery, food and beverage category grew a strong 49% year-over-year, revealed the 2016 study. Mobile device usage is no longer as heavily skewed toward millennials. More than three-quarters (78%) of non-millennials use digital devices more than once in their shopping journey, indicating all age groups are relying on mobile assistance today.

Maine lobster exports are skyrocketing! Maine's lobster industry is on track for its best year ever, selling \$103 million worth abroad in the first half of 2016, more than twice the \$48.3 million it sold over the same period in 2015. State trade officials credit this year's 113% jump in midyear exports to huge growth in sales to Canada and a 43% growth in exports to China, reported Press Herald.



Plant-based trend posts impressive growth and continues to accelerate, reflecting new consumption patterns. The plant-based food and beverage market now exceeds \$4.9 billion in U.S. sales, growing 3.5% since last year noted Kora Lazarski, strategic alliance manager of SPINS, a Chicago-based industry tracker. Driven by health, environmental and animal welfare concerns, more than a third of Americans eat at least one vegetarian meal each week, and slightly over a quarter of consumers say they ate less animal meat in the past year, added Michele Simon, executive director of the Plant Based Foods Association. Looking ahead, more than half of consumers say they want to eat more plant-based foods, outlined *Food Business News*.

Who's filling their shopping carts with organics? Millennial parents are now the biggest group of organic product buyers in America, according to a survey from the Organic Trade Association (OTA). Among U.S. parents, more than five in 10 organic buyers are Millennials. Organic buying is on the rise across generations. Forty-nine percent of all households surveyed are buying more organic food today than a year ago.

MISSION STATEMENT

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State Spotlight
Iowa

- Farmland accounts for approximately 86% of the land area in the state, with over 87,000 farms on some of the richest and most productive soil in the world.
- Iowa ranks 1st in the U.S. in both corn and soybean production.
- Iowa leads the nation in hog and egg production.
- Iowa ranks 2nd nationally in red meat production; in 2015, 7 billion pounds of red meat were produced.
- Iowa is well-known for the abundant food commodities it produces and its world-leading position in the development of cutting edge of food technology.
- The state is home to many of the 100 largest food manufacturers and processors, creating a critical mass of food companies and industry knowledge.
- In addition to its innovative environment, Iowa offers food companies a central location and an efficient export transportation infrastructure.
- In 2015, Iowa exported over \$848.7 million of processed food products; the leading markets included Mexico, Canada, Japan, Saudi Arabia, South Korea and Germany.

2015 TOP AGRICULTURAL EXPORTS

Corn, Other than Seed Corn	\$966.2 million
Distiller's Grains	\$536.0 million
Fresh Pork Meat	\$451.5 million
Soybeans, Oilstock & Human Consumption	\$384.7 million
Frozen Pork Meat	\$368.3 million
Soybean Oilcake & Solids	\$324.3 million
Ethyl Alcohol, Denatured	\$155.2 million
Grain Sorghum	\$138.7 million
Frozen Boneless Beef	\$137.3 million
Fructose Solids & Syrups	\$132.7 million
Frozen Edible Pork Offal	\$126.3 million
Fresh/Chilled Boneless Beef	\$116.1 million
Animal Feed Preparations	\$103.0 million



State Spotlight
Massachusetts

- Massachusetts has over 7,700 farms stretching over 523 thousand acres or just over 10% of the total land.
- Massachusetts is 2nd in the U.S. for cranberry and wild blueberry production, and also ranks in the top 10 nationally in the production of squash, maple syrup and raspberries.
- Massachusetts' most valuable crops include greenhouse and nursery commodities, making up over one third of the state's total agricultural production, followed by cranberries, sweet corn and apples.
- The most valuable livestock products of the Bay State are dairy products. Cattle and calves, and aquaculture also make up a large part of the Massachusetts agriculture industry.
- The state is home to more than 300 specialty food producers, who produce everything from jams, jellies, breads, candies, cheeses, ice cream, coffee, tea, cranberry confections, wines, salsas, granolas, salmon, and shiitake mushrooms.
- In 2015 Massachusetts exported \$745.2 million in processed food products with the top markets including Canada, Netherlands, Italy, Spain, France, China, U.K, Saudi Arabia and Mexico.
- In 2015 Massachusetts exported \$475.5 million in fish and seafood products which ranked it third in the nation an accounting for nearly 10% of the nation's total.

2015 TOP AGRICULTURAL EXPORTS

Lobster, Live Fresh & Chilled	\$190.3 million
Scallops, Frozen, Dried, Salted, In Brine	\$103.5 million
Cranberries, Prepared & Preserved	\$73.7 million
Ice Cream & Edible Ice	\$62.8 million
Dog & Cat Food, Put Up for Retail Sale	\$26.7 million
Bakery Products & Snack Foods	\$20.8 million
Scallops, Live Fresh & Chilled	\$17.2 million
Lobster, Including In Shell, Frozen	\$16.5 million
Miscellaneous Food Preparations	\$14.7 million
Fish, Prepared & Preserved	\$13.4 million

Featured Products

For more information about these Featured Products or other featured products please email: info@foodexport.org.

Hella Company

New York, NY

Hella Company is a New York City-based cocktail company that produces a line of premium non-alcoholic mixers, syrups, and bitters. We are pleased to offer a variety of handcrafted goods that raise the bar on everyday imbibing and culinary experience. These products are designed with the utmost care to be premium, user-friendly and appealing to a broad audience allowing anyone from the passionate bartender to the home chef to create delicious cocktails at home with ease.

Made in small batches, their cocktail lines offer you a premium alternative to mass-produced products. Founded in Brooklyn, and now thriving in NYC, Hella has a passion for quality that has been a priority since the beginning and helped propel them from a weekend project to a company in serious pursuit of the delicious.

The founders say they've never lost sight of the craftsmanship of their products and they believe their products belong behind every bar and in the cabinets of every kitchen. Whether it's a classic cocktail or a brand new recipe, Hella Co. is there to make your life more delicious. For more information, e-mail info@hellabitters.com.



The Sunshine Tomato Company

New Cumberland, PA



The Sunshine Tomato Company has released four varieties of Sunshine Pasta Sauce. Debuting at the Fancy Food Show in New York this past June, they are ready to share their one of a kind sauces with the masses.

Made with all Yellow Tomatoes, Sunshine Pasta Sauce is naturally lower in acid compared to its red counterpart. It's more versatile too, easily pairing with seafood, meats, poultry and salads! All Natural, Non-GMO, Gluten Free with no sugar added Sunshine Pasta Sauce is a natural alternative to red sauce. Yellow is the new Red!

Producing a pasta sauce with Yellow tomatoes was not all that simple. This was something no one had ever done before! Carla Noss, Owner of The Sunshine Tomato Company said, "It all started when my husband would get acid indigestion when eating red sauce. Being Italian and having pasta sauce a few times a week was something I was not willing to give up. Thus, we discovered the wonderful natural qualities of yellow tomatoes and learned how to produce a delicious pasta sauce with lower acidity. This not only makes my husband happy, but meets the needs of over 1/3 of the population that suffers from acid reflux!"

Sunshine Pasta Sauce comes in four varieties: Original, Spinach Formaggio, CC's Hot Harlot, and Bean & Truffle. Check out their website at sunshinepastasauce.com and find them on social media.

Universal Probiotics

Manhattan, KS

Founded through their passion for developing natural ways to protect and enhance the health of animals, Universal Probiotics began as a family business that has grown into a proven solution for animals of all kinds.

Customers say their animals have never looked or performed better and they will continue to invest in Universal Probiotics because of its unique ability to save them money they would otherwise spend on animal care.

Universal Probiotics is unparalleled in its ability to improve the digestive system of each animal species, because unlike other competitors, Universal Probiotics grows its beneficial bacteria together during the production process which ensures they will function together for the maximum results. For more information, e-mail mark@universalprobiotics.com

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Universal Probiotics

Produced by Universal Enzymes LLP

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