December 27, 2010

Michigan Department of Agriculture
attn: Michael DiBernardo
P.O. Box 30017
Lansing, MI 48909

**INVOICE**

Specialty Crop Block Grant

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Agreement#791N0200099</td>
<td>$60,000.00</td>
</tr>
<tr>
<td>Balance of Grant</td>
<td></td>
</tr>
<tr>
<td>Less initial payment</td>
<td>$ 6,199.59</td>
</tr>
<tr>
<td>Total - Payable to: Michigan Bean Commission</td>
<td>$53,800.41</td>
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</table>
FINAL REPORT
Specialty Crop Block Grant FB-09

Grant Agreement 791N0200099
Grant Amount $60,000
Michigan Pavilions for Specialty Crops
At
Domestic and international Trade Shows
Michigan Bean Commission

December 31, 2010

Submitted by: Submitted to:
Grantee: Grant Administrator:
Robert Green Michael DiBernardo
Michigan Bean Commission Michigan Department of
Agriculture
1031 South US 27 P. O. Box 30017
St. Johns, Michigan, 48879 Lansing, Michigan 30017
The Michigan Bean Commission worked jointly with the Michigan Department of Agriculture to offer a number of domestic and international marketing opportunities to Michigan specialty crop groups. The groups participating in the various activities included commodity groups, Michigan farmers, growers and producers as well as companies and cooperatives.

An e-mail was sent to all Michigan commodity groups representing specialty crops. The e-mail was used to generate interest and participants for all of the events that were selected by the committee of commodity groups to participate in during the 2010 calendar year.

Dear Specialty Crop Commodity Group,

On behalf of the Michigan Bean Commission, I am pleased to announce that we have secured funding from the Specialty Crop Block – Farm Bill 2009 for booth space at some of the largest international and domestic trade shows in 2010.

The goal of the Specialty Crop Block Grant is to promote Michigan specialty crops in the international arena. The trade shows we selected are among the most prominent in the world, which will bring high quality Michigan specialty crops to the forefront of the international buyers.

Booth space at large international trade shows can be quite costly. Creating Michigan Pavilions will help defray some costs and bring national and world attention to our Michigan specialty crops.

MDA will manage and administer the booths at these shows. If you are interested in exhibiting one of the following shows, please complete the attached document indicating the shows you are interested in exhibiting at during 2010. You can also contact Jamie Zmitko-Somers, International Marketing Manager for the MDA at (517) 241-3628 or zmitkoj@michigan.gov for more information.

2010 Michigan Pavilions for Specialty Crops:

- Expo Antad: Guadalajara, Mexico; March 10-12
- U.S. Food Export Showcase: Las Vegas, NV; May 11-13
- American Food Fair at NRA: Chicago, IL; May 22-25
- SIAL Paris: Paris, France; October 17-21
- America’s Food and Beverage Show: Miami, FL; October 26-27

I look forward to exhibiting with you at these shows.

Best,

Bob Green
**Project Summary** –  
The Michigan Bean Commission along with MDA helped specialty crop companies participate at the ANTAD Show in Mexico, March 17-19, 2010. The show is a major retail show for the Mexican market but is very expensive. MDA worked with Food Export Association of the Midwest to help off-set the cost of booth space for specialty crop exhibitors and to provide additional services so they would have a successful show.

**Project Approach** -  
The Michigan Bean Commission along with MDA purchased a booth for Michigan specialty crop companies to exhibit from during the show. The booth was purchased at a discounted rate through Food Export – Midwest. Food Export – Midwest also supplied interpreters and market research for those exhibiting at the show.

**Goals and Outcomes Achieved** –  
The goal was to have Michigan specialty crops highlighted at this major retail show in Mexico. Two groups with specialty crops participated in the show and reported anticipated export sales of $100,000 as well as 13 new foreign buyer contacts. Michigan dry beans as well as fruits and vegetables were highlighted during the show. The booth highlighted quality specialty crops that are available in Michigan for export to Mexico.

**Beneficiaries** -  
Participants included the Michigan Bean Commission and Graceland Fruit (GF) Cooperative. Michigan apples and other Michigan specialty crops were also promoted at the booth. A solid trade lead for canned fruit was brought back from the show and was sent to Michigan companies that could supply the product.

**Lessons Learned** –  
This is a major trade show for the Mexican market but it also pulls buyers from other Latin countries, which makes the show even more important for Michigan Specialty Crops. We also learned that it is necessary to help specialty crop companies participate in this show as it is very expensive and difficult to register for as the materials are in Spanish. There was a lot of interest in Michigan specialty crops especially fruit and dried beans. There were also some mixed results from the show as well with one company not seeing a strong chance of sales in the next 6-12 months. Therefore, the findings from this show were good for certain industries but not from others. It was recommended not to participate in this show for 2011 due to the lack of
results and the current security situation in Mexico as well. Mexico is still a very important market for Michigan as the number three export market. Additional marketing opportunities for this market will be sought out for future years.
Food Marketing Institute Show (FMI) – May 11-13, 2010

Project Summary –
The Michigan Bean Commission along with MDA helped specialty crop companies participate at the FMI Show in Las Vegas, NV, May 11-13, 2010. The show is the largest retail show in the US. Booth space was purchased for the Michigan Bean Commission and the Michigan Apple Committee to exhibit from and promote their products.

Project Approach -
The Michigan Bean Commission along with MDA purchased booth space for the Michigan Apple Committee and the Michigan Bean Commission to exhibit from during the show. The show has a number of domestic and international buyers attending the show so it was a great way to promote specialty crops to a number of qualified buyers.

Goals and Outcomes Achieved –
The goal was to have Michigan specialty crops highlighted at this major retail show in the U.S.

Show/Activity: FMI/USFES - Michigan Pavilion
Las Vegas, Nevada
Activity Date: May11-13, 2010

Summary Information Provided By:
Michigan Apple Commission
Michigan Bean Commission

Evaluation Questions

1) Please rate the importance of your company's objectives in participating in this activity, as well as the activity’s effectiveness in helping your company meet these objectives: (Poor=1, Fair=2, Average=3, Very Good=4, Excellent=5)
<table>
<thead>
<tr>
<th>Company Objective</th>
<th>Importance Mean</th>
<th>Effectiveness Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer Contacts/inquiries</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Direct Sales</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Agent/distributor search</td>
<td>1.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Test marketing/research</td>
<td>4</td>
<td>2.5</td>
</tr>
<tr>
<td>Product/company exposure</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

2) How many contacts resulted from your participation? Average of 11

3) How would you rate the quality of contacts/leads? (No. of companies)
   - Excellent: 0
   - Very Good: 1
   - Average: 0
   - Fair: 0
   - Poor: 1

4) Please rate the overall effectiveness of the show: ? (No. of companies)
   - Excellent: 0
   - Very Good: 1
   - Average: 0
   - Fair: 0
   - Poor: 1

5) If applicable, have any on-site sales resulted from your participation in this activity?
   - Yes: 0
   - No: 1
   - N/A: 1

6) Does your company expect an increase in sales as a result of this activity?
   - Yes: 1
   - No: 1
7) Would you have participated in this activity without the assistance of the Michigan Department of Agriculture?
   Yes: 0
   No: 2
   Unsure: 0

8) Would you be willing to participate in a press conference or approve a press release related to sales, joint ventures, partnerships, or other success stories obtained as a result of your participation in one of our programs/events?
   Yes: 2
   No: 0

9) Please rate the performance of the MDA Agriculture Development staff for this activity, as applicable, for the following areas:
   (Poor=1, Fair =2, Satisfactory =3, Very Good=4, Excellent=5,)

   \[\text{MDA Staff}\]
   \[
   \begin{align*}
   \text{Pre-event planning & assistance:} & \quad 5 \\
   \text{Communication regarding event:} & \quad 5 \\
   \text{Assistance at event itself:} & \quad 5 \\
   \end{align*}
   \]

Please estimate company financial and “overhead” expenses for the activity:

<table>
<thead>
<tr>
<th></th>
<th>Hours 128 hrs</th>
<th>Direct Costs of Planning Participation &amp; Follow-up (including travel)</th>
<th>$10,500.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Staff Hours for Planning, Participation &amp; Follow-up</td>
<td>128 hrs</td>
<td>Direct Costs of Planning Participation &amp; Follow-up (including travel)</td>
<td>$10,500.00</td>
</tr>
<tr>
<td>Other Misc. Costs Associated with Participation in Activity</td>
<td>$800.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments or suggestions:

- It has been great working with Jamie -- positive attitude and well represents Michigan Ag Industry

**Beneficiaries**

Participants included the Michigan Bean Commission and Michigan Apple Committee. Michigan apples, dry beans and other Michigan specialty crops were promoted at the booths. The commissions and committees promote and represent all of Michigan’s growers and producers of the various specialty crops being represented.

**Lessons Learned –**
This is a major trade show for the U.S. retail market but it also pulls buyers from all over the world, which makes the show even more important for Michigan Specialty Crops. The FMI Show has seen a number of changes over the past few years so the results were mixed for the commodity groups that participated. The Michigan Bean Commission has some positive comments and results while the Michigan Apple Committee did not feel that the show was as successful as past shows. Some good contacts were made at the show for buyers that were interested in specialty crop commodities from Michigan. The show is now held every other year and will not occur again until 2012. For participation in future years the show will need to be evaluated and determine if it is still an important show for the domestic and international buyers in the retail trade.
Project Summary –
The Michigan Bean Commission along with MDA helped specialty crop companies participate at the NRA Show in Chicago, IL, May 22-25, 2010. The show is the largest food service show in the US. Booth space was purchased for the Michigan Bean Commission and the Michigan Apple Committee to exhibit from and promote their products. The Michigan Apple Committee booth also promoted cherries, blueberries, and peaches.

Project Approach -
The Michigan Bean Commission along with MDA purchased booth space for the Michigan Apple Committee and the Michigan Bean Commission to exhibit from during the show. The show has a number of domestic and international buyers attending the show so it was a great way to promote specialty crops to a number of qualified buyers. This is an important show to tap food service buyers such as institutions, hotels and restaurants.

Goals and Outcomes Achieved –
The goal was to have Michigan specialty crops highlighted at this major food service show in the U.S. The booth highlighted quality specialty crops that are available in Michigan for export to Mexico.

Show/Activity: NRA/American Food Fair- Michigan Pavilion
Chicago, Illinois
Activity Date: May 22-25, 2010

Summary Information Provided By:
Michigan Apple Commission
Michigan Bean Commission
**Evaluation Questions**

1) Please rate the importance of your company's objectives in participating in this activity, as well as the activity’s effectiveness in helping your company meet these objectives: (Poor=1, Fair=2, Average=3, Very Good=4, Excellent=5)

<table>
<thead>
<tr>
<th>Company Objective</th>
<th>Importance</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Mean</td>
</tr>
<tr>
<td>Buyer Contacts/inquiries</td>
<td>3.5</td>
<td>4</td>
</tr>
<tr>
<td>Direct Sales</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Agent/distributor search</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Test marketing/research</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Product/company exposure</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

2) How many contacts did you make at this show?  Average of 250+

3) How would you rate the quality of contacts/leads? (No. of companies)
   - Excellent: 1
   - Very Good: 0
   - Average: 1
   - Fair: 0
   - Poor: 0

4) Please rate the overall effectiveness of the show: (No. of companies)
   - Excellent: 1
   - Very Good: 1
   - Average: 0
   - Fair: 0
   - Poor: 0

5) If applicable, have any on-site sales resulted from your participation in this activity?
Yes: 0
No: 2

6) Does your company expect an increase in sales as a result of this activity?
   Yes: 1
   No: 1

7) Would you have participated in this activity without the assistance of the Michigan Department of Agriculture?
   Yes: 0
   No: 2
   Unsure: 0

8) Would you be willing to participate in a press conference or approve a press release related to sales, joint ventures, partnerships, or other success stories obtained as a result of your participation in one of our programs/events?
   Yes: 2
   No: 0

9) Please rate the performance of the MDA Agriculture Development staff for this activity, as applicable, for the following areas:
   (Poor=1, Fair =2, Satisfactory =3, Very Good=4, Excellent=5,)

   \[
   \begin{array}{|c|}
   \hline
   \text{MDA Staff} \\
   \hline
   \text{Pre-event planning & assistance:} & 5 \\
   \text{Communication regarding event:} & 5 \\
   \text{Assistance at event itself:} & 5 \\
   \hline
   \end{array}
   \]

Please estimate company financial and “overhead” expenses for the activity:

<table>
<thead>
<tr>
<th>Description</th>
<th>Hours</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Staff Hours for Planning, Participation &amp; Follow-up</td>
<td>613 hrs</td>
<td></td>
</tr>
<tr>
<td>Direct Costs of Planning Participation &amp; Follow-up (including travel)</td>
<td>$51,800.00</td>
<td></td>
</tr>
<tr>
<td>Other Misc. Costs Associated with Participation in Activity</td>
<td>$3,000,000</td>
<td></td>
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</table>

**Beneficiaries**
Participants included the Michigan Bean Commission and Michigan Apple Committee. Michigan apples, dry beans, cherries, blueberries and peaches were promoted at the booths. The commissions and committees promote and represent all of Michigan’s growers and producers of the various specialty crops being represented.

**Lessons Learned –**
This is a major trade show for the U.S. retail market but it also pulls buyers from all over the world, which makes the show even more important for Michigan Specialty Crops. The NRA Show continues to grow each year with more U.S. buyers interested in local and fresh products. This show not only provides a great opportunity to meet with foreign buyers but for our Michigan commodities it offers the ability to get in front of important buyers from the Chicago market as well. For most of the commodity groups this was the first time they have exhibited at this show. Further evaluation will need to be done in the year after the show to determine the benefits and if it is a show that will provide good results in the future.
**Project Summary** –
The Michigan Bean Commission along with MDA helped specialty crop companies participate at the SIAL Paris Trade Show in Paris, France from October 17-21, 2010. The show is the second largest food show in the world, occurring every other year. Booth space was purchased for the Michigan Bean Commission and the Michigan Cherry Committee to exhibit from and promote their products. The booth also promoted other Michigan specialty crops for those not able to participate in person at the show.

**Project Approach** -
The Michigan Bean Commission along with MDA purchased a booth space for the Michigan Cherry Committee and the Michigan Bean Commission to exhibit from during the show. The show has a number of domestic and international buyers attending the show so it was a great way to promote specialty crops to a number of qualified buyers. This is an important show to tap all types of buyers including retail, food service, institution and ingredient.

**Goals and Outcomes Achieved** –
The goal was to have Michigan specialty crops highlighted at this major international food show to buyers from around the world.

**Introduction**
Two Michigan companies participated in the Michigan Specialty Crop Booth at the SIAL Paris Trade Show in Paris from October 17 – October 20, 2010. Each of the participants of the Michigan Specialty Crop Booth received a copy of the evaluation as part of their welcome packet. The evaluations were either collected in person at the conclusion of the show.

No. of Participants: 2
No. of Returned Evaluations: 2
Specialty Crop Participants:
Michigan Bean Co.
CMI

Does your industry/company anticipate an increase in purchases over the next 6-12 months as a result of the trade show?
Yes- 2
No- 0

If, yes approximately how much? (Please provide an estimated value)
$900,000

Did the SIAL Paris Show yield contacts with new buyers?
Yes- 2
No- 0

If yes, how many?
12

Did the SIAL Paris Show result in any new buyer relationships?
Yes- 1
No- 0
N/A- 1

Please rate the activity on the following: (Excellent=5, Very Good=4, Average=3, Fair=2, Poor=1)

<table>
<thead>
<tr>
<th>RATE THE ACTIVITY</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event planning &amp; communication</td>
<td>5</td>
</tr>
<tr>
<td>Program execution</td>
<td>5</td>
</tr>
<tr>
<td>Fulfillment of your company needs</td>
<td>5</td>
</tr>
<tr>
<td>Cost/benefit returns to your company</td>
<td>5</td>
</tr>
<tr>
<td>Quality of contacts or information</td>
<td>5</td>
</tr>
</tbody>
</table>

Please estimate company financial and ‘overhead’ expenses for the activity:

Total Number of Staff Hours for Planning, Participation, & Follow-up: 145

Direct Costs of Planning, Participation, & Follow-up (including travel): $3,300
Other Misc. Costs Associated with Participation in Activity: 7,500

Total: $10,800

Please rate the overall effectiveness of the show:
Excellent- 1
Very Good- 1
Average- 0
Fair- 0
Poor- 0

Do you have any additional comments for this activity or recommendations for future activities?
- “Excellent opportunity to present products to an international audience – outstanding R.D.I. and positive joint venture between industry and government agency.”
- “Great Job on the prep and carry through!”

Beneficiaries -
Participants included the Michigan Bean Commission and Michigan Cherry Committee. The commissions and committees promote and represent all of Michigan’s growers and producers of the various specialty crops being represented. Michigan specialty crops of all types were also promoted at the booth, with a booklet that was created talking about all of Michigan’s specialty crops.

Lessons Learned –
SIAL Paris is a major trade show in Paris, France but it pulls buyers from around the world, which makes the show even more important for Michigan Specialty Crops. The SIAL Paris show had some issues with attendance in 2010 due to on going strikes in Paris, France that occurred during the show. A total of 136,500 professional visitors of which 62% were visitors from outside of France from 200 different countries visited SIAL Paris. Even though attendance was down it was still a great show for seeing both current buyers of Michigan specialty crops and finding new buyers. The specialty crop industry was very supportive of this show and recommends participating in future years due to the large number of international buyers in attendance.
American Food & Beverage Show – October 26-27, 2010

Project Summary –
The Michigan Bean Commission along with MDA helped specialty crop companies participate at the American Food & Beverage Show in Miami, Florida – October 26-27, 2010. The show targets buyers from the Caribbean and Central and South American markets. Booth space was purchased for the Michigan Bean Commission and the Michigan Apple Committee to exhibit from and promote their products. Other companies from Michigan with products containing specialty crops were also able to participate in the Michigan Pavilion.

Project Approach -
The Michigan Bean Commission along with MDA purchased booth space for the Michigan Apple Committee and the Michigan Bean Commission and other Michigan companies to exhibit from during the show. The show has a number of domestic and international buyers attending the show so it was a great way to promote specialty crops to a number of qualified buyers. This is an important show to tap all types of buyers but especially buyers from the Caribbean and Central and South American markets. It was determined that attending the show is one of the best ways to reach buyers in these markets and especially the consolidators located in Miami that export product into the region.

Goals and Outcomes Achieved –
The goal was to have Michigan specialty crops highlighted at this major show in the U.S. The booth highlighted quality specialty crops that are available in Michigan for export to the Caribbean and Central America as well as domestic buyers from the U.S. A total of 6,940 people from 83 countries attended the show with 76% coming from the U.S. and 24% being international attendees. Buyers from the key target regions of the Caribbean and Central and South
American markets totaled 1,303, showing the importance of this show to expanding exports into those regions.

Show of the Americas Trade Show  
Michigan Specialty Crop Booth Evaluation Report  
Miami, Florida  
Activity Date: October 26-27, 2010

Introduction

Four Michigan companies participated in the Michigan Specialty Crop Booth at the Show of the Americas Trade Show in Paris from October 26 – October 27, 2010. Each of the participants of the Michigan Specialty Crop Booth received a copy of the evaluation as part of their welcome packet. The evaluations were collected in person at the conclusion of the show.

No. of Participants: 4  
No. of Returned Evaluations: 4

Specialty Crop Participants:  
Cherry Central  
Garden Fresh Gourmet  
Honee Bear Canning  
Michigan Bean Commission

Does your industry/company anticipate an increase in purchases over the next 6-12 months as a result of the trade show?  
Yes- 4  
No- 0

If, yes approximately how much? (Please provide an estimated value)  
$350,000 (three companies did not answer)

Did the Show of the Americas Trade Show yield contacts with new buyers?  
Yes- 4  
No- 0

If yes, how many?  
64

Did the Show of the Americas Trade Show result in any new buyer relationships?  
Yes- 3  
No- 0  
N/A- 1

If yes, how many?  
16
Please rate the activity on the following: (Excellent=5, Very Good=4, Average=3, Fair=2, Poor=1)

<table>
<thead>
<tr>
<th>RATE THE ACTIVITY</th>
<th>MEAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-event planning &amp; communication</td>
<td>4.79</td>
</tr>
<tr>
<td>Program execution</td>
<td>4.79</td>
</tr>
<tr>
<td>Fulfillment of your company needs</td>
<td>4.0</td>
</tr>
<tr>
<td>Cost/benefit returns to your company</td>
<td>4.3</td>
</tr>
<tr>
<td>Quality of contacts or information</td>
<td>4.5</td>
</tr>
</tbody>
</table>

Please estimate company financial and ‘overhead’ expenses for the activity:
(One company did not respond)

- Total Number of Staff Hours for Planning, Participation, & Follow-up: 134
- Direct Costs of Planning, Participation, & Follow-up (including travel): $8,800
- Other Misc. Costs Associated with Participation in Activity: $1,300

Total: $10,100

Please rate the overall effectiveness of the show:
Excellent- 0
Very Good- 4
Average- 0
Fair- 0
Poor- 0

Do you have any additional comments for this activity or recommendations for future activities?
- “Would definitely recommend participation in this show to other Michigan components.”
- “Pre, show, post planning made this a very easy show to participate in.”

Beneficiaries -
Participants included the Michigan Bean Commission and Michigan Apple Committee. The commissions and committees promote and represent all of Michigan’s growers and producers of the various specialty crops being represented. Additional Michigan companies in the pavilion selling specialty crop
products included: Cherry Central, Honee Bear Canning, and Garden Fresh Salsa.

Lessons Learned –
This is a major trade show for reaching buyers from the Caribbean and Central and South American markets but it also pulls buyers from all over the world, which makes the show even more important for Michigan Specialty Crops. The American Food & Beverage Show saw substantial growth in the number and quality of buyers attending the show this year. This show not only provides a great opportunity to meet with foreign buyers but also to meet with consolidators from the region as well as U.S. buyers from the U.S. For all of the companies it was the first time they had ever exhibited at this show. All of the companies said the show was very beneficial not only for finding new international buyers but for securing domestic sales as well. All of the companies said they would participate in the show again in 2011. It was determined that this is an important show to access buyers from the critical growing regions of the Caribbean and Central and South America.