

Programs & Services

DOMESTIC

Illinois Products Promotional Activities

- Coordinates numerous food shows & promotes effort to heighten awareness of IL food products (i.e. IL Products Logo, IL State Fair, Illinois Products Expo (consumers' show in Springfield) and other IL Products promotions)
- Helps find new markets for Illinois food products
- Assists new IL companies in getting their products produced and into marketplace
- Promotes "Illinois Products" with the use of the "Illinois Products" logo & encourages Illinois companies to incorporate the "Illinois Products" logo in their packaging and promotional campaigns
- Provides information on: names of buyers, co-packers, distributors, new marketing opportunities
- Promotes eggs in cooperation with American Egg Board and supports agricultural education initiatives



Illinois...Where Fresh Is Logo Program

- Joint project between IL Specialty Growers Association and the IDOA to identify fresh fruit & produce grown in Illinois by IL producers and Farmers Market managers



Federal Grant Programs

- Specialty Crop Grant Program-Projects are funded through the USDA's Specialty Crop Block Grant Program that increase the competitiveness of the specialty crop industry in Illinois
- Organic Cost Share Program-IDOA administers the program using USDA funds that reimburse 75% of organic inspection and certification expenses up to a maximum \$750

INTERNATIONAL

International Trade Shows

- Recruits IL food & agribusiness companies to participate in major trade shows worldwide
- Sponsors an IL Pavilion & provides companies a cost-effective way to participate in major promotional events; pays up to 50% of booth cost
- Provides companies with direct contact to buyers from around the globe

Free Online Communication Tool!

Food & Agribusiness Guide:
Online guide to over 1,400 of Illinois' food & agribusiness suppliers

Buyers' Missions

- International visitors & food/agribusiness buying teams hosted regularly by department
- Staff arranged one-on-one meetings between international buyers & IL companies. These meetings will allow companies the opportunity to build relationships and learn about their products' potential without traveling overseas.

Industry Tours

- Industry specific tours such as IL Pork Tour, IL Beef Tour, IL Grain Tour, & the IL Dairy Tour are hosted numerous times throughout the year by the department

Trade Missions

- Hosts & arrange trade missions to foreign countries to help IL companies meet prospective international clients
- Companies can use missions to negotiate product distribution, joint ventures, or other business possibilities

Export Assistance

- Provide advice for responding to a variety of challenges related to international trade

Trade Leads

- Receives trade leads from domestic and foreign buyers, state, regional, and federal trade offices
- Connect buyers looking for specific products with IL suppliers
- Leads are disseminated electronically through the agency's database

Seminars

- Informational seminars are sponsored by IDOA in cooperation with trade associations to assist IL companies in learning basic exporting, market trends & opportunities

Marketing Perspectives

Monthly electronic newsletter that keeps food & agribusiness companies informed of our programs & services

FOOD EXPORT PROGRAMS & SERVICES

EXPORT ESSENTIALS ONLINE

- Cost-effective service that companies can complete at their own pace.
- Explains the complex steps of exporting and how to integrate all the elements.
- Ten Modules that guide companies in determining export readiness, research, targeting top markets and creating an export strategy.

FOOD EXPORT HELPLINESM

- Free service with customized export assistance, provided by our food export counselor.
- No canned answers, only insightful customized advice specifically for you.

MARKET BUILDERSM

- This cost-effective two tier service (The market scan and rep finder are the two components) is a customized way to discover your products potential in the market, identify competitors, reach potential importers, and find out vital import requirements in your target markets.
- Assist in research and identification of potential markets as well as connecting suppliers with international representatives.
- Arranges meetings with importers/distributors who are well-qualified to handle your products.

BUYERS MISSION

- An economical, convenient way to meet potential buyers, also offers an opportunity to begin developing beneficial relationships with pre-screened importers.
- Get feedback about your product's exporting potential during these meetings.
- Buyers from multiple markets are available for meetings, suppliers can meet with many distributors.

FOCUSED TRADE MISSION

- An inexpensive way to get a first hand look into a global marketplace.
- In-market seminar on import regulations and marketing trends.
- In store guided tours by an international marketing expert.
- Import and distribution analysis for your companies products.
- Interpreters available during the mission
- One-on-one meetings with key importers and buyers.

FOOD SHOW PLUS!SM

- A cost-effective tradeshow enhancement service providing technical and logistical assistance.
- Interpreters provided during show hours.
- Competitive products survey.
- Translation of up to two pages of your company's marketing materials.
- Pre-qualified buyers invited to your booth.
- Background check for your top leads.

AGEXPORT LINKS

- Database of qualified, nationwide export assistance providers that is easily accessible and complimentary.
- They may specialize in exportation of food and agricultural products.

U.S. FOODLINK—NEW PRODUCTS FEATURE

- This bi-monthly international newsletter that includes a new products section highlighting U.S. suppliers' products.
- Helps increase awareness of products and generate sales leads from buyers around the world.

TRADE LEAD CONNECTION

- This free service connects U.S. suppliers with foreign buyers looking for specific products.
- Product requests from overseas buyers are disseminated to U.S. companies via email also posted on website.

BRANDED PROGRAM

- Helps your company, your products, and your brand gain exposure in countries around the globe in a very economical way.
- Assists in international marketing efforts by reimbursing 50% of approved marketing and promotional expenses.
- Certain guidelines must be met to qualify for participation.

IN-STORE PROMOTIONS

- U.S. product promotions are held at international supermarkets, restaurants, and hotels that feature U.S.-made processed foods and agricultural products.