



**Food  
Export**  
Midwest USA™

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### **CAPITAL CITY COMPANY GROWS EXPORTING**

LorAnn Oils is a supplier of flavorings and food colors for candy, baking ice cream, and popcorn as well as candy molds, extracts, essential oils, specialty ingredients, and bakery emulsions. This Lansing, Michigan-based company started their story in 1962 with a limited distribution of about eight to ten core essential oils available only to pharmacies. LorAnn's business over the past six plus years has expanded and offers a wide variety of products to retailers, manufacturers, health practitioners, and home consumers.

Since 2015 LorAnn Oils has participated in Food Export-Midwest programs and services to expand the export of their products. This partnership has resulted in their products being available in 51 different countries. Food Export-Midwest offers many programs to help small to medium size U.S. company grow and expand their exports. LorAnn Oils is a great example of a supplier participating in the Market Access Program (MAP) funded programs to gain international brand awareness.

The Michigan supplier has participated in the Branded Program since 2005 to help defer the costs associated with the international marketing of the company and products. This cost share program allows qualifying suppliers to receive 50% reimbursement for marketing expenses such as media advertisements, international websites, and promotional literature. The Branded Program has provided LorAnn Oils the opportunity to connect with many international buyers over the years while participating in the program. "LorAnn Oils has built new global relationships and has expanded our influencer network as a result of partnering and participating in Food Export's Branded Program," notes Paul Bajorek, Vice President, Business Development and Marketing of LorAnn Oils.

What's next for LorAnn Oils? Through the Branded Program and Focused Trade Missions, Food Export seeks to fuel this projection, "By the year 2026, it is projected that retail sales in the packaged food market in Canada will reach \$71 billion, a growth rate of 20% or \$11.8 million." LorAnn Oils plans to be a part of that as they seek to add additional retail chains in Canada. Currently their products are sold at Bulk Barn, Michaels, and the TJX company lines. LorAnn has been successful in many ways through the Foodservice Buyers Missions. They have gained new buyers who have purchased their products, gained new networking opportunities, expanded brand awareness, and learned about specific market interests in various countries. Exporting now

accounts for 10-12% of LorAnn's yearly sales. This amount of exporting proves that LorAnn stays true to their mission statement by providing "professional flavors in the kitchen."

Food Export uses funding from the Market Access Program (MAP) to help America's small businesses increase their exports of food and agricultural products. As these exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA's Foreign Agricultural Service. They offer a wide range of programs and services that help boost America's agricultural exports.