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Voluntary Public

Date: 2/26/2015

GAIN Report Number: CA15018

Canada

Post: Ottawa

Detroit-Based Company Finds Success in Exporting

Report Categories:

Export Accomplishments – Other

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Report Highlights:

A family-owned food business finds winning formula to exporting to Canada and other foreign markets. Through the support of FAS/USDA MAP Branded programs, and agricultural partner, the Food Export Association of the Midwest, the company now exports to Australia, Canada, France, South Korea and the U.K. The company's first foray into the export market all started in 2011 to Canada. Since that time, the company has sold close to half a million dollars into the Canadian market, a cumulative growth in excess of 20 percent.

A family-owned business, McClure's Pickles, specializing in jarred pickles and other specialty products as potato chips have found the winning formula to exporting to Canada and other foreign markets. Through the support of FAS/USDA MAP Branded programs, and agricultural partner, the Food Export Association of the Midwest, the company now exports to Australia, Canada, France, South Korea and the U.K. McClure's first foray into the export market started in 2011 to Canada. Since that time, the company has sold close to half a million dollars in the Canadian market, a cumulative growth in excess of 20 percent.

FAS/Canada staff first met co-owner, Joe McClure in early March of 2011 at the Canadian Restaurant and Foodservice Show in Toronto, Ontario. FAS staff was quick to follow-up with Mr. McClure by providing names of food brokers of which one of them Mr. McClure selected to establish a partnership. This partnership continues today, along with the company's sales into the market. Additionally, FAS staff introduced the firm to Food Export Midwest and their Canadian representative to thoroughly explain the opportunities under the MAP branded program. Recognizing the program would help to propel his export sales, Mr. McClure quickly enlisted in both the MAP branded program and Food Export's complete services. Since that time, McClure's Pickles has not only grown their sales in Canada but also in four other foreign markets.

Mr. McClure credits the experience he learned from exporting to Canada in providing him the confidence to look at other countries. FAS/Canada encourages new-to-export and existing exporters to look at Canada as their initial export market and assists them in establishing a winning strategy for sustainable growth in the market. The lessons learned in Canada will help launch a company's global strategy and in turn increase U.S. agricultural exports that support jobs at home.

It is without saying, McClure's Pickles has not only benefitted from exporting to Canada but also the City of Detroit has benefitted from this corporate knight. In 2011 and 2012 during the company's expansion efforts, this family-owned business of five employees made a conscious decision to move their business from the suburbs to the City of Detroit. This was at a time, when unemployment figures in Detroit had reached 20 percent, while that figure has decreased, unemployment still is double that of the national average, hovering at 12 percent. McClure's Pickles is an integral part of Detroit's economic recovery by providing jobs to 26 employees. While the company has grown exponentially both domestically and internationally, U.S. and Canadian consumers living near the Windsor-Detroit border can still sample McClure's pickles every Saturday at Detroit's iconic Eastern Market; that is also a symbol of the city's economic perseverance.