

SCD Probiotics Travels the Globe with Help From Branded Funding—

SCD Probiotics was founded in 1998 by Matthew Wood. His vision was to develop technology that facilitates models of sustainability and improves human health and the environment, through sustainable, natural solutions. SCD Probiotics is a life sciences company that researches, develops and manufactures natural probiotic products based on the principles of Consortia Probiotics Technology. SCD makes probiotics for a variety of human, animal and environmental applications in a new, state-of-the-art fermentation and bottling facility in Kansas City's West Paseo District. These all natural, probiotic products used in agriculture, industrial, home & garden, human health, livestock, aquaculture and tannery industries, are distributed to SCD's licensee network and used by customers in every corner of the globe.

In pursuit of sharing their products with every corner of the globe, SCD Probiotics has utilized the Branded Program through Food Export Association of the Midwest USA and Food Export USA Northeast. The Branded Program provides 50% cost reimbursement for a wide variety of international marketing activities. The cost-share reimbursement program has helped SCD Probiotics in several ways! In a quote from Bee Wood, "Before we used Branded Program, we did very little marketing campaign to promote our products! Since we have participated in Branded Program this year, it helps us to plan trade shows in advance in other countries and expose our company a lot more to other clients both abroad and in the US! Without the 50% reimbursement program, our small company would not be able to do 3-4 trade shows which focus on exporting our products."

Through the Branded Program, SCD Probiotics was able to put on a large conference in Poland this past year. As a result of that conference, they met 300 new foreign buyer contacts and formed 3 new agent relationships. Over the past year they were able to hire four new employees.

SCD Probiotics also traveled to trade shows in China this year. The Branded Program reimbursed them for 50% of their exhibiting costs. Through the trade show in China, SCD Probiotics they met 100 new foreign buyers contacts, and formed six new agent relationships.



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 create jobs and improve 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.