

Paris Brothers Make Connections Across the World—

In the hustle and bustle of Kansas City, Missouri, Paris Brothers Inc. can be found. A company based on innovation, Paris Brothers has grown and continues to evolve services and offerings by listening to customer's needs, understanding their objectives, and providing services that support their goals. Recently this well established company has tried their hand at exporting and has experienced great success!

Paris Brothers Inc. has gained much knowledge through several Food Export activities. A company that distributes 4,500 items has found new markets for their BBQ sauce, pasta sauce, and roasted peanut oil. New buyers and contacts have been met and shipments made across the world. This company has proved that exporting really can be made easy!

This company started off with a bang at the Midwest Buyers Mission in Grand Rapids, Michigan on July 21, 2014. Paris Brothers Inc. made contacts with buyers in 10 countries including Brazil, Canada, China, Guatemala, Malaysia, Philippines, and many more. From those contacts, \$10,000 six-month sales were made to Malaysia, \$20,000 six-month sales to South Korea and \$50,000 six-month sales to Canada! This increased their sales by 20% in all three markets! They have projected to double all of those sales in the next 12 months.

Their next step occurred at the Private Label Buyers Mission at PLMA in Kansas City, Kansas on November 14, 2014. They met with even more buyers at this event and projected \$50,000 twelve-month sales to China and \$50,000 twelve-month sales to Korea! Following all of their success, Paris Brothers Inc. decided to join in on the webinar, "How to Prepare for Meetings with Foreign Buyers."

Ron McDonald, with Paris Brothers, says that some of the hardest things with exporting that he has encountered are HS Codes and the delay in communication because of different time zones. Paris Brothers decided to utilize the Food Export Helpline to gain an understanding of HS Codes. Ron says, "This is a very good program and perseverance is the name of the game."

With new buyers and a greater understanding for their export business, Paris Brothers Inc. is able to hire new staff members and expand their production of products.

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.

