

Red Lake Nation Foods Success Story:

Minnesota Company Brings Native American Foods to Japan: Red Lake Nation Foods, Inc., a company owned by the Red Lake Band of Chippewa Indians located in Red Lake Minnesota, has participated in the MAP Generic Program through the Intertribal Agriculture Council (IAC) since 2004. The company initially attended export readiness training sponsored by the IAC and then became involved in many IAC export activities. In September 2007, Red Lake Nation Foods through the efforts and support of IAC attended the Food Export Association of the Midwest USA MAP sponsored Focused Trade Mission for Gourmet Foods. The company met one-on-one with 12 different buyers from the region, which resulted in eight new buyer contacts, two new distributorships, and actual sales of nearly \$25,000. According to Jim McCool, Director of Sales and Marketing for Red Lake Nation Foods, "We anticipate these sales to grow in the future. This was one of the best Trade Missions we've attended because of the quality of the contacts and the immediate feedback we received on our products." The company plans to attend future activities in Japan to follow up on leads they made through the trade mission and continue to grow their business. *As a result of their participation in the MAP, the company is very close to reaching their 2007/2008 sales goal of over \$1.7 million dollars this year.*

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