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**AMERICAN INDIAN FOODS INVITES PARTICIPATION IN AIF EXPORT AND
MARKETING IN THE U.S. AND OVERSEAS**
Intertribal Agriculture Council Unveils AIF Schedule for 2010

Billings, Montana, – March 1, 2010 – The Intertribal Agriculture Council (IAC) which directs the American Indian Foods program, announces the 2010 American Indian Foods (AIF) international show schedule and issues a ‘*call to action*’ directed to American Indian farmers, ranchers and food producers who are invited to become members of the AIF Food Export Program. The AIF program promotes the conservation, development and marketing of American Indian agricultural resources.

“This is an invaluable opportunity for American Indian growers and producers to celebrate their rich heritage through the international marketing of their organic and conventionally-grown food product lines,” said Nathan Notah, IAC’s American Indian Foods Program Director.

“Our shared connection to the land as American Indian Tribal members influences our collective social and spiritual well-being. This program offers a chance to showcase what we produce from our pristine environments—the vast variety of delicious Indian foods, which each Tribe proudly displays through the AIF events around the world,” finished Notah.

Current American Indian food exporters will showcase their food products and conduct cooking demonstrations at the FOOD EX Japan event being held in Tokyo March 2nd through the 5th in the USA Pavilion in Hall 1 at Booth D-331. Similar events will be held throughout 2010 at domestic and international venues from New York City to Melbourne Australia and everywhere in-between, including Asia and Europe. **(See attached AIF 2010 Schedule)**

The American Indian Foods program provides tools to leverage marketing opportunities, thereby increasing sales revenue for Tribes across America. There is a broad range of products grown from coast to coast on pristine Indian land and AIF offers a showcase for these products.

Here are just a few food products to be promoted by current AIF program members at this year's first international food show in Tokyo:

- Coquille Cranberries grown by the Coquille Indian Tribe in North Bend, Oregon
- Wilderness Delights wild morel and bolete mushrooms harvested by members of the Yakama Nation in the majestic mountains of the Pacific Northwest
- Raven Seafood teriyaki-flavored smoked salmon jerky produced by the Lummi Indian Nation in Washington state

"I cannot emphasize enough what a great opportunity we offer for American Indian food producers to join this influential food export and marketing program," says Notah. Interested producers may contact Nathan or Tina Voigt at 406-259-3525 or visit our website at www.AmericanIndianFoods.com for information on the process of becoming an AIF Food Export Participant.

American Indian producers are also invited to attend one of the AIF export seminars scheduled for 2010, so that they may visit with actual participants such as Michael Mithlo whose company *Mighty Good Bison* produces world-quality buffalo steaks and sausage.

“We are in our third year of successful exporting,” says Mithlo. “Through our membership in the AIF program, we’ve discovered that American Indian products are part of a growing niche market which is very appealing to buyers in Europe, Asia and of course, domestically.”

Tom Durkan, who owns the Swinomish Fish Company, based in La Connor, Washington has recently joined the AIF Food Export program.

“We hope that American Indian Foods program will be instrumental in helping us leverage our marketing opportunities overseas. We expect a revenue upswing of more than \$1.5 M in product to be sold,” says Durkan.

“We are looking forward to AIF providing us leadership and marketing guidance, which is necessary to expand our business. Our company provides employment for Swinomish Tribal members, in addition to producing revenue. Basically, everyone benefits from the AIF program.”

According to American Indian Foods Program Director Nathan Notah, “The American Indian Foods program offers Tribal members the advantage of collective participation which leads to increased Tribal revenue and employment.”

American Indian tribes become stronger through AIF marketing and exporting of the products grown for centuries on American Indian land.

AIF is pleased to issue this invitation to become an export participant and to fully enjoy the fruits of our long years of labor as the original custodians of our land.”

ABOUT AMERICAN INDIAN FOODS

American Indian Foods (AIF) is a program of the Intertribal Agriculture Council that began in 1998 under contract with the USDA Foreign Agricultural Service.

The partnership was developed as a platform for American Indian food businesses to showcase their products and share Tribal cultures with the world. American Indian Foods come from coast to coast in the United States and are grown on the pristine lands of Native American Nations or raised in their natural waters. Many of these products are still harvested in ways defined hundreds of years ago. Native American communities are a close knit group as many of them gather families and friends together annually to harvest, celebrate, and give thanks.

ABOUT THE IAC

The Intertribal Agriculture Council is a non-profit organization based in Billings, Montana, USA that supports American Indian agricultural programs throughout the United States. The IAC and its affiliates export agricultural products around the world and represent more than 25 enterprises.

For information on our association, please visit www.indianaglink.com or for more information on American Indian Foods visit www.AmericanIndianFoods.com

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