



Going Global: *Leveraging US Trade Policy for International Success*

Bob Fitzgerald

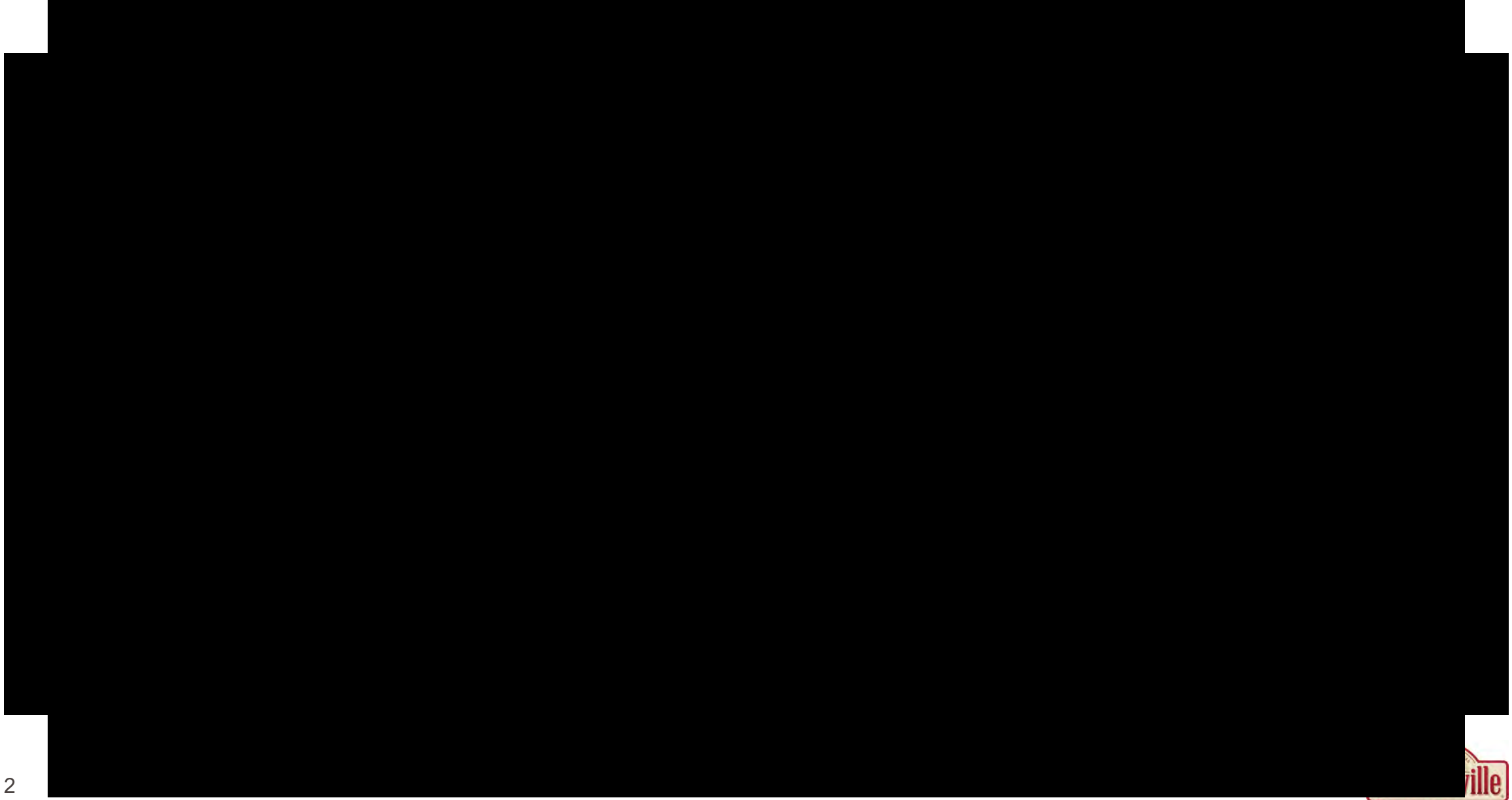
VP, International Business Unit

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Getting To Know Johnsonville...



Trivia Moment...

What was the town of Johnsonville called before it changed its name in the early-1940s?



Our Philosophy...

.....

“Most companies use people to build their business. Johnsonville uses its business to build people.”

-Ralph C. Stayer



What is the “Pirate Spirit” ?



ALWAYS BE HONEST
Forgive and forget
BE KIND HEARTED
Keep your promises
WORK HARD
— *Be thankful* —
NEVER GIVE UP
but most important
LOVE ONE ANOTHER





Our Vision

**To Become
The Best Company in
the World!**

*(that just happens to make sausage
that is craved everywhere)*

Trivia Moment...

Johnsonville's first export market was ... ?



A Little Bit of History...

Six Business Models

- Export to In-Country Distributors
- Royalty Agreements
- Export to Direct Customers
- Export to a Master Distributor
- In-Country Co-Manufacturing/
Direct Sales
- Wholly-owned Subsidiaries



Recognized for Export Expertise



2008 – President’s “E” Award for Export Excellence

Highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

2017 – President’s “E-Star” Award for Sustained Export Excellence

One of only three companies awarded in 2017

Only CPG food company recognized in 2007 or 2017



2020 & 2021 – One of 20 U.S. Companies Recognized with the “Export Excellence” Award by NASBITE

Trivia Moment...

Johnsonville exports about this much sausage every year ...

- a) 5 million pounds
- b) 25 million pounds
- c) 45 million pounds
- d) 95 million pounds





Our Partners

Barriers to Free Trade – Tariffs

Barriers to Free Trade – Non-Tariff

Some Additional Thoughts ...

- Exporting is hard ... being great at it can be a differentiator
- It takes top-to-bottom buy-in and enthusiasm to make exporting a strategic growth asset instead of just opportunistic
- Long-term export success requires developing partnerships with *PEOPLE* you trust and will stay with for the ... long-term
- Having a pirate's attitude helps
- Once you figure it out, the rewards can be great!

“Getting great at exporting takes time ... and learning new skills, patience, cultural curiosity, advanced communication skills, and terrific expectations-management. That’s all!”

*-Michael Stayer-Suprick,
President, Johnsonville IBU*



Q&A / Thank You!

Bob & Cory

