

## Sept. 9 2005 - Rep. Slaughter Celebrates Increased Global Reach of Local Rochester Company

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Atwater Foods, LLC Receives Achievement Award for Expansion of Export Business

Washington, DC - Rep. Louise M. Slaughter (D-Fairport), Ranking Member of the House Rules Committee, today joined Erin Cole, Director of the Rochester U.S. Export Assistance Center, to present Randy Atwater of Atwater Foods, LLC with the U.S. Commercial Service's Export Achievement Certificate. The award recognizes U.S. companies that have made their first export sale or a significant new-to-market export sale.

"It gives me great pleasure to recognize that Atwater Foods, a terrific local company, is bringing some of Western New York's finest products to the rest of the world," Rep. Slaughter said. "With support from the Federal Government, thousands of dollars worth of Atwater's dried fruit, all grown, processed, and shipped from its Yates facility, is now being enjoyed by people who never had access to it before."

"Atwater is one of Rochester's best ambassadors to the world," Rep. Slaughter said.

Director Cole also praised Atwater Foods. "Most jobs in America are created by small companies like Atwater foods," he said, "companies which comprise almost 97 percent of U.S. Exporters."

"I'd like to thank Congresswoman Slaughter for her support of these programs, programs which help companies to grow their exports and create new revenue for local economies," he added.

Randy Atwater was grateful for the work of both Director Cole and Rep. Slaughter. "The Department of Commerce has been an excellent resource in developing our export business," he said, "both by investigated potential overseas customers and educating our staff on exporting. As a result, our business is steadily building, and we are pursuing new opportunities in Ireland and Hong Kong."

## BACKGROUND

As part of the Commerce Department's U.S. Commercial Service, 108 U.S. Export Assistance Centers exist throughout the United States, with more than 150 operating around the world. The Centers' mission is to help small and medium-sized U.S. companies sell their products and services globally. Companies are encouraged to engage these programs by contacting the U.S. Commercial Service at <http://www.buyusa.com/>.

Earlier this year, Atwater Foods used the services of the U.S. Export Assistance Center to help it monitor European import tariff increases. The increases occurred during a period while the U.S. Government was coming into compliance with a relevant WTO ruling. With the Center's help, Atwater was able to weather the storm until March, when the tariff sanctions were lifted. Since that time, Atwater's exports to the United Kingdom have been considerable and lucrative. With guidance from Director Cole, Atwater has also used the resources and programs of the U.S. Commerce Department to pursue new sales opportunities in Asia and Ireland.