

Success Story:

NATURE'S SUNGROWN FOODS



San Rafael, CA



Exports to Pacific Rim & Americas



Uses Export Credit Insurance & Working Capital Loan Guarantee



Challenge

As a premier exporter of high-quality food and beverages, Nature's SunGrown Foods works with leading manufacturers & processors to offer the best organic foods, including meat and dairy products. The company found it sometimes lost sales even though its prices were lower than the competition's.

Solution

With protection provided by EXIM's Export Credit Insurance, the company offered open account credit terms, which made it more competitive because payment terms frequently are more important to buyers than price. The insurance also works in tandem with EXIM's Working Capital Loan Guarantee to free up bank financing.

With EXIM's Support:



Nature's SunGrown Foods has shipped more than \$2 million in food products worldwide

Results

"As our business grew, customers wanted to stop using letters of credit because they can be expensive and also wanted to have some terms, so we offer as much as 30-day terms. Our bank wasn't comfortable with that foreign receivable until it was insured by the Export Credit Insurance, and EXIM provided that solution."

Mark M. Schulz, President of Nature's SunGrown Foods

**Make Your Own
Success Story:**

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