





Made in KC

Story by **Bridget Heos** | Photography by **Susan McSpadden**

MIGUEL FINDS A *DRAGONE* MOVIE CHARACTER PACKAGED WITH HIS FAST FOOD KID'S MEAL IN NICARAGUA. SUN BUYS PORK FOR HER FAMILY IN KOREA. THE GARCIA-PARRA FAMILY'S CONCRETE HOME WITHSTANDS AN EARTHQUAKE IN MEXICO, AND WILLIAM LIGHTS A CANDLE IN LONDON. WHAT'S THE CONNECTION? THEY'RE ALL USING KANSAS CITY PRODUCTS. AND THEY'RE NOT THE ONLY ONES. KANSAS CITY-BASED COMPANIES ARE EXPORTING PRODUCTS EVERYWHERE AROUND THE WORLD.

CREATIVE CONSUMER CONCEPTS (C3), OVERLAND PARK, KAN.

American kids don't choose restaurants for the filet mignon. They want the kid's meal toys. That's true all over the world. Since November 2005, C3 has exported more than 2 million toys. Angel Morales, director of C3 International, says he expects to double the company's \$1 million dollar export value in the next year after tapping markets in Canada and Mexico. Exports: Kid's meal toys, activity books, crayons, puzzles, cups, menus and other child-focused promotional items.

Destinations: The top 10 are Puerto Rico, Honduras, Nicaragua, Guatemala, Peru, Colombia, Mexico, Spain, Costa Rica, South Africa.

Yearly Export Value: More than \$1 million since November 2005.

Yearly Export Volume: More than 2.2 million toys were exported from November 2005 to October 2006.

FARMLAND FOODS, KANSAS CITY, MO.

Though a 20-year veteran in the international marketplace, Farmland has increased its exports by three-fold in the past five years. Gary Kohake, vice president of international sales and marketing, says that's due in part to growth in markets like Japan, China and Russia. He says issues with BSE in beef and bird flu in chicken also contributed to the increase of exports for the company because Farmland exports pork.

To help facilitate those exports, the company employs 16 international sales and logistics people, including four living abroad who speak Chinese, Japanese, Russian and Spanish.

Exports: Vacuum-packaged and ready-to-eat pork; offals, byproducts and variety items.

Destinations: Japan, Korea, Taiwan, China, Russia, Mexico, Canada.

Yearly Export Value: \$250 million.

Yearly Export Volume: 280 million pounds.

GATES BAR-B-Q, KANSAS CITY, MO.

Sweden is known for its World War II neutrality, social democratic government, ABBA and ... a love for Gates Bar-B-Q Sauce? Whoa. Hold the Swedish meatballs. Get the sauce. Rick Henley of Gates Bar-B-Q says a Kansas City-native owns a shop in Sweden where she sells the sauce.

"They do a lot of barbequing over there," Henley says. "Whenever they found our barbeque sauce, they fell in love with it."

Exports: Barbeque sauce and spices.

Destinations: Sweden. In the past, Gates has also exported to Belgium and England.

Yearly Export Value: \$1,062.

Yearly Export Volume: This year, 442 bottles of sauce, 312 containers of spice to date.