



**ABOUT SUSTA** The Southern United States Trade Association is a non-profit helping small businesses based in the southern United States export U.S.-made food and agriculture products around the world.

**SUSTA'S MARKET ACCESS PROGRAMS**  
Provided by the USDA'S Foreign Agriculture Service

**BRAND PROMOTION**

SUSTA reimburses small businesses 50% of eligible marketing expenses, such as costs to exhibit in and travel to international trade shows, advertisements and label translation.

**BENEFITS OF PARTICIPATION**

- Promote your brand internationally at half the cost
  - Get reimbursed up to \$300,000/year
- \*All eligible expenses are listed on back.

**INTERNATIONAL MARKETING PROGRAM**

SUSTA connects small business with international buyers at trade shows and trade missions around the world. Events: [www.susta.org/events](http://www.susta.org/events)

**BENEFITS OF PARTICIPATION**

- Exhibition costs often less expensive
- Events managed start to finish so your focus is making sales
- Interpreters and chefs provided as needed
- Foreign industry experts "match make" you with pre-vetted buyers

These two programs can be used separately or together.

**DO YOU QUALIFY?**

- Is your company small by Small Business Administration (SBA) guidelines?
- Do your product labels contain an origin statement: "Made in the USA" or "Product of (name state)"?
- Do your products contain at least 50% U.S. agriculture content?

**EXAMPLES OF PRODUCTS THAT QUALIFY:** Fresh Produce, Snack Foods, Seafood, Sauces & Condiments, Seasonings, Horticulture, Consumer-Ready Retail Foods, Beverages, Pet Foods and more!



**GET STARTED:**

- Sign in at [www.susta.org](http://www.susta.org)
- Complete pre-qualification/application
- Apply annually



## BRAND PROMOTION

### \*ELIGIBLE EXPENSES FOR 50% REIMBURSEMENT

- 1. Advertising:** Production and placement of advertising, such as billboard, directory listing and/or ad in trade show directory, electronic marketing (e-mail, podcast, text message, and website), grocery circular, magazine, moving ad (bus, car, truck, van), newspaper, radio, television, etc.
- 2. Printed Sales Materials:** Production, distribution, and translations of banners, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials.
- 3. Direct Mail to Foreign Buyers**
- 4. Public Relations:** Production and distribution of press releases, press kits, and other materials and information directed at the foreign media, trade, and consumers.
- 5. Website Development:** Costs for developing, servicing, and updating website content that clearly targets a foreign audience, such as translating web pages.
- 6. Freight:** Shipping marketing materials and product samples to international customers or for in-store demonstrations, trade seminars, pre-approved trade missions and trade shows.
- 7. Packaging/Label Changes to Meet Import Regulations:** Design and production of packaging and labeling changes, or the cost to produce and attach a sticker, if necessary to meet import requirements of a foreign country. Changes must be made to existing packaging.
- 8. In-Store Demonstrations and Food Service Promotions:** Product demonstrations and distribution of product samples outside the U.S. targeting foreign trade and consumers.
- 9. In-Store Displays:** Temporary displays outside the U.S., such as end of aisle gondola, shelf talkers, free standing displays, signage, etc. and rental of space for such displays. Display materials must be temporary, such as cardboard.
- 10. Exhibiting at International Trade Shows:** Expenses associated with retail, trade and consumer shows. Exhibition fees (if not already subsidized), travel for up to two employees, freight charges associated with show, equipment rental at show (i.e., booth furnishings, utilities, badge scanners), setup charges, etc. If USDA has a U.S. Pavilion, company must exhibit within it (Some exceptions made).
- 11. USDA Approved U.S. Trade Shows (Contact SUSTA for list of approved U.S. shows):** Exhibition fees reimbursable ONLY if company has not exhibited at that U.S. trade show within the past three years at their own expense. Freight charges for the show, equipment rental at show (i.e., booth furnishings, utilities, badge scanners), setup charges, etc. Travel expenses NOT eligible. If USDA has U.S. pavilion, company must exhibit within it.
- 12. International Trade Seminars (Conducted overseas and in the U.S.):** Seminars sponsored by company to inform foreign industry representatives about U.S. brand name/private label name products. Seminar room rental, equipment rental, printed materials and demonstrator/chef wages. Catering, consultant fees, and attendance fees are not eligible.
- 13. International Trade Missions:** Fees for participation in and travel expenses to pre-approved trade missions outside of the U.S.
- 14. Travel Expenses to International Trade Shows/Trade Missions:** Airfare, lodging, meal & incidental (M&IE) per diem allowances, passports, visas, and recommended inoculations for up to two employees if exhibiting at the trade show or participating in the pre-approved trade mission outside the U.S. Travel expenses NOT eligible if company is only attending/walking the trade show.
- 15. Part Time Contractors:** Demonstrators, interpreters, and translators that assist with trade shows, in-store and food service promotions, and trade seminars. Employee wages and wages of overseas agent are not eligible.
- 16. Promotional Giveaway Items:** Give-away items such as pens, key rings, etc. are fully reimbursable up to \$2.00 per individual item.