



WESTERN UNITED STATES  
AGRICULTURAL TRADE ASSOCIATION

**WUSATA**

# **International Promotional Funding Opportunities:**

## **The Market Access Program**

**Janet Kenefsky**

**Generic Marketing Director**

Alaska \* Arizona \* California \* Colorado \* Hawaii \* Idaho \* Montana  
Nevada \* New Mexico \* Oregon \* Utah \* Wyoming \* Washington





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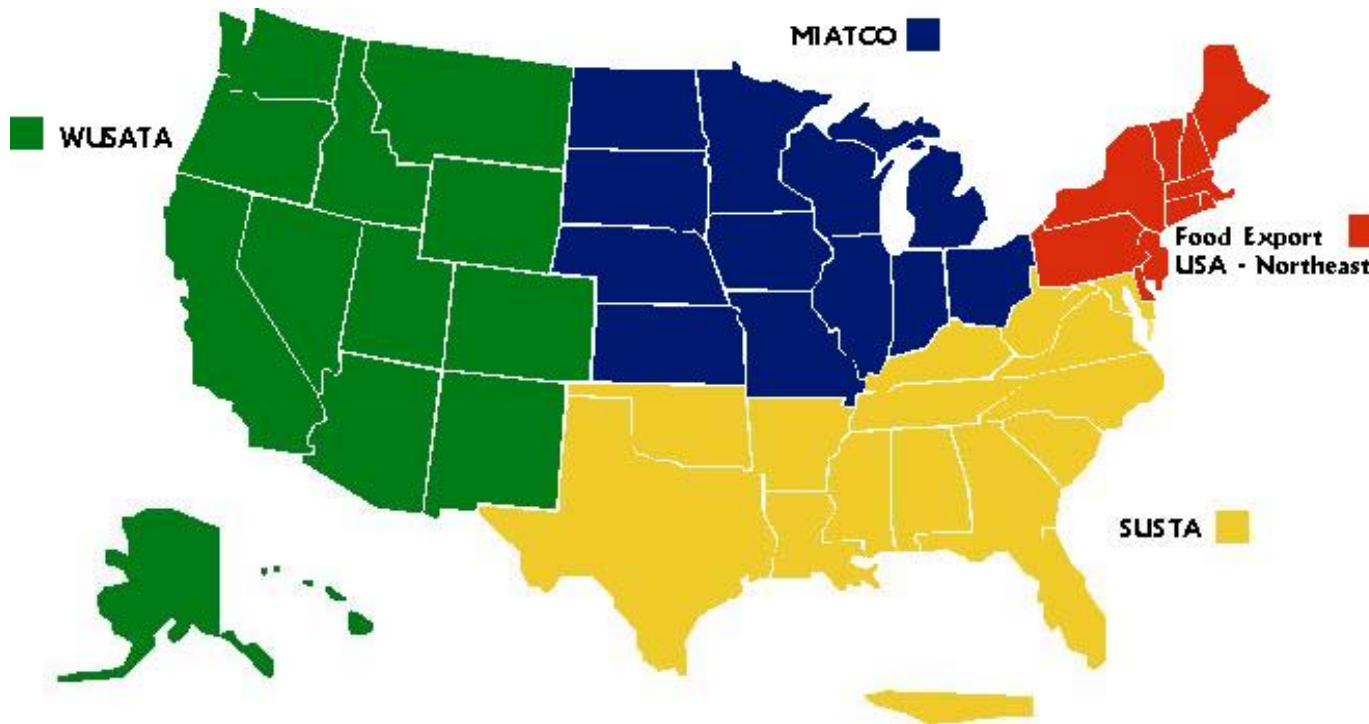
***BACKGROUND:***  
***State Regional Trade Groups***  
***(SRTGs)***

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## State Regional Trade Groups



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# What are the SRTGs?

- Non-Profit Trade Associations organized along geographical boundaries vs. product/commodity boundaries
- Serving State Departments of Agriculture and their designees
- Funded by Federal, State, and Private Industry Resources
- Cooperate with USDA/FAS to distribute federal programs, services, and funding throughout the four regions



## WUSATA's Regional Team

- 13 Western State Departments of Agriculture and Trade Development Offices
- Western Regional Food Processors
- Industry Associations / Cooperators

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## Our National Team

- Other 3 State Regional Trade Groups (SRTGs):  
Food Export Association of the Midwest, SUSTA,  
and Food Export USA-NE
- FAS Branch of USDA, including Agricultural Trade  
Offices & Ag Embassy staff worldwide
- Commodity/Cooperator Groups & Associations
- US Department of Commerce

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## WUSATA's Funding

- USDA's Foreign Agricultural Service
  - Market Access Program (MAP)
  - Emerging Markets Program
- State Departments of Agriculture
- Industry fees



# Our Programs...

- Branded Program:

- Company led international promotional activities

- Export Education:

- Educational seminars providing export expertise

- Generic Program:

- State led international trade focused activities





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# ***BRANDED PROGRAM***

***Achieving Maximum  
Marketing Impact***

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## Timeline for 2008

- October 2, 2007                      Deadline for Branded Application  
*Applications received after the deadline will be put on a waiting list*
- Oct/Nov 2007                      WUSATA allocates funding
- January 1, 2008                      Program year begins
- December 31, 2008                      Program year ends
- February 28, 2009                      Final claim and on-line survey due



# Benefits of Branded Program

- Receive up to 50% reimbursement for expenditures of approved promotional costs for pre-approved branded products in foreign market(s).
- Companies choose their foreign markets, plus pre-approved domestic trade shows.
- Expanded Market Reach (new markets, additional distributors, increased market share)
- Average company increased their export sales by \$18 for every net \$1 spent

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## Eligible Companies

- Manufacturers/Processors
- Packers
- Growers
- Wholesalers
- Farmers Cooperatives
- Export Agents / Trading Companies

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## Eligible Products

- Fresh Produce
- High-Value Food Items
- Snacks
- Condiments & Sauces
- Specialty Food Items
- Beverages
- Ornamental Horticulture
- Aquaculture
- *Some* Wood Products
- Hides & Skins
- Pet Foods
- Non-edible ag products (e.g., lotions, potpourri)



# U.S. Content & Labeling Requirements

- US agricultural content must be at least 50% by weight (*excluding added water and packaging*)
- US identification on label and promotions
  - Examples:
    - Product of USA
    - Grown in USA
    - Made in USA
      - Substitute “America” or name of state spelled out in place of USA.

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# Small Business Requirement

- MAP funding is available for:
  - Small-sized companies
  - Agricultural co-ops
- Check your NAICS code at:

[https://eweb1.sba.gov/naics/dsp\\_naicssearch2.cfm](https://eweb1.sba.gov/naics/dsp_naicssearch2.cfm)



## How Much Does it Cost?

- \$200 Application Fee (non-refundable)
- 6% Administrative Fee
- Your Time
  - Application
  - Activities
  - Claims
  - Evaluation



## How Much Can I Request?

- \$5,000 minimum
- \$250,000 maximum
- \$50,000 maximum request – 1<sup>st</sup> year in program
- Bonus Claims
- 5 year eligibility in a single market

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## Reimbursable Expenditures

- Advertising
- P.O.S. material
- Exhibiting at trade shows (incl. travel)
- Shipping of product samples
- In-store & restaurant promotions
- Design & production of labels
- Trade seminars
- Organized missions (w/pre-approval)
- Promotional giveaways
- Other promotional expenses



## Non-Reimbursable Expenditures

- Expenditures for activities or materials that do not include U.S. origin statements
- General company literature that does not include product promotion information
- Cost of product samples
- Internet web site development
- Product development, modification or research
- Agent travel to any activity
- Any cost associated with coupon/price-off



## Involving Foreign Third Parties

We encourage Branded Participants to . . .

- Offer the Branded Program as an incentive when negotiating with their customers.
- Promote US, Private label or foreign brands as long as the product meets the 50% US ag content requirement.
- Educate their customers about the Branded Program.
- Use Activity Tutorials and Manuals provided in various languages.





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# WUSATA Web Site Resources

[\*www.wusata.org\*](http://www.wusata.org)

- Branded Program Information & Forms
- Links to state contacts
- FAS Program Information
- Events Calendar (trade shows, missions, etc.)
- Newsletter and e-zines

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# ***EXPORT EDUCATION***

## ***Educating Small Ag Exporters***

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## Education and Outreach

- Seminars, workshops and presentations
- One-on-one sessions with a seasoned export consultant
- Export Readiness Training Program (ERT)



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# ***GENERIC PROGRAM***

## ***Funding State Led Activities***

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## Generic Program Overview

- Managed by a State Department of Agriculture and/or WUSATA staff.
- Companies throughout WUSATA's region are eligible to participate in an activity, regardless of which state is managing the project.



## Common Generic Activities

- Trade Shows
- Technical Seminars
- Trade Missions
- Buying Missions
- In-store and Restaurant Promotions
- Market Entry Service





# Generic Industry Sectors Served

- Consumer-oriented food and beverage products
- Food ingredients
- Food service
- Fresh produce
- Seafood (excluding Alaska Salmon)
- Nursery products

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## *Contact us for help!* *WUSATA Program Team*

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**[www.wusata.org](http://www.wusata.org)    **t.360-693-3373****

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## Your Four SRTG's

**WUSATA: Western U.S. Agricultural Trade Assoc.**

**Phone: 360-693-3373**

**[www.wusata.org](http://www.wusata.org)**

**Food Export USA Northeast**

**Phone: 215-829-9111**

**[www.foodexportusa.org](http://www.foodexportusa.org)**

**Food Export USA Midwest**

**Phone: 312.334.9200**

**[www.miatco.org](http://www.miatco.org)**

**SUSTA: Southern U.S. Trade Association**

**Phone 504-568-5985**

**[www.susta.org](http://www.susta.org)**

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