



SUSTA



Southern United States Trade Association




THE ARKANSAS DEPARTMENT OF AGRICULTURE & SUSTA PRESENT:

**ARKANSAS,
THE NATURAL
EXPORTER**

SUSTA Member States

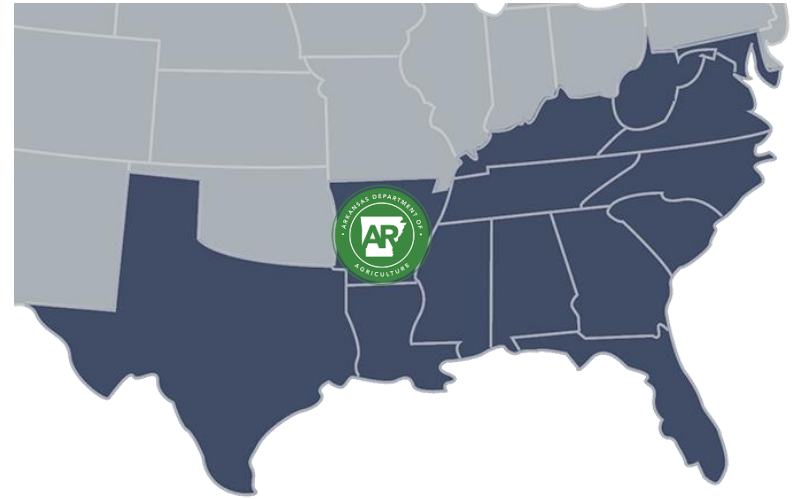
- ★ Alabama
- ★ **Arkansas**
- ★ Florida
- ★ Georgia
- ★ Kentucky
- ★ Louisiana
- ★ Maryland
- ★ Mississippi
- ★ North Carolina
- ★ Puerto Rico
- ★ South Carolina
- ★ Tennessee
- ★ Texas
- ★ Virginia
- ★ West Virginia



Funding provided by  USDA
Foreign Agricultural Service

Company eligibility requirements:

- ★ Headquartered in SUSTA region
- ★ Small by SBA standards
(Up to 3 x SBA limit through ATP)
- ★ Adequate resources and product supply
- ★ Annual sales minimum (~\$50,000)



Company types we work with:

- ★ Manufacturers (including private label)
- ★ Growers
- ★ Farmers cooperatives
- ★ Export management companies

Product eligibility requirements:

- ★ Products have a brand name on them
- ★ Product at least 50% U.S. agriculture content
- ★ U.S. origin statement on product (can sticker)
- ✓ **Product of** USA, America or Arkansas (name of any state spelled out)
- ✓ **Grown in** USA, America, or Arkansas (name of any state spelled out)
- ✓ **Made in** USA, America, Arkansas (name of any state spelled out)



Product types we work with:

- ★ Consumer-ready retail foods
- ★ Snack foods
- ★ Sauces & condiments
- ★ Seasonings
- ★ Fresh produce
- ★ Seafood
- ★ Beverages, including alcohol
- ★ Horticulture (nursery products, mulch, wood chips)
- ★ Pet foods
- ★ Supplements
- ★ All-natural health & beauty products

SUSTA's Core Programs:

Global Events

Discover opportunities to meet foreign buyers for your products at home and abroad.



50% CostShare

Half reimbursement of eligible marketing expenses to promote your products in foreign markets.



SUSTA

Southern United States Trade Association

Inbound Trade Missions

Meet one-on-one with foreign buyers without leaving the U.S.

Outbound Trade Missions

Get a firsthand glimpse of a foreign market & connect with buyers one-on-one.

International Trade Shows

Showcase your products at premiere trade events with SUSTA's support

susta.org/events



SUSTA
★★★★★

Global Events



Inbound Trade Missions:

SUSTA brings qualified foreign buyers to the U.S. to meet one-on-one with our participants.

- ★ Most of SUSTA's inbound trade missions are \$25.



SUSTA
★★★★★

Global Events



Outbound Trade Missions:

U.S. companies travel to a foreign country to meet one-one with qualified foreign buyers.

- ★ Tour grocery stores and retail outlets
- ★ In-depth market presentations

Most of SUSTA's Outbound Missions are as low as \$400 and include either lodging for one person or one roundtrip international flight.

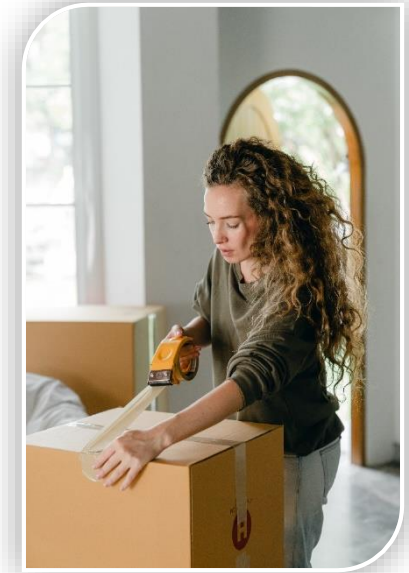


Companies can apply to CostShare to receive half of participation fee as well other eligible expenses not covered by the event.

Global Events

Virtual Trade Missions

- ★ Market introduction and customized market assessment
- ★ Meet one-on-one with foreign buyers via Zoom
- ★ *Reimbursement: Sample shipping costs with proper documentation
- ★ Cost: \$25



**Shipping reimbursement amount varies depending on virtual trade mission*



Pavilions at International Trade Shows:

SUSTA pavilions at roughly 20 trade shows each year worldwide

- ★ Goal is to provide a turn key option so that U.S. company can focus on promoting their products
- ★ Interpreters, if needed
- ★ Shipping allowance

Companies can apply to CostShare to receive half of participation fee as well other eligible expenses not covered by the event.

Virtual Trade Shows

- ★ Showcase your products in SUSTA pavilion without traveling to show
- ★ SUSTA's consultants on-hand to hand out samples and marketing materials
- ★ Meet one-on-one with foreign buyers at show via Zoom
- ★ Reimbursement of some shipping costs with proper documentation
- ★ Cost:

SIAL China \$500 – SOLD OUT

SIAL Paris \$600



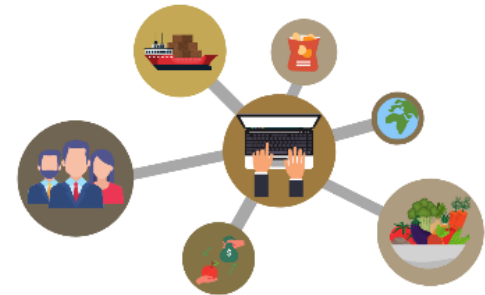
Virtual Consultations

- ★ Free one-on-one consultation
- ★ Tailored to your company and products
- ★ ZOOM or Conference Call
- ★ Available Consultation Markets: *Europe, Canada, Mexico, India, China & Hong Kong*



Webinars

- ★ Free weekly webinars
- ★ Expert guest speakers
- ★ In-depth discussions on current trends
- ★ Question & answer time



Global Events: susta.org/events

◆ Sponsor?	◆ Event Date	◆ Event Name	◆ Event Location	◆ Register
SUSTA Sponsored	Apr 14 - Jul 21, 2020	Europe Virtual Consultation	Virtual	Register Now
SUSTA Sponsored	Apr 22 - Jul 29, 2020	Canada Virtual Consultation	Virtual	Register Now
SUSTA Sponsored	Apr 27 - Jul 31, 2020	India Virtual Consultation	Virtual	Register Now
SUSTA Sponsored	May 6 - Jul 29, 2020	China Virtual Consultation	Virtual	Register Now
SUSTA Sponsored	May 7 - Jul 30, 2020	Hong Kong Virtual Consultation	Virtual	Register Now
SUSTA Sponsored	Aug 20, 2020	Mexico Virtual Trade Mission 2020	Virtual	REGISTRATION PASSED
SUSTA Sponsored	Sep 14 - 18, 2020	India Virtual Trade Mission	Virtual	Register Now
SUSTA Sponsored	Sep 21 - 25, 2020	Canada Virtual Trade Mission	Virtual	Register Now
SUSTA Sponsored	Sep 28 - 30, 2020	SIAL China 2020	Shanghai, China	Register Now

SUSTA



Southern United States Trade Association

CostShare



Eligible Promotional Activities

- ★ Advertising
- ★ Website development
- ★ Packaging/label changes
- ★ In-store displays
- ★ Freight (samples, marketing materials)
- ★ Direct mailing to foreign buyers
- ★ In store demonstrations and food service promotions
- ★ Exhibition at international trade shows & approved U.S. trade shows
- ★ Travel expenses (when exhibiting at international trade show or outbound trade mission)
- ★ International trade seminars sponsored by company
- ★ Part-time contractors for trade seminars, in-store demos and trade shows
- ★ Promotional give away items (up to \$2/item)
- ★ Printed sales materials
- ★ Public relations - Press kits



How To Use CostShare Now!

Game Day On the Road: Chefs' Best Restaurant Dishes

Score a touchdown at the dinner table and visit these chefs' restaurants for their best game-day dishes.

Display Ad →

GO TEAM FLIPZ! THE ULTIMATE GAMEDAY SNACK

GET SNACKING!

Jose Garcia's 'Nachos Ignacio' goes great with both the Chicago Bears and Philadelphia Eagles, but at **Flipz** (Philadelphia), he offers his take on an "instant-win" recipe plate that will appeal to any team at football fan. This creamy combination of chips is paired with ground beef, his signature chili, and a special choice for your location.

Instagram

specialk Sponsored

Learn More

ORGANIC POTATO CRISPS

100% natural

CATCH OF THE DAY
WILDLY DELICIOUS

LEMON FISH & CHIPS



Cheetos

PRODUCTS RECIPES OUR PASSION

Good Goes Around

SOLO LO QUE IMPORTA

JORDAN'S

BLENDS With BENEFITS

Delicious by nature

MORNING CRISP

Google

campbells soup

About 27,000,000 results (0.59 seconds)

Ad · www.campbells.com/soups ·

Campbells.com | Campbell's® Soups | Open Up Possibilities

Convenient, Tasty Solutions For Everyone & Every Occasion. Try Our Soups Today. Great for Every Occasion. Discover Flavor. Everyday Favorites. Tips & Ideas for Mealtime. Types: Condensed, Ready To Eat, Slow Kettle®, Soup on the Go.

15 Minute Chicken & Rice
This One Skillet Dish Will Give You More Time Around The Dinner Table!

Lemon Chicken Primavera
See A Recipe With Maximum Taste And Minimum Prep Time! Make It Now

Must have eligible origin statement & brand(s) on all promotions



CostShare

Getting Started

Create a MySUSTA account at www.susta.org

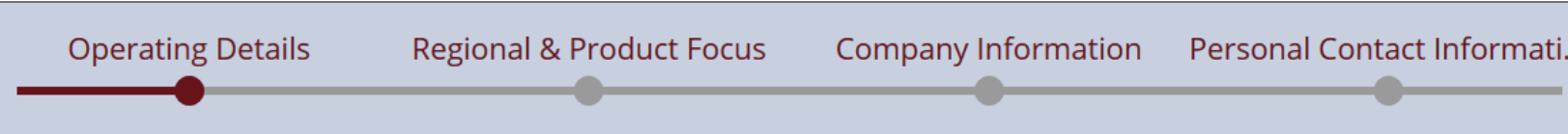


Sign Up Help Login



HOME WHO WE ARE WHAT WE DO EVENTS RESOURCES CONTACT

Step 1: Operating Details



All fields are required except those listed as (optional).

- Is your company a U.S. Supplier? Yes No
- Is your company an export broker or trading company? Yes No
- Is your company currently exporting? Yes No
- Do your company's products contain at least 50% U.S. agricultural content? (exclusive of added water and *...*) Yes No



MySUSTA Account

MySUSTA Account

Let us know in what program you are interested.

Programs of Interest:

- Global Events If approved for Global Events, register for events online.
- 50% CostShare If approved for CostShare, then you complete CostShare application.

This pop-up will appear every August 1st. At this time, you can re-certify your account details to get approved for the following year. SUSTA will re-review account each year.


Before you can apply for the 2020 50% CostShare program or register for 2020 events, you must review and confirm your Organization's operating details. Once your Organization's information has been confirmed we will review your Organization to ensure you are eligible.

NOT NOW

CONFIRM DETAILS



Apply for CostShare

 Program Eligibility	 Event Search	 My Events	 Surveys	 50% CostShare Applications	 My Company's Invoices
 Trade Leads	 Company Contacts	 Company Settings	 Regions & Products	 Export Education	 Past Webinars

 = Requires attention

2020 Application

Contact Profiles	Company Profile	Marketing Plans	Product Info	Final Review
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Navigating Your Application

Welcome to the 50% CostShare application. Please fill out each of the following sections completely.

After completing each section, please take time to review your entries. After final submission, you will not be able to make any changes.

To begin, please choose an icon above or one of the following buttons:

Contact Profiles	Company Profile	Marketing Plans	Product Info
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CostShare Application

Marketing Plans

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

0% 29:36 To Save

RESET



Activity Summary: Mexico

Please fill in information for all promotional activities your company will conduct in this country. Enter the total U.S. reimbursement request amount) for each promotional activity you plan on doing. Be as descriptive as possible in t

Note: If your company does not participate in a category, please leave both fields blank.

Promotional Activity	Estimated Cost	Description of Each Individual Activity
Advertising	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
Direct Mailing to Foreign Buyers	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
Freight	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
In-Store Demonstrations/In-Store Displays	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
International Trade Seminars	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>

International Trade Shows/Outbound Trade Missions	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Packaging/Label Changes	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Point of Sale Materials	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Press Kits	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Promotional Giveaways	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Temporary Displays	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Temporary Part-Time Contractors Hourly Wages	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>



CostShare Application

50% CostShare Application

Apply annually for funds to implement your international marketing strategy.

Minimum annual request - \$2,500

Maximum annual request - \$300,000

- ★ \$250 application fee
- ★ Pay SUSTA 6% administrative fee on reimbursement request
- ★ Both fees are non-refundable.

★ Must apply for CostShare *before* incurring expenses.

★ SUSTA cannot retro-actively reimburse for expenses done in the past.



CostShare Application

Conduct Approved Marketing Promotions



Collect Receipts, Invoices & Proof of Activity



What happens after you sign your contract?
The fun part!

Next steps!



Submit Expense Claim to SUSTA



Receive reimbursement





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