



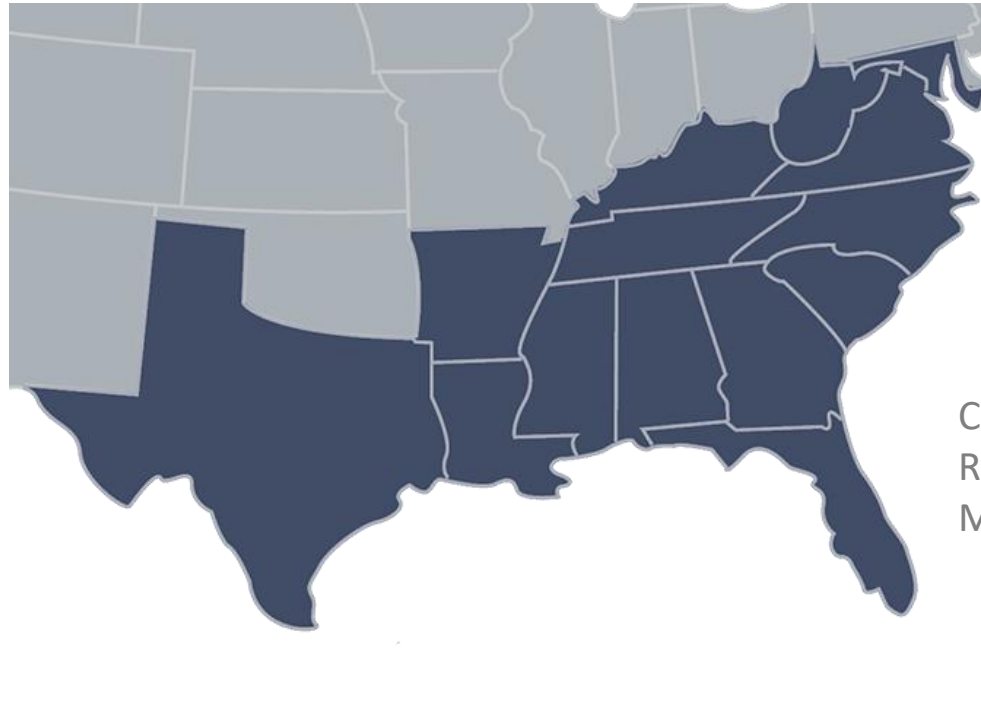
Connecting Kentucky Across Continents

September 23, 2020 · 1:00pm EST

Since 1973, SUSTA has worked with the Departments of Agriculture in the South to promote the international export of high-value food and agricultural products.

SUSTA's Members are the State Departments of Agriculture

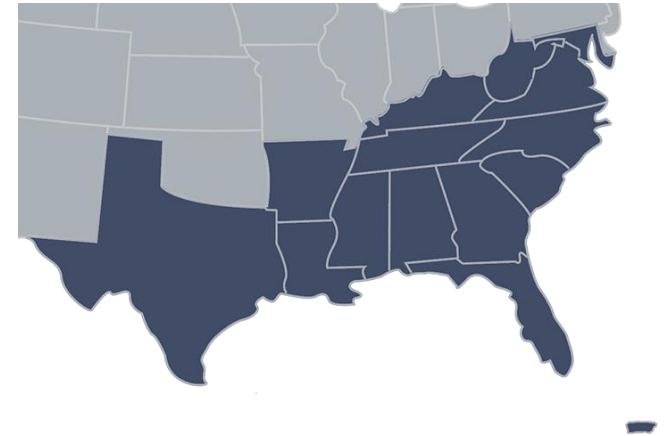
- ★ Alabama
- ★ Arkansas
- ★ Florida
- ★ Georgia
- ★ **Kentucky**
- ★ Louisiana
- ★ Maryland
- ★ Mississippi
- ★ North Carolina
- ★ Puerto Rico
- ★ South Carolina
- ★ Tennessee
- ★ Texas
- ★ Virginia
- ★ West Virginia



Commissioner of Agriculture
Ryan Quarles, SUSTA Board
Member

Company eligibility requirements:

- ★ Headquartered in SUSTA region
- ★ Small to medium-sized business
- ★ Adequate resources and product supply
- ★ Annual sales minimum (~\$50,000)



Company types we work with:

- ★ Manufacturers (including private label)
- ★ Growers
- ★ Farmers cooperatives (no size limit)
- ★ 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, Grown in, Made in USA, America or Kentucky**
(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.

Virtual Options Available!

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:

Meet foreign buyers without leaving the U.S.!

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.
- ★ European beer, wine and spirits buyers coming to Kentucky in April 2021





Outbound Trade Missions:

U.S. companies travel to a foreign country to meet one-one with qualified foreign buyers. In addition, SUSTA organizes tours of various grocery stores and retail outlets as well as 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



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

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 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



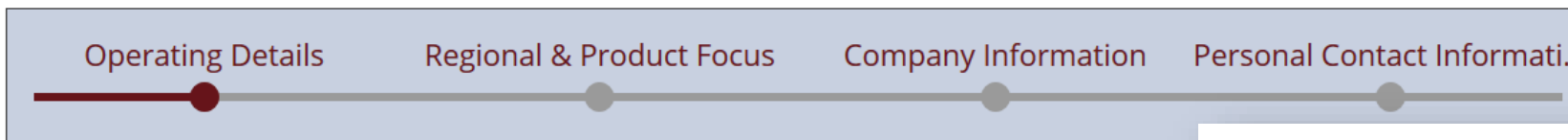
CostShare

Getting Started

Create a MySUSTA account at www.susta.org



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



SUSTA Programs and Services
We're interested in the following SUSTA programs and services:

- Global Events 
- 50% CostShare 
- Export Education and Resources 



MySUSTA Account

50% CostShare Application

First Step: Approved MySUSTA account & CostShare consultation (if new to program)

Second Step: Apply annually for funds to implement your international marketing strategy.

Minimum annual request - \$2,500

Maximum annual request - \$300,000

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

Third Step: Sign your contract!

- ★ Must apply for CostShare *before* incurring expenses.
- ★ SUSTA cannot retro-actively reimburse for expenses done in the past.



Contact



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