

# 2023

YOUR GO-TO GUIDE  
TO SUSTA'S 50%  
REIMBURSEMENT PROGRAM

# 50% COSTSHARE MANUAL



Celebrating 50 years!

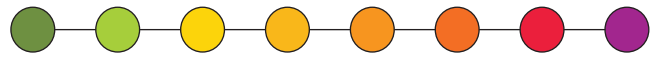
**SUSTA**

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Southern United States Trade Association

Established in 1973

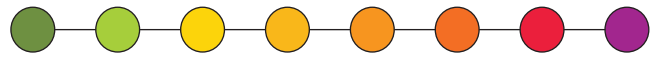




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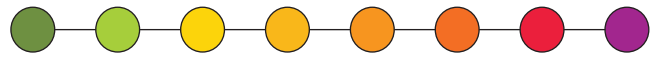
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## Welcome to SUSTA's 50% CostShare

Dear U.S. Exporter,

Thank you for your interest in the Southern United States Trade Association's (SUSTA) 50% CostShare program. We look forward to helping you promote your products in the global marketplace.

SUSTA is a non-profit trade association aimed at increasing the export of U.S. food and agriculture products. SUSTA works closely with each State Department of Agriculture in the south to enhance the economic well-being of the region.

Through the Market Access Program (MAP) 50% CostShare, SUSTA can reimburse up to 50% of eligible international marketing expenses aimed at increasing your exports.

In 2019, SUSTA was awarded additional funding through the Agricultural Trade Promotion (ATP) program. In 2023, ATP will continue to run alongside MAP to provide our companies additional resources. MAP and ATP are very similar from a programming point of view. Please note that when MAP is referenced in this Manual the reference includes ATP as well, unless otherwise indicated.

The marketing assistance that we provide you through 50% CostShare is made possible through funding from the United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). The goal of increasing food and agriculture exports is to ensure that the U.S. exports more than we import, thus creating jobs and bolstering our economy.

The following manual is an extremely important document that will help you maximize your participation with SUSTA. Please read it carefully so that you understand what marketing activities we can reimburse and what is required to receive the reimbursements. Because of the nature and source of our funding, we must collect specific documents from you in order to reimburse your expenses.

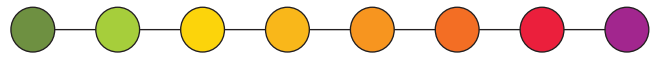
Keep in mind that although this manual is thorough, it is a guide and is not inclusive of everything.

Our CostShare staff is on hand to assist you in the application and expense claim processes. Therefore, we strongly encourage you to contact staff with your questions.

Best of luck in your exporting efforts.

Bernadette Wiltz-Lang  
*Executive Director*

Deneen Wiltz  
*CostShare Director*



## About SUSTA

For over 40 years, the Southern U.S. Trade Association (SUSTA) has offered programs and services to assist exporters of food and agricultural products. **SUSTA’s Market Access Program is provided by the USDA’s Foreign Agricultural Service (FAS).** Our organization promotes U.S. food and agricultural products through two programs:

### 50% CostShare

Get reimbursed 50% of eligible expenses tied to international promotions. This manual explains the program from the application through the expense claims process.

#### **BENEFITS OF PARTICIPATION:**

50% reimbursement of expenses that promote your brand(s) to:

- Foreign buyers and distributors
- Foreign consumers
- Foreign press

### Global Events

SUSTA sponsors about 40 events per year at which companies can meet foreign buyers. Exhibit in the SUSTA pavilion at trade shows around the world or meet buyers at our trade missions. All events: [www.susta.org/events](http://www.susta.org/events)

#### **BENEFITS OF PARTICIPATION:**

- Exhibition fees often reduced
- Events managed start to finish so you focus on making sales
- Interpreters and chefs provided as needed
- Foreign industry experts “match make” you with pre-vetted buyers

These programs can be used separately or together. You can, for instance, exhibit in the SUSTA pavilion at a foreign trade show through Global Events, and through 50% CostShare receive 50% reimbursement for: the participation fee, travel for up to two employees to the event, promotional giveaway items to be handed out at the event, translated point of sale materials and the freight for shipping samples and marketing materials to the event.

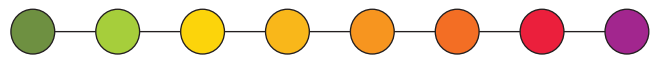
**In your MySUSTA account, indicate in which programs (or both) you are interested. Your company will be reviewed separately by 50% CostShare and Global Events.**

**Questions about 50% CostShare? Please email [costshare@susta.org](mailto:costshare@susta.org).**

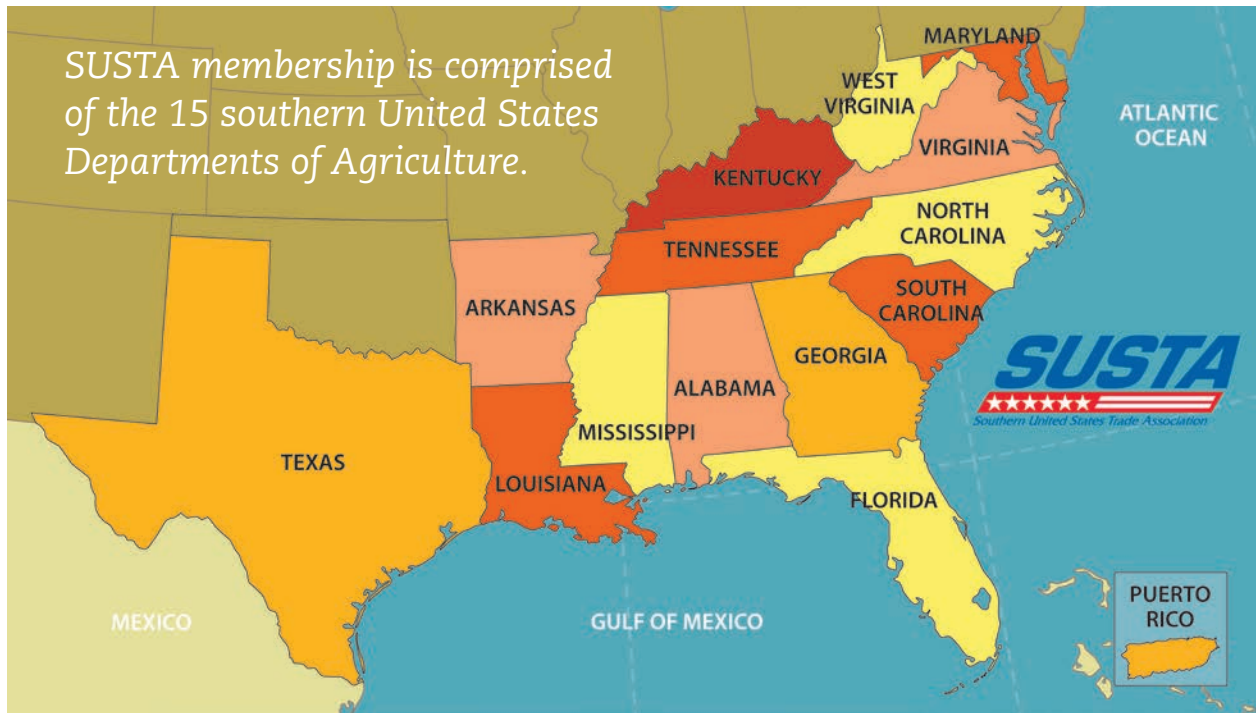
**Questions about Global Events? Please email [events@susta.org](mailto:events@susta.org).**

### Symbol Key





## SUSTA Member States



Alabama Department  
of Agriculture and Industries  
[www.agi.alabama.gov](http://www.agi.alabama.gov)

Arkansas Agriculture Department  
[www.aad.arkansas.gov](http://www.aad.arkansas.gov)

Florida Department  
of Agriculture and Consumer Services  
[www.freshfromflorida.com](http://www.freshfromflorida.com)

Georgia Department of Agriculture  
[www.agr.georgia.gov](http://www.agr.georgia.gov)

Kentucky Department of Agriculture  
[www.kyagr.com](http://www.kyagr.com)

Louisiana Department  
of Agriculture and Forestry  
[www.ldaf.state.la.us](http://www.ldaf.state.la.us)

Maryland Department of Agriculture  
[www.mda.maryland.gov](http://www.mda.maryland.gov)

Mississippi Department  
of Agriculture and Commerce  
[www.mdac.ms.gov](http://www.mdac.ms.gov)

North Carolina Department  
of Agriculture and Consumer Services  
[www.ncagexports.com](http://www.ncagexports.com)

Puerto Rico Department of Agriculture  
[www.agricultura.gobierno.pr](http://www.agricultura.gobierno.pr)

South Carolina Department of Agriculture  
[www.agriculture.sc.gov](http://www.agriculture.sc.gov)

Tennessee Department of Agriculture  
[www.tn.gov/agriculture](http://www.tn.gov/agriculture)

Texas Department of Agriculture  
[www.texasagriculture.gov](http://www.texasagriculture.gov)

Virginia Department of Agriculture and  
Consumer Services  
[www.vdacs.virginia.gov](http://www.vdacs.virginia.gov)

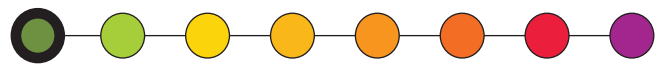
West Virginia Department of Agriculture  
[www.wvagriculture.org](http://www.wvagriculture.org)



## **Section 1: Program Eligibility**

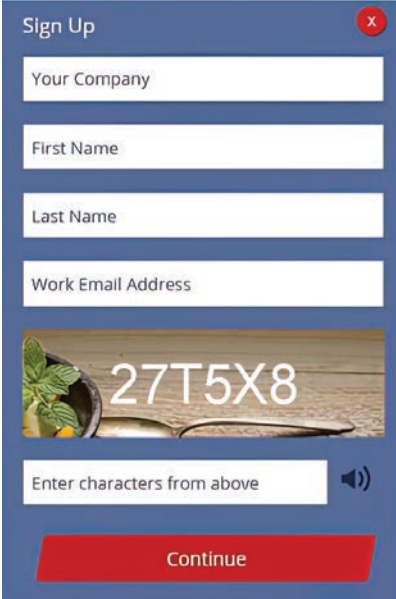
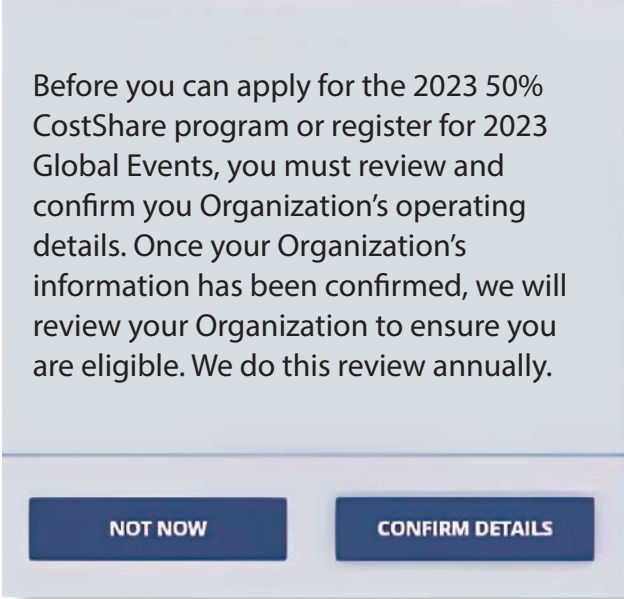
Find out if your company and products are eligible for 50% reimbursement through CostShare. Included in this section are the nuts and bolts of the program. Read on and find out these essential details.





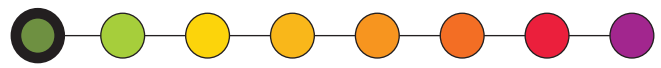
## Create or Re-Certify MySUSTA Account

To determine if you are eligible to apply for the 2023 CostShare program, you must first create a MySUSTA account. If you already have a MySUSTA account, you must re-certify (on or after August 1, 2022) that the information is up-to-date and/or make any necessary changes.

<b>Create MySUSTA Account</b>	<b>Or</b>	<b>Re-Certify MySUSTA Account</b>
		

**In addition to basic company information, this is what you will need to create your MySUSTA account:**

- Primary North American Industrial Classification System (NAICS) Code and Description. The [U.S. Small Business Administration \(SBA\)](#) determines size standards by the primary NAICS Code
- [Dun and Bradstreet \(D&B\)](#) Data Universal Numbering System (DUNS) 9-digit number. DUNS numbers and reports are required for all companies requesting government funding
- Total Actual Sales (previous year)
- At least one six-digit harmonized System (HS) Code to classify your products  
HS Codes are a standardized numerical method of classifying traded products used by customs authorities around the world to identify products when assessing duties and taxes and for gathering statistics. The HS Code assigns specific six-digit codes for varying classifications and commodities. The United States uses a 10-digit code to classify products for export, known as a Schedule B number, with the first six digits being the HS number. There is a Schedule B number for every physical product, from paperclips to airplanes. SUSTA assigns incoming trade leads for specific products based on the HS Code(s) you enter.



## Create or Re-Certify MySUSTA Account

When you create or re-certify your account, make sure to select you are interested in 50% CostShare.

This will prompt our CostShare team to review your account for eligibility. SUSTA's Marketing Coordinator will reach out to new participants to schedule a consultation; this is mandatory to move forward with the application.

Once your account is marked eligible for CostShare, you have access to the application.

### SUSTA Programs and Services

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

- Export Education and Resources
  - Access webinars, trade leads and other resources.*
- Global Events
  - Participate in SUSTA trade missions, trade shows and other events.*
- 50% CostShare
  - Share half the cost of your international marketing promotions with SUSTA.*

When you select 50% CostShare, this pop-up will appear to confirm that you are ready to apply.

## Selecting 50% CostShare

Starts the 50% CostShare application process. To apply you need:

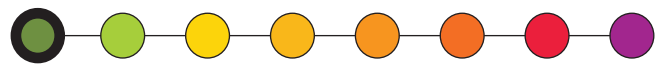
- Defined marketing plans
- To pay a \$250 application fee
- To pay a 6% fee on the approved 50% reimbursement amount

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## Are You Ready To Apply?

*You can always call us later when you are ready.*

**No, Maybe Later** **Yes, Start Now**



## Program Eligibility: Your Company

To qualify for 50% CostShare, your company needs to meet each of the following criteria:

### 1. Is your company headquartered in the SUSTA region?

A company's headquarters is defined as the physical location of the business' main management/operations. The SUSTA region includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, Virginia and West Virginia.

If your company is headquartered outside of the SUSTA region, you may apply through one of our sister organizations, known as the State Regional Trade Groups (SRTG).

#### **Midwest:** Food Export Association of the Midwest USA

309 West Washington, Suite 600, Chicago, IL 60606

Phone (312) 334-9200, [www.foodexport.org](http://www.foodexport.org)

**Member States:** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin

#### **Northeast:** Food Export USA Northeast

1617 JFK Blvd, Suite 420, Philadelphia, PA 19103

Phone (215) 829-9111, [www.foodexport.org](http://www.foodexport.org)

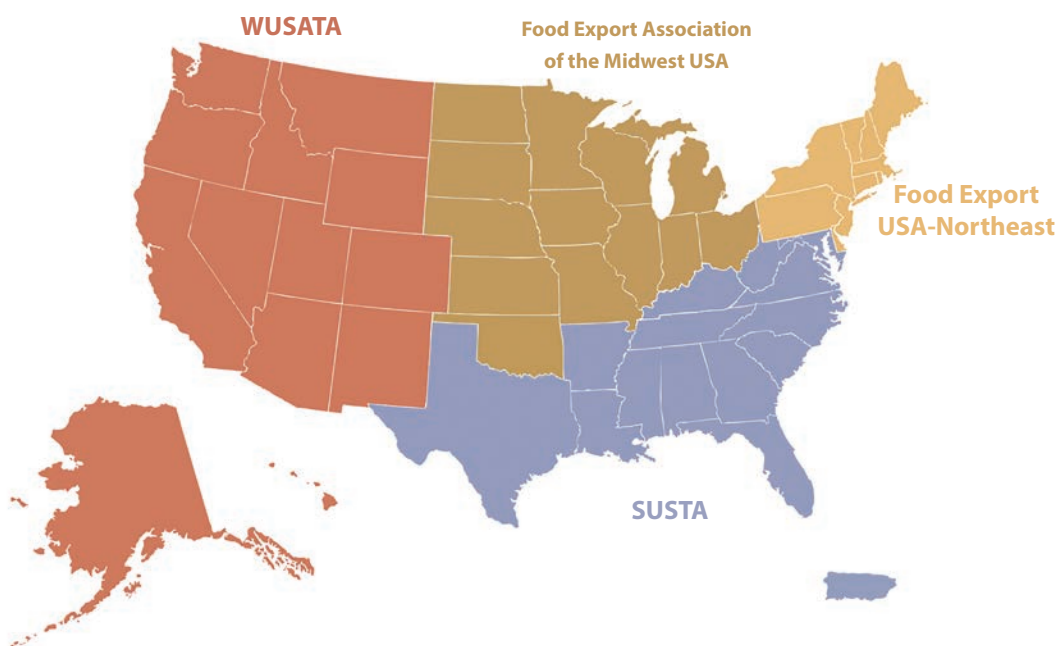
**Member States:** Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

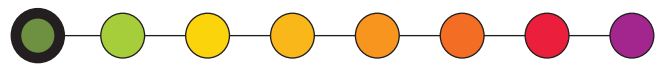
#### **West:** Western United States Agricultural Trade Association (WUSATA)

4601 NE 77th Ave, Suite 240, Vancouver, WA 98662

Phone (360) 693-3373, [www.wusata.org](http://www.wusata.org)

**Member States:** Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming





## Program Eligibility: Your Company

### 2. Are you a “small” company?

A company must be considered “small” by the U.S. Small Business Administration (SBA) to participate in the program. SBA determines the size standards by a company’s primary industry using the North American Industry Classification System (NAICS). The size standards are for the most part expressed in either millions of dollars (NAICS with “\$” under column for Size standards in millions of dollars) or number of employees (NAICS without the “\$” under column for Size standards in number of employees). A size standard is the largest that a concern can be and still qualify as a small business for Federal Government programs. For the most part, size standards are the average annual receipts or the average employment of a business.

#### SBA’s Common terms

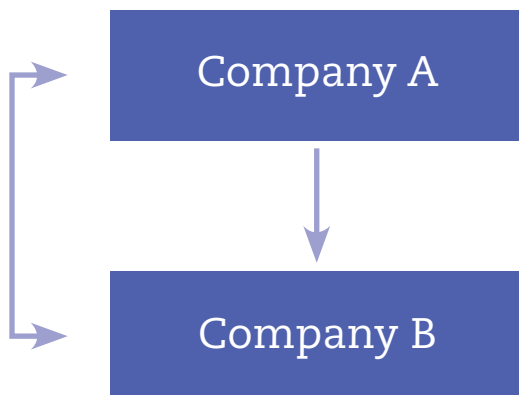
There are some common terms you should be familiar with to help you ensure that a business is classified correctly as small.

- **Affiliates:** You must include the employees or receipts of all affiliated when determining the size of a business. Affiliation with another business is based on the power to control, whether exercised or not, or whether a **third party** controls or has the power to control multiple businesses. The power to control exists when an external party has 50 percent or more ownership. It may also exist with considerably less than 50 percent ownership by contractual arrangement or when one or more parties own a large share compared to other parties.



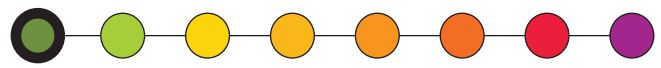
#### **Agricultural Trade Promotion (ATP):**

Companies that are up to 3 times the SBA small business size limit can apply for ATP CostShare. For instance, if the small business size limit for a particular industry is 500 employees, SUSTA can work with companies in that industry that have up to 1,500 employees.



Company A has power to control Company B.

Company A and Company B are affiliates for size purposes.



## Program Eligibility: Your Company

- **Annual receipts:** This is the “total income” (or “gross income”) plus the “cost of goods sold.” These numbers can normally be found on the business’ IRS tax return forms. Receipts are averaged over a business’ latest three complete fiscal years to determine the average annual receipts. If a business hasn’t been in business for three years, multiply its average weekly revenue by 52 to determine its average annual receipts.
- **Employee calculation:** This is the average number of people employed for each pay period over the business’ latest 12 calendar months. Any person on the payroll must be included as one employee regardless of hours worked or temporary status. The number of employees of a concern in business less than 12 months is the average for each pay period that it has been in business.

An agricultural farm producer cooperative is exempt from the size standards.

For more information on size standards, please visit SBA’s website:

[www.sba.gov/sites/default/files/files/Size\\_Standards\\_Table.pdf](http://www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf)

### 3. Is your company a U.S. business entity?

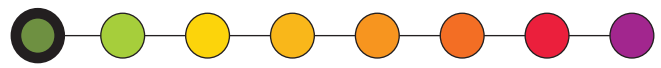
Company must be registered and active/in good standing/in compliance with the Secretary of State. The business entity needs to have a physical location within the United States.

SUSTA reserves the right to verify if a company has a physical business location. If we are unable to verify the business location, SUSTA may not be able to assist.

### 4. Is SUSTA the right Market Access Program (MAP) cooperator for your company?

Other MAP cooperators have a 50% reimbursement program to support specific agricultural commodities. When funding assistance is available for your products through another MAP cooperator, you must apply for their 50% reimbursement program first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another MAP cooperator, you may be able to participate in SUSTA’s 50% CostShare (example: chocolate and snack chips). Call us for more information if your company has any questions.

- Almond Board of California/Blue Diamond Growers
- American Pistachio Growers/Cal-Pure Produce
- California Prune Board
- Cranberry Marketing Committee
- National Confectioners Association
- Raisin Administrative Committee
- Sunkist Growers
- U.S. Livestock Genetics Export
- U.S. Meat Export Federation
- Welch’s Foods/National Grape Growers Cooperative



## Program Eligibility: Your Company

### 5. Do you have adequate resources and product supply for export market development?

Company must provide adequate management and financial resources for export market development. Companies must provide adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.

### 6. Do you have sufficient gross sales?

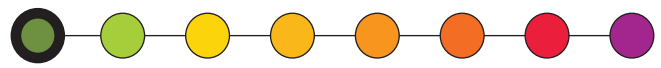
Company must have at least \$100,000 in actual gross sales during the previous year. If you do not meet this threshold but meet all other requirements, contact Deneen Wiltz, CostShare Director, [deneen@susta.org](mailto:deneen@susta.org).



*If you answered “no” to any of the company eligibility questions, your company is not eligible for 50% CostShare. If you have answered “yes” to all questions so far, please continue to part two of program eligibility.*

*If you have any questions, please contact SUSTA directly.*





## Program Eligibility: Your Products

This section will help you determine if your company's products are eligible. To qualify for 50% CostShare, you will need to answer yes to the following questions about your company's product(s):

### 1. Are your ingredients from the United States?

*(Please note this means U.S. grown, not processed or manufactured.)*

Products or product ingredients must be at least 50% U.S. agricultural content by weight, excluding water & packaging. This means the products need to be farmed, fished, forested, grown or raised in the U.S.

Eligible products include, but are not limited to, the following:

- Value-added food
- All-natural personal care (health & beauty) products
- All-natural vitamins & supplements
- Beverages (including alcohol)
- Feed
- Hemp\*
- Hides & skins
- Horticulture (nursery products, mulch, wood chips)
- Ingredients
- Pet food & pet care
- Produce & nuts
- Seafood & processed meat
- Wood products
- Other agriculture products\*\*

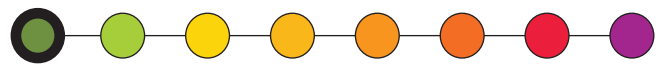
\* For hemp products, please refer to the FAS Program Notice [here](#). Any hemp, hemp products, and products containing hemp ingredients promoted through the 50% CostShare program must comply with local, state, federal, or international country laws/regulations to conduct promotional activities and seek reimbursement.

\*\* If your product does not fall into one of the categories above but meets the 50% U.S. agricultural content requirement, you may still be eligible. Please Note: Ingredients grown or sourced in a foreign country are not U.S. agriculture even if they are purchased from a U.S. company. Minerals (example: salt) and/or chemicals are not considered agricultural ingredients.

#### Ineligible:

- ✘ Products containing CBD
- ✘ Sexual enhancement products, products of a sexual nature, and products that are deemed offensive

If you are unsure if your products qualify, please contact us.



## Program Eligibility: Your Products

To determine if your product(s) meet the requirement, follow the below steps. Place your product on a scale. **Deduct the weight of any added water and the packaging.** At least 50% of the remaining weight must be composed of U.S. agriculture content. Minerals and chemicals are not considered agricultural ingredients.

To calculate the U.S. content of each product, please follow the process and reference below:

**Step 1:** Identify each ingredient.

**Step 2:** Calculate the weight of each product ingredient as a percentage of total product weight.

**Step 3:** For each ingredient, determine the percentage sourced from within the United States.

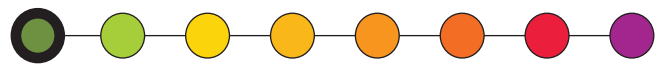
**Step 4:** Multiply the two percentages to determine the U.S. content level for each ingredient.

**Step 5:** Total these percentages to determine the U.S. content level for the total product.

**This percentage must be at least 50% to be eligible.**

Product: Cookies				
Ingredients	Step 1: Ingredient as percent of total weight	Step 2: Percent of ingredient sourced in U.S.	Step 3: MULTIPLY Step 1 column by Step 2 column	Step 4: TOTAL Step 3 column for U.S. content
Flour	70%	80%	56%	
Sugar	20%	0%	0%	
Eggs	8%	100%	8%	
Spices	2%	0%	0%	
<b>Totals</b>	100%		<b>64%</b>	





# Program Eligibility: Your Products

## 2. Do your products have an eligible U.S. origin statement?

All product packaging and/or labels must have an eligible U.S. origin statement indicating that the products are produced, made or grown in the USA, America or the name of the state spelled out in its entirety; it cannot be abbreviated.\*

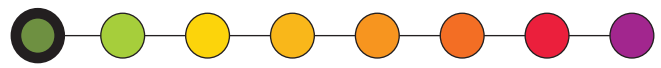
### From the USDA-FAS MAP regulations:

The U.S. origin identification must be clearly displayed in a way that is easily observed as identifying the origin of the product; and that such origin identification shall conform, to the extent possible, to the U.S. standard of 1/6 inch (.42 centimeters) in height based on the lower case letter “o.” If you have to take out a magnifying glass to read it, it is too small!

Eligible U.S. Origin Statement Examples	
<p><b>Any combination of the following:</b> Produced in, Product of, Grown in, Made in, Handcrafted in, Distilled in, Brewed in, Raised in, Born in USA, America or name of state spelled out</p>	✓
<p style="text-align: center;">These state logos are approved by USDA:</p> <div style="display: flex; justify-content: space-around; align-items: center;">       </div>	✓
Ineligible U.S. Origin Statement Examples	
<p>Seals with state name or U.S. agency not approved as eligible origin statement</p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div>	✗
Company address line that includes State name and/or USA	✗
Product that includes “U.S.,” “America,” or the state name as part of the brand (i.e. “Texas Style Chili”, “Bob’s American Pizza”, “U.S. Apples”)	✗
“Distributed by”, “Bottled by”, “Manufactured in”	✗
“Handcrafted by”	✗
“Product of NC”, “Grown in TN”, “Made in VA”*	✗
Only an American flag (not accompanied by an eligible origin statement)	✗

\*Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. Contact the CostShare Director if you have questions. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).

Note: Companies are granted exemption from the U.S. origin labeling requirement for promotional activities conducted in the following countries: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United States, and Yemen.



## Program Eligibility: Your Products

### 4. Does your company promote a branded product?

Product packaging and/or labels must promote a brand and/or private label.

Your company either:

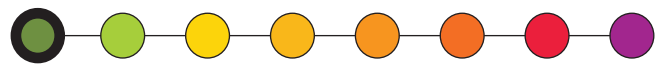
- Owns the brand

**-or-**

- Does not own the brand but has permission from the brand owner to request 50% CostShare funds to promote the specified **brand** product(s) or packs or manufactures for **private label** product(s) in the specified country market(s). The applicant company and the brand owner must sign a Brand Owner Permission form, which is part of the application. The Brand Owner Permission form is used only for SUSTA's CostShare Program.



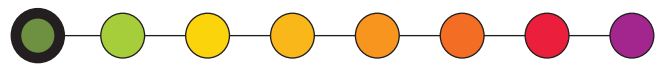
*If you answered “no” to any of the product eligibility questions, your company is not eligible for 50% CostShare. If you have answered “yes” to all eligibility questions above, your company is ready to apply for 50% CostShare! Please continue reading the rest of this manual.*



## Program Calendar: 2023

50% CostShare follows the same dates each year. Below are key timelines that every 50% CostShare participant should note.

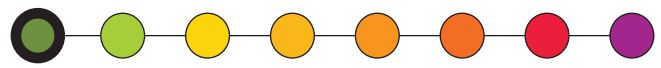
<b>August 1, 2022</b>	<b>50% CostShare application opens for 2023</b> Must create or re-certify MySUSTA account details first.
<b>Application Approval Date - December 31, 2023</b>	<b>50% CostShare Year</b> Participants conduct eligible activities and submit claims within 90 days after marketing activity ends.
<b>February 28, 2024</b>	<b>Last day to submit year-end (December) claims for the 2023 program.</b>
<b>April 1, 2024</b>	<b>2023 50% CostShare Survey due date.</b> If a company fails to submit their survey, reimbursements, future allocations and contracts will be frozen until it is complete.



## Allocation and Reimbursement Amounts

Annual Funding Requests	
\$2,500 minimum	A company must plan on at least \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by SUSTA.
\$300,000 maximum (MAP)	A company spending \$600,000 in promotional activities can be reimbursed to maximum of \$300,000 (50%) through MAP.
\$300,000 maximum (ATP)	A company spending \$600,000 in promotional activities can be reimbursed to maximum of \$300,000 (50%) through ATP.

While ATP funding is available, a company could apply for \$600,000 in reimbursements (\$300,000 through MAP and \$300,000 through ATP).



## Ineligible Markets

*50% CostShare helps your company develop markets across the globe with only a few exceptions. Participants may conduct eligible promotional activities for reimbursement in all countries except:*

### **Federally prohibited countries**

- Belarus
- Crimea Region of the Ukraine
- Cuba
- Iran
- North Korea
- Russia
- Sudan\*
- Syria

*\* South Sudan is not restricted.  
It is a separate nation from Sudan.*

### **U.S. territories and outlying areas**

- American Samoa
- Federated States of Micronesia
- Guam
- Midway Islands
- Puerto Rico
- U.S. Virgin Islands

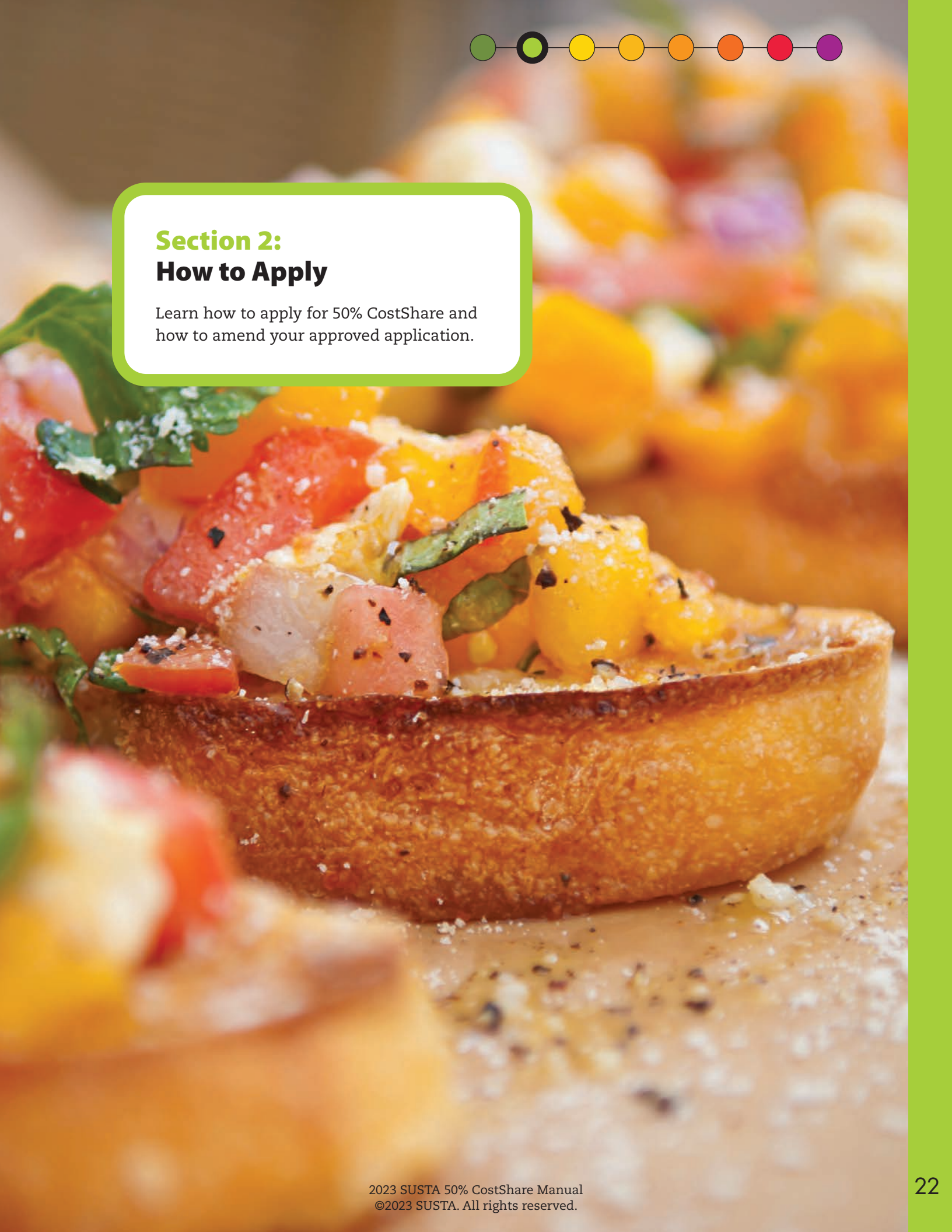
Note: Companies headquartered in U.S. territories can apply for SUSTA's programs.

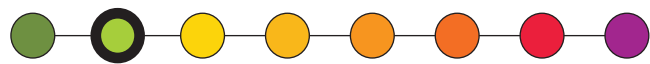




## **Section 2:** **How to Apply**

Learn how to apply for 50% CostShare and how to amend your approved application.





## Apply Now for 50% CostShare

The 2023 50% CostShare application is available online starting August 1, 2022. Companies must apply annually and in advance of any promotional activities for which you will seek reimbursement. SUSTA cannot reimburse companies for promotional activities conducted prior to their application approval date.

Complete 50% CostShare Application  
(Sample application is in Appendix)



In the application, you will share the following information:

### ❑ International Marketing Plans

Must be completed for each country in which you are requesting 50% CostShare reimbursements.

For example, FoodEx Japan trade show takes place in Japan; if you plan to request 50% reimbursement for exhibition fees and travel, you would create an international marketing plan for Japan. You will select from a list of eligible promotional activities, and you will let SUSTA know the total amount you plan on spending for each eligible promotional activity in each country. These marketing plans should reflect the company's **definite plans** rather than a guess at what foreign promotions a company may do that year.

### Marketing Plans

Contact Profiles Company Profile Marketing Plans Product Info Final Review 60% 25:02 To Save RESET i

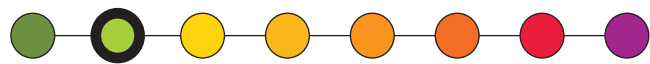
**Activity Summary: Japan**

Please fill in information for all promotional activities your company will conduct in this country. Enter the total U.S. dollar amount (not the 50% reimbursement request amount) for each promotional activity you plan on doing. Be as descriptive as possible in the space provided for each activity.

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

Promotional Activity	Estimated Cost	Description of Each Individual Activity <span>i</span>
Advertising	Estimated Costs \$2000.00	Please refer to the 50% CostShare manual for eligible expense descriptions. Half page ad in FoodEx Japan trade show magazine
Direct Mailing to Foreign Buyers	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Freight	Estimated Costs \$2500.00	Please refer to the 50% CostShare manual for eligible expense descriptions. Shipping samples and materials to the FoodEx Japan trade show

Continued on next page . . .



# Apply Now for 50% CostShare

... continued on previous page

In-Store Demonstrations and/or In-Store Displays	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Seminars	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Shows and/or Outbound Trade Missions	Estimated Costs \$2500.00	Please refer to the 50% CostShare manual for eligible expense descriptions. Corner booth at <u>FoodEx Japan</u> ; March 8-11, 2022

## ❑ Domestic Marketing Plan

Must be completed if you are requesting reimbursements for promotions tied to eligible events in the U.S., such as approved trade shows and/or trade seminars. (Please note: SUSTA cannot ever reimburse a company for domestic travel).

### Marketing Plans

Contact Profiles
Company Profile
Marketing Plans
Product Info
Final Review
60%
29:27 To Save
RESET
i

**Eligible Domestic Trade Shows**

Select the domestic trade show(s) at which you plan to exhibit from the dropdown list and click "Add Trade Show". In the estimated expenses portion, include all eligible expenses for all domestic trade shows. Refer to your 50% CostShare Manual for specific details about what is eligible.

**Hint:** Travel expenses for domestic trade shows are NOT eligible. But your booth fees, point of sale materials, giveaway items, freight and more are eligible.

Fancy Food Show - Summer ✕

ADD TRADE SHOW

**Estimated Trade Show Expenses:**

\$10000.00

**Trade Seminar Activity**

Do you plan on conducting an educational seminar in the U.S. at which a minimum of 10 international trade representatives from foreign countries will be present? If so, you can apply for 50% reimbursement of certain expenses tied to the seminar, such as venue rental and wages of temporary labor.

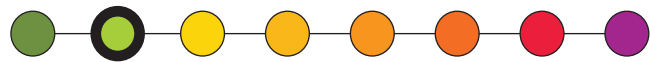
Yes
No

**2021 Promotional Budget**

Totals from Tables A and B are summed as your Total Promotional Budget. Your estimated SUSTA Reimbursement Funds are calculated by finding 50% of your total promotional budget. Your estimated Applicant Funds are the remainder of the Total Promotional Budget (or 50%). These figures are given for your reference below.

Type	Funds
SUSTA Reimbursement Funds	\$5,000.00
Applicant Funds	\$5,000.00
<b>Total Promotional Budget:</b>	<b>\$10,000.00</b>





# Apply Now for 50% CostShare

### ❑ Product List

Include all brands and descriptions of products to be promoted. List each flavor and size variety individually. This list must be comprehensive.

## Product Information

Contact Profiles
Company Profile
Marketing Plans
Product Info
Final Review

20%
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RESET
i

Please add all of your company's products that you wish to have approved for 50% CostShare. Each product is required to be at least 50% US agricultural origin by weight, excluding water and packaging. Please add each product separately and include size.

**Add New Product**

Brand (e.g., Acme Foods)

Description (e.g., Peanut Butter, Creamy, 12 oz)

Do you own this brand?

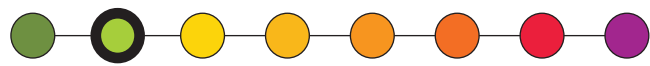
Yes  No

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

Save Product

Jane Doe Gourmet Foods

Description	Own Brand?	Requires Cert. of Exclusivity?	Countries Marketing In?	Copy	Edit	Delete
Pancake Mix, 1 lb	Yes	No				
Granola, honey flavor, 12 ounces	Yes	No				



## Apply Now for 50% CostShare

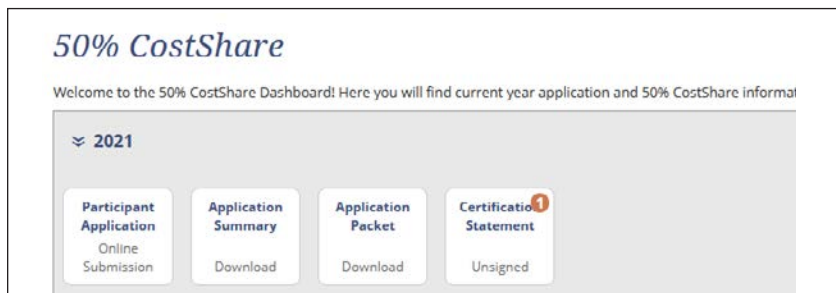
Submit your application and send documents:

**❑ Pay Non-Refundable \$250 Application Fee by Credit Card, Check, Money Order or Cashiers Check.**

Fee is required to review application.

**❑ Sign Certification Statement**

Once you complete your application, select ‘Send Signer Verification Email’; this will trigger the verification process for the Authorized Signer to electronically sign the Certification Statement in the application. For those who do not want to sign it electronically, there is still an option of printing the Certification Statement, signing it and mailing it in (wet signature, no copies) to SUSTA.



**❑ Submit Product Packaging and/or Labels**

SUSTA will review your packaging/labels every 5 years. You must submit packaging/labels for each product you will promote as listed in your application; each size and variety of a product is considered its own item. The packaging/labels must have brand(s) and an eligible U.S. origin statement.

**Where applicable, also submit:**

**❑ Brand Owner Permission (See Appendix for Example)**

Must be submitted if an applicant does not own the brand of the products to be promoted. The brand owner must sign the form giving the applicant permission to request 50% CostShare funds to promote the specified brand(s) in the specified country market(s).

Form generated in application packet.

**If sending any of the above, address to:**

SUSTA 50% CostShare  
701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139

*All companies will be cross checked with the System for Award Management (SAM) online database to ensure applicants can receive federal funding. SUSTA reserves the right to independently verify the accuracy of all information provided when companies apply for 50% CostShare.*

### Request for Information

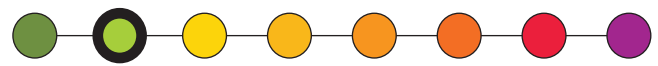
We request the same basic information from every applicant to verify each company’s eligibility to receive 50% CostShare funds. SUSTA reserves the right to request additional information or documentation.

This verification is a key step in SUSTA’s Zero Tolerance for Fraud policy. All materials submitted to SUSTA are kept confidential.



### Questions?

Call (504) 568-5986 today and ask to speak with SUSTA’s CostShare Director.



## Apply Now for 50% CostShare

Once SUSTA receives your completed application and supporting documentation, we can begin the review process. Documentation is reviewed on a first come, first served basis. The application will not be reviewed until all required documentation is received.

### Important Notes:

- Remember to submit your application prior to conducting your promotional activities. Do not conduct your promotional activities and then later submit the application.
- Complete the application for country market(s) where the promotional activity/ activities will take place.

Your approval date is determined by the month in which your application is deemed complete (all required documentation is on file and meets the program requirements). Your approval date is important because expense claim requests cannot be submitted for expenses made prior to your approval date.

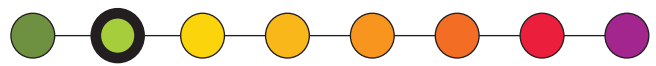
<b>If you apply and are approved between August 1 and December 31, 2022</b>	<b>If you apply and are approved after December 31, 2022</b>
Your approval date will be January 1, 2023, with a complete application.	Your approval date will be the first of the month in which your application is deemed complete.

All promotional activities must occur within the program year (January 2023 - December 2023).

Expenses paid before your approval date are not reimbursable, with the exception of the following:

- Trade Show Booth Deposits
- Airfare and Hotel Bookings

Trade show booth deposits and advance payments are reimbursable, provided the date of the trade show (rather than the date of the invoice or payment) falls within the approved program year. Expenses are not processed for review until after the promotional activity has taken place. The rule above applies to all initial requests, additional requests, and amended requests.



# Application Approval

## Application Approval

The CostShare Director will email an allocation notice. The allocation notice will show:

- Approval date
- Approved country market(s)
- Approved budget
- Approved products

You will need to carefully review information to make certain information is accurate. If information is inaccurate, contact the CostShare Director. Please follow the instructions on the allocation notice.

## Contract

Only the authorized signer will be able to sign the contract. The authorized signer must be someone who can bind a contract with SUSTA's 50% CostShare program.

The Authorized Signer will log into their MySUSTA account and click '50% CostShare Application'. One of the following can be done:

Print 2 contracts, sign (**wet signature is required, no copies**) and date both contracts, send both contracts to SUSTA by courier service by way of tracking. Contracts will be signed by the executive director. One of the contracts will remain on SUSTA's files and the other will be returned to your company.

## OR

Sign contract electronically by clicking 'Online Contract' and completing these two steps:

- Click 'Send Signer Verification Email'; they will then receive an email and must click the link in that email to verify their identity.
- Click 'Sign Contract Online'; they can then sign the contract electronically

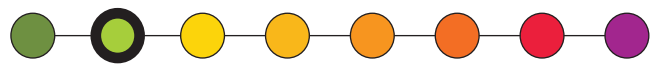
## 6% Administrative Fee (Non-Refundable)

Approved applicants are charged a non-refundable administrative fee equal to 6% of the approved funding allocation. Fee can be paid online with credit card (small credit card processing fee applies) or by check, money order or cashier's check. (Example: A company that plans on spending \$20,000 in eligible promotions and is approved for \$10,000 in reimbursement must first pay a \$600 administrative fee).

## Fully Contracted

When the contract is signed and the 6% administrative fee has been paid, you are an active participant in the program.

*Welcome to 50% CostShare!*



# Amending Your Program Contract

## Amendments

We understand that your company may need to make changes to your plans after signing the program contract and paying the administrative fee. Changes to existing program contracts are accomplished through amendments.

Amendments are also how you will apply for ATP. ATP is applied for by country, just like regular CostShare. When completing a marketing plan amendment, you will see in the dropdown list of countries that each country has a corresponding ATP country name. (Example: You will see Canada as an option and ATP Canada)

**Example:** If you want to apply for ATP funds in Canada, you will complete your CostShare application with Canada as a marketing plan. After you are contracted, you will complete an amendment to move your Canada marketing plan to \$0; then you will complete another amendment to add an ATP Canada marketing plan. You will only be invoiced if you request more funding.

Amendments can be made anytime during the program year to:

- Request additional funding in a previously approved country market or in a new country (such as an ATP country)
  - You will be invoiced the 6% administrative fee for additional funds.

The fee is required for approval.

- Move already approved funds from one country market to another (such as an ATP country)
- Add additional products to be promoted through CostShare

## How to Submit an Amendment

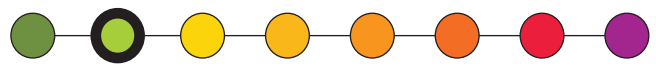
Log into your MySUSTA Account. Click the '50% CostShare' tile then click either 'Product Info: Amendment' or 'Marketing Plans: Amendment'.

**50% CostShare**

Welcome to the 50% CostShare Dashboard! Here you will find current year application and 50% CostShare information.

≡ 2018

<b>Participant Application</b> Contracted	<b>Application Summary</b> Download	<b>Product Info</b> Amendment	<b>Marketing Plans</b> Amendment	<b>Claim Status</b> 0 Claims	<b>Budget Report</b> Available
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## Amending Your Program Contract

### **To request more funding in an existing marketing plan:**

1. Select 'Marketing Plans: Amendment'.
2. Scroll down to the marketing plan that you want to change and click 'Amend'.
3. A warning pop-up will ask if you are sure you want to amend the marketing plan; select 'Yes'. You have now re-opened your approved marketing plan.  
To change the budget, select 'Next' and move to the second page.
4. Your existing budget is available to edit; add to or subtract from that budget, making sure that the resulting budget reflects your entire budget for that country marketing plan (rather than typing in the amount you are adding or subtracting).  
Click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'.
5. Then click 'Submit'.

The CostShare Director will review. You will be invoiced the 6% administrative fee on the additional funds.

### **To amend your application to add a new marketing plan:**

1. Select 'Add International (or Domestic) Marketing Plan' and follow the prompts to add a new marketing plan and request funds.
2. Create the new marketing plan and click 'Save'; then click 'Submit'.

The CostShare Director will review. You will be invoiced the 6% administrative fee on the additional funds.

### **To move funds from one market to another:**

Follow the above steps to amend the approved marketing plan you want to reduce; subtract from the budget so that the amended budget reflects your entire budget for that country marketing plan, click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'; then click 'Submit'. Next, amend the country marketing plan (or create a new marketing plan) you would like to increase. Click 'Save'; then click 'Submit'. Because you are not requesting any additional funds, you will not receive an invoice for transferring funds.

### **To add products:**

1. Select 'Product Info: Amendment'
2. Complete the product information and select 'Save Product'.
3. Don't forget to click 'Submit' for each new product
4. Send in packaging and/or labels.

SUSTA will review your packaging/labels every 5 years. You must submit packaging/labels for each product you will promote as listed in your application; each size and variety of a product is considered its own item. The packaging/labels must have brand(s) and an eligible U.S. origin statement.

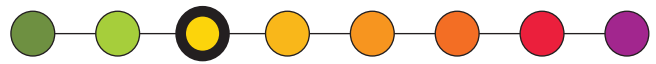


### **Section 3:**

## **End-of-Year Survey**

The annual End-of-Year CostShare survey is SUSTA's only means of evaluating this program. Funding for the program relies on participants completing this annual survey, so please complete it on time.



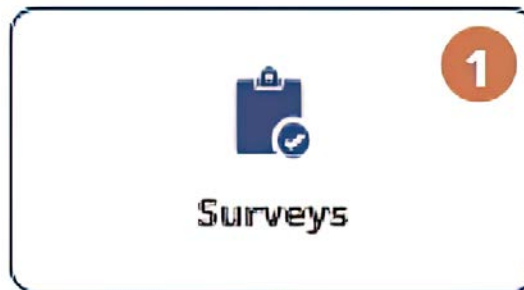


# End-of-Year Survey

The 2023 End-Of-Year CostShare Survey is available starting January 1, 2024 and is **due by April 1, 2024**. All companies contracted in CostShare in 2023 signed an agreement to complete this mandatory survey. If a company fails to submit the survey, reimbursements, future allocations and contracts will be frozen until it is complete. This is our only means of evaluating the CostShare program.

## How to find your survey:

You can access your survey by logging into your MySUSTA account and selecting 'Surveys'.



Once in Surveys, you will see the option to complete your 2023 50% CostShare Survey:

### Surveys

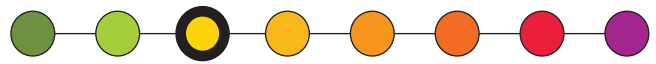
Survey For...	Assigned On	Due Date	Completed On	Status	Action
	01-01-2022	04-01-2022	IN PROGRESS	Overdue	Please Complete

## Collect this key info before completing your survey:

This 2023 CostShare participation information is the information that the USDA/FAS requires us to report.

1. Did actual export sales increase by at least 20% because of your participation?  
If yes, by how much?
2. Did you make a first time sale to a new country? If yes, what country(ies)?  
Was this a first-time ever export sale?





## End-of-Year Survey

3. As a direct result of participating in SUSTA's 2023 50% CostShare, please answer the following by each country in your CostShare application:  
(Note: If you exhibited at a trade show in Germany and received 50% reimbursement of those expenses, but you made sales to France as a result, the sales would be counted in your German marketing plan)
  - a. Actual export sales (annual value of all the sales made as a result of participating in 50% Cost Share)
  - b. Projected export sales in the next 12 months (what you project to sell the following year)
  - c. How many international buyer connections were made (Example: count business cards collected at a trade show)
  - d. How many new distributorships were established (which of those business cards resulted or will result in a deal)
  - e. How many distributorships were maintained (how many existing clients did you meet with or support using CostShare funds)
  - f. How many **new** products were introduced
  
7. How many employees were added because of increased exports attributed to CostShare?
  
8. Company Contributions
  - g. Estimate your company's total export marketing expenses spent that were NOT reimbursed by the program. This could include any of the following: receptions, prizes, administrative costs, marketing research etc.
  - h. Estimate your company's total staff hours spent on international marketing in 2023. Example, if you have one staff person dedicated to international sales, you could calculate their hours (40 hours a week x 50 work weeks = 2,000 hours)
  - i. Estimate your company's total number of staff hours spent on planning, participating and following up on CostShare? This should include all time spent creating your marketing plans, completing the application, doing your international promotions (if two people traveled to a trade show, make sure to calculate both of their time, including travel time), collecting required documents for reimbursement and submitting claims.

### Make sure you click Submit!

Clicking Save allows you to come back and edit your survey; it does not finalize the process.





## **Section 4:** **Expense Claims**

SUSTA requires specific documentation to process your 50% CostShare expense claims. If the following is unclear, call SUSTA prior to incurring expenses.



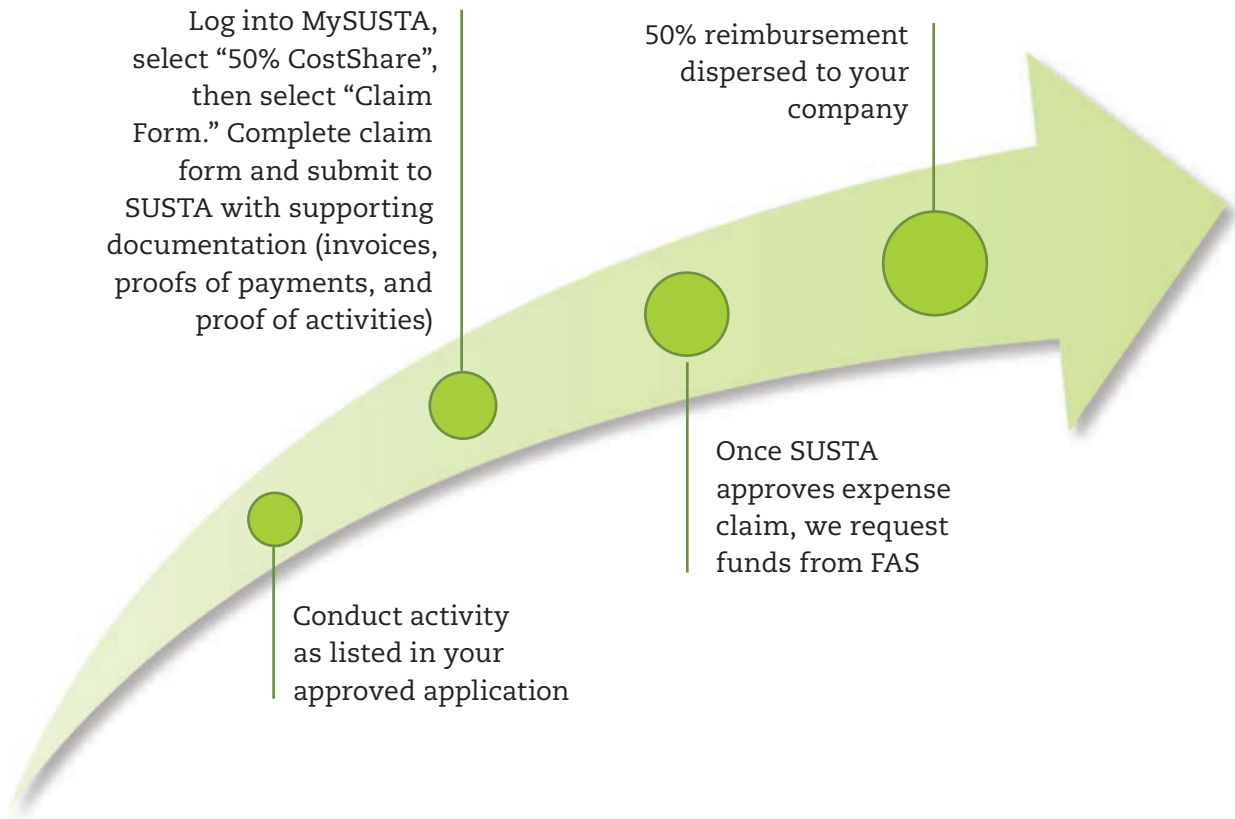


## Expense Claims: The Claims Process

Once your application is approved and you are contracted in 50% CostShare, the next step is conducting your international marketing activities and getting reimbursed for your efforts. We'd like to walk you through how the expense claims process works after an eligible activity is complete with these easy steps.



**Note: New companies and new contacts are required to have a consultation with a CostShare Expense Claim Coordinator.**



It is important to note your company has 90 days to submit a complete claim after an eligible promotional activity has ended.



## Expense Claims: Claim Form

All expense claims must have a claim form generated through your MySUSTA account.

### Generate a Claim Form

Log into your MySUSTA account, select '50% CostShare', then select 'Expense Claims'

**50% CostShare**

Welcome to the 50% CostShare Dashboard! Here you will find current year application and 50% CostShare Information.

2023

Participant Application Contracted	Application Summary Download	Online Contract Complete	Products Information	Marketing Plans Information	Expense Claims 5 Paid	Budget Report Available
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- Select the 'Country Market', the 'Claim Contact' and the 'Authorized Signer'
- Click 'Create', which will generate the Claim Form

**Expense Claims**

Expense Claim Instructions

[Generate 2023 Claim Form](#)

Country Market   Claim Contact   Authorized Signer   **Create**

If there are no contacts in your dropdown menus for 'Claim Contact' or 'Authorized Signer', you or the primary account holder for your company will need to go into your company's contacts and designate at least one person for each.

### Complete Claim Form:

- Page 1: General expense information, the expense total, the reimbursement total and your signature. Calculate the total expenditures and the reimbursement due (50%) of total.
- Page 2: Each line item you list is based on the vendor's invoice. If you have several vendors for a claim, then each invoice would be listed as a separate line item. Occasionally, a vendor might invoice in installments (i.e., trade show space), however only the invoiced total amount, not each invoiced installment amount, is to be listed. For travel expenses, enter one line item per traveler (sum of their airfare, lodging and M&IE from the Travel Expense Worksheet).

A sample claim form can be found in the Appendix.





## Expense Claims: Required Documentation

### Each individual expense listed on your claim form requires:

1. Invoice
2. Proof of Payment
3. Proof of Activity

**1. Invoice:** All invoices must show details of expense; summary invoices are not acceptable. SUSTA must be able to determine specifically what is requested for reimbursement. Invoices must include:

- English translation if in a foreign language
- Exchange rate for U.S. dollars if in a foreign currency
- Date of invoice
- Vendor information: contact information, address, phone number, and website
- Approved participant company information: contact information, address, and phone number
- Date(s) of promotional activity – start and end dates
- Specific services rendered
- Itemized charges for services

**2. Proof of Payment:** If payment is in a foreign currency, the exchange rate is required to determine U.S.D. The conversion rate is based on the date the participant paid, rather than the invoice date. If no exchange rate has been provided, SUSTA will convert using [www.oanda.com](http://www.oanda.com). Payment can be any of the following:

- **Cash receipt** only acceptable for payments of \$1,000 or less. Must be marked “paid” and show a zero balance
- **Check** – front copy of check accompanied by bank statement showing check cleared the account
- **Credit card statement** (signature slips are not accepted). Must see the credit card monthly statement (first page and transaction page) that shows: account owner’s name, last 4 digits of the account number, and the dates and charges to vendor(s). The proof of payment to the credit card company is not required. **Credit card processing fees are not eligible for reimbursement.**
- **Wire transfer** (the request confirmation alone is not sufficient): must show documentation came from the bank which shows the originator, beneficiary, date, amount, and bank of originator and beneficiary accompanied by bank statement showing funds were deducted from account
- **Credit memo** - If you are paying an overseas agent in products, **all** of the following must be provided:
  - Invoice for products and separate corresponding credit memo for cost of the promotional activity **Or** invoice for products with the credit memo applied to that invoice for the cost of the promotional activity
  - Freight/Shipping invoice indicating products were shipped
  - Proof of payment for freight

Contact CostShare staff if you do not understand credit memos as form of payment.

**Note:** When sending sensitive financial documents, it is recommended that you redact account numbers (except the last four digits) and line items irrelevant to the claim. Please do not send originals—



## Expense Claims: Required Documentation

only photocopies.

**3. Proof of Activity:** All eligible promotional activities need to show proof that the activity took place. Proof of activity varies depending on the eligible promotional activity; the required documentation for each different eligible promotional activity is listed in Sections 5 & 6. Keep in mind all promotional materials must have the brand and the eligible U.S. origin statement clearly imprinted.

### Important Notes:

- Country markets that are not approved will be ineligible for reimbursements or require an amendment.
- If other parties are involved, the paper trail that traces back to your company is required.
- We are unable to assist for expenses paid to the vendor and/or foreign third party (FTP) if we determine that a relationship exists between your company and the vendor and/or FTP.
- SUSTA reserves the right to request additional documentation for all expense claim submissions at our discretion. SUSTA reserves the right to contact vendors or foreign third parties to verify transactions and payments. If we are unable to verify information or participants are unable to assist us in the verification, we will be unable to process the expenses.



*Proof of activity materials are listed after each eligible activity description starting in Section 5 & 6.*

### International Travel Expenses:

If submitting expenses for travel related to exhibiting at international trade shows and/or participating in pre-approved trade missions (outbound), submit Claim Form and supporting documentation:

- 1st.) [Foreign Agricultural Service \(FAS\) Pre-Travel Notification Form](#). Provide email or fax confirmation showing the FAS Agricultural Trade Office (ATO) was notified at least two weeks prior to travels.
- 2nd.) [Trip Report](#) and attached list of contacts made
- 3rd.) [Travel Expense Worksheet](#)
- 4th.) Supporting documentation:

- Airline itinerary/invoice
- Passenger receipt or E-ticket receipt
- Boarding passes or frequent flier statement
- Proof of payment for airfare
- Itemized hotel bill
- Proof of payment for hotel

*More information on travel is on pages 62-68. Travel expense claim checklist is located in the Appendix.*



### Meal and Incidental Expenses (M&IE)

Do not submit itemized receipts. M&IE is based on the [per diem allowance](#) per country in the city where you are staying.



## Expense Claims: Organization and Submission

It is our goal to process your expense claims as quickly as possible. We need your help to do that. Please submit your expense claims in an orderly fashion and with all required documentation. If you have any questions, please contact us before conducting the promotional activity so that you know what documents will be needed to process your claim.

Requests are processed in the order received. Generally, if we do not require any additional information or documentation from you, we strive to reimburse approved expenses as fast as we can. This takes into account the following:

- Workload of expenses in our office
- Time it takes SUSTA to request and receive your company's funding from the USDA Foreign Agricultural Service (FAS)

If additional information is needed to process your request, you will be notified as soon as possible. In this instance, the time it takes us to reimburse you is solely dependent upon your ability to provide us with additional information/documentation that we require. The quicker you submit the additional information, the quicker we will be able to further process the expense. You must submit additional information within 14 days. If we require additional information to process your reimbursement request, it may take longer than 14 days to process your request.

**Note: If more parties are involved in a promotional activity, the paper trail that traces back to your company is required.**

Expense claims can be sent electronically to [csexpense@susta.org](mailto:csexpense@susta.org). Please send them in an orderly fashion as a pdf file and make certain the required documentation (2-page expense claim forms, invoices, proofs of payments, and proofs of activity) is clearly visible.

If we are unable to clearly see the information, we will request you to send the expense claim by courier service by way of tracking to SUSTA at:

Southern U.S. Trade Association  
50% CostShare  
701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139

Make sure to track your documents; SUSTA is not responsible for documents lost in the mail.

### Helpful tips for a complete claim:

- Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are blurry.
- File materials in a folder to keep track of all-things related to your expense claim.
- Respond to SUSTA requests quickly.
- Read this manual in its entirety and collect the materials you will need for reimbursement.
- **Contact us for questions! We're here to help.**



## Expense Claims: Organization and Submission

To check the status of your expense claim, log onto your MySUSTA account, select ‘50% CostShare’ and then select ‘Claim Status’.

Search Options Show per page 50 ← 1 →

2023	Submission Start Date	Status	<b>SEARCH</b>
Country	Submission End Date	Reset	

Program Year	Country Market	Claim #	Submission Date	Status	Claims Contact	
2023	United Arab Emirates	CS1873	02-09-2923	Paid*	Deneen Wiltz	<a href="#">VIEW CLAIM</a>
2023	Mexico	CS1956	02-09-2923	Approved	Aimee George	<a href="#">VIEW CLAIM</a>

### Reasons Your Expense Claim May Be Denied

- Brands are not shown on promotional materials and/or promotional activities
- Eligible U.S. origin statement is not shown on promotional materials or displayed at eligible promotional activities
- Expenses were for non-reimbursable promotional activities
- Lack of sufficient documentation (paper trail) not present: invoice, proof of activity, and/or proof of payment
- The eligible promotional activity occurred before the application approval date or after the program year ended
- Documentation is in a foreign language and the English translation was not provided
- Travel expenses
  - ATO was not notified prior to travels and/or notification is not on file to show proof
  - No boarding pass, frequent flier mileage statement or passenger receipt
  - Airline quote was not provided for eligible dates
  - Traveler flew on non U.S. or non E.U. carrier
  - Hotel reservations were made through a third party (i.e., hotels.com, AirBnB, Expedia) and proof of stay was not provided
- Photographs are too small or poor quality. Full page photo required
- Documentation is not legible
- Company purchased equipment, rather than renting equipment
- Expenses included distributor fees and other expenses





## **Section 5:** **Promotional Activities:** **International**

A one-stop shop for each eligible international activity. Read on to see all reimbursable expenses and the materials to turn in at time of claims. Let's begin!

Do some of your promotional activities promote products that do not meet the requirement of being made from at least 50% U.S.-grown ingredients?

- If at least half of your promoted products meet the 50% U.S.-grown ingredient requirement, then we will not pro-rate your expense claims.
- If half or more of your promoted products do not meet the 50% U.S.-grown ingredient requirement, then we will pro-rate your expense claims.



## Eligible & Ineligible Expenses: International

This section outlines the international promotional activities that are eligible for reimbursement through 50% CostShare. Listed below are important requirements and reminders. Individual activities and materials may have additional requirements. Promotions and/or products that are deemed offensive are ineligible.

### Advertising

**Reminder:** Advertising must clearly target a foreign market. **All forms of advertising must be imprinted with approved brand and an eligible U.S. origin statement.**

Eligible Advertising Expenses	Ineligible Advertising Expenses
<ul style="list-style-type: none"> <li>✓ Ad design/production costs</li> <li>✓ Formatting/professional design/photography expenses</li> <li>✓ Script writing, voice/talent fee, clip production, music in conjunction with the purchase of radio or television broadcast time</li> <li>✓ Printing</li> <li>✓ Ad placement costs</li> <li>✓ Billboard/signage/light box rental expenses</li> <li>✓ Installation costs</li> <li>✓ Digital ads (including social media, influencers...)</li> <li>✓ Movable ad space rentals (taxis, buses, trucks)</li> <li>✓ Direct mail advertising expenses</li> <li>✓ Email and text messaging</li> <li>✓ Podcasting</li> <li>✓ Broadcast expense (aired time, purchased spots)</li> </ul>	<ul style="list-style-type: none"> <li>✗ Ads that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Advertisements that are defamatory to another U.S. brand</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Advertisement campaigns tied to a product purchase</li> <li>✗ Ad in a publication that does not circulate in one of your approved foreign country marketing plans</li> <li>✗ Ads, media and/or messages that do not target an approved foreign country market or audience</li> <li>✗ Copyright and licensing fees</li> <li>✗ Scheduled broadcast that has not yet aired</li> <li>✗ Advertising associated with a coupon or price discount for an approved product or any arrangement that has the effect of reducing the selling price of your product</li> <li>✗ Digital ads posted on your company website</li> <li>✗ Sponsorships</li> </ul>



# Eligible & Ineligible Expenses: International

## Claims Documentation for Advertising

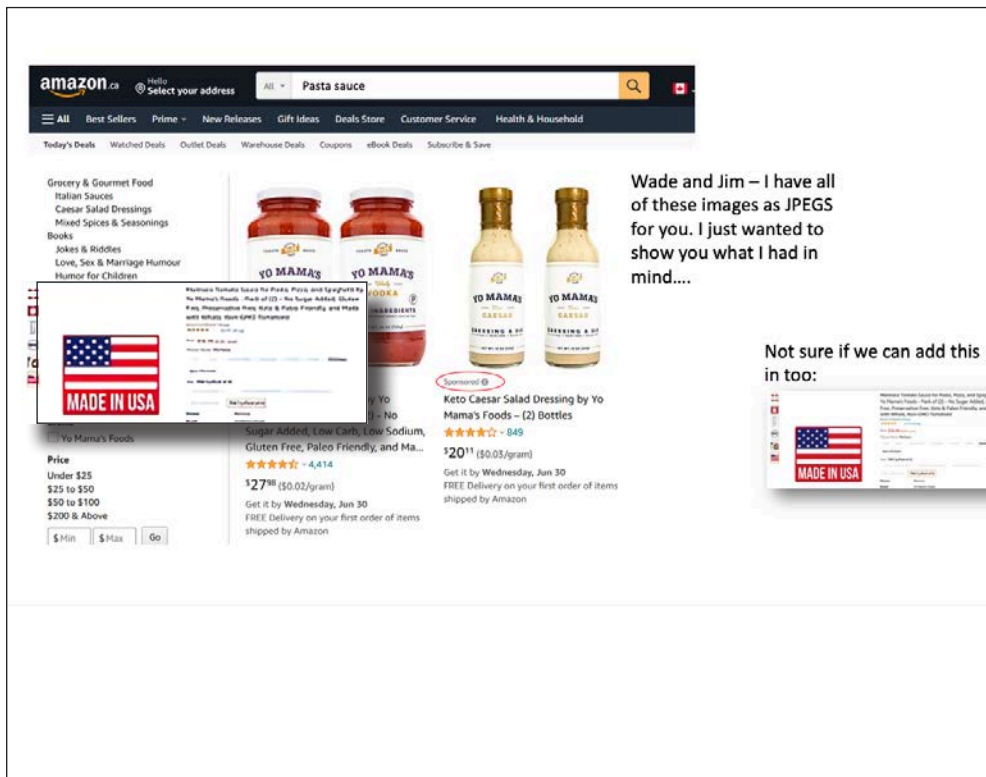
In your claim, please submit the following activity-related materials:

### Billboards, Signs and Moving Ads (Bus, taxi, train, etc.)

- Invoice
- Proof of Payment
- Proof of Activity
  - Geographical location
  - Contract with rental agency showing length of rental
  - Photo of billboard or moving ad

### Digital and/or Social Media Ads (Facebook, Instagram, Twitter, Social Influencer/Blogger, Brand Ambassador, Google, Yahoo, Amazon, etc.)

- Invoice
- Proof of Payment
- Proof of Activity
  - Dates of social media post/campaign
  - Printed page(s) or screenshot(s) of the advertisement/banner/post that is running
  - For a post of the video, the video is required as well as proof that it ran on site
  - Social influencer/blogger: If the invoice shows they will do three posts and one video about the brand product, we need to see all three posts and video
  - English translation is required if in a foreign language





## Eligible & Ineligible Expenses: International

### Email Campaign, E-Newsletters and Text Messaging Ads

- Invoice
- Proof of Payment
- Proof of Activity
  - Dates of campaign
  - Email or text message including header information and distribution date
  - Recipients' list showing the distribution to the audience in foreign country

### Podcasting

- Invoice
- Proof of Payment
- Proof of Activity
  - Copy of podcast link and media file
  - Website address showing country market focus
  - Computer print screen/screenshot with address link, taken at the time of the activity

### Newspapers/Magazines/Grocery Circulars

- Invoice
- Proof of Payment
- Proof of Activity
  - Advertisement
  - Publication cover page showing the date and name of the publication
  - A current circulation report for the publication showing distribution in the foreign country market

### TV or Radio Ads

- Invoice
- Proof of Payment
- Proof of Activity
  - Name of TV or radio station
  - Country and cities where ad was broadcast
  - Date and run times of actual broadcasts and a certificate of broadcast
  - USB with the radio/television commercial
  - Transcript of broadcast
  - Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time



## Eligible & Ineligible Expenses: International

### Freight/Shipping

Reimbursement is available to cover some freight costs when shipping materials for approved eligible activities. Freight is considered cargo and goods carried by a vessel or vehicle, specifically by a commercial carrier.

Eligible Freight Expenses	Ineligible Freight Expenses
<ul style="list-style-type: none"><li>✓ Shipping product samples, materials, and equipment to and from an eligible promotional activity (such as international and/or domestic trade shows, outbound trade missions, trade seminars and in-store promotions)</li><li>✓ Shipping product samples and promotional materials to potential international customers</li></ul>	<ul style="list-style-type: none"><li>✗ Shipping of product orders</li><li>✗ Transportation on company-owned trucks or rented vehicles</li><li>✗ Container shipment</li><li>✗ Mailing to customers in the U.S.</li></ul>

### Claims Documentation for Freight/Shipping

In your claim, please submit the following activity-related materials:

#### Freight/Shipping

- Invoice
- Proof of Payment
- Proof of Activity
  - Packing slip, airway bill or bill of lading



## Eligible & Ineligible Expenses: International

### In-Store Demonstrations/Sampling and Promotional Events

In-store demonstrations, sampling and promotional events and product demonstrations give your potential customers a chance to experience your products before they buy.

**Reminder:** The approved brand(s) and eligible U.S. origin statement must be visible during the events.

Eligible Expenses for In-Store Demonstrations/Promotional Events	Ineligible Expenses for In-Store Demonstrations/Promotional Events
<ul style="list-style-type: none"> <li>✓ Temporary Labor Wages (See page 70)               <ul style="list-style-type: none"> <li>✓ Example: demonstrator wages</li> </ul> </li> <li>✓ Demonstration supplies               <ul style="list-style-type: none"> <li>✓ Disposable cups, spoons, napkins, etc.</li> <li>✓ Food purchased to demonstrate your product</li> </ul> </li> <li>✓ Equipment rentals – rental of hotplates, toasters, etc.</li> <li>✓ Rented demonstration stand/space</li> <li>✓ Freight costs to transport product samples, materials, and equipment to the demonstration location (See page 45)</li> <li>✓ Point of sale materials (See page 49)</li> <li>✓ Uniforms that promote the brand and have eligible U.S. origin statement               <ul style="list-style-type: none"> <li>✓ Aprons, T-shirts, caps, etc.</li> </ul> </li> <li>✓ Promotional Giveaways               <ul style="list-style-type: none"> <li>✓ 50% reimbursement may be eligible up to \$2 per item. (See page 54)</li> </ul> </li> <li>✓ Customer loyalty programs               <ul style="list-style-type: none"> <li>✓ Fees to participate</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Demonstrations/promotional events and promotional materials that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Independent contractor’s travel costs and meals</li> <li>✗ Wages for an employee of your company or your foreign distributor’s company/foreign third party</li> <li>✗ Transportation, meals, wages over 8 hours, and sales commission</li> <li>✗ Training fees</li> <li>✗ Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc.</li> <li>✗ Custom displays constructed of permanent materials having a useful life of more than one year (example: metal, Plexiglas, wood, etc.)</li> <li>✗ Cost of your product used in demonstration and promotion</li> <li>✗ Promotional activity tied to product purchase</li> <li>✗ Costumes</li> <li>✗ Customer loyalty programs that offer coupons for your products specifically</li> </ul>



## Eligible & Ineligible Expenses: International

### Claims Documentation for In-Store Demonstrations/Promotional Events

In your claim, please submit the following activity-related materials:

#### In-Store Demonstrations/Promotional Events

- Invoice
- Proof of Payment
- Proof of Activity
  - List of products demonstrated/promoted
  - Dates, hours, and store location for each demonstration/promotion
  - Demonstration report(s)
  - Representative photo(s) of the demonstrations or promotions. Brand and eligible U.S. origin statement must be clearly visible in photograph. Clear photos of each hired demonstrator/temporary laborer while conducting activity

*We recognize that some stores do not allow photography; in these cases we will accept demonstration reports.*





## Eligible & Ineligible Expenses: International

### In-Store Displays

Grab the attention of your customers and set yourself apart from competitors by creating eye-catching in-store displays. Displays must be constructed of temporary materials with a useful life of less than one year (eg. cardboard, paper, etc.) **Reminder:** In-store displays must show approved brand(s) and eligible U.S. origin statement.

Eligible In-Store Display Expenses	Ineligible In-Store Display Expenses
<ul style="list-style-type: none"> <li>✓ Posters/banners</li> <li>✓ Sales sheets/brochures/leaflets</li> <li>✓ Shelf talkers</li> <li>✓ Shipping cartons that convert to a shelf display</li> <li>✓ Freestanding displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.)</li> <li>✓ Cardboard bins/shelving units</li> <li>✓ Rental of floor space for product promotion</li> <li>✓ End-of-aisle/gondola displays</li> </ul>	<ul style="list-style-type: none"> <li>✗ Displays that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Activities or materials that do not promote the brand and have an eligible U.S. origin statement</li> <li>✗ Custom displays constructed of permanent materials (examples: metal, Plexiglas, wood, etc.) having a useful life of more than one year</li> <li>✗ Slotting, listing and shelf space fees</li> <li>✗ Any activity tied to purchase of product</li> <li>✗ Price discount of product</li> <li>✗ Cost of product</li> </ul>



### Claims Documentation for In-Store Displays

In your claim, please submit the following activity-related materials:

#### In-Store Displays

- Invoice
- Proof of Payment
- Proof of Activity
  - Products promoted
  - Dates and locations of space rental
  - Representative photo(s) of displays. Brand and eligible U.S. origin statement must be clearly visible in photograph(s).

*We recognize that some stores do not allow photography; provide written verification from store of the no photography policy.*





# Eligible & Ineligible Expenses: International

## Point of Sale Material Expenses

Point of sale materials must be tied to an eligible promotional activity (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). The brand and eligible U.S. origin statement must be imprinted on all point of sale materials.

Eligible Point of Sale Material Expenses	Ineligible Point of Sale Material Expenses
<ul style="list-style-type: none"> <li>✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote 50% CostShare-approved products</li> </ul>	<ul style="list-style-type: none"> <li>✗ Point of sale materials that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Business cards</li> <li>✗ Seasonal greeting cards</li> <li>✗ Any materials tied to the discount of products (Eg. coupons)</li> </ul>

## Claims Documentation for Point of Sale Materials

In your claim, please submit the following eligible promotional activity-related materials:

### Point of Sale Materials

- Invoice
- Proof of Payment
- Proof of Activity
  - Actual materials or clear photos of the actual materials that show the brand and an eligible U.S. origin statement.
  - List of eligible promotional activities where point of sale material used.





# Eligible & Ineligible Expenses: International

## Pre-Approved Outbound Trade Missions

International trade missions are an effective, low-cost way to meet face-to-face with qualified foreign buyers. The only trade missions eligible for reimbursement are those pre-approved by the USDA's Foreign Agricultural Service, SUSTA's Global Events or another State Regional Trade Group (SRTG). All countries in which the trade mission takes place must be listed in your approved application.

**Reminder:** Approved brand(s) and eligible U.S. origin statement must be visible.

Eligible International Trade Mission Expenses	Ineligible International Trade Mission Expenses
<ul style="list-style-type: none"> <li>✓ Participation fee</li> <li>✓ Limited Foreign Travel - (See page 62)               <ul style="list-style-type: none"> <li>✓ Airfare* for two permanent U.S.-based company employees or representatives.</li> <li>✓ Meals &amp; Incidental Expenses (M&amp;IE) at the per diem rate</li> <li>✓ Lodging up to the per diem rate*</li> <li>✓ Checked bags</li> <li>✓ Passports</li> <li>✓ Visas</li> <li>✓ Inoculations</li> </ul> </li> <li>✓ Freight for shipping product samples, materials, and equipment to and from an eligible outbound trade mission (See page 45)</li> <li>✓ Point of Sale Materials (See page 49)</li> <li>✓ Promotional Giveaways               <ul style="list-style-type: none"> <li>✓ 50% Reimbursement may be eligible up to \$2 per item. (See page 54)</li> </ul> </li> <li>✓ Uniforms</li> <li>✓ Translators</li> </ul> <p style="margin-top: 20px;"><i>*Trade Mission airfare and lodging reimbursement is contingent upon what SUSTA's Global Events Program covers. For example: if Global Events is paying for your hotel, you cannot turn in a claim for reimbursement for your lodging.</i></p>	<ul style="list-style-type: none"> <li>✗ Point of sale materials/giveaway items that do not promote the brand and an eligible U.S. origin statement</li> <li>✗ Trade missions not coordinated and/or pre-approved by SUSTA, FAS or another SRTG</li> <li>✗ Cost of products/product samples</li> <li>✗ Any expense that will be reimbursed through Global Events</li> <li>✗ Ineligible travel includes               <ul style="list-style-type: none"> <li>✗ Travel expenses for event assistant personnel</li> <li>✗ Ground transportation</li> <li>✗ Cost of rental vehicle</li> </ul> </li> <li>✗ Giveaway items that are tied to a purchase of product</li> </ul>



## Claims Documentation for Pre-Approved Outbound Trade Mission



Visit SUSTA's online event calendar for upcoming outbound trade missions and other activities!

### Pre-Approved Outbound Trade Mission

- Invoice
- Proof of Payment
- Proof of Activity
  - Photos of company participating in pre-approved outbound trade mission with eligible U.S. origin statement clearly visible
  - Itinerary/agenda of outbound trade mission





## Eligible & Ineligible Expenses: International

### Producing Packaging/Labels for a Foreign Market

Exporting includes making changes to your packaging and labels to meet a foreign country's requirements. In order to receive reimbursement, your company will need to demonstrate:

1. You are making changes to packaging/labels because of a requirement by a foreign government.
2. All expenses are outsourced.

**Reminder:** Approved brand(s) and eligible U.S. origin statement must be on packaging/labels.

Eligible Packaging/ Label Expenses	Ineligible Packaging/ Label Expenses
<ul style="list-style-type: none"> <li>✓ Design, translation service, and compliance consulting fees for packaging/labels</li> <li>✓ Production of packaging and labels</li> <li>✓ Plates</li> <li>✓ Set-up</li> <li>✓ Printing of packaging/labels or stickers.*               <ul style="list-style-type: none"> <li>✓ Labor to attach stickers (if outsourced) see page 70</li> </ul> </li> </ul> <p>* Stickers for labels are only eligible if they are to meet the regulations of foreign markets.</p>	<ul style="list-style-type: none"> <li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Modifying a package or label to only add the U.S. origin statement</li> <li>✗ Modifying a package or label to add the U.S. origin statement</li> <li>✗ Any changes made to meet your international distributors requirements</li> <li>✗ Stickers to bring them into compliance for CostShare (For example, stickering to add eligible U.S. origin statement)</li> </ul>



# Eligible & Ineligible Expenses: International

## Claims Documentation for Packaging/Labels

In your claim, please submit the following activity-related materials:

### Packaging/Labels

- Invoice
- Proof of Payment
- Proof of Activity
  - Country's Foreign Label Regulations**  
Highlight sections identifying the required changes. If in a foreign language, the English translation is required
  - Design/Translation/Compliance Consulting Expenses**  
Proofs or PDFs are acceptable
  - Printing Expenses**  
Physical packaging or label highlighting changes made (mock-up versions are not accepted). If in a foreign language, the English translation is required
  - Sticker Expenses**  
If attaching stickers to packaging and/or labels, physical sticker attached to product packaging/label that shows the required changes clearly identified (mock-up versions are not accepted). If in a foreign language, the English translation is required





# Eligible & Ineligible Expenses: International

## Promotional Giveaways

Promotional giveaways are 50% reimbursable up to \$2/item and **must be tied to an eligible promotional activity** (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). **Reminder:** Approved brand(s) and eligible U.S. origin statement must be imprinted on promotional giveaway items.

Eligible Giveaway Expenses	Ineligible Giveaway Expenses
<p>✓ 50% reimbursement may be eligible up to \$2 per item.</p> <p><b>Example 1:</b> If giveaway item is \$10, SUSTA can reimburse \$2.</p> <p><b>Example 2:</b> If giveaway item is \$4, SUSTA can reimburse \$2.</p> <p><b>Example 3:</b> If giveaway item is \$1, SUSTA can reimburse \$.50.</p>	<ul style="list-style-type: none"> <li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Cost of your company's products/product samples</li> <li>✗ Giveaway items that:               <ul style="list-style-type: none"> <li>• Are tied to a purchase of product</li> <li>• Are associated with a coupon or price reduction</li> </ul> </li> </ul>

## Claims Documentation for Promotional Giveaways

In your claim, please submit the following activity-related materials:

### Giveaways

- Invoice
- Proof of Payment
- Proof of Activity
  - Actual items or photographs of actual item
  - List of eligible promotional activity where promotional giveaways used.





## Eligible & Ineligible Expenses: International

### Public Relations

Production and distribution of press releases, press kits, and other materials and information directed at the foreign media, trade, and consumers to promote your brand(s).

**Reminder:** Approved brand(s) and eligible U.S. origin statement must be included in the press release or press kit.

Eligible Public Relations Expenses	Ineligible Public Relations Expenses
<ul style="list-style-type: none"><li>✓ Expenses of creating public relations materials</li><li>✓ Mailing/shipping public relations materials to foreign media, trade and consumers</li><li>✓ Public relations materials distributed within the U.S. are eligible if they promote your company's presence at a USDA-approved trade show held in the United States. (see Appendix for list of approved U.S. trade shows)</li></ul>	<ul style="list-style-type: none"><li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li><li>✗ Sexual enhancement products and products of a sexual nature</li><li>✗ Promotions and/or products that are deemed offensive</li></ul>

### Claims Documentation for Press Kits/Press Releases

In your claim, please submit the following activity-related materials:

#### Press Kits/Press Releases

- Invoice
  - Proof of Payment
  - Proof of Activity
    - Invoice
    - Proof of Payment
    - Public relations materials distributed to the foreign media, trade or consumers
    - If public relations materials created for approved tradeshow(s) held in the U.S., per your company's application/agreement, that promote your company's presence at the trade show(s), must include: exhibition dates, booth numbers, brand name, and products.
- SUSTA is unable to assist for other domestic press releases



# Eligible & Ineligible Expenses: International

## Trade Seminars International

Educational trade seminars are organized and hosted by your company, and are designed to inform the international industry about your approved products.

**Reminder:** Brands and an eligible U.S. origin statement must be on display during the seminar.

Eligible Trade Seminar Expenses	Ineligible Trade Seminar Expenses
<ul style="list-style-type: none"> <li>✓ Seminar room or facility rentals</li> <li>✓ Rental of equipment, such as freezer, hot plates, sound/presentation, etc.</li> <li>✓ Temporary labor wages (See page 70)               <ul style="list-style-type: none"> <li>✓ Example: translator</li> </ul> </li> <li>✓ Demonstration supplies               <ul style="list-style-type: none"> <li>✓ Disposable cups, spoons, napkins, etc.</li> <li>✓ Food purchased to enhance your product</li> </ul> </li> <li>✓ Freight costs (See page 45)               <ul style="list-style-type: none"> <li>✓ Shipping samples, materials, and equipment to and from an eligible promotional activity</li> </ul> </li> <li>✓ Point of sale materials (See page 49)</li> <li>✓ Uniforms that promote the brand and eligible U.S. origin statements</li> <li>✓ Promotional Giveaways               <ul style="list-style-type: none"> <li>✓ 50% reimbursement may be eligible up to \$2 per item. (See page 54)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Travel (airfare, hotel and meals)</li> <li>✗ Refreshments, catering, meals, etc.</li> <li>✗ Purchase of equipment</li> <li>✗ Cost of product/product samples</li> <li>✗ Ineligible temporary labor wages</li> <li>✗ Employee wages</li> <li>✗ Foreign Distributor's employee wages and travel expenses</li> <li>✗ Independent contractor's travel costs and meals</li> <li>✗ Demonstrator wages for an employee of your company or your foreign distributor's company</li> <li>✗ Transportation, meals, wages over 8 hours, and sales commission</li> <li>✗ Training fees</li> <li>✗ Ineligible Freight Costs               <ul style="list-style-type: none"> <li>✗ Shipping of product orders</li> <li>✗ Cost of rental vehicle to transport product</li> </ul> </li> <li>✗ Ineligible Printed Sales Materials               <ul style="list-style-type: none"> <li>✗ Business cards</li> <li>✗ Seasonal greeting cards</li> <li>✗ Any materials tied to discount of products (Eg. Coupons)</li> </ul> </li> <li>✗ Educational seminars, trainings or conferences that your company would like to participate in or attend</li> <li>✗ Costumes</li> </ul>





## Eligible & Ineligible Expenses: International

### Claims Documentation for Trade Seminars International

In your claim, please submit the following promotional activity-related materials:

#### Trade Seminars International

- Invoice
- Proof of Payment
- Proof of Activity
  - Name and date of the trade seminar
  - List of attendees and location
  - Photos of the seminar with U.S. origin statement and product brand name clearly visible
  - Photos of temporary labor during trade seminar





# Eligible & Ineligible Expenses: International

## Trade Shows: International

International trade shows allow your company to promote products to thousands of qualified buyers in just a few days. Basic expenses associated with retail, trade and consumer exhibits and shows are eligible for reimbursement when your company displays and promotes CostShare approved products. International trade shows that take place virtually are also eligible.

**There are many international trade shows eligible for 50% CostShare. As long as 30% or more of the exhibitors sell food and/or agricultural products, the international show may be eligible.**

**When exhibiting at a USDA-endorsed trade show,** your company is required to exhibit within a USA Pavilion to receive reimbursement on eligible expenses. See Appendix for the list of USDA-endorsed international trade shows. If the show is not USDA endorsed and it has no USA pavilion, your company is free to exhibit anywhere on the show floor.



Interested in exhibiting outside of the USA Pavilion? You will need pre-approval by contacting SUSTA's CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the CostShare Director.

Contact us with any questions at (504) 568-5986 or [costshare@susta.org](mailto:costshare@susta.org).



**Reminder:** Approved Brand(s) and an eligible U.S. origin statement must be visible during the trade show.

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> <li>✓ Exhibition fees/booth space rental</li> <li>✓ Temporary booth displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.) having a useful life of less than one year</li> <li>✓ Exhibitor's guide/directory listing and advertisement with eligible U.S. origin statement</li> </ul>	<ul style="list-style-type: none"> <li>✗ Trade shows and/or materials that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> </ul>

*Eligible and Ineligible international trade show expenses continued on the next page . . .*



## Eligible & Ineligible Expenses: International

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> <li>✓ Uniforms that promote the brand and eligible U.S. origin statement               <ul style="list-style-type: none"> <li>✓ Aprons, T-shirts, caps, etc.</li> </ul> </li> <li>✓ Temporary labor wages (See page 70)               <ul style="list-style-type: none"> <li>✓ Example: host/hostess</li> </ul> </li> <li>✓ Demonstration supplies               <ul style="list-style-type: none"> <li>✓ Disposable cups, spoons, napkins, etc.</li> <li>✓ Food purchased to demonstrate your product</li> </ul> </li> <li>✓ Equipment rentals – rental of hotplates, toasters, etc.</li> <li>✓ Lead retrieval or badge scanner rental</li> <li>✓ Limited Foreign Travel (See page 62)               <ul style="list-style-type: none"> <li>✓ Airfare for two permanent U.S.-based company employees or representatives</li> <li>✓ Meals &amp; Incidental Expenses (M&amp;IE) at the per diem rate</li> <li>✓ Lodging up to the per diem rate</li> <li>✓ Checked bags up to the bag limit</li> <li>✓ Passports</li> <li>✓ Visa</li> <li>✓ Inoculations</li> </ul> </li> <li>✓ Freight (See page 45)               <ul style="list-style-type: none"> <li>✓ Shipping samples, materials, and equipment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (examples: metal, Plexiglas, wood, etc.)</li> <li>✗ Costumes</li> <li>✗ Sponsorships, delegation fees, membership/association fees</li> <li>✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits</li> <li>✗ Any expense related to a trade show at which you are not exhibiting</li> <li>✗ Country is not listed in your marketing plan</li> <li>✗ Ineligible travel includes               <ul style="list-style-type: none"> <li>✗ Flying on a non-U.S. carrier or non-EU carrier (must leave and return to the U.S. on a U.S. or EU carrier)</li> <li>✗ Flying in seating other than coach economy class without an airfare quote</li> <li>✗ Flying and extending your trip beyond a reasonable time without an airfare quote</li> <li>✗ Travel expenses for interpreters</li> <li>✗ Ground transportation</li> <li>✗ Travel of applicants for employment interviews</li> <li>✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory</li> <li>✗ Change fees</li> <li>✗ Travel for any other reason except to participate in approved Outbound Trade Missions or exhibit at International Trade Shows</li> </ul> </li> <li>✗ Freight ineligibility includes:               <ul style="list-style-type: none"> <li>✗ Shipping of product orders</li> <li>✗ Cost of rental vehicle to transport product</li> </ul> </li> </ul>

continued on next page . . .



## Eligible & Ineligible Expenses: International

... continued from previous page

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> <li>✓ Point of Sale Materials (See page 49)               <ul style="list-style-type: none"> <li>✓ Banners</li> <li>✓ Posters</li> <li>✓ Signage</li> </ul> </li> <li>✓ Promotional Giveaways               <ul style="list-style-type: none"> <li>✓ 50% reimbursement may be eligible up to \$2 per item. (See page 54)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Ineligible Printed Sales Materials as follows:               <ul style="list-style-type: none"> <li>✗ Business cards and seasonal greeting cards</li> </ul> </li> <li>✗ Any materials tied to discount of products (Eg. Coupons)</li> <li>✗ Giveaways Ineligible expenses:               <ul style="list-style-type: none"> <li>✗ Items that do not promote the brand and U.S. origin statement</li> <li>✗ Items that are tied to a purchase of product</li> </ul> </li> <li>✗ Cost of product/product samples</li> <li>✗ Ineligible Temporary Labor Costs               <ul style="list-style-type: none"> <li>✗ Foreign Distributor's (Foreign Third Party) employee wages and travel expenses</li> <li>✗ Independent contractor's travel costs and meals</li> <li>✗ Wages for an employee of your company, family members, friends, etc.</li> <li>✗ Transportation, parking, meals, wages over 8 hours, and sales commission</li> <li>✗ Training fees</li> </ul> </li> </ul>



## Eligible & Ineligible Expenses: International

### Claims Documentation for International Trade Shows

In your claim, please submit the following activity-related materials:

#### International Trade Shows

- Invoice
- Proof of Payment
- Proof of Activity
  - Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
  - The following booth photos are required:
    - A large scale, all-encompassing photo of the entire booth, after setup, with products on display. Brands and eligible origin statement must be clearly visible in photo
    - If you have a product featured in a product showcase, be sure to get a photo with brand and eligible U.S. origin statement clearly visible
    - If temporary labor manning the booth, get photo of hired person
    - If exhibiting at international virtual trade shows submit clear screenshot showing brand and eligible origin statement of webpage.





# Eligible & Ineligible Expenses: International

## Travel | International

You're putting in a lot of great effort to establish international markets. It's important to have a physical presence at trade activities and meet face-to-face with potential buyers and other key in-market contacts. Through 50% CostShare, SUSTA can reimburse limited international travel expenses for up to two company representatives only if they are traveling to:

- Exhibit at an international trade show listed in your approved application
- Participate in a Pre-approved Outbound Trade Mission listed in your approved application (What is a Pre-Approved Outbound Trade Mission? See page 50.)

Eligible Travel Expenses	Ineligible Travel Expenses
<ul style="list-style-type: none"> <li>✓ Airfare for two company employees or two company representatives <i>* Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative in sales transactions for a specific event.</i></li> <li>✓ Meals &amp; Incidentals at the per diem rate</li> <li>✓ Lodging up to the per diem rate</li> <li>✓ Passports</li> <li>✓ Visa</li> <li>✓ Inoculations</li> <li>✓ Checked bags</li> </ul>	<ul style="list-style-type: none"> <li>✗ Travel expenses for interpreters</li> <li>✗ Ground transportation</li> <li>✗ Travel of applicants for employment interviews</li> <li>✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory</li> <li>✗ Airfare change fees</li> <li>✗ Travel for any other reason except participation in Outbound Trade Missions and exhibiting at International Trade Shows</li> <li>✗ Tickets purchased with air-miles, award-miles, and upgrades</li> </ul>

### Travel Checklist:

- Pre-Travel Notification Form
- Confirmation Email/Fax as Proof ATO/Attaché Notified Prior to Travels
- Itinerary/Agenda if You Participated in an Outbound Trade Mission
- Airfare Itinerary & Airfare E-Ticket Confirmation or Passenger Receipt
- Airfare Proof of Payment
- Boarding Passes or Frequent Flier Statement
- Detailed Hotel Bill
- Hotel Proof of Payment
- Clear Photographs of Booth and/or Company Participating in Outbound Trade Mission Showing Brand and U.S. Origin Statement
- Trade Show Exhibitor's Guide That Shows Company's Listing
- Trip Report
- List of Contacts Made at Trade Show
- Travel Expense Worksheet



# Eligible & Ineligible Expenses: International

In order to receive international travel reimbursement, your company needs to take the following steps:

## 1. Send Required Pre-Travel Notification

- Send the [Pre-Travel Notification Form](#) to the in-country FAS [Agricultural Trade Office](#) (ATO) at least 14 days prior to travel. Your sent Pre-Travel Notification must be verified.
- If you do not notify the ATO prior to travels and we do not have documentation as proof of the notification, SUSTA will not be able to pay the expenses.

### Documentation Required

- Pre-Travel Notification Form and copy of the fax confirmation

OR

- Email sent to the ATO



All travel forms are found on [SUSTA.org](https://www.susta.org)

<b>SUSTA</b> <small>Southern United States Trade Association</small>	<b>ATO Pre-Travel Notification</b> Required										
<p><b>Step 1:</b> Send this Pre-Travel Notification Form to the in-country FAS Agricultural Trade Office (ATO) at least 14 days prior to travel. The <a href="#">Overseas FAS Office Directory</a> has the fax numbers and email addresses of all FAS overseas posts</p> <p><b>Step 2:</b> Submit to SUSTA the verification of sent Pre-Travel Notification when you submit your travel expense claims. Pre-Travel Notification must be verified by either:</p> <ul style="list-style-type: none"> <li>Pre-Travel Notification Form and copy of the fax confirmation</li> <li>Or</li> <li>Email sent to the ATO that includes all of the information in this form</li> </ul> <p><b>Note:</b> SUSTA is unable to reimburse your travel expenses without required documentation verifying that you sent this information 14 days prior to travel.</p> <p>Promotional activities must be related to overseas markets as selected in the approved Application or approved Amendment. If any of the below information changes, you must again notify the Agriculture Trade Office at the Foreign Agricultural Post with the changes.</p>											
<p><b>Attention:</b> Agricultural Trade Officer/ Agriculture Attaché</p> <p><b>Date:</b></p> <p><b>CostShare Company Name:</b></p> <p><b>Name &amp; Title of Traveler(s):</b></p> <p><b>SUSTA Program Year:</b></p> <p><b>Name of International Trade Show/Trade Mission:</b></p> <p><b>City &amp; Country of Trade Show/Trade Mission:</b></p> <p><b>Dates of International Trade Show/Trade Mission:</b></p> <p><b>Cost Share Products to be Promoted:</b></p> <p><b>Comments:</b></p> <p><b>Special Requests for Assistance:</b></p>	<table border="1" style="width: 100%; height: 100%; border-collapse: collapse;"> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> <tr><td style="height: 20px;"></td></tr> </table>										
<p><small>ATTN ATOs: This form serves as notice that the CostShare Company listed above plans to visit your market to exhibit at an overseas Trade Show and/or Trade Mission</small></p>											
<p><small>Southern United States Trade Association   701 Poydras Street   Suite 3845   New Orleans, LA 70139 Phone: 504-568-5986   Fax: 504-568-6010   Email: <a href="mailto:deneen@susta.org">deneen@susta.org</a></small></p>											



## Eligible & Ineligible Expenses: International



### 2. Book airfare in compliance with the following. SUSTA will only reimburse airline tickets up to the price of coach economy class.

- Travelers must fly on a U.S. or EU member carrier when leaving and returning to the U.S. Please make certain that the carrier's country is part of the EU; not all European countries are members of the EU. **All British Airlines are ineligible carriers.**
- Travel outside of the U.S. may be on a foreign carrier (i.e. connections).

#### **Fly Directly To and From Trade Show and/or Trade Mission Destination\***

Additional stops in the itinerary must be for approved tradeshow and/or trade missions. If not, see directions below on providing a quote.

*Note: A stop is a chosen destination, not a layover.*

#### **An Airfare Quote is required if you:**

- Extend your trip beyond a reasonable time. As a rule of thumb, a reasonable time is two days before the official start of an international trade show or trade mission, all the days of the show or trade mission, with departure on the day after the show or trade mission ends.
- Fly a non-direct flight
- Fly other than coach economy class

#### **Obtaining an Airfare Quote:**

- Get a comparable quote from the same airline
- The quote must be obtained on the same day the airfare is booked
- Must be for coach economy class fare, to the same destination\* and within eligible dates of travel
- Reimbursement will be based on the lesser of the two (actual ticket purchased compared to quote)

**Important:** Please contact CostShare staff for guidance on airfare quotes.





## Eligible & Ineligible Expenses: International

### 3. Book Lodging

- Eligible lodging dates: two days before the official start of an international trade show or trade mission, all the days of the show or trade mission, with departure on the day after the show or trade mission ends. If you stay longer, you are responsible for the cost of any additional nights for lodging.
- Foreign Per Diem Rate: You will be reimbursed for no more than 50% of the U.S. government Foreign Per Diem Rate (listed <https://aoprals.state.gov>) or 50% of the actual rate paid per night, whichever is less.
- Lodging can never be reimbursed for more than the per diem rate per night, regardless of the cost actually paid.
- The per diem rate for the location of lodging, not the location of the trade show or trade mission is used to calculate the costs.

Foreign per diem rates can be found on the U.S. Department of State Website: If your destination city is not listed in the chart, please choose “Other” to determine the per diem rate.

The screenshot shows the U.S. Department of State website header with the seal and the text "U.S. DEPARTMENT OF STATE DIPLOMACY IN ACTION". Below the header is a breadcrumb trail: "Home > Under Secretary for Management > Bureau of Administration > Office of Allowances". The main heading is "Office of Allowances". On the left side, there is a navigation menu with the following categories and links:

- Per Diem Rates**
  - Excel Versions of Per Diem
  - Foreign Per Diem Rates
- Allowance Rates**
  - Allowances By Location
  - Allowances By Type
  - Biweekly Allowance Updates
  - Custom Search
  - Footnotes to Section 920
- Standardized Regulations (DSSR)**
  - Archives (DSSR)
  - Table of Contents (DSSR)
- General Information**
  - Advance of Pay
  - Consumables
  - Danger Pay
  - Education

The main content area is titled "Foreign Per Diem Rates by Location". It contains the following text: "You may use the dropdown box below to select a country. Entering the first letter of the country name will jump to that portion of the listing. Clicking "Go" will display Per Diem data for all locations within the country selected." Below this text is a dropdown menu labeled "Country:" with the selected option being "\*All Locations\*" and a "Go" button.



## Documentation Required



### Hotel bill that shows:

- Occupant's name(s)
- Arrival/departure dates
- Room rate + taxes per night
- Total charges
- Proof of payment (see page 37)

### Airbnb bill (or similar short term rental bill) that shows:

- Occupant's name(s)
- Name of host and address of rental
- Arrival/departure dates
- Itemized charges
- A statement from the host dated after your stay confirming you kept your reservation
- Proof of payment (see page 37)

### Third party sites (Expedia, Travelocity, etc.) bill that shows:

- Occupant's name(s)
- Arrival/departure dates
- A folio/receipt from the hotel upon checkout indicating that your stay matches the reservation
- Proof of payment (see page 37)

*If documentation is in a foreign language, the English translation is required.*



## Eligible & Ineligible Expenses: International

### 4. Calculate Meal & Incidental Expenses (M&IE)

- Eligible dates for M&IE begin up to two days before the official start of an international trade show or trade mission, all the days of the show or trade mission, with departure on the day after the show or trade mission ends. If you stay longer than the eligible dates, SUSTA cannot reimburse M&IE expenses for the additional days.
- Itemized receipts are not required for meals and incidental expenses; regardless of the actual costs of meals and incidentals, you are reimbursed based on the U.S. government Foreign Per Diem Rate for the city where you are staying.
- The M&IE per diem rate can be found at <http://aoprals.state.gov>.
- If the city in which you are staying overnight is not listed, please choose “Other” to determine the per diem rate.
- Travelers receive 75% of the federal per diem M&IE rate on the first and last dates of travel. See example below:

#### Example

Fruit Logistica Trade Show February 8-10, 2023  
M&IE rate for Berlin: \$106

#### Calculate M&IE

February 6 (Arrive in Berlin)	$\$106.00 \times 75\% =$	\$79.50
February 7		\$106.00
February 8		\$106.00
February 9		\$106.00
February 10		\$106.00
February 11 (Depart Berlin)	$\$106.00 \times 75\% =$	\$79.50

**Total** \$583.00

**50% Reimbursement** \$291.50



Instructions on submitting travel expense claims can be found at the end of Section 3.



## Eligible & Ineligible Expenses: International

### 5. Passport, Visa, and Recommended Inoculations

(if needed for travel to an eligible trade show or trade mission)

#### Documentation Required:



- A photocopy of the first page of the passport showing the name and date of issue
- A copy of the regulation stating that a visa is required for the specific country market along with a photocopy of the page in the passport showing the visa
- The vaccination record and computer print screens/screenshots from the U.S. State Department website and/or the Travelers' Health Page of the Centers for Disease Control (CDC) website showing the advisory which recommends the inoculations

### Proof of Activity

In order for SUSTA to reimburse a company for travel expenses, we have to have proof that you participated in the trade show or trade mission as listed in your application.

#### Documentation Required:



- Completed trip report form with list of contact made at the trade show and/or pre-approved trade mission
- Trade Show: Photo of booth at trade show and trade show catalogue showing your company listed as an exhibitor
- Trade Mission: Photo of company at trade mission and itinerary or agenda of trade mission





## Eligible & Ineligible Expenses: International

### Temporary Independent Contractor Wages

Most companies hire temporary workers such as demonstrators, interpreters, translators and hosts/hostesses to help with the implementation of individual promotional activities.

Eligible Fees for Temporary Labor	Ineligible Fees for Temporary Labor
<ul style="list-style-type: none"><li>✓ Demonstrator</li><li>✓ Chef</li><li>✓ Interpreters</li><li>✓ Translators</li><li>✓ Host/hostess</li><li>✓ Contracted labor</li></ul> <p>For temporary labor, limited wages of independent contractors are eligible for a maximum of 8 hours per day during the promotional activity (example: in store demonstrations, trade shows, trade seminars)</p>	<ul style="list-style-type: none"><li>✗ Foreign Distributor's (Foreign Third Party) employee wages and travel expenses</li><li>✗ Independent contractor's travel costs and meals</li><li>✗ Wages for an employee of your company, family members, friends, etc.</li><li>✗ Transportation, parking, meals, wages over 8 hours, and sales commission</li><li>✗ Training fees</li></ul>

### Claims Documentation for Temporary Independent Contractor Wages

In your claim, please submit the following activity-related materials:

#### Wages for Temporary Labor

- Invoice
- Proof of Payment
- Proof of Activity
  - Express wages as (rate per hour) x (hours worked) x (days worked)  
Ex: \$15 x 6 hours x 3 days = \$270. Reimbursement may not exceed the maximum daily rate determined by the U.S. government. The maximum eligible expense is \$70.32 per hour or \$562.56 per day. Rate subject to change.
  - Photos of temporary independent contractor(s) working for the participant company at eligible promotional activity; including demonstrations, trade shows, or international trade seminars
  - If hiring temporary labor to sticker packaging and labeling, please include:
    - Foreign label regulations with sections identifying the required changes highlighted. If in a foreign language, the English translation is required
    - Physical product packaging with stickers attached to them



## Eligible & Ineligible Expenses: International

### Websites/Web Page Development

The website must clearly target a specific foreign audience. Web pages can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (.uk, .ca, etc.). Web pages within a larger site must be focused on an international audience. The website must be developed bilingually or in a non-English language, unless English is an official language in that country. All website services need to be performed by a 3rd party vendor.

**Reminder:** Websites/web pages must promote brand and eligible U.S. origin statement.

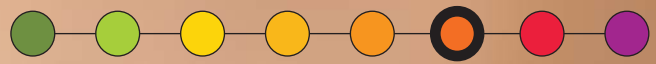
Eligible Websites/Web Pages Expenses	Ineligible Websites/Web Pages Expenses
<ul style="list-style-type: none"><li>✓ Web development process for sites or pages that target international audiences<ul style="list-style-type: none"><li>✓ Information gathering</li><li>✓ Planning and scoping</li><li>✓ Design</li><li>✓ Development</li><li>✓ Testing and delivery</li></ul></li><li>✓ Website maintenance for international-focused audience (servicing and updates)</li><li>✓ Website translation services</li><li>✓ Search Engine Optimization (SEO)</li></ul>	<ul style="list-style-type: none"><li>✗ Packaging/labels that do not promote the brand and eligible U.S. origin statement</li><li>✗ Sexual enhancement products and products of a sexual nature</li><li>✗ Promotions and/or products that are deemed offensive</li><li>✗ Website that targets only U.S. audiences</li><li>✗ Website promoting unapproved products</li><li>✗ Hosting fees</li><li>✗ Domain purchasing fees</li><li>✗ Copyrighting and licensing fees</li></ul>

### Claims Documentation for Websites/Web Pages

In your claim, please submit the following activity-related materials:

#### Websites/Web Pages

- Invoice
- Proof of Payment
- Proof of Activity
  - Web page printout showing date and full pages in the foreign language
  - Proof of publish/launch date
  - Documentation on the website development showing it clearly targets a foreign audience



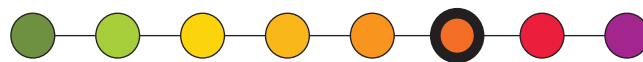
## **Section 6:** **Promotional Activities: Domestic**

Did you know foreign buyers also travel to some U.S. trade shows? Well, you're in luck! SUSTA is able to help offset costs for some shows where there is a large international presence. Interested in hosting a U.S. trade seminar? Read on!

Do some of your promotional activities promote products that do not meet the requirement of being made from at least 50% U.S.-grown ingredients?

- If at least half of your promoted products meet the 50% U.S.-grown ingredient requirement, then we will not pro-rate your expense claims.
- If half or more of your promoted products do not meet the 50% U.S.-grown ingredient requirement, then we will pro-rate your expense claims.





## Eligible & Ineligible Expenses: Domestic

### Pre-Approved Domestic Trade Shows

Domestic trade shows allow your company to promote your products to thousands of qualified international buyers right here in the United States. Your company can seek reimbursement for domestic trade shows only if the show is listed in the all-inclusive list below.

- **VERY IMPORTANT:** All promotional activities must promote the brand. An eligible U.S. origin statement is not required for domestic trade shows.

If there is a USA Pavilion\*, your company must exhibit within that pavilion to receive reimbursement. If there is not a USA pavilion, your company is free to exhibit anywhere on the show floor.

#### Interested in exhibiting outside of the USA Pavilion?

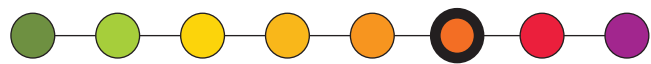
You will need pre-approval by contacting SUSTA's CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the CostShare Director. Contact us with any questions.



Travel expenses to domestic trade shows are **not** eligible for 50% reimbursement through CostShare.

#### Approved Domestic Trade Shows

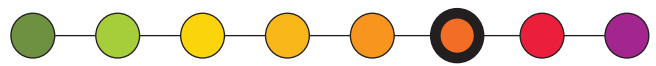
- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food and Beverage Show **(USA pavilion)\***
- BrewExpo America
- Dairy-Deli-Bakery Show
- Duty Free Show of the Americas
- Food Marketing Institute, FMI Connect
- Global Trade Exchange
- Global Produce & Floral Show (formerly the PMA Fresh Summit)
- IFT Food Expo
- International Baking Industry Expo
- International Builders' Show
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Mass Timber Conference
- International Production and Processing Expo
- Kosherfest
- MAGIC International Sourcing Show
- NASFT/Fancy Food Show-Summer
- NASFT/Fancy Food Show-Winter
- National Association of Convenience Stores (NACS) Show
- National Confectioners Association, All Candy Expo
- National Restaurant Association (NRA) Show **(USA pavilion)\***
- Natural Products Exposition - East
- Natural Products Exposition - West
- NCA Sweets and Snacks Expo
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- Private Label Manufacturers Association, Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- SIAL America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGGreen
- Specialty Coffee Association of America Annual Exposition
- Supply Side West
- Surfaces
- United Produce Show
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress



## Eligible & Ineligible Expenses: Domestic

Eligible Domestic Trade Show Expenses	Ineligible Domestic Trade Show Expenses
<ul style="list-style-type: none"> <li>✓ Exhibition fees/booth space rental</li> <li>✓ Temporary booth displays (constructed of temporary materials having a useful life of less than one year)</li> <li>✓ Exhibitor’s guide/directory listing and advertisement</li> <li>✓ Product showcase</li> <li>✓ Uniforms that promote the brand               <ul style="list-style-type: none"> <li>✓ Aprons, t-shirts, caps, etc.</li> </ul> </li> <li>✓ Temporary Labor Wages (See page 70)               <ul style="list-style-type: none"> <li>✓ Example: host/hostess</li> </ul> </li> <li>✓ Demonstration supplies               <ul style="list-style-type: none"> <li>✓ Disposable cups, spoons, napkins, etc.</li> <li>✓ Food purchased to demonstrate your product</li> </ul> </li> <li>✓ Equipment rentals – rental of hotplates, toasters, etc.</li> <li>✓ Lead retrieval or badge scanner rental</li> <li>✓ Freight (See page 45)               <ul style="list-style-type: none"> <li>✓ Shipping samples, materials, and equipment</li> </ul> </li> <li>✓ Point of Sale Materials (See page 49)</li> <li>✓ Promotional Giveaways (See page 54)               <ul style="list-style-type: none"> <li>✓ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item.</li> </ul> </li> <li>✓ Public Relations Materials               <ul style="list-style-type: none"> <li>✓ Public relations materials distributed within the U.S. are eligible if they promote your company’s presence at a USDA-approved trade show held in the United States. (See page 55)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Promotional activities/materials/items that do not promote the brand</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Travel expenses (airfare, lodging, M&amp;IE)</li> <li>✗ Point of sale materials and/or giveaway items that do not promote the brand</li> <li>✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (Eg. Plexiglas, steel, wood, metal, etc.)</li> <li>✗ Costumes</li> <li>✗ Sponsorships</li> <li>✗ Delegation fees, membership/association fees</li> <li>✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits</li> <li>✗ Meeting room rentals</li> <li>✗ Any expense related to a trade show at which you are not exhibiting</li> <li>✗ Cost of product samples</li> <li>✗ Trade show not listed in your USA marketing plan; trade show not on pre-approved list.</li> <li>✗ Cost of rental vehicle to transport product</li> <li>✗ Point of Sale Materials as follows:               <ul style="list-style-type: none"> <li>✗ Business and seasonal greeting cards</li> <li>✗ Any materials tied to the discount of products (Eg. Coupons)</li> </ul> </li> <li>✗ Employee wages</li> <li>✗ Independent contractor’s travel costs (airfare, lodging and M&amp;IE)</li> <li>✗ Demonstrator wages for an employee of your company or your foreign distributor’s company</li> <li>✗ Transportation, meals, wages over 8 hours, and sales commission</li> <li>✗ Training fees</li> </ul>

*Claims documentation on next page . . .*



## Eligible & Ineligible Expenses: Domestic

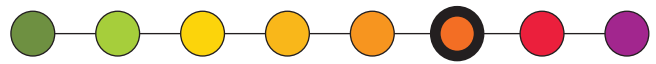
### Claims Documentation for Pre-Approved Domestic Trade Shows

In your claim, please submit the following activity-related materials:

#### Trade Shows

- Invoice
- Proof of Payment
- Proof of Activity
  - Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
  - The following booth photos are required:
    - A large scale, all-encompassing photo of the entire booth, after setup, with products on display. Brands must be clearly visible in photo
    - If you have a product featured in a product showcase, be sure to get a photo that clearly shows brand products
    - If temporary labor manning the booth, need photo of hired person
  - If exhibiting at approved domestic virtual trade shows submit clear screenshot showing brand of webpage





## Eligible & Ineligible Expenses: Domestic

### Domestic Trade Seminars

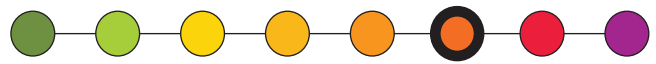
Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved products.

- **VERY IMPORTANT:** All promotional activities must promote the brand.  
An eligible U.S. origin statement is not required for domestic trade seminars.

Domestic trade seminars must include a minimum of 10 international trade representatives from foreign countries to be eligible for reimbursement.

Eligible Domestic Trade Seminar Expenses	Ineligible Domestic Trade Seminar Expenses
<ul style="list-style-type: none"> <li>✓ Seminar room or facility rentals</li> <li>✓ Rental of equipment               <ul style="list-style-type: none"> <li>✓ Freezer, hot plates, sound/presentation, etc.</li> </ul> </li> <li>✓ Temporary Independent Contractor Wages (See page 70)               <ul style="list-style-type: none"> <li>✓ Example: translators</li> </ul> </li> <li>✓ Demonstration supplies               <ul style="list-style-type: none"> <li>✓ Disposable cups, spoons, napkins, etc.</li> <li>✓ Food purchased to demonstrate your product</li> </ul> </li> <li>✓ Freight costs (see page 45)               <ul style="list-style-type: none"> <li>✓ Shipping samples, materials, and equipment</li> </ul> </li> <li>✓ Point of sale materials (see page 49)</li> <li>✓ Promotional Giveaways               <ul style="list-style-type: none"> <li>✓ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item. (See page 54)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ Promotional activities/materials/items that do not promote the brand</li> <li>✗ Sexual enhancement products and products of a sexual nature</li> <li>✗ Promotions and/or products that are deemed offensive</li> <li>✗ Travel (airfare, lodging and M&amp;IE)</li> <li>✗ Refreshments, catering, meals, etc.</li> <li>✗ Purchase of equipment</li> <li>✗ Cost of products/product samples</li> <li>✗ Ineligible Freight Costs               <ul style="list-style-type: none"> <li>✗ Cost of rental vehicle to transport product</li> </ul> </li> <li>✗ Ineligible Point of Sale Materials               <ul style="list-style-type: none"> <li>✗ Business cards</li> <li>✗ Seasonal greeting cards</li> <li>✗ Any materials tied to the discount of products (Eg. Coupons)</li> </ul> </li> <li>✗ Educational seminars, trainings or conferences that your company would like to participate in or attend</li> </ul>

*Claims Documentation on the next page . . .*



## Eligible & Ineligible Expenses: Domestic

### Claims Documentation for Domestic Trade Seminars

In your claim, please submit the following activity-related materials:

#### Trade Seminars

- Invoice
- Proof of Payment
- Proof of Activity
  - Name and date of the trade seminar
  - List of attendees – Must include a minimum of 10 international trade representatives from foreign countries. Name of individual and name of company required.
  - Photos of the seminar and presentation materials must show brand
  - Photos of demonstrators and temporary laborers working the trade seminar

#### Get connected!



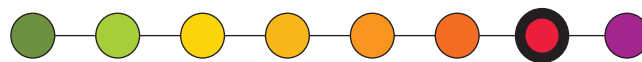
SUSTA offers multiple avenues to connect with international buyers here in the U.S. Make sure to check out our online events calendar for opportunities to meet importers/distributors in your backyard! [www.susta.org/events](http://www.susta.org/events)





## **Section 7:** **Appendix**

- 2023 International Trade Shows with U.S. Pavilions
- 2023 Approved Domestic Trade Shows
- Glossary of Terms
- Sample Application
- Sample Claim Form
- Travel Checklist



## 2023 International Trade Shows with U.S. Pavilions

International trade shows are a popular 50% CostShare activity. You can be reimbursed for expenses at any international trade show when more than 30% of the exhibitors have food and agricultural products. However, by participating in USDA-endorsed shows that have a U.S. Pavilion, you gain access to additional benefits such as:

- Exhibitor lounge
- ATO/Embassy staff
- On-site assistance
- In-market briefings

When exhibiting at a USDA-endorsed trade show, your company is required to exhibit within a USA Pavilion to receive reimbursement on eligible expenses. See below for the list of USDA-endorsed international trade shows. If the show is not USDA endorsed and it has no USA pavilion, your company is free to exhibit anywhere on the show floor.

Interested in exhibiting outside of the USA Pavilion? You will need pre-approval by contacting SUSTA's CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the CostShare Director. Contact us with any questions at (504)568-5986 or [costshare@susta.org](mailto:costshare@susta.org).

Below is an exclusive list of USDA-endorsed international trade shows with a U.S. Pavilion. It is not an all-inclusive list of trade shows with U.S. Pavilions.

### ASIA

- Asia Fruit Logistica
- Food & Hotel China
- Food & Hotel Vietnam
- Food Ingredients (FI) Asia
- Food Ingredients China (FIC)
- FoodEx Japan
- Seoul Food & Hotel
- SIAL China
- Supermarket Trade Show
- VIV Asia

### AUSTRALIA

- Fine Food Australia

### EUROPE

- ANUGA
- BioFach
- Food Ingredients (FI) Europe
- Fruit Logistica
- Seafood Expo Global/  
European Seafood Exposition
- SIAL Paris
- TuttoFood

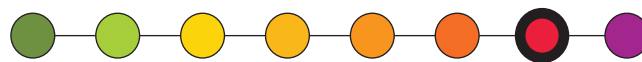
### MIDDLE EAST

- Gulfood
- Gulfood Manufacturing

### WESTERN HEMISPHERE

- Americas Food & Beverage Show
- Espacio Food & Service
- National Restaurant Association  
(American Food Fair)
- SIAL Canada

*Trade Shows subject to change*



## 2023 Approved Domestic Trade Shows

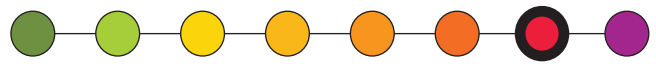
*The domestic trade shows listed here have been approved by USDA. They are the only domestic shows eligible for 50% CostShare reimbursement.*

Participation in certain international trade shows in the United States has proven to be a successful export market development activity. These venues allow U.S. companies to showcase their products and meet buyers from all over the world here in the U.S. In order to receive reimbursement for USDA Approved Domestic Trade Shows, a 50% CostShare participant must follow the regulations on pages 73-75 of this manual. If there is a USA pavilion\* at the show, the company must exhibit there to receive reimbursement.

### Approved Domestic Trade Shows

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food and Beverage Show **(USA pavilion)\***
- BrewExpo America
- Dairy-Deli-Bakery Show
- Duty Free Show of the Americas
- Food Marketing Institute, FMI Connect
- Global Trade Exchange
- Global Produce & Floral Show (formerly the PMA Fresh Summit)
- IFT Food Expo
- International Baking Industry Expo
- International Builders' Show
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Mass Timber Conference
- International Production and Processing Expo
- Kosherfest
- MAGIC International Sourcing Show
- NASFT/Fancy Food Show-Summer
- NASFT/Fancy Food Show-Winter
- National Association of Convenience Stores (NACS) Show
- National Confectioners Association, All Candy Expo
- National Restaurant Association (NRA) Show **(USA pavilion)\***
- Natural Products Exposition - East
- Natural Products Exposition - West
- NCA Sweets and Snacks Expo
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- Private Label Manufacturers Association, Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- SIAL America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGreen
- Specialty Coffee Association of America Annual Exposition
- Supply Side West
- Surfaces
- United Produce Show
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress





## Glossary of Terms

**Agricultural Cooperative:** A society or union of persons for the production and/or distribution of agricultural goods, which the profits are shared by all the contributing members.

**Agricultural Trade Promotion:** The Agricultural Trade Promotion Program (ATP) will help U.S. agricultural exporters develop new markets and will help mitigate the adverse effects of other countries' tariff and non-tariff barriers. The ATP provides cost-share assistance to eligible U.S. organizations for activities such as consumer advertising, public relations, point-of-sale demonstrations, participation in trade fairs and exhibits, market research, and technical assistance. The ATP is available to all sectors of U.S. agriculture, including fish and forest product producers, mainly through partnerships with non-profit national and regional organizations. FAS administers the ATP under authorities of the Commodity Credit Corporation Charter Act.

### **CostShare Funds**

This term refers to the amount of reimbursements received by the U.S. participating company. *Example:* If a company submits a claim for \$2,000.00, the \$1,000.00 reimbursement the company receives is considered CostShare Funds.

**CostShare Participant:** Company that is contracted in CostShare.

**CostShare Promotional Activity:** An activity that involves the exclusive or predominant use of a single U.S. company name, or the logo or brand of a single U.S. company, or the brand of a U.S. agricultural cooperative, or any activity undertaken by a MAP Participant in 50% CostShare.

**Foreign Third Party (FTP):** Distributors, agents, brokers, and representatives in foreign markets where 50% CostShare funds are being used. Typically, the FTPs are conducting 50% CostShare eligible promotions on behalf of the U.S. applicant.

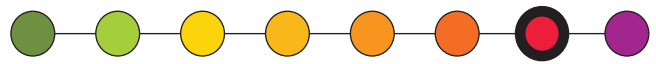
### **Foreign Third Party (FTP) Funds:**

This is the portion of the expense that is paid by the FTP. For example, if FTP in Mexico pays for an advertisement in full, the U.S. Company must pay the FTP at least 50% of that expense. The portion they are not reimbursed by the U.S. Company is the FTP funds.

**Global Events:** SUSTA organizes approximately 40 events throughout the year during which eligible companies can meet qualified foreign buyers. Global Events and 50% CostShare are SUSTA's two core programs.

### **Incurred Expense**

An expense is incurred on the date that the check, wire transfer, credit card, or other bank transaction occurs, not the date on which the goods or services are provided by the vendor. The only exception: tradeshow booth expenses are considered to be incurred when the show takes place, not when the payment is made.

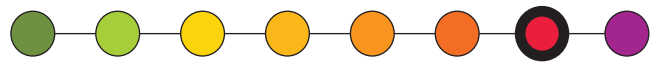


**Market Access Program (MAP):** This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under the USDA, Foreign Agricultural Service which is aimed at developing international markets.

**Small Company:** A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or average annual receipts, depending on the NAICS industry category).

**State Regional Trade Groups (SRTGs):** The four State Regional Groups (Food Export Association of the Midwest USA, Food Export USA Northeast, Southern United States Trade Association (SUSTA), Western United States Agricultural Trade Association (WUSATA) that assist companies with export promotions in the respective region.

**USDA, Foreign Agricultural Service (FAS):** The Foreign Agricultural Service of the United States Department of Agriculture (USDA) is the government agency that provides Market Access Program and Agricultural Trade Promotion funding to SUSTA.



## Sample Application

### CostShare Application

In order to access your application, you must first have a MySUSTA account. Go to [www.susta.org](http://www.susta.org) and select 'Sign Up' in the top right corner. When creating your account, make sure to select that you are interested in 50% CostShare.

Already have a MySUSTA account? We review your account every year. So, make sure to reconfirm your account details when prompted on or after August 1, 2022.

The CostShare Director will email you letting you know if you have access to the 2023 CostShare application.

Home → Account Sign Up → Basic Information

### Account Sign Up


Your Company

First Name

Last Name

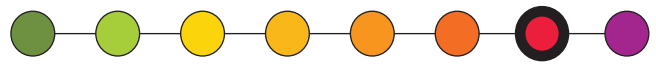
Work Email Address

AJGH8D

Enter characters from above  
 

Continue

*The following pages contain screen shots, helpful tips and examples to help you complete your CostShare application.*



# Sample Application

First Step:

### Contact Profiles

Contact Profiles Company Profile Marketing Plans Product Info Final Review 0% 28:57 To Save RESET

SUSTA requests that the person(s) from your company authorized to sign contracts and submit claims are listed in the application as such. Please select from the existing Contact List below at least one 50% CostShare Primary Contact, at least one 50% CostShare Authorized Signer and at least one 50% CostShare Claims Contact. (The same person can fill all three designations, or multiple people can be assigned each of these designations).

If you do not see the appropriate person in the dropdown list, please have them sign up through the public signup form.

#### Contact List

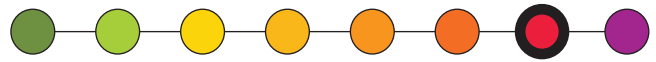
Select Contact

Contact Role (select all that apply)

- 50% CostShare Primary Contact i
- 50% CostShare Back-up Contact i
- 50% CostShare Claims Contact i
- 50% CostShare Admin. Contact i
- Authorized Signer Contact i

**TIP:** You MUST designate at least one **Primary Contact**, one **Claims Contact** and one **Authorized Signer**. You will not be able to complete your application without these two designations.

**Continue to Company Profile**



# Sample Application

## Second Step:

### Company Profile

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

**TIP:** Before you start your application, make sure you know your Dun and Bradstreet (D&B) Number as well as your NAICS Code.

Please fill out and review the company information below. If any information is missing or incorrect, please make the necessary changes. Changes made to this form will not overwrite company information in any other portion of MySUSTA or our internal records. If you have not done so already, your organization will need a Dun & Bradstreet Business number in this section. [Visit their website](#) to obtain a report.

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

<h4>Company Profile</h4> <p>Company Name <input type="text" value="This is a Test Company"/></p> <p>DBA Name <i>(optional)</i> <input type="text"/></p> <p>Business Type <input type="text" value="Manufacturer/Processor"/></p> <p>Year Company Was Founded <input type="text" value="1980"/></p> <p>Years of Export Experience <input type="text" value="5"/></p>	<h4>Contact Information</h4> <p>Address 1 <input type="text" value="123 Test Drive"/></p> <p>Address 2 <i>(optional)</i> <input type="text"/></p> <p>City <input type="text" value="New Orleans"/></p> <p>State <input type="text" value="Louisiana"/></p> <p>Postal Code <input type="text" value="70139"/></p> <p>Phone <input type="text" value="(123) 456-7890"/></p> <p>Fax <i>(optional)</i> <input type="text"/></p> <p>Website <input type="text"/></p>	<h4>Owners of the Organization</h4> <p><i>(For co-ops, please add president's information)</i></p> <p><b>Owner 1</b></p> <p>First Name <input type="text" value="William"/></p> <p>Last Name <input type="text" value="Tester"/></p> <p><b>Owner 2</b></p> <p>First Name <i>(optional)</i> <input type="text" value="Amelie"/></p> <p>Last Name <i>(optional)</i> <input type="text" value="Tester"/></p> <p><b>Additional</b></p> <p>List Additional Owners, one per line... <i>(optional)</i> <input type="text"/></p>
---	---	--

#### Additional Information

Is your company an Agricultural Cooperative?  Yes  No i

Woman Owned?  Yes  No *(optional)* i

Veteran Owned?  Yes  No *(optional)* i

Minority Owned?  Yes  No *(optional)* i

Dun & Bradstreet Number *(optional)*  
 i

Dun & Bradstreet Report PDF *(optional)*  
 BROWSE FILES

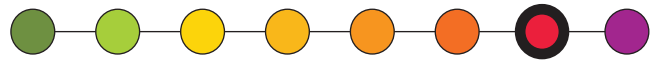
NAICS Code  
 i

State of Company Headquarters

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

Back

Continue to Marketing Plans



# Sample Application

## Third Step:

### Marketing Plans

Contact Profiles Company Profile Marketing Plans Product Info Final Review 40% 29:32 To Save RESET i

**Eligible Domestic Trade Shows**

Select the domestic trade show(s) at which you plan to exhibit from the dropdown list and click "Add Trade Show". In the estimated expenses portion, include all eligible expenses for all domestic trade shows. Refer to your 50% CostShare Manual for specific details about what is eligible.

**Hint:** Travel expenses for domestic trade shows are NOT eligible. But your booth fees, point of sale materials, giveaway items, freight and more are eligible.

Fancy Food Show - Summer	X
PMA Fresh Summit Convention and Expo	X
<input type="text"/>	<input type="button" value="ADD TRADE SHOW"/>

**Estimated Trade Show Expenses:**

**Trade Seminar Activity**

Do you plan on conducting an educational seminar in the U.S. at which a minimum of 10 international trade representatives from foreign countries will be present? If so, you can apply for 50% reimbursement of certain expenses tied to the seminar, such as venue rental and wages of temporary labor.

Yes  No

**2022 Promotional Budget**

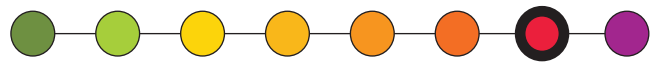
Totals from Tables A and B are summed as your Total Promotional Budget. Your estimated SUSTA Reimbursement Funds are calculated by finding 50% of your total promotional budget. Your estimated Applicant Funds are the remainder of the Total Promotional Budget (or 50%). These figures are given for your reference below.

Type	Funds
SUSTA Reimbursement Funds	\$7,750.00
Applicant Funds	\$7,750.00

**Total Promotional Budget: \$15,500.00**

Back to Marketing Plans Add Domestic Marketing Plan

If you have any questions, please contact the 50% CostShare Team or call (504) 568-5986



# Sample Application

## Example International Marketing Plan:

### Marketing Plans

Contact Profiles Company Profile **Marketing Plans** Product Info Final Review 60% 24:03 To Save RESET i

#### International Marketing Plan

Select the foreign country in which you plan on conducting promotional activity(ies) and include all of the activities targeting that country. For example, if you are exhibiting at a trade show in Germany, you will select Germany from the dropdown list to create a Germany marketing plan. Then, if you are also creating new packaging for the Chinese market, you would create a Chinese marketing plan. You will be able to create up to 10 international marketing plans.

Please enter all detailed information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon for more information on specific sections.

Search foreign country (start typing)

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have a Foreign Third Party?  Yes  No i

#### What constraints or obstacles does your company face when selling your products in this country?

<input checked="" type="checkbox"/> Consumer Product Awareness	<input checked="" type="checkbox"/> U.S. Competition
<input type="checkbox"/> Import Restrictions	<input type="checkbox"/> Knowledge of Importers and Distributors
<input type="checkbox"/> Labeling restrictions	<input type="checkbox"/> Knowledge of Import Regulations
<input type="checkbox"/> Distributor's Product Knowledge	<input type="checkbox"/> Knowledge of How Product May Be Used
<input checked="" type="checkbox"/> Foreign Competition	<input type="checkbox"/> Domestic Competition in Export Market

#### Please indicate the type of trade activities that produce the best results for your company in this market

- Inbound Trade Missions
- Outbound Trade Missions
- Retail Promotions
- Technical Seminars
- Trade Shows

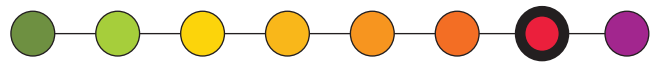
#### Promotion Target Sector

Choose any audiences you are targeting

- Consumers/Retails
- Food Service/Institutions
- Trade/Wholesale

Back Next

If you have any questions, please contact the 50% CostShare Team or call (504) 568-5986



# Sample Application

(Continued International Marketing Plan: United Arab Emirates)

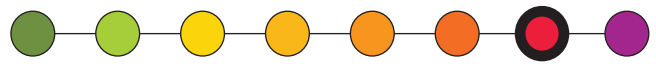
**Activity Summary: United Arab Emirates**

Please fill in information for all promotional activities your company will conduct in this country. Enter the total U.S. dollar amount (not the 50% reimbursement request amount) for each promotional activity you plan on doing. Be as descriptive as possible in the space provided for each activity.

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

Promotional Activity	Estimated Costs	Description of Each Individual Activity
Advertising	Estimated Costs \$10,250	Please refer to the 50% CostShare manual for eligible expense descriptions. Advertisement in Gulf News; design and ad placement.
Direct Mailing to Foreign Buyers	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Freight	Estimated Costs \$1,800	Please refer to the 50% CostShare manual for eligible expense descriptions. Shipping samples and marketing materials to Gulfood.
In-Store Demonstrations/In-Store Displays	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Seminars	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Shows	Estimated Costs \$10,000	Please refer to the 50% CostShare manual for eligible expense descriptions. Booth fee and other booth expenses for Gulfood.
Packaging/Label Changes	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Point of Sale Materials	Estimated Costs \$800	Please refer to the 50% CostShare manual for eligible expense descriptions. Translation and printing of brochures for Gulfood.
Press Kits	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Promotional Giveaways	Estimated Costs \$850	Please refer to the 50% CostShare manual for eligible expense descriptions. "Amelie's Produce" pens to give out at Gulfood.
Temporary Displays	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Temporary Part-Time Contractors Hourly Wages	Estimated Costs \$1,500	Please refer to the 50% CostShare manual for eligible expense descriptions.
Travel Expenses	Estimated Costs \$9,500	Please refer to the 50% CostShare manual for eligible expense descriptions. Hostess for booth at Gulfood. Airfare, Lodging and M&IE for 2 people





# Sample Application

(Continued International Marketing Plan: United Arab Emirates)

Website/Web Pages

Estimated Costs

Estimated Costs

Please refer to the 50% CostShare manual for eligible expense descriptions.

Other

Estimated Costs

Estimated Costs

Please refer to the 50% CostShare manual for eligible expense descriptions.

**Total Estimated Costs**

## Marketing Plans

Contact Profiles
Company Profile
Marketing Plans
Product Info
Final Review

60%
29:47 To Save
RESET
i

Here you will create your marketing plans and budgets. You will need a marketing plan for each country in which you plan on requesting reimbursements. You can have up to 10 International Marketing Plans in your application. Once you are done, please take time to review the information.

**Add New Marketing Plan**

Add International Marketing Plan

**Current Marketing Plans**

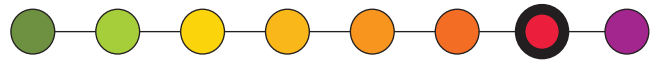
Please review the following information. If you need to change anything, click the edit button and make any necessary changes.

Market	Estimated Total	Applicant Funds	In-country Partner Funds	SUSTA Funding	Edit	Delete
United Arab Emirates	\$34,700.00	\$17,350.00	\$0.00	\$17,350.00		
United States	\$15,500.00	\$7,750.00	N/A	\$7,750.00		
Totals:	\$50,200.00	\$25,100.00	\$0.00	\$25,100.00		

Back to Application Home

Continue to Product Info

If you have any questions, please contact the 50% CostShare Team or call (504) 568-5986



# Sample Application

## Fourth Step:

### Product Information

Contact Profiles
Company Profile
Marketing Plans
Product Info
Final Review

80%
29:08 To Save
RESET
i

Please add all of your company's products that you wish to have approved for 50% CostShare. Each product is required to be at least 50% US agricultural origin by weight, excluding water and packaging. Please add each product separately and include size.

✓ The product has been added successfully.
✕

#### Add New Product

Brand (e.g. Arma Foods)

Description (e.g. Peanut Butter, Creamy, 12 oz)

Do you own this brand?

Yes  No

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

Save Product

#### Amelie's Original

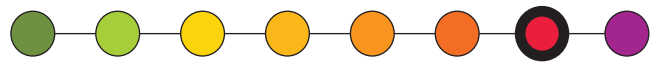
Description	Own Brand?	Requires Brand Owner Permission?	Countries Marketing In?	Copy	Edit	Delete
Barbecue sauce, mesquite flavor, 12 ounces	Yes	No				
Barbecue sauce, spicy, 12 ounces	Yes	No				

#### Smith Foods

Description	Own Brand?	Requires Brand Owner Permission?	Countries Marketing In?	Copy	Edit	Delete
Dry cereal, honey oat, 1 pound	Yes	No				
Dry cereal, vanilla pecan, 1 pound	Yes	No				

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

Returning CostShare participants have the option to use products from their previous application.



# Sample Application

## Fifth Step: Final Review

### Review Application

✓ Contact Profiles ✓ Company Profile ✓ Marketing Plans ✓ Product Info 📋 Final Review 85% 28:54 To Save ⓘ

**Review Application**  
Please review your application thoroughly before submission. Once submitted, you will not be able to make any changes.

🔗 Contact Profiles

🔗 Company Profile

🔗 Marketing Plans

🔗 Product Information

I certify that the information that I am submitting in my 50% CostShare application is true, accurate and complete to the best of my knowledge.

[Continue to Payment Process](#)

### Complete Application & Make Payment

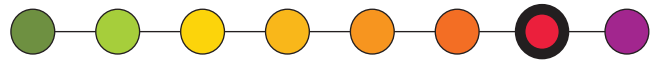
✓ Contact Profiles ✓ Company Profile ✓ Marketing Plans ✓ Product Info 📋 Final Review 90% 29:42 To Save ⓘ

Please review payment details. Your application is non refundable and all applications are subject to approval. Your transaction is not complete until you submit the final payment.

**Choose Your Payment Method**

Credit Card  Bill Me

You will be charged a \$250 non refundable application fee in order to move forward with review of your application.



# Sample Application

## Final Payment Review

Contact Profiles Company Profile Marketing Plans Product Info Final Review 95% 29:47 To Save  

**Application Fee:** This non-refundable \$250.00 application fee is required to review and process your application.

Order Summary	Price
2023 50% CostShare Application	\$250.00
<b>Total:</b>	<b>\$250.00</b>

On the following page will be your Application Packet along with a checklist of items to be mailed to SUSTA.

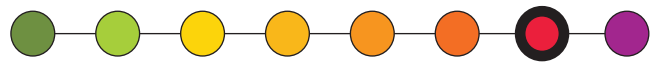
**Note: The \$250 application fee is the first of two fees you will pay.** Once your application is approved, you will be invoiced for a non-refundable administrative fee. The administrative fee is based on 6% of your approved allocation amount (SUSTA Funding - 50% Amount).

[Back](#)

[Submit Application and Make Payment](#)

If you have any questions, please contact the 50% CostShare Team or call (504) 568-5986

SAMPLE



## Sample Application

### *Thank You For Your Application*

Thank you for completing the online portion of your application. However, you are not done! You will be receiving instructions shortly on the next step of the process to becoming a 50% CostShare participant. If you have any questions, please reach out to us via **email** or call (504) 568-5986.

Online applications cannot be approved without a corresponding signed print packet. **Download the Application Packet** and follow the instructions below.

[Download Application Packet](#)

[Download Receipt](#)

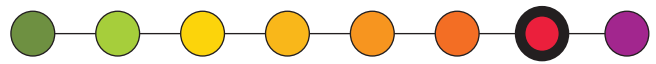
#### **Next Steps: Print & Complete Application Packet**

Thank you for completing the online portion of your application. However, you are not done! Please make sure to complete all items on the following checklist.

- ✓ **Application Packet with Original Signatures:**  
Certification Statement - This document confirms that the information in your 50% CostShare application is true. **You can sign the Certification Statement electronically.** If you navigate back to your dashboard and click on 50% CostShare, click the tile that says 'Certification Statement - Unsigned'. Then follow the prompts to verify the Authorized Signer. If you wish to print this document, sign it and send it to SUSTA via courier, that is still an option. Brand Owner Permission (if applicable)
- ✓ **Pay Your Company's Non-Refundable \$250 Application Fee (if you didn't already submit it online). The fee can be paid online, or a check can be sent.**
- ✓ **Product Packaging and/or Labels**  
SUSTA will review your packaging/labels every 5 years. You must submit packaging/labels for each product you will promote as listed in your application; each size and variety of a product is considered its own item. The packaging/labels must show brand(s) and an eligible U.S. origin statement. See page 13 in the 2023 CostShare Manual for guidance.
- ✓ **Once your application has been reviewed and approved, you will be invoiced for 6% of the total amount you are requesting in reimbursement. Until this non-refundable fee is paid in full, you are not contracted in the program.**

If mailing any items to SUSTA, please send by courier delivery where documentation can be tracked:

SUSTA 50% CostShare  
701 Poydras Street, Suite 3845  
New Orleans, LA 70139



# Brand Owner Permission



Company Name: This is a Test Company

## Brand Owner Permission 2023 SUSTA® 50% COSTSHARE

**CONFIDENTIAL**

This form is for Export Management Companies (EMC) or Trading Companies that are promoting a brand they do not own. If you fall under that category, please have the owner of the brand complete the form below. If you are not an EMC or Trading Company, please disregard.

I hereby certify that (50% CostShare Participant):

This is a Test Company

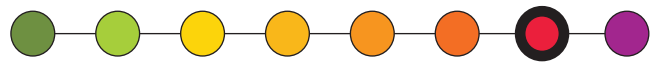
is authorized to promote the listed brands and products and is the exclusive recipient of SUSTA funding to promote the listed brand(s) and products(s) in the listed country market(s) below.

Manufacturer/Brand Owner		SUSTA 50% CostShare Participant	
Signature <i>Susan Smith</i>	Date <i>10/9/2022</i>	Signature <i>Jane Doe</i>	Date <i>10/9/2022</i>
Print Name <i>Susan Smith</i>	Title <i>Owner</i>	Print Name <i>Jane Doe</i>	Title <i>Owner</i>
Company <i>Smith Holding LLC</i>	Phone <i>(504) 987-6543</i>	Company <i>This is a Test Company</i>	Phone <i>(504) 123-4567</i>

Attention Brand Owners: Signing this agreement does not create an "exclusive" right to sell the product in the market(s) listed below. This document certifies that the agent will be the sole company using SUSTA funding to promote the product(s) in the market(s) listed.

Brand Name	Product	Flavor	Size	Countries
Smith Foods	Dry Cereal	honey	14 ounces	United Arab Emirates
Smith Foods	Dry Cereal	chocolate	14 ounces	United Arab Emirates
Smith Foods	Dry Cereal	apple	14 ounces	United Arab Emirates

This agreement is valid for SUSTA 50% CostShare Marketing year 2023.



# Sample Claim Form



## CLAIM FORM 2023 SUSTA® 50% CostShare

CONFIDENTIAL

50% CostShare Company: This is a Test Company	Country where activities occurred: United Arab Emirates
Brands & Products: <i>Smith Foods</i>	50% CostShare Activity Code: S0001
Approval Date: 01-01-2023	Claim Expense Number: <i>4 (this is for your internal records)</i>

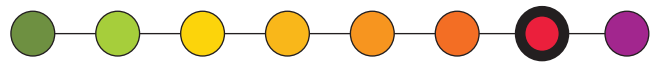
<b>Expenditures by U.S. Company:</b>	
Total Expenditures:	\$ <i>17,400</i>
Reimbursement Request (50%):	\$ <i>8,700</i>

### CERTIFICATION STATEMENT:

WARNING: Federal and State law provide severe penalties for making false or misleading statements or representations of fact with respect to this claim. Under penalties of perjury, I declare and certify that I have personally examined this claim for reimbursement and the accompanying schedules, statements, and other documents; that I have conducted a reasonable investigation into the facts represented therein and to the best of my knowledge and belief, they are complete, true, correct, and accurate, and they truly, accurately, and completely list all information and amounts and sources related thereto; that the expenditures claimed on this form were in fact incurred by the Company for the purpose indicated herein, and the activities portrayed and described in the accompanying information in fact took place exactly as described and/or represented herein; that such expenses were for the promotion of the products and brands in the country market all as listed above; that the participant has not been reimbursed for the expenses claimed by any other entity; and that the expenses claimed are necessary and reasonable for the purpose, and verifiable and supported by detailed records which are available for inspection.

Signature: <i>Jane Doe</i>	Date: <i>3/15/2023</i>
Print Name: Jane Doe	Title: <i>CEO</i>
Phone: <i>(504) 123-4567</i>	Email: <i>janed@testco.com</i>
Claim Contact*: Jane Doe	Claim Contact Email: <i>janed@testco.com</i>

\* Please include an approved claim contact if different than company signer.



# Sample Claim Form



**EX**  
2022 SUSTA® 50% CostShare

**EET**

**CONFIDENTIAL**

You may substitute your own summary sheet or attach additional pages if necessary.

**COUNTRY:** *United Arab Emirates*

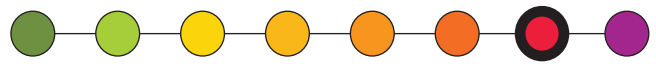
Expense Item #	Invoice Date	Promotional Activity Description	Invoice #	Foreign Currency Amount (If Applicable)	Exchange Rate (If Applicable)	U.S. Dollar Amount (Required)
1	12/1/2022	2022 Gulfood Booth Fee	62589			\$4,000
2	1/10/2023	Freight for Gulfood	2364			\$800
3	1/15/23	Promotional Giveaway Items for Gulfood	3914			\$600
4	various	Travel - Jane Doe	see travel expense worksheet			\$6,000
5	various	Travel - John Doe	see travel expense worksheet			\$6,000
					Total:	\$17,400
					50%:	\$8,700

Please review 50% CostShare Manual, using checklists for your particular activity. These checklists will provide you with all detailed items you will need to submit when you are ready to mail in your claim. Please remember that all claims need to be received within 90 days of the last day of the activity (refer to 50% CostShare manual for list of these dates for each activity) or they will not be eligible for reimbursement.

Send completed Expense Claims to:

SUSTA  
Attention: Deneen Wiltz  
701 Poydras Street, Suite 3845  
New Orleans, Louisiana 70139





## Travel Checklist



### TRAVEL EXPENSE CLAIM CHECKLIST



TRADE SHOW/TRADE MISSION: \_\_\_\_\_

DATES: \_\_\_\_\_

- PRE-TRAVEL NOTIFICATION FORM
- CONFIRMATION EMAIL/FAX FOR PRE-TRAVEL NOTIFICATION FORM
- AIRFARE ITINERARY
- AIRFARE E-TICKET CONFIRMATION OR PASSENGER RECEIPT
- AIRFARE PROOF OF PAYMENT
- BOARDING PASSES OR FREQUENT FLIER STATEMENT
- DETAILED HOTEL BILL
- HOTEL PROOF OF PAYMENT
- CLEAR PHOTOGRAPHS OF BOOTH SHOWING BRAND NAME AND U.S. ORIGIN STATEMENT
- TRADE SHOW EXHIBITOR'S GUIDE THAT SHOWS COMPANY'S LISTING
- TRIP REPORT
- TRAVEL EXPENSE WORKSHEET

Questions about travel expense claims?

Contact SUSTA before you book your travel!

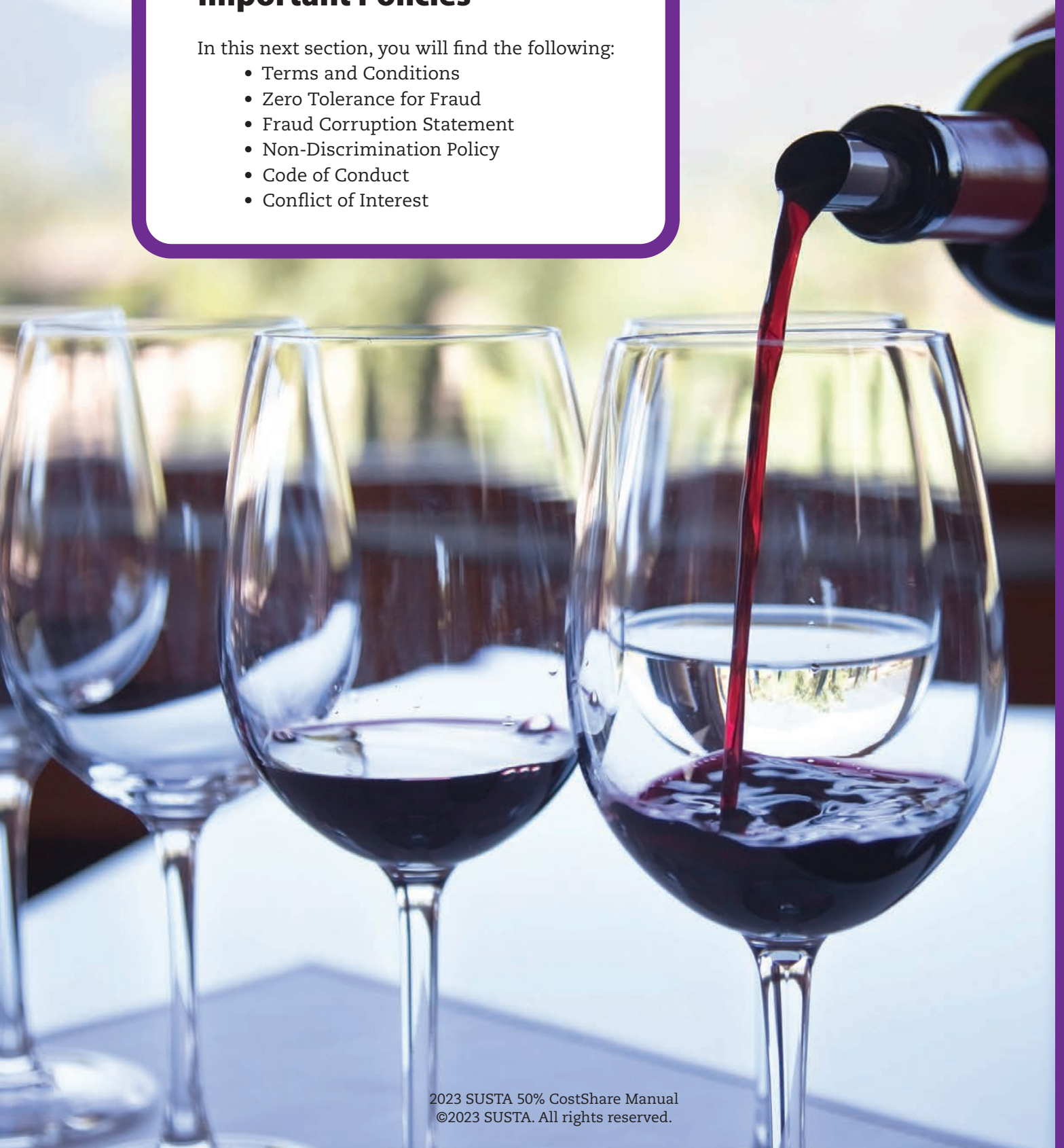
(504)568-5986 or [Costshare@susta.org](mailto:Costshare@susta.org)

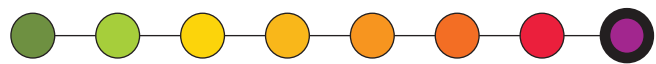


## **Section 8: Important Policies**

In this next section, you will find the following:

- Terms and Conditions
- Zero Tolerance for Fraud
- Fraud Corruption Statement
- Non-Discrimination Policy
- Code of Conduct
- Conflict of Interest





## Terms and Conditions

*Please read these terms and conditions carefully before you begin your MAP program year.*

### **Payment**

All payments for 50% CostShare are non-refundable. The \$250 application fee is due when an application is submitted for review. After approval of an application, the 6% administrative fee is due 30 days after receipt of the invoice and agreements.

### **Privacy**

When applying for the Market Access Program (MAP), you will be asked to share personal information about your company and your participation in USDA MAP program. Proprietary information provided will be maintained as business confidential and will not be shared, unless you otherwise indicate.

You will be asked at the end of the MAP program year to provide an end of the year survey. Any information provided in the survey is strictly confidential. SUSTA is required to share certain performance measures with USDA Foreign Agricultural Services (FAS) (i.e. projected sales, actual sales, number of distributors met, etc.) when administering the MAP program. SUSTA only shares aggregate information when providing performance measures to FAS. Individual company information is never shared without a company's written consent.

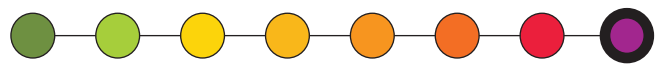
However, a company is contacted to share individual information through success stories to help SUSTA further promote and maintain MAP funding. SUSTA will always ask for your written consent to share any success stories.

### **Review**

When participating in SUSTA's MAP 50% CostShare, SUSTA is authorized to contact any person listed as the president, officer, or company contact for the 50% CostShare application. We verify information listed in the application to assist with helping to approve the application. Questions are standard and usually always part of the review process or a requirement to participate in 50% CostShare. SUSTA's ability to assist a company with 50% CostShare is directly tied to the company wanting to share information needed to get approved.

When a company applies for MAP 50% CostShare, SUSTA is also authorized to contact any person or entity, including but not limited to foreign third parties, which the company has contracted with or has authorized to assist in some way with a claim submitted for reimbursement requests. SUSTA's involvement in contacting any foreign third parties or anyone authorized by the MAP 50% CostShare participant to assist with a claim is to facilitate verifying information submitted by the MAP 50% CostShare participant in the claim. SUSTA follows the MAP regulations and SUSTA's policies to assist in getting the expense paid.

*Terms and Conditions continued on the next page . . .*



## Terms and Conditions

### *Terms and Conditions (Continued)*

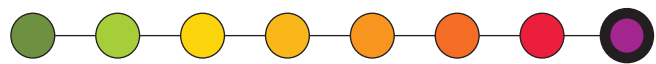
SUSTA is also authorized to obtain information about your company, products, brands, subsidiary or affiliates, activities, services or goods provided when you apply for MAP 50% CostShare and/or submits claims. Participating companies must maintain copies of their records related to the 50% CostShare application and any expense claims submitted for a minimum of five (5) years. SUSTA's MAP 50% CostShare is a federally funded program. Therefore, SUSTA goes through an annual federal compliance review. Any claim is subject to be challenged during the annual federal compliance review and the participating company may be contacted by SUSTA, FAS, or the Commodity Credit Corporation (CCC) in regards to a claim submitted.

SUSTA may not approve every company that applies for 50% CostShare. Companies denied approval in SUSTA's 50% CostShare is not subjective. SUSTA would like to approve all companies interested. However, every company applying must qualify for 50% CostShare. All qualifying requirements are reviewed for every company applying. All companies will be notified in writing on the additional information that is needed to approve them for 50% CostShare or why they were not approved for the program.

The latter also applies for all claims requests submitted. SUSTA may reject any claim for reimbursements if, in the sole opinion of SUSTA, it does not comply with the agreement, MAP or FAS regulations, or there is an outstanding question regarding additional documentation needed to validate the claim.

### **Contacts**

Any questions about applying for 50% CostShare, please contact [costshare@susta.org](mailto:costshare@susta.org) or 504-568-5986.



## Zero Tolerance for Fraud

In the climate in which we operate to administer the USDA Market Access Program (MAP), the risks associated with entities looking at ways to create fraud are many. For those looking to commit fraud, they are actively seeking opportunities to commit fraud and are also creating a means to conceal the fraudulent act.

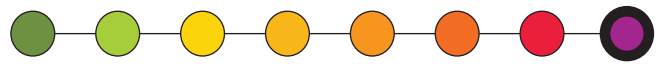
Our Organization's goal is to ward off fraud by making sure we have internal controls in place to properly review all participants applying for USDA's MAP program. SUSTA wants to be good stewards of taxpayer funds distributed through USDA's MAP program and continue to enhance the reputation of our organization, those participating in our programs and the industry in which we operate.

SUSTA believes the strength of the MAP program is to open international markets for small to medium sized businesses. This means that participants are expected to conduct business in accordance with the laws and regulations of the country which an activity is carried out and in accordance with applicable U.S Federal, state and local laws, and regulations. One act of fraud hurts tax payers, hurts the reputation of our organization, hurts participants who are trying to grow their business and hurts the industry we work so hard to serve.

SUSTA wants to warn applicants that the organization does not tolerate fraud. Applicants applying for SUSTA's MAP programs will not engage in fraud, SUSTA has a zero tolerance for fraud. Fraud is defined as: the taking or obtaining by deception, of money or any other benefit from - when not entitled to the benefit or an attempt to do so; misrepresentation of financial position, information, or documentation to deceive or lead to financial loss.

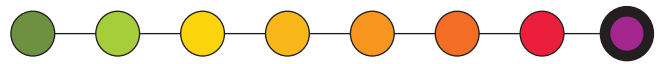
Any suspicion of fraud will be reported to the USDA's Foreign Agricultural Services (FAS). There are serious penalties for making false claims for reimbursement of federal dollars. False claims can also include a breach of agreement between SUSTA and your company.

SUSTA follows the same guidelines to review all applicants for the MAP program. Our goal is to make certain that every eligible member company has an opportunity to access foreign markets to increase exports. It is incumbent upon our association to be vigilant in our admissions process for MAP funds and assist those companies that meet the eligible requirements to benefit from our programs. SUSTA takes our responsibility as stewards of taxpayer funds seriously. We do hope as participants who are also tax payers that you see merit in us protecting the program to help you continue to grow.



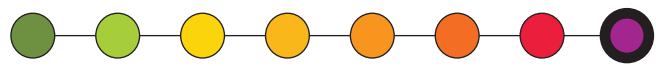
## **Fraud Corruption Statement**

SUSTA staff and its members play a key role in combating fraud. This includes providing an organizational framework from within that eliminates fraud from flourishing, and promotes an anti-fraud culture across the organization. This should provide a sound defense against internal and external abuse of public funds. Anyone found conducting fraud or violating the Zero Tolerance for Fraud Policy will be reported immediately to proper officials.



## **Non-Discrimination Policy**

SUSTA does not discriminate in any of its programs and activities against recipients on the basis of: age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, political affiliation, military status, marital or familial status.



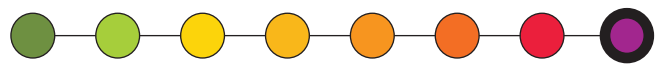
## Code of Conduct

SUSTA's standard of professional conduct is a benchmark that all SUSTA staff and SUSTA's member states follow. SUSTA strives to operate with honesty, integrity and the highest possible standards of professionalism. By applying for SUSTA's MAP program as a participant you also have a responsibility to adhere to certain rules of behavior and conduct. The purpose of these rules is not to restrict your rights, but rather to be certain that as a participant you understand what conduct is expected and necessary to participate in SUSTA's programs. When each person is aware that he or she can fully depend upon SUSTA staff, SUSTA's member states and other MAP participants to follow the rules of conduct, then our organization will be a better place to help promote and positively impact the growth of agriculture internationally.

SUSTA staff, Members, Contractors, Affiliated Organizations and MAP Participants will make every effort to act in a manner that upholds the following principles of this Code:

- Comply with all applicable state, federal, foreign international laws and regulations.
- Use of legal and ethical business practices that maintain the highest standards of business conduct.
- Adhere to SUSTA's Zero Tolerance for Fraud Policy and be cognizant of SUSTA's Fraud Corruption Statement.
- Recognize that SUSTA stands behind its Non-Discrimination Policy and expect all participants to abide by it.
- Refrain from any dishonest or deceptive business practices that go against SUSTA's Conflict of Interest Policy.
- Present your company and its products honestly in public representation including at international events and through advertisement.
- Avoid falsifying or misleading information on an application when applying for the MAP program, when registering for events or requesting reimbursement.
- Avoid participating indirectly or directly, in any scheme that results in false expectations or obligation. This includes paying bribes, kickbacks or other corrupt forms of payment for the purpose of obtaining or retaining business or favorable action.
- Cooperate reasonably with other related organizations and government affiliates working to help foster the food and agriculture industry.
- Protect confidential and sensitive information ensuring that all documentation and correspondence is handled with care.
- Respect the intellectual property rights of patents, copyrights, trademarks, trade secrets, or any other proprietary business information. Properly and immediately address any unintentional breach.
- Comply with contractual obligations with SUSTA and any other business entities in good faith.
- Acknowledge that lawful, reasonable competition for business amongst participants in all markets is customary.





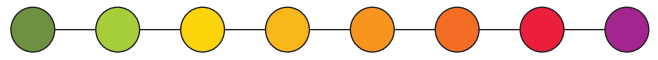
## Conflict of Interest Policy

Market Access Program (MAP) 50% CostShare participant represents and warrants that he/she is not prevented, whether by contract or otherwise, from marketing, promoting or otherwise representing or advancing any interest of the product brands promoted. Further, MAP 50% CostShare participant agrees, represents and warrants that, during the term of the agreement, it will not have a conflict of interest or otherwise be precluded from marketing, promoting or otherwise representing or advancing any interest of the brand products being promoted.

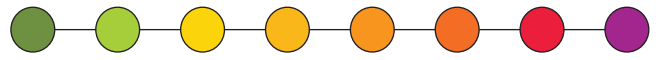
MAP 50% CostShare participant also agrees that any third party working on behalf of the program participant, must ensure that no employee or official of the 50% CostShare participant, or any third party working on behalf of the 50% CostShare participant is participating in the selection or award of a contract in which such employee, official, or third party or the employee's, officials, or third party's family or partners has a financial interest (e.g. doing business with yourself).

Companies may carry out activities alone or in cooperation with contractors, subcontractors, foreign agents or distributors (hereinafter called "Foreign Third Party"). Companies must disclose to SUSTA any ownership interest with foreign third parties the company is doing business with or disclose any employee of the company that has interest with any third party providing goods or services related to a claim that has been submitted for reimbursement. Companies are not allowed to be reimbursed for expenses that have been reimbursed by another entity. Expenses incurred by the Foreign Third Party must be separately identified in the claim submitted by the company. The company must then provide verifiable and reasonable proof of payment to the foreign third party.

Companies shall not contract with an entity to conduct activities if the owners of the Company or the officials of the Company, or the family or partners of the owners or officers of the Company have a financial interest in the entity. SUSTA cannot reimburse a company for expenses if the party to whom the expenses was paid is related to the Company by way of ownership share, officer, director, or employee of the company.



## Notes



## Notes



## Congratulations!

Now that you have finished reviewing the 50% CostShare Manual, we want you and your company to know that SUSTA is here to answer any further questions. Our knowledgeable staff can be reached at [CostShare@susta.org](mailto:CostShare@susta.org) or 504-568-5986.

We appreciate the opportunity  
to assist your company.

Thank you,  
The SUSTA CostShare Team

