

# Promoting Southern U.S. Food and Agricultural Products Around the World

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# The Southern U.S. Trade Association



**The Southern United States Trade Association (SUSTA)** is a non-profit organization aimed at increasing the export of southern U.S. food and agricultural products. SUSTA works closely with the Department of Agriculture to enhance the economic well-being of the southern region.

Since 1973, our programs and services have assisted exporters of high-value food and agricultural products. SUSTA is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), its member states and private companies. FAS administers and executes many foreign market development activities.

## Promotional Activities

SUSTA promotes southern U.S. food and agricultural products through:

- International trade exhibitions
- Trade missions
- Reverse trade missions
- Trade seminars
- Menu promotions
- In-store promotions
- Product showcases
- Publicity campaigns
- Exporter education
- Importer education and product sourcing
- Industry market research
- Matching funds for international marketing

## Other Services

Visit [www.susta.org](http://www.susta.org) to take advantage of our many services:

- “Basics of Exporting” Handbook
- Directory of U.S. Suppliers
- Virtual Trade Show
- Trade Leads

SUSTA's promotions and services are provided free or for a nominal charge.

Create a profile of your company in SUSTA's online directory to receive our Email Update, newsletter and event fliers. Exporters with directory profiles also benefit from visibility to international buyers and access to industry research.

**MAP BRANDED MARKETING PROGRAM**

**GENERIC INDUSTRY PROMOTIONS**

**EXPORT READINESS TRAINING (ERT) PROGRAM**

**GLOBAL EXPORT MARKETING SYSTEM™ (GEMS)**

**QUALITY PRODUCTS OF THE SOUTHERN U.S.**

SUSTA is a non-profit export development association that represents the 15 southern U.S. states and Puerto Rico on behalf of the U.S. Department of Agriculture.



**SUSTA MEMBER STATES**

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

# The Southern United States

## Exporting Quality Agricultural Products to the World

SUSTA works with the Department of Agriculture in each of the southern states to promote U.S. products overseas.

### SUSTA Member States

#### Alabama

Department of Agriculture  
& Industries  
(334) 240-7245

#### Arkansas

Winrock International Institute  
for Agricultural Development  
(501) 280-3000

#### Florida

Department of Agriculture  
& Consumer Services  
(850) 487-2779

#### Georgia

Department of Agriculture  
(404) 656-3740

#### Kentucky

Department of Agriculture  
(502) 564-4983

#### Louisiana

Department of Agriculture  
& Forestry  
(225) 922-1280

#### Maryland

Department of Agriculture  
(410) 841-5770

#### Mississippi

Department of Agriculture  
& Commerce  
(601) 359-1158

#### North Carolina

Department of Agriculture  
(919) 733-7912

#### Oklahoma

Department of Agriculture  
(405) 522-5488

#### Puerto Rico

Department of Agriculture  
(787) 722-0291

#### South Carolina

Department of Agriculture  
(803) 734-2200

#### Tennessee

Department of Agriculture  
(615) 837-5160

#### Texas

Department of Agriculture  
(512) 463-7476

#### Virginia

Department of Agriculture  
(804) 786-5447

#### West Virginia

Department of Agriculture  
(304) 558-2210

### Other State Regional Trade Groups

Food Export U.S.A. – Northeast: (215) 829-9111

MIATCO: (312) 334-9200

WUSATA: (360) 693-3373



### Southern United States Trade Association

2 Canal Street, Suite 2515, World Trade Center, New Orleans, LA 70130-1408 U.S.A.

Phone: (504) 568-5986 • Fax: (504) 568-6010

E-mail: [susta@susta.org](mailto:susta@susta.org) • Website: [www.susta.org](http://www.susta.org)

# MAP BRANDED MARKETING PROGRAM

The Market Access Program (MAP) Branded was designed for businesses that desire financial support for their export promotion efforts. Participants may receive up to 50% reimbursement for certain international marketing expenses.

## Eligible Expenses

- Advertising
- Approved domestic trade shows, at which your company has not exhibited in the last 3 years (exhibiting fees, freight, booth construction demonstration supplies, etc.)
- Freight charges for samples
- Promotional materials (product literature, point-of-sale material)
- In-store promotions & displays
- International trade seminars
- International trade shows (See approved domestic trade shows above)
- Promotional gift items (up to \$1 per item)
- Required packaging/ label modifications
- Travel to international trade shows

## To participate in MAP Branded, companies must have:

- A product that is at least 50% U.S. agricultural origin by weight (excluding packaging and water)
- A branded product sourced from the region or an entity within the region
- Qualified as "small" under the rules of the U.S. Small Business Administration
- Total annual sales over \$100,000
- Labeled the product as "Product of USA"
- Sufficient product to supply buyers
- Ability to pay for promotions in advance

## Registration

Participants apply online each year beginning June 1. Once funding is allocated, the application process is over until the next year. Companies pay a \$200 application fee and a 6% administrative fee on their approved allocation. During SUSTA's fiscal year (October 1-September 30), companies conduct eligible marketing activities and request reimbursement.



# GENERIC INDUSTRY PROMOTIONS

Under the Generic program, SUSTA conducts in-country marketing activities on behalf of southern U.S. food and agricultural industries. Participation offers companies a unique way to determine the potential of their own products in a foreign market. During our promotions, companies have opportunities to meet foreign buyers face-to-face or to distribute product samples via SUSTA representatives.



## Common Activities

- Trade missions
- Reverse trade missions
- Trade shows
- In-store promotions
- Market research
- Trade seminars
- Hotel & restaurant promotions
- Marketing campaigns
- Multi-activity country initiatives

SUSTA promotions are industry focused.

SUSTA also offers additional services via in-country consultants including competitive analysis, match-making, and market assessment. Our consultants work in Canada, India, Central America, the European Union, and China.

## Participation Costs

Generic promotions are highly subsidized. Companies pay less than the normal cost of participating alone. View our individual event listings online for exact prices.

## Registration

Generic activities occur year-round. Many promotions offer companies support in a country or region for multiple years to ensure that southern U.S. industries are properly exposed to buyers and consumers. Companies may participate in as many promotions as they choose. Event registration information is posted online.

Visit our Events page online to register and learn more about our activities.

# EXPORT READINESS TRAINING (ERT) PROGRAM

Interested in finding new markets for your product? Do limited local marketing opportunities threaten your survival? Does exporting seem difficult?

Through the Export Readiness Training program, SUSTA works closely with small to medium-sized, new-to-export agricultural growers and processors. Export training prepares companies for their first export experience (i.e. a trade show, a trade mission, an international sale) and helps them develop an international business plan. The program teaches basic techniques including marketing, locating buyers, preparing contracts, financing and shipping.

## Eligible Companies

**To participate in ERT, a business must have:**

- Less than 500 employees
- Less than 1 year of active export experience
- Staff willing to commit to entering a new market within 1 year
- Exportable food or agricultural product(s) already available in the U.S.
- Financial statements for the last 3 years
- Annual sales greater than \$1 million

The ERT Program is structured to suit your business and schedule. Training is hands on and designed specifically to prepare companies for exporting.

## Registration

Contact SUSTA by phone or email. We will notify the appropriate training coordinator.



# GLOBAL EXPORT MARKETING SYSTEM™ (GEMS)



SUSTA's Global Export Market System™ (GEMS) is a free software tool to help companies evaluate export opportunities.

## GEMS provides information on:

- Trade statistics
- Import tariff rates
- Transport rates
- Foreign Exchange rates

## GEMS answers questions such as:

- Where is the largest market for my product?
- Who are my competitors?
- What are the trade trends in this market?
- What is the approximate cost of shipping my product to that market?
- What are the import tariff rates?

## Eligible Companies

GEMS is available to U.S. exporters of food and agricultural products from the SUSTA region. Companies must be registered in SUSTA's online database. Access is limited to 1 person per company.

## Registration

- See if you qualify for GEMS access by visiting [www.susta.org/tools/gems.html](http://www.susta.org/tools/gems.html)
- Create a profile in SUSTA's online database.
- Email [susta@susta.org](mailto:susta@susta.org) with the name and email address of the person from your company whom you nominate for access.
- Once SUSTA has added GEMS access to the profile, logon to [susta.org](http://susta.org) and select GEMS from the menu.



# QUALITY PRODUCTS OF THE SOUTHERN U.S.

SUSTA is a non-profit export development association that represents the 15 southern U.S. states and Puerto Rico on behalf of the U.S. Department of Agriculture.

## SUSTA exists to:

- Promote southern U.S. food and agriculture in international markets
- Introduce international buyers to U.S. suppliers
- Help small to medium-sized southern companies and cooperatives export successfully



## Eligible Products:

Eligible products include food and non-food agricultural products, beverages, seafood, ornamental horticulture, certain wood products, pet foods, animal feeds and more. Products must be at least 50% U.S. agricultural origin.

## SUSTA accomplishes its mission by:

- Investigating worldwide opportunities for southern food and agricultural products
- Distributing information regarding these opportunities
- Promoting southern U.S. food and agriculture in international markets by working with buyers
- Reimbursing qualifying companies for a portion of their international marketing expenses

Learn more by visiting our website and registering to receive our newsletter and Email Update. Additionally, contact SUSTA's marketing department if you have questions.

The Southern U.S. Trade Association • [www.susta.org](http://www.susta.org) • (504) 568-5986 • [susta@susta.org](mailto:susta@susta.org)

SUSTA is a non-profit trade association dedicated to fostering international trade.

Our programs are designed to facilitate meetings between buyers and suppliers of southern U.S. food and agricultural products. We also help southern U.S. companies prepare to export.

SUSTA provides a number of services to buyers:

- One-on-one meetings with U.S. suppliers
- Product showcases
- Online Directory of Suppliers to search for products from the region
- Online Virtual Trade Show featuring export-ready companies
- Trade lead request system

## Registration

To receive notices about industry events, meetings with U.S. suppliers, and other opportunities, register your company at [www.susta.org](http://www.susta.org).

## High Quality Products from the Southern United States

- There are over 3,000 producers of snack foods within the region that export products
- We are the second largest seafood-producing region in the U.S., harvesting over 3 billion pounds of fish and shellfish annually
- The region is famous for a variety of cuisines including Tex-Mex, Cajun-Creole, Barbeque, Soul food, and Southern home-style
- The warm climate and extended growing season make us a reliable supplier of nursery products year-round
- Major exporters of pet food products base their businesses in the south, where there is an abundance of high quality raw materials

Visit [www.susta.org/companies](http://www.susta.org/companies) for a full list of product categories or search for products that SUSTA promotes on behalf of southern U.S. suppliers.



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SUSTA operates two main programs to foster the international export of southern U.S. food and agricultural products.

### **THE GENERIC PROGRAM**

promotes industries as a whole. Generic activities include industry and market research, trade shows, missions, hotel and restaurant promotions, educational programs, etc. Generic activities occur year-round.

### **THE BRANDED PROGRAM**

supports individual U.S. companies by reimbursing up to 50% of their eligible marketing expenses. Program applications are accepted each year beginning June 1. The program year begins in October and lasts until September of the following year.

SUSTA is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS), its member states, and private companies.

SUSTA's board of directors is comprised of the commissioners and secretaries of agriculture from each of its 15 member states and the Commonwealth of Puerto Rico. SUSTA is one of four State Regional Trade Groups that conduct promotions in international markets.