



MAP Under Fire

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In collaboration with World Perspectives, Inc.

As some of you may have read, the Wall Street Journal recently published an opinion piece by farm policy critic James Bovard entitled Living Off the Fat of Washington. Among other policies, Bovard pounced on USDA/FAS' Market Access Program (MAP), calling it an "obvious boondoggle" and an example of "farm subsidies (which) are slopped out for anything vaguely related to agriculture" such as food exports.

Bovard's editorial noted that in 2010 the Obama Administration said of MAP that the "economic impact is unclear and it does not serve a clear need." Unfortunately, Mr. Bovard failed to put this now nearly seven-year old issue in context. [Read More.](#)

Attention: Regulation Change for the United Arab Emirates

Companies participating in SUSTA's 50% CostShare (MAP brand program) are required to ensure that all product labels, trade show booths, promotional materials, and advertisements clearly identify the U.S. origin of their product(s) through the use of origin statements such as "Product of the U.S.A.," "Grown in the United States of America," "Made in the U.S.," etc. The purpose is to ensure that the branding easily identifies the U.S. origin of the products, which helps promote product recognition and build consumer loyalty that can lead to increased sales.

The USDA may temporarily waive this requirement in cases where it has determined that such labeling is likely to harm sales rather than help them. **The one market where this waiver recently changed is the United Arab Emirates (UAE). If you are doing promotions in the UAE, you must now have an eligible origin statement on your product(s) and promotion(s).**

The countries where this waiver is still intact are:

Algeria, Bahrain, Egypt, Jordon, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia and Yemen

It's The End of the Year - Submit 2016 CostShare Expenses!

Companies enrolled in 50% CostShare that have outstanding claims should submit expenses to SUSTA as soon as possible. Unsure of how to submit an expense claim? Consult the [Expense Claim Q&A!](#) Or contact Katie Caballero (Katie@susta.org) or Kathy Trimmer (Kathy@susta.org). We want to help you get the most out of your participation with CostShare!

Global Events

In 2016, SUSTA organized 36 Global Events, from pavilions at trade shows to inbound and outbound trade missions. These events, which had a total of 295 registrants, provided an opportunity for small companies from the southern U.S. to meet qualified buyers in Africa, Asia, Australia, Europe, Latin America/the Caribbean Basin, the Middle East, North America and South America.

In 2017, there are 42 Global Events scheduled, 28 of which are posted on [SUSTA's website](#) and are open for registration. More will be posted in the coming months! What markets do you want to explore next year?

Southern U.S. Trade Association | 701 Poydras St., Suite 3845 | New Orleans, LA 70139

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