**SUSTA Member States**

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

Funding provided by

Foreign Agricultural Service
Company eligibility requirements:

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

Company types we work with:

- Manufacturers (including private label)
- Growers
- Farmers cooperatives
- Export management companies
Product eligibility requirements:

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

Product types we work with:

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

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

50% CostShare
Half reimbursement of eligible marketing expenses to promote your products in foreign markets.
Inbound Trade Missions
Meet one-on-one with foreign buyers without leaving the U.S.

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

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

susta.org/events

Global Events
Inbound Trade Missions:

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

⭐ Most of SUSTA's inbound trade missions are $25.
Outbound Trade Missions:

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

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

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

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

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

*Shipping reimbursement amount varies depending on virtual trade mission
Pavilions at International Trade Shows:

SUSTA pavilions at roughly 20 trade shows each year worldwide

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

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

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

Cost:
- SIAL China $500 – SOLD OUT
- SIAL Paris $600
Virtual Consultations

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

- Free weekly webinars
- Expert guest speakers
- In-depth discussions on current trends
- Question & answer time
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Event Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Register</th>
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<tbody>
<tr>
<td>SUSTA</td>
<td>Apr 14 - Jul 21, 2020</td>
<td>Europe Virtual Consultation</td>
<td>Virtual</td>
<td>Register Now</td>
</tr>
<tr>
<td>SUSTA</td>
<td>Apr 22 - Jul 29, 2020</td>
<td>Canada Virtual Consultation</td>
<td>Virtual</td>
<td>Register Now</td>
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<tr>
<td>SUSTA</td>
<td>Apr 27 - Jul 31, 2020</td>
<td>India Virtual Consultation</td>
<td>Virtual</td>
<td>Register Now</td>
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<td>SUSTA</td>
<td>May 6 - Jul 29, 2020</td>
<td>China Virtual Consultation</td>
<td>Virtual</td>
<td>Register Now</td>
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<tr>
<td>SUSTA</td>
<td>May 7 - Jul 30, 2020</td>
<td>Hong Kong Virtual Consultation</td>
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<td>Register Now</td>
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<tr>
<td>SUSTA</td>
<td>Aug 20, 2020</td>
<td>Mexico Virtual Trade Mission 2020</td>
<td>Virtual</td>
<td>Registration Passed</td>
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<tr>
<td>SUSTA</td>
<td>Sep 14 - 18, 2020</td>
<td>India Virtual Trade Mission</td>
<td>Virtual</td>
<td>Register Now</td>
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<tr>
<td>SUSTA</td>
<td>Sep 21 - 25, 2020</td>
<td>Canada Virtual Trade Mission</td>
<td>Virtual</td>
<td>Register Now</td>
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<tr>
<td>SUSTA</td>
<td>Sep 28 - 30, 2020</td>
<td>SIAL China 2020</td>
<td>Shanghai, China</td>
<td>Register Now</td>
</tr>
</tbody>
</table>
Eligible Promotional Activities

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

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

Create a MySUSTA account at www.susta.org

Step 1: Operating Details

- Is your company a U.S. Supplier? 
  - Yes
  - No

- Is your company an export broker or trading company? 
  - Yes
  - No

- Is your company currently exporting? 
  - Yes
  - No

- Do your company’s products contain at least 50% U.S. agricultural content? (exclusive of added water and...
MySUSTA Account

Let us know in what program you are interested.

**Programs of Interest:**
- Global Events
- 50% CostShare

If approved for Global Events, register for events online.

If approved for CostShare, then you complete CostShare application.

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

Program Eligibility  Event Search  My Events  Surveys  50% CostShare Applications  My Company's Invoices

Trade Leads  Company Contacts  Company Settings  Regions & Products  Export Education  Past Webinars

2020 Application

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

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

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

Contact Profiles  Company Profile  Marketing Plans  Product Info

CostShare Application
## Activity Summary: Mexico

Please fill in information for all promotional activities your company will conduct in this country. Enter the total U.S. government reimbursement request amount for each promotional activity you plan on doing. Be as descriptive as possible in the Description of Each Individual Activity field.

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

<table>
<thead>
<tr>
<th>Promotional Activity</th>
<th>Estimated Costs</th>
<th>Description of Each Individual Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
<td>Please refer to the 50% CostShare manual for eligible expense description.</td>
</tr>
<tr>
<td>Direct Mailing to Foreign Buyers</td>
<td></td>
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<td>Freight</td>
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<tr>
<td>In-Store Demonstrations/In-Store Displays</td>
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<tr>
<td>International Trade Shows/Outbound Trade Missions</td>
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<td>Packaging/Label Changes</td>
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<td>Point of Sale Materials</td>
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<tr>
<td>Press Kits</td>
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<td>Promotional Giveaways</td>
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<tr>
<td>Temporary Displays</td>
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</tr>
<tr>
<td>Temporary Part-Time Contractors Hourly Wages</td>
<td></td>
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</table>
50% CostShare Application

Apply annually for funds to implement your international marketing strategy.

Minimum annual request - $2,500
Maximum annual request - $300,000

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

★ Must apply for CostShare **before** incurring expenses.
★ SUSTA cannot retro-actively reimburse for expenses done in the past.
What happens after you sign your contract? The fun part!

Next steps!

Conduct Approved Marketing Promotions
Submit Expense Claim to SUSTA

Collect Receipts, Invoices & Proof of Activity
Receive reimbursement

CostShare Application
Southern U.S. Trade Association
701 Poydras Street, Suite 3845
New Orleans, LA 70139

Danielle Coco
Marketing Director
Tel: (504) 568-5986
Danielle@susta.org