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

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

Commissioner of Agriculture
Ryan Quarles, SUSTA Board Member
Company eligibility requirements:

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

Company types we work with:

- Manufacturers (including private label)
- Growers
- Farmers cooperatives (no size limit)
- Export management companies
Product eligibility requirements:

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

Product types we work with:

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

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

50% CostShare
Half reimbursement of eligible marketing expenses to promote your products in foreign markets.
**SUSTA**

**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
Inbound Trade Missions:

Meet foreign buyers without leaving the U.S.!

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

★ Most of SUSTA’s inbound trade missions are $25.
★ European beer, wine and spirits buyers coming to Kentucky in April 2021
Outbound Trade Missions:

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

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

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

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

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

SUSTA pavilions at roughly 20 trade shows each year worldwide

- Goal is to provide a turn key option so that U.S. company can focus on promoting their products
- Companies can apply to CostShare to receive half of participation fee as well other eligible expenses not covered by the event.
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

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

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

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

Is your company currently exporting?  ○ Yes  ○ No

Do your company's products contain at least 50% U.S. agricultural content? (exclusive of added water and...
50% CostShare Application

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

Second Step: Apply annually for funds to implement your international marketing strategy.
Minimum annual request - $2,500
Maximum annual request - $300,000

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

Third Step: Sign your contract!

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

Southern U.S. Trade Association
New Orleans, Louisiana

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