




**TAKING
TEXAS
WORLDWIDE**
SUSTA & TDA HAVE
RESOURCES

June 23, 2020 · 2:00 pm



Sid Miller

Texas Agriculture Commissioner &
SUSTA Board President

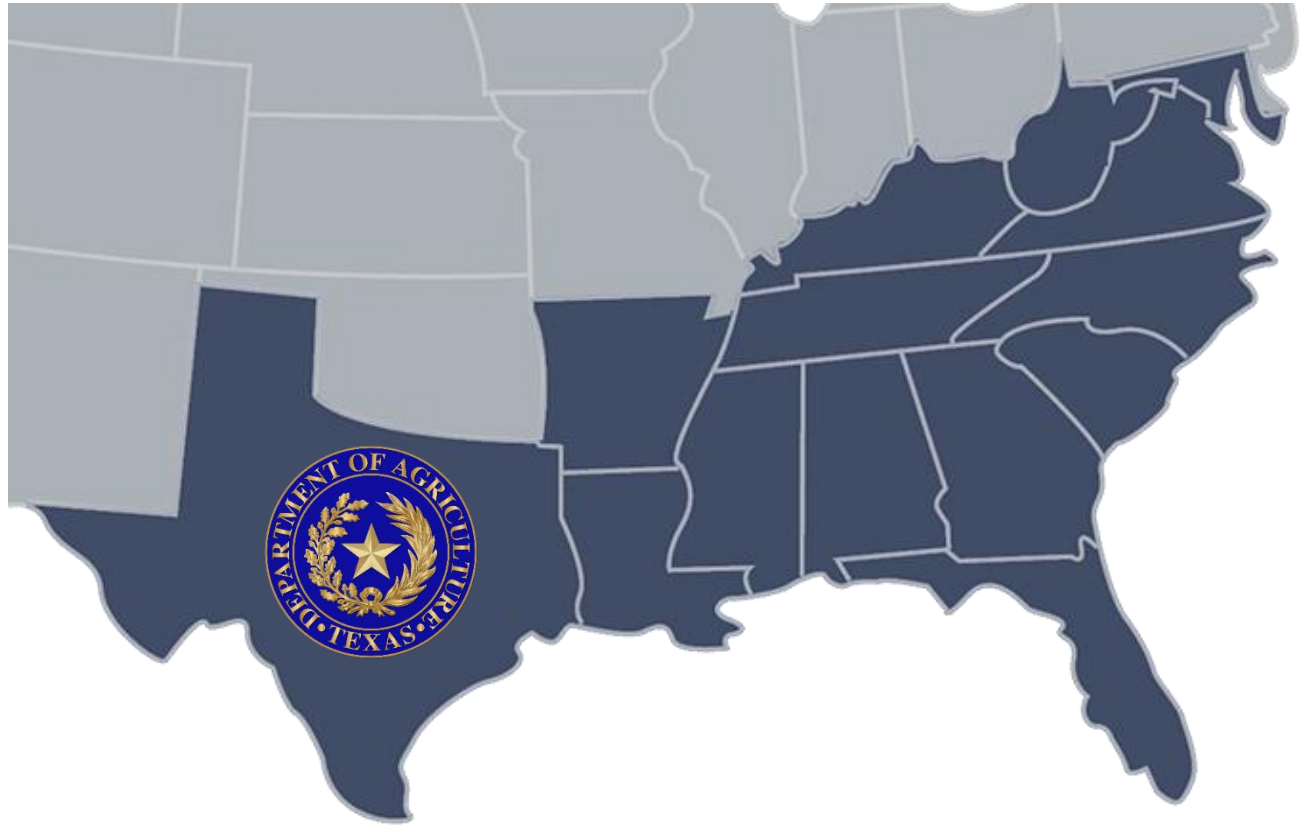



Webinar Agenda

- ★ Welcome: Texas Agriculture Commissioner Sid Miller
- ★ About SUSTA
- ★ Global Events
- ★ CostShare
- ★ Creating MySUSTA Account
- ★ Completing CostShare Application

SUSTA Member States

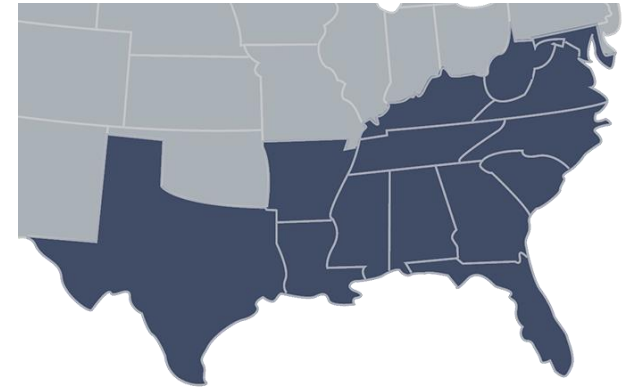
- ★ Alabama
- ★ Arkansas
- ★ Florida
- ★ Georgia
- ★ Kentucky
- ★ Louisiana
- ★ Maryland
- ★ Mississippi
- ★ North Carolina
- ★ Puerto Rico
- ★ South Carolina
- ★ Tennessee
- ★ **Texas**
- ★ Virginia
- ★ West Virginia



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 Texas (name of any state spelled out)
- ✓ **Grown in** USA, America, or Texas (name of any state spelled out)
- ✓ **Made in** USA, America, Texas (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

Southern United States Trade Association

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



SUSTA

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.
- ★ China/Hong Kong ITM to Texas November 17 – 18, 2020



SUSTA
★★★★★

Global Events



Outbound Trade Missions:

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



Global Events



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.

Global Events: We have gone virtual!

SUSTA Sponsored	Apr 14 - Jul 21, 2020	Europe Virtual Consultation	Virtual
SUSTA Sponsored	Apr 21 - Jun 30, 2020	Mexico Virtual Consultations	Virtual
SUSTA Sponsored	Apr 22 - Jul 29, 2020	Canada Virtual Consultation	Virtual
SUSTA Sponsored	Apr 27 - Jun 30, 2020	India Virtual Consultation	Virtual
SUSTA Sponsored	May 6 - Jun 29, 2020	China Virtual Consultation	Virtual
SUSTA Sponsored	May 7 - Jun 30, 2020	Hong Kong Virtual Consultation	Virtual
SUSTA Sponsored	Jun 15 - 26, 2020	Canada Virtual Trade Mission	Virtual
SUSTA Sponsored	Jun 24, 2020	China & Hong Kong: Overview & Update	Free Webinar
SUSTA Sponsored	Aug 20, 2020	Mexico Virtual Trade Mission 2020	Virtual

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*

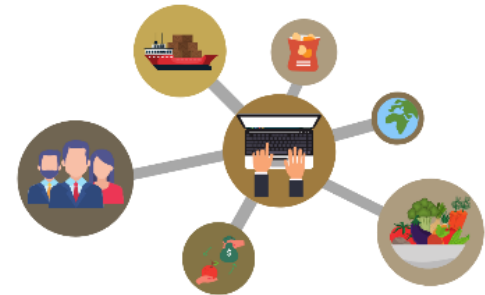
Virtual Consultations

- ★ 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



Next Webinar:



In 2019, China was the third largest export market for USA agriculture while the USA also exported \$3 Billion of U.S. agriculture to Hong Kong.

Interested in exporting to China or Hong Kong?

Register and join us for this *free* webinar

Wednesday, June 24 at 8:30 am (Central Standard Time)

SUSTA



Southern United States Trade Association

CostShare



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!

Game Day On the Road: Chefs' Best Restaurant Dishes

Score a touchdown at the dinner table and visit these chefs' restaurants for their best game-day dishes.

Display Ad →

GO TEAM FLIPZ! THE ULTIMATE GAMEDAY SNACK

GET SNACKING!

Jose Garcia's 'Nachos Ignacio' goes great with both the Chicago Bears and Philadelphia Eagles, but at **Flipz** (Philadelphia), he offers his take on an "instant-win" recipe that will appeal to any team at football fan. This creamy combination of chips is paired with ground beef, his signature chili, and a special choice for your location.

Instagram

specialk Sponsored

Learn More

ORGANIC POTATO CRISPS

100% natural

CATCH OF THE DAY
WILDLY DELICIOUS

LEMON FISH & CHIPS



Cheetos

Good Goes Around

SOLO LO QUE IMPORTA

JORDAN'S

BLENDS With BENEFITS

Delicious by nature

MORNING CRISP

Google

campbells soup

About 27,000,000 results (0.59 seconds)

Ad · www.campbells.com/soups ·

Campbells.com | Campbell's® Soups | Open Up Possibilities

Convenient, Tasty Solutions For Everyone & Every Occasion. Try Our Soups Today. Great for Every Occasion. Discover Flavor. Everyday Favorites. Tips & Ideas for Mealtime. Types: Condensed, Ready To Eat, Slow Kettle®, Soup on the Go.

15 Minute Chicken & Rice
This One Skillet Dish Will Give You More Time Around The Dinner Table!

Lemon Chicken Primavera
See A Recipe With Maximum Taste And Minimum Prep Time! Make It Now

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



CostShare

Getting Started

Create a MySUSTA account at www.susta.org

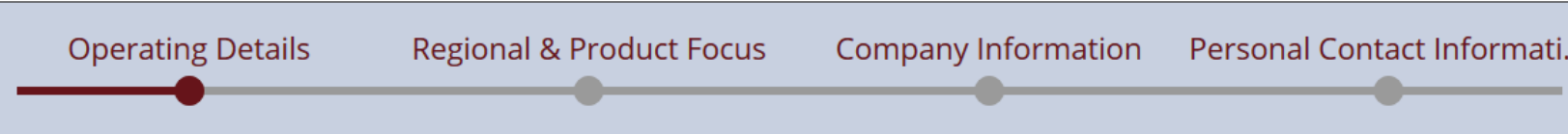


Sign Up Help Login



HOME WHO WE ARE WHAT WE DO EVENTS RESOURCES CONTACT

Step 1: Operating Details



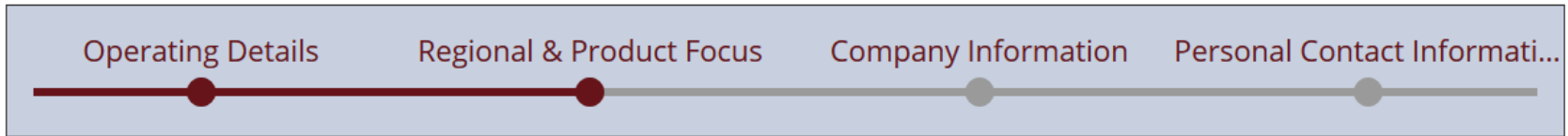
All fields are required except those listed as (optional).

- 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 Yes No



MySUSTA Account

Step 2: Regional & Product Focus



Note: When you get to the Regional & Product Page, make sure you select at least one 6-digit HS Code to give us an idea of your products and so that we can match you with trade leads:

<input type="checkbox"/> Fish And Crustaceans	03	⌵	<input checked="" type="checkbox"/> Cereal, Flour, Starch Or Milk Preparations	19	⌴
<input type="checkbox"/> Dairy Products	04	⌵	<input type="checkbox"/> Malt Extract, Food Preparations	1901	⌵
<input type="checkbox"/> Live Trees And Other Plants	06	⌵	<input checked="" type="checkbox"/> Pasta, Couscous, Etc	1902	⌴
<input type="checkbox"/> Edible Vegetables	07	⌵	<input type="checkbox"/> Uncooked Egg Pasta	190211	
<input type="checkbox"/> Edible Fruit And Nuts	08	⌵	<input type="checkbox"/> Uncooked Pasta	190219	
<input type="checkbox"/> Coffee, Tea, Mate And Spices	09	⌵	<input checked="" type="checkbox"/> Stuffed Pasta	190220	
<input type="checkbox"/> Cereals	10	⌵	<input type="checkbox"/> Pasta Other	190230	
<input type="checkbox"/> Milling Products	11	⌵	<input type="checkbox"/> Couscous	190240	
			<input type="checkbox"/> Tapioca	1903	⌵
			<input type="checkbox"/> Cereal Food	1904	⌵



Select program(s) of interest: 50% CostShare and/or Global Events

Step 3: Company Information

Operating Details

Regional & Product Focus


Company Information


Personal Contact Informati...


The Global Events and 50% CostShare Directors will review you for eligibility *if* you select that program.

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



Global Events 

50% CostShare 

Export Education and Resources 

Global Events: If eligible, you can register for events.

CostShare: If eligible, you will gain access to CostShare application.



MySUSTA Account

Must Re-Certify Account Every Year

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.

Before you can apply for the 2020 50% CostShare program or register for 2020 events, you must review and confirm your Organization's operating details. Once your Organization's information has been confirmed we will review your Organization to ensure you are eligible.


NOT NOW

CONFIRM DETAILS




MySUSTA Account


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

 = Requires attention

2020 Application

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

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

Marketing Plans

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

0% 29:36 To Save

RESET



Activity Summary: Mexico

Please fill in information for all promotional activities your company will conduct in this country. Enter the total U.S. reimbursement request amount) for each promotional activity you plan on doing. Be as descriptive as possible in t

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

Promotional Activity	Estimated Cost	Description of Each Individual Activity
Advertising	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
Direct Mailing to Foreign Buyers	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
Freight	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
In-Store Demonstrations/In-Store Displays	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>
International Trade Seminars	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible expense descri <input type="text"/>

International Trade Shows/Outbound Trade Missions	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Packaging/Label Changes	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Point of Sale Materials	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Press Kits	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Promotional Giveaways	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Temporary Displays	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>
Temporary Part-Time Contractors Hourly Wages	Estimated Costs \$ <input type="text"/>	Please refer to the 50% CostShare manual for eligible exp <input type="text"/>



CostShare Application

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 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.



CostShare Application

Fourth Step: Conduct Approved Marketing Promotions



Fifth Step: Collect Receipts, Invoices & Proof of Activity



Sixth Step : Submit Expense Claim to SUSTA



Seventh Step: Receive reimbursement



What happens after you sign your contract?
The fun part!

Next steps!



Contact



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