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**

**About SUSTA**
**Global Events**

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

![Key Icon]

**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.

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

<table>
<thead>
<tr>
<th>SUSTA Sponsored</th>
<th>Start Date - End Date</th>
<th>Event Name</th>
<th>Type</th>
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<tbody>
<tr>
<td></td>
<td>Apr 14 - Jul 21, 2020</td>
<td>Europe Virtual Consultation</td>
<td>Virtual</td>
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<tr>
<td></td>
<td>Apr 21 - Jun 30, 2020</td>
<td>Mexico Virtual Consultations</td>
<td>Virtual</td>
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<td>Apr 22 - Jul 29, 2020</td>
<td>Canada Virtual Consultation</td>
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<td>Apr 27 - Jun 30, 2020</td>
<td>India Virtual Consultation</td>
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<td></td>
<td>May 6 - Jun 29, 2020</td>
<td>China Virtual Consultation</td>
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<td>May 7 - Jun 30, 2020</td>
<td>Hong Kong Virtual Consultation</td>
<td>Virtual</td>
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<td></td>
<td>Jun 15 - 26, 2020</td>
<td>Canada Virtual Trade Mission</td>
<td>Virtual</td>
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<td></td>
<td>Jun 24, 2020</td>
<td>China &amp; Hong Kong: Overview &amp; Update</td>
<td>Free Webinar</td>
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<tr>
<td></td>
<td>Aug 20, 2020</td>
<td>Mexico Virtual Trade Mission 2020</td>
<td>Virtual</td>
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</tbody>
</table>
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)
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
**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 so that we can match you with trade leads:

- **Cereal, Flour, Starch Or Milk Preparations**
  - 19
- **Pasta, Couscous, Etc**
  - 1902
- **Stuffed Pasta**
  - 190220

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![MySUSTA Account Logo](logo.png)
Select program(s) of interest: 50% CostShare and/or Global Events

Step 3: Company Information

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

Global Events: If eligible, you can register for events.
CostShare: If eligible, you will gain access to CostShare application.
**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.
Apply for CostShare

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:
### Activity Summary: Mexico

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

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

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