

2019

YOUR GO-TO GUIDE
TO SUSTA'S 50%
REIMBURSEMENT PROGRAM

50% COSTSHARE MANUAL







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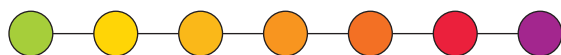
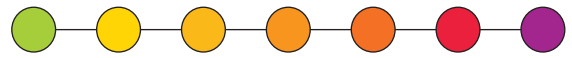


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Welcome to SUSTA's 50% CostShare

Dear U.S. Exporter,

Thank you for your interest in the Southern United States Trade Association's (SUSTA) 50% CostShare program. We look forward to helping you promote your products in the global marketplace.

SUSTA is a non-profit trade association aimed at increasing the export of U.S. food and agriculture products. SUSTA works closely with each State Department of Agriculture in the south to enhance the economic well-being of the region.

Through the Market Access Program (MAP) 50% CostShare, SUSTA can reimburse up to 50% of eligible international marketing expenses aimed at increasing your exports.

The marketing assistance that we provide you through 50% CostShare is made possible through funding from the United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). The goal of increasing food and agriculture exports is to ensure that the U.S. exports more than we import, thus creating jobs and bolstering our economy.

The following manual is an extremely important document that will help you maximize your participation with SUSTA. Please read it carefully so that you understand what marketing activities we can reimburse and what is required to receive the reimbursements. Because of the nature and source of our funding, we must collect specific documents from you in order to reimburse your expenses.

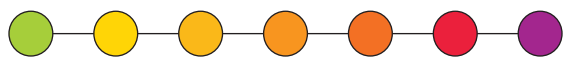
Keep in mind that although this manual is thorough, it is a guide and is not inclusive of everything.

Our CostShare staff is on hand to assist you in the application and reimbursement processes. Therefore, we strongly encourage you to contact staff with your questions.

Best of luck in your exporting efforts.

Bernadette Wiltz
Executive Director

Deneen Wiltz
CostShare Director



About SUSTA

For over 40 years, the Southern U.S. Trade Association (SUSTA) has offered programs and services to assist exporters of value-added food and agricultural products. **SUSTA's Market Access Programs are provided by the USDA's Foreign Agricultural Service (FAS).** Our organization promotes U.S. food and agricultural products through two programs:

50% CostShare

Get reimbursed 50% of eligible expenses tied to international promotions. This manual explains the program from the application through the claims process.

BENEFITS OF PARTICIPATION:

50% reimbursement of expenses that promote your brand(s) to:

- Foreign buyers and distributors
- Foreign consumers
- Foreign press

Global Events

SUSTA sponsors about 40 events per year at which companies can meet foreign buyers. Exhibit in the SUSTA pavilion at trade shows around the world or meet buyers at our trade missions. All events: www.susta.org/events

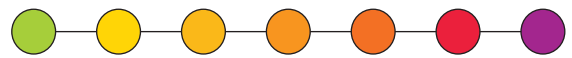
BENEFITS OF PARTICIPATION:

- Exhibition fees often reduced
- Events managed start to finish so you focus on making sales
- Interpreters and chefs provided as needed
- Foreign industry experts “match make” you with pre-vetted buyers

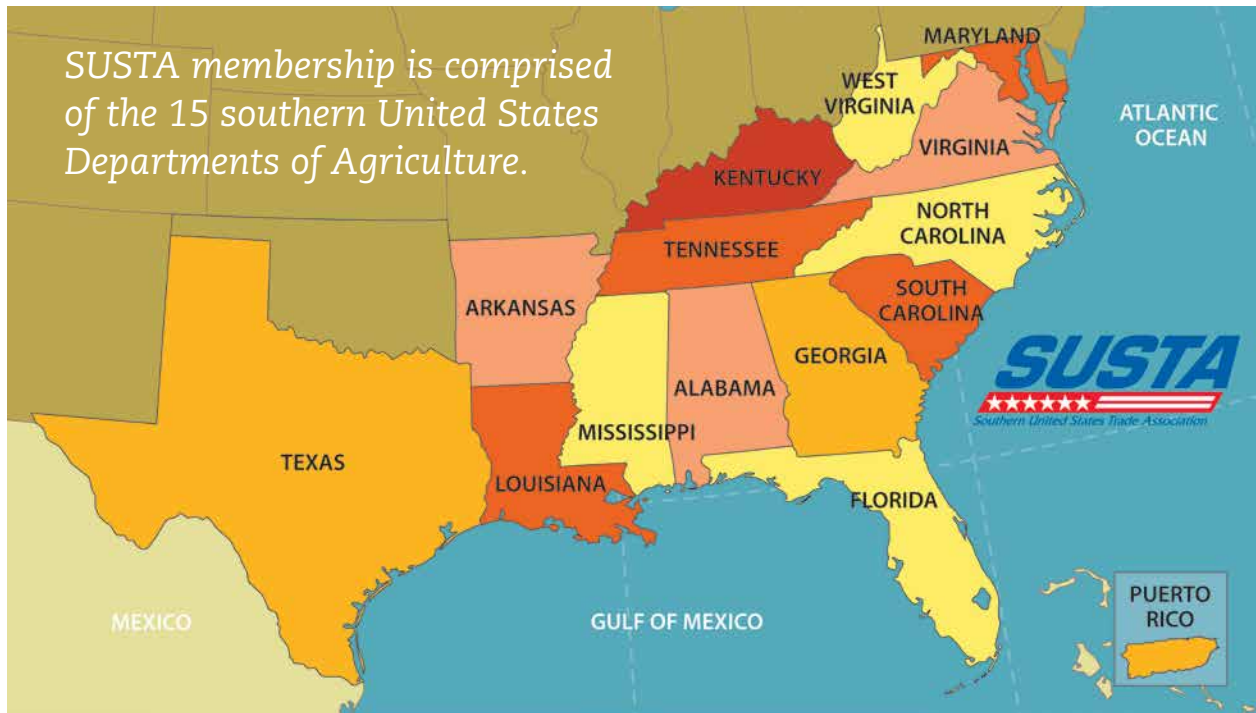
These programs can be used separately or together. You can, for instance, exhibit in the SUSTA pavilion at a foreign trade show through Global Events, and through 50% CostShare receive 50% reimbursement for: the participation fee, travel for two employees to the event, promotional giveaway items to be handed out at the event, translated point of sale materials and the freight for shipping samples and marketing materials to the event.

In your MySUSTA account, indicate in which programs (or both) you are interested. Your company will be reviewed separately by 50% CostShare and Global Events.
Questions about 50% CostShare? Please email costshare@susta.org.
Questions about Global Events? Please email events@susta.org.





SUSTA Member States



Alabama Department
of Agriculture and Industries
www.agi.alabama.gov

Arkansas Agriculture Department
www.aad.arkansas.gov

Florida Department
of Agriculture and Consumer Services
www.freshfromflorida.com

Georgia Department of Agriculture
www.agr.georgia.gov

Kentucky Department of Agriculture
www.kyagr.com

Louisiana Department
of Agriculture and Forestry
www.ldaf.state.la.us

Maryland Department of Agriculture
www.mda.maryland.gov

Mississippi Department
of Agriculture and Commerce
www.mdac.ms.gov

North Carolina Department
of Agriculture and Consumer Services
www.ncagexports.com

Puerto Rico Department of Agriculture
www.agricultura.gobierno.pr

South Carolina Department of Agriculture
www.agriculture.sc.gov

Tennessee Department of Agriculture
www.tn.gov/agriculture

Texas Department of Agriculture
www.texasagriculture.gov

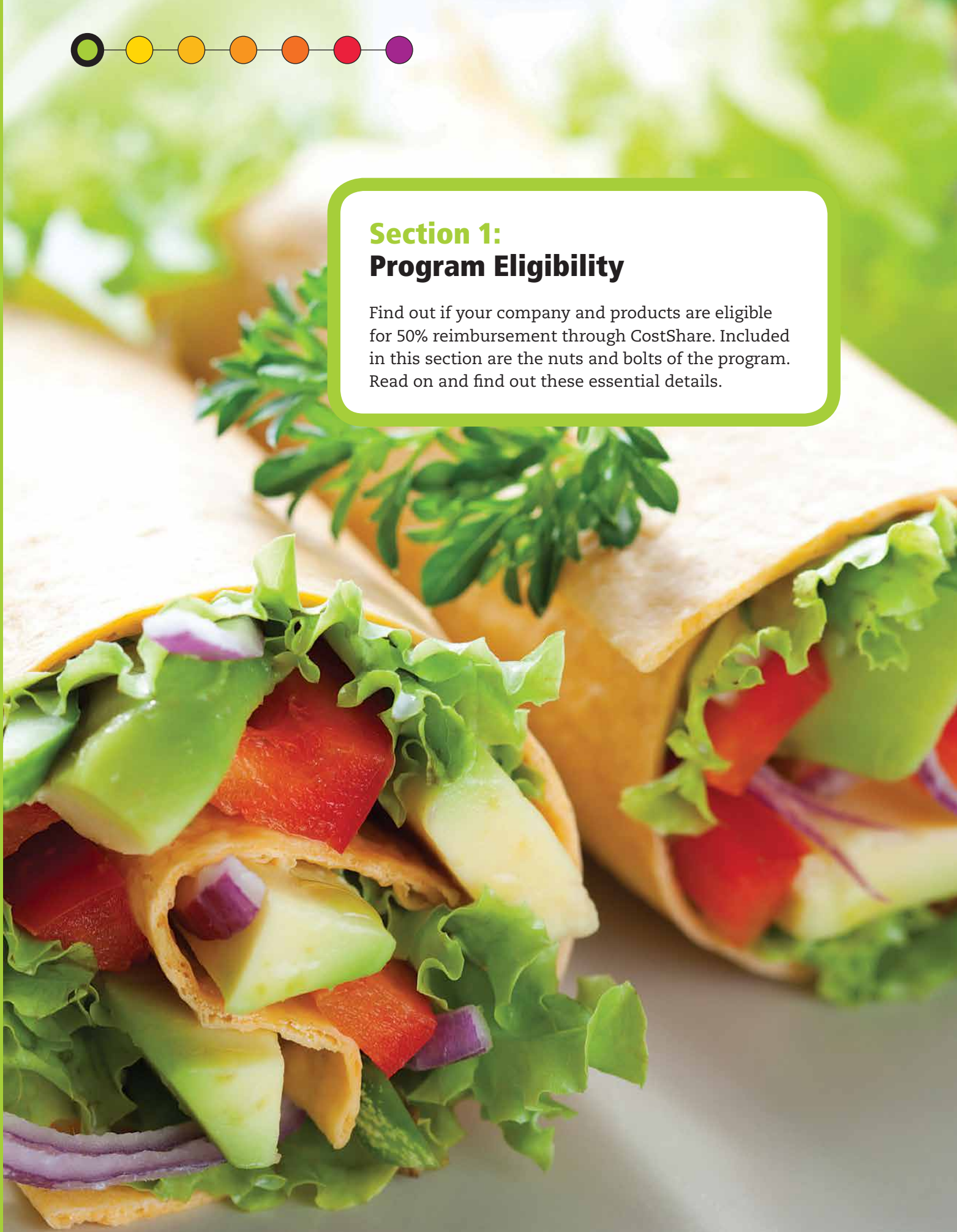
Virginia Department of Agriculture and
Consumer Services
www.vdacs.virginia.gov

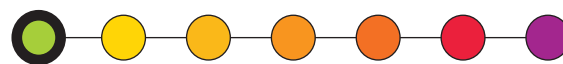
West Virginia Department of Agriculture
www.wvagriculture.org



Section 1: Program Eligibility

Find out if your company and products are eligible for 50% reimbursement through CostShare. Included in this section are the nuts and bolts of the program. Read on and find out these essential details.





Program Eligibility: Your Company

To qualify for 50% CostShare, your company needs to meet each of the following criteria:

1. Is your company headquartered in the SUSTA region?

A company's headquarters is defined as the physical location of the business' main management/operations. The SUSTA region includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Texas, Virginia and West Virginia.

If your company is headquartered outside of the SUSTA region, you may apply through one of our sister organizations, known as State Regional Trade Groups (SRTG).

Midwest: [Food Export Association of the Midwest USA](#)

309 West Washington, Suite 600, Chicago, IL 60606

Phone (312) 334-9200, www.foodexport.org

Member States: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin

Northeast: [Food Export USA Northeast](#)

1617 JFK Blvd, Suite 420, Philadelphia, PA 19103

Phone (215) 829-9111, www.foodexport.org

Member States: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

West: Western United States Agricultural Trade Association (WUSATA)

4601 NE 77th Ave, Suite 240, Vancouver, WA 98662

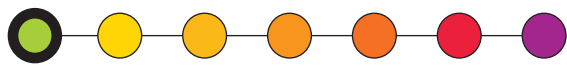
Phone (360) 693-3373, www.wusata.org

Member States: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

2. Are you a “small” company?

A company must be considered “small” by the U.S. Small Business Administration (SBA) to participate in the program. SBA determines the size standards by a company's primary industry using the North American Industry Classification System (NAICS). Size standards are expressed in either total number of employees (NAICS that fall without the “\$”) or total average annual receipts* (NAICS that fall with the “\$”). Small business size standards define the maximum size that a business, together with all of its parent companies, subsidiaries and affiliates**, may be to be eligible to participate in Federal Government programs.

*Annual Receipts – Receipts means “total income” (or in the case of a sole proprietorship, “gross income”) plus “cost of goods sold” as these terms are defined and reported on Internal Revenue Service tax return forms. Receipts are averaged over a concern's latest three (3) completed fiscal years to determine its average annual receipts. If a concern has not been in business for three (3) years, the average weekly revenue for the number of weeks the concern has been in business is multiplied by 52 to determine its average annual receipts.



Program Eligibility: Your Company

****Affiliates** – Affiliation with another business concern is based on the power to control, whether exercised or not. Factors such as common ownership, common management, and identity of interest (often found in members of the same family), among others, are indicators of affiliation. Power to control exists when a party or parties have 50 percent or more ownership. It may also exist with considerably less than 50 percent ownership by contractual arrangement or when one or more parties own a large share compared to other parties. Affiliated business concerns need not be in the same line of business. The calculation of a concern's size includes the employees or average annual receipts of all affiliates.

An agricultural farm producer cooperative is exempt from the size standards.

For more information on size standards, please visit SBA's website:

www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf

3. Is your company a U.S. business entity?

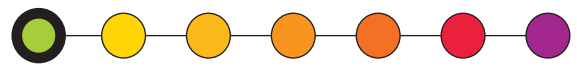
Company must be registered and active/in good standing/in compliance with the Secretary of State within the Southern region. The business entity needs to have a physical location within the United States. If company is registered with the Secretary of State in another state out of SUSTA's region, company needs to apply through the SRTG where it is registered.

SUSTA reserves the right to verify if a company has a physical business location within the Southern region. If we are unable to verify the business location, SUSTA may not be able to assist.

4. Is SUSTA the right Market Access Program (MAP) cooperator for your company?

Other MAP cooperators have a 50% reimbursement program to support specific agricultural commodities. When funding assistance is available for your products through another MAP cooperator, you must apply for their 50% reimbursement program first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another MAP cooperator, you may be able to participate in SUSTA's 50% CostShare (example: chocolate and snack chips). Call us for more information if your company has any questions.

- American Pistachio Growers/Cal Pure, <http://www.americanpistachios.org/>
- Blue Diamond Growers/Almond Board of California, <http://www.almonds.com/>
- National Confectioners Association (NCA), <http://www.candyusa.com/>
- National Grape Cooperative Association/Welch's, <http://www.welchs.com/>
- New York Wine and Grape Foundation, www.newyorkwines.org
- Ocean Spray/Cranberry Marketing Committee, <http://www.uscranberries.com/>
- Sunkist Growers, Inc., <http://www.sunkist.com/>
- Sun-Made Growers, Inc./Raisin Administrative Committee, <http://raisins.org/>
- Sun Sweet/California Dried Plum Board, <http://www.californiadriedplums.org/>
- U.S. Livestock Genetics, <http://www.uslge.org/index.html>
- U.S. Meat Export Federation (USMEF), <https://www.usmef.org/>
- Wine Institute, <http://www.wineinstitute.org/>



Program Eligibility: Your Company

5. Do you have adequate resources and product supply for export market development?

Company must provide adequate management and financial resources for export market development. Companies must provide adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.

6. Do you have sufficient gross sales?

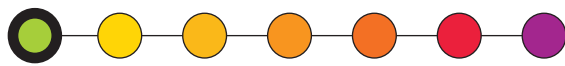
Company must have at least \$100,000 in actual gross sales during the previous year.



If you answered “no” to any of the company eligibility questions, your company is not eligible for 50% CostShare. If you have answered “yes” to all questions so far, please continue to part two of program eligibility.

If you have any questions, please contact SUSTA directly.





Program Eligibility: Your Products

This section will help you determine if your company's products are eligible. To qualify for 50% CostShare, you will need to answer yes to the following questions about your company's product(s):

1. Do you have value-added products?

- Your products may be a value-added agricultural item created from processing, repackaging, or adding special features. Examples include consumer food products, fresh produce, snack foods, condiments, sauces, specialty food items, beverages, some wood products, hides and skins, pet foods, ornamental horticulture, all-natural cosmetics, and more.
- For seafood or wood products, or if you are uncertain your product qualifies, contact SUSTA.

2. Are your ingredients from the United States?

- Products must contain at least 50% U.S. grown ingredients by weight, excluding water and packaging. This means the products need to be farmed, fished and/or forested in the U.S.

To determine if your product(s) meet the requirement, follow the below steps. Place your product on a scale. **Deduct the weight of any added water and the packaging.** At least 50% of the remaining weight must be composed of U.S. agriculture content. Minerals and chemicals are not considered agricultural ingredients.

To calculate the U.S. content of each product, please follow the process and reference below:

Step 1: Identify each ingredient.

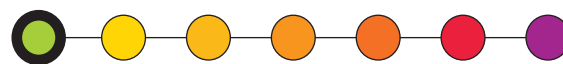
Step 2: Calculate the weight of each product ingredient as a percentage of total product weight.

Step 3: For each ingredient, determine the percentage sourced from within the United States. *(Please note this means U.S. grown, not processed or manufactured.)*

Step 4: Multiply the two percentages to determine the U.S. content level for each ingredient.

Step 5: Total these percentages to determine the U.S. content level for the total product. **This percentage must be at least 50% to be eligible.**

Product: Cookies				
Ingredients	Step 1: Ingredient as percent of total weight	Step 2: Percent of ingredient sourced in U.S.	Step 3: MULTIPLY Step 1 column by Step 2 column	Step 4: TOTAL Step 3 column for U.S. content
Flour	70%	80%	56%	
Sugar	20%	0%	0%	
Eggs	8%	100%	8%	
Spices	2%	0%	0%	
Totals	100%		64%	







Program Eligibility: Your Products

3. Do your products have an eligible U.S. origin statement?

All product packaging and/or labels must have an eligible U.S. origin statement indicating that the products are produced, made or grown in the USA, America or the name of the state spelled out in its entirety; it cannot be abbreviated.*

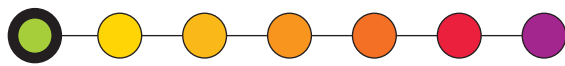
From the USDA-FAS MAP regulations:

The U.S. origin identification must be clearly displayed in a way that is easily observed as identifying the origin of the product; and that such origin identification shall conform, to the extent possible, to the U.S. standard of 1/6 inch (.42 centimeters) in height based on the lower case letter “o.” If you have to take out a magnifying glass to read it, it is too small!

Eligible U.S. Origin Statement Examples	
“Product of USA” or “Product of America”	✓
“Grown in the USA” or “Grown in America”	✓
“Made in the USA” or “Made in America”	✓
“Product of Louisiana”, “Grown in Maryland”, or “Made in South Carolina”*	✓
Ineligible U.S. Origin Statement Examples	
Seals with state name or U.S. agency    	✗
Company address line that includes State name and/or USA	✗
Product that includes “U.S.,” “America,” or the state name as part of the brand (i.e. “Texas Style Chili”, “Bob’s American Pizza”, “U.S. Apples”)	✗
“Distributed by”, “Bottled by”, “Manufactured in”, “Produced in”	✗
“Handcrafted by”, “Baked in”	✗
“Product of NC”, “Grown in TN”, “Made in VA”*	✗
Only an American flag (not accompanied by an eligible origin statement)	✗

*Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. Contact the CostShare Director if you have questions. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).

Note: Companies are granted exemption from the U.S. origin labeling requirement for promotional activities conducted in the following countries: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United States, and Yemen.



Program Eligibility: Your Products

4. Does your company own a brand name product?

Product packaging and/or labels must promote a brand name and/or private label name. Your company either:

- Owns the brand

-or-

- Does not own the brand but has permission from the brand owner to request 50% CostShare funds to promote the specified product(s) in the specified country market(s). The applicant company and the brand owner must sign a Certificate of Exclusivity form, which is part of the application.

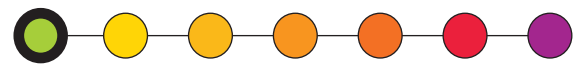
-or-

- Packs or manufactures for private label name. The applicant company and the retailer/owner of the label must sign and date a Private Label Agreement, which is part of the application.

Note: Sexual enhancement product and products of a sexual nature will be found ineligible for 50% CostShare.



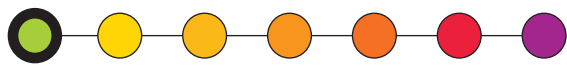
If you answered “no” to any of the product eligibility questions, your company is not eligible for 50% CostShare. If you have answered “yes” to all eligibility questions above, your company is ready to apply for 50% CostShare! Please continue reading the rest of this manual.



Program Calendar: 2019

50% CostShare follows the same dates each year. Below are key timelines that every 50% CostShare participant should note.

August 1, 2018	50% CostShare application opens for 2019 Must create or re-certify MySUSTA account details first.
Application Approval Date - December 31, 2019	50% CostShare Year - Participants conduct eligible activities and submit claims within 90 days after marketing activity ends.
February 28, 2020	Last day to submit year-end (December) claims for the 2019 program.
April 1, 2020	2019 50% CostShare Survey due date.



Allocation and Reimbursement Amounts

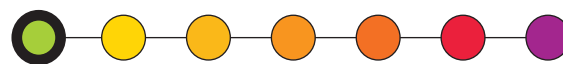
Maximum allocation amounts are determined by your exporting experience and length of time participating in 50% CostShare.

The minimum funding request per year is \$2,500. For example:

- Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by SUSTA.

First Year Participants	
New-to-export companies \$2,500 minimum - \$25,000 maximum	Experienced exporters \$2,500 minimum - \$50,000 maximum

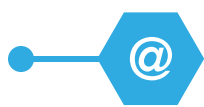
Participants with one+ years in 50% CostShare
\$2,500 minimum - \$300,000 maximum



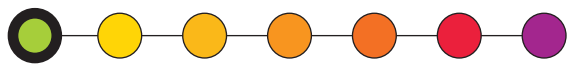
5 Year Graduation Rule

50% CostShare is designed to help companies launch and grow export markets. Program participants naturally will reach a point where their market presence has stabilized. 50% CostShare has a five-year graduation rule per country, which means the program will reimburse the same company for expenses incurred in any single country for five years. The five years do not have to be consecutive and you can conduct eligible promotional activities in multiple markets concurrently.

- Your company is considered a “graduate” from a given country after you have received reimbursements in that country market for a total of five years.
- Some trade shows are exempt from the five-year graduation rule and could be eligible for reimbursement even after graduation. These international shows focus on food or agriculture, and they target buyers/distributors from more than one foreign country.
- Your first year in each country starts when you receive reimbursement for an eligible promotional activity.
- If a company graduates from a country market, and then reincorporates or reorganizes under the same or different name, it is not eligible to reapply to 50% CostShare to obtain additional years in that country if it is substantially similar to the pre-existing entity.



Some international trade shows are exempt from the five-year graduation rule. View the list of Exempt Trade Shows in the Appendix.



Ineligible Markets

50% CostShare helps your company develop markets across the globe with only a few exceptions. Participants may conduct eligible promotional activities for reimbursement in all countries except:

Federally prohibited countries

- Crimea Region of the Ukraine
- Cuba
- Iran
- North Korea
- Sudan*
- Syria

U.S. territories and outlying areas

- American Samoa
- Federated States of Micronesia
- Guam
- Midway Islands
- Puerto Rico
- U.S. Virgin Islands

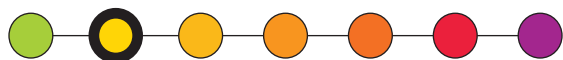
** South Sudan is not restricted. It is considered a separate nation from Sudan.*





Section 2: **How to Apply**

Learn how to apply for 50% CostShare and how to amend your approved application.



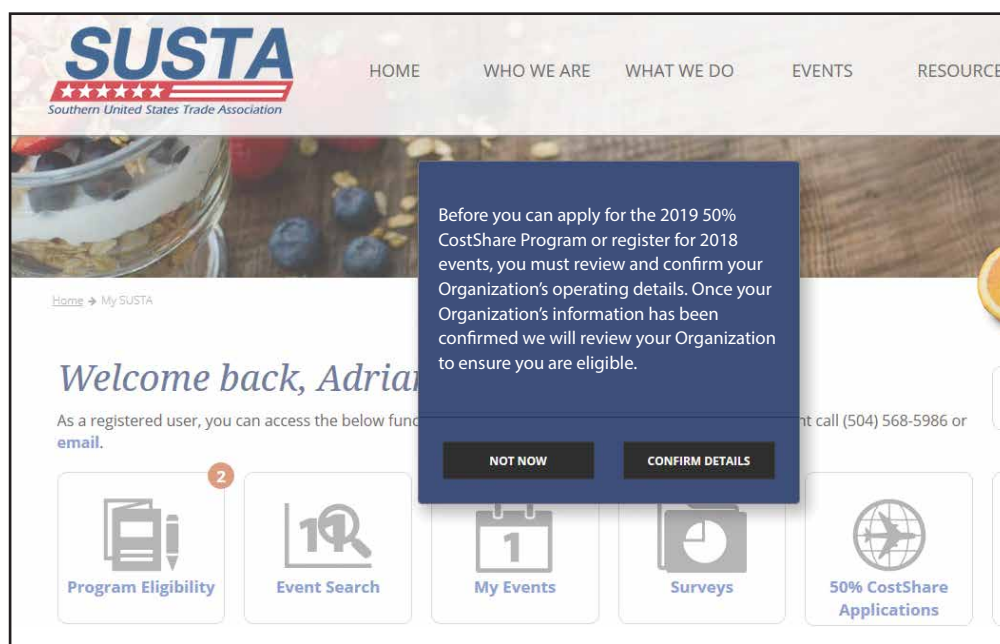
Apply Now for 50% CostShare

The 2019 50% CostShare application is available online starting August 1, 2018. Companies must apply annually and must apply in advance of any promotional activities for which you will seek reimbursement. SUSTA cannot reimburse companies for promotional activities conducted prior to their application approval date.

Step 1: Create or Re-Certify your MySUSTA Account

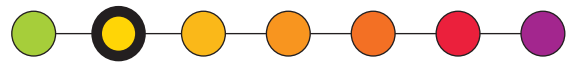
To access the application, you must first create a MySUSTA account. **If you already have a MySUSTA account, you must re-certify (on or after August 1),** that the information is up-to-date and/or make any necessary changes before gaining access to the 2019 50% CostShare application.

Companies Re-Certifying



In addition to company information, this is what you will need to create your MySUSTA account:

- ☐ Primary North American Industrial Classification System (NAICS) Code and Description
www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf
The NAICS information identifies the applicant's industry. The U.S. Small Business Administration (SBA) determines size standards by the primary NAICS Code
- ☐ Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) 9-digit number www.dnb.com
DUNS numbers and reports are required for all companies requesting government funding
- ☐ Total Actual Sales (previous year)
- ☐ Product List
Include all brand names and/or private label names and descriptions of products to be promoted



Apply Now for 50% CostShare

Step 2: Complete 50% CostShare Application (Sample application is in Appendix)

In the application, you will share the following information:

☐ **International Marketing Plans**

Must be completed for each country in which you are requesting 50% CostShare reimbursements.

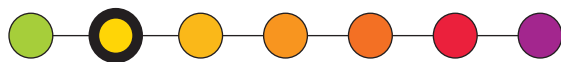
(For example, the ANUGA trade show takes place in Germany; if you plan to request 50% reimbursement for exhibition fees and travel, you would create an international marketing plan for Germany.) You will select from a list of eligible expenses, and you will let SUSTA know how much money you plan on spending for each eligible expense in each country. These marketing plans should reflect the company's definite plans rather than a guess at what foreign promotions a company may do that year.

☐ **Domestic Marketing Plan**

Must be completed if you are requesting reimbursements for promotions tied to eligible events in the U.S., such as approved trade shows and/or trade seminars. (Please note: SUSTA cannot ever reimburse a company for domestic travel).

☐ **Product List**

Include all brand names and/or private label names and descriptions of products to be promoted. List each flavor and size variety individually. This list must be comprehensive.



50% CostShare Application Checklist

Step 3: Submit your application and send documents:

☐ **Sign Application - New this year electronic signatures!**

Once you complete your application, you can select 'Send Signer Verification Email'; this will trigger the verification process for the Authorized Signer to electronically sign the Certification Statement in the application. For those who do not want to sign it electronically, there is still an option of printing the Certification Statement, signing it and mailing it in (wet signature, no copies) to SUSTA.

☐ **Non-Refundable \$250 Application Fee by Credit Card, Check, Money Order or Cashiers Check.**

Fee is required to review application.

☐ **Most Recent Company Tax Return**

U.S. federal income tax return as submitted to the IRS.

☐ **Physical Product Packaging and/or Labels**

Required for each brand name and/or private name label product you will promote as listed in the application. The packaging/labels must have an eligible U.S. origin statement. Physical packaging/labels must be submitted every two years (no copies or renderings) for a returning applicant.

Each size and variety of a product is considered its own item. Packaging/labels will need to be submitted for each item you would like to promote through the program.

Where applicable, also include:

☐ **Certificate of Exclusivity**

Must be submitted if an applicant does not own the brand name of the products to be promoted. The brand owner must sign the form giving the applicant permission to request 50% CostShare funds to promote the specified brand(s) in the specified country market(s). Form generated in application packet.

☐ **Private Label Agreement**

Must be submitted if an applicant packs or manufactures for private label name. The retailer/owner of the label must sign the form, certifying that the applicant is the exclusive supplier of the private label in the specific country market(s) for the duration of the program year. It also confirms that the private label item(s) promoted by the applicant are at all times manufactured using ingredients/products from the USA. Form generated in application packet.

After completing the online application, send hard copies of these required items to:

SUSTA 50% CostShare
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139

 = Wet Ink Signature Required

Request for Information

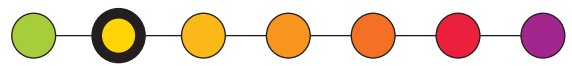
We request the same basic information from every applicant to verify each company's eligibility to receive 50% CostShare funds. SUSTA reserves the right to request additional information or documentation.

This verification is a key step in SUSTA's Zero Tolerance for Fraud policy. All materials submitted to SUSTA are kept confidential.

Questions?

Call (504) 568-5986 today and ask to speak with SUSTA's 50% CostShare Director.

All companies will be cross checked with the System for Award Management (SAM) online database to ensure applicants can receive federal funding. SUSTA reserves the right to independently verify the accuracy of all information provided when companies apply for 50% CostShare.



Application Approval

Once SUSTA receives your completed application and supporting documentation (see page 22 for application checklist), we can begin the review process. Documentation is reviewed on a first come, first served basis. The application will not be reviewed until all required documentation is received.

Important Notes:

- Remember to submit your application prior to conducting your promotional activities. Do not conduct your promotional activities and then later submit the application
- Complete the application for country market(s) where the promotional activity/activities will take place.

Your approval date is determined by the month in which your application is deemed complete (all required documentation is on file). Your approval date is important because expense claim requests cannot be submitted for expenses made prior to your approval date.

If you apply and are approved between August 1 and December 31, 2018	If you apply and are approved after December 31, 2018
Your approval date will be January 1, 2019, with a complete application.	Your approval date will be the first of the month in which your application is deemed complete.

All promotional activities must occur within the program year (January 2019-December 2019).

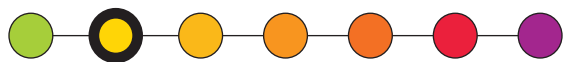
Expenses paid before your approval date are not reimbursable, with the exception of the following:

- Trade Show Booth Deposits
- Airfare and Hotel Bookings

Trade show booth deposits and advance payments are reimbursable, provided the date of the trade show (rather than the date of the invoice or payment) falls within the approved program year. Expenses are not processed for review until after the promotional activity has taken place. The rule above applies to all initial requests, additional requests and amended requests.



Review the minimum and maximum allocation amounts for first time and returning 50% CostShare applicants (Section 1).



Application Approval

Allocations

SUSTA allocates funds based on a first come, first-served basis. See Section 1 for minimum and maximum annual allocation amounts.

Allocations are determined based on a variety of factors:

- Amount of total funding available
- Prior program performance (for returning applicants)

The CostShare Director will email an allocation notice with amount approved for your review.

Contracts - New this year electronic signatures!

Once the application has been reviewed and approved by the CostShare Director, the people or persons designated as Authorized Signer(s) will receive an email notification that the CostShare Contract is ready to be signed. The Authorized Signer will log into their MySUSTA account and click '50% CostShare Application'; then they will click 'Online Contract' and complete these two steps:

- Click 'Send Signer Verification Email'; they will then receive an email and must click the link in that email to verify their identity.
- Click 'Sign Contract Online'; they can then sign the contract electronically.

The signed contract will be reviewed by the CostShare Director. Assuming everything is accurate, the CostShare Director will create an invoice for the 6% administrative fee. All approved applicants are charged a non-refundable administrative fee equal to 6% of the approved funding allocation. (Example: A company approved for \$10,000 in expenses must first pay a \$600 administrative fee). Fee can be paid online with credit card (small credit card processing fee applies) or by check, money order or cashier's check.

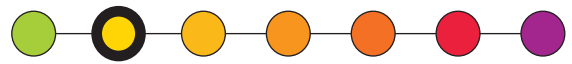
When the contract is signed and the 6% administrative fee is received by SUSTA, you are an active participant in the program.

Surveys

In your 50% CostShare Agreement, you agree to complete and submit an end of year CostShare survey to SUSTA. This survey will be available to you when you log into your MySUSTA account starting February 1, 2020 and is due no later than April 1, 2020. The survey may be used to track how CostShare has positively affected your company's export sales and the economic impact of U.S. exports. The survey is kept strictly confidential, and it is used in aggregate form to determine the effectiveness of CostShare in raising the level of U.S. exports. If the required survey is not submitted to SUSTA, reimbursements, pre-qualifications/applications, and future allocations may be denied until the complete survey is submitted.

Please note, you are required to maintain your 50% CostShare files for 5 years following the end of the program year. Files are subject to compliance review by the USDA's - Foreign Agricultural Service (FAS) so make copies of all forms you submit to SUSTA for your files.

Welcome to
50% CostShare!



Amending Your Program Agreement

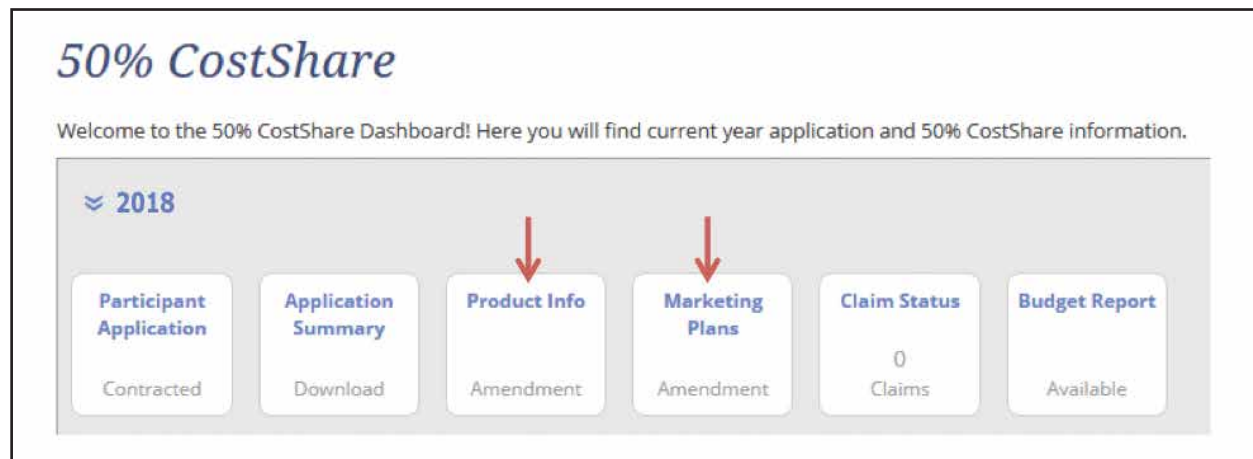
We understand that your company may need to make changes to your plans after signing the program agreements and paying the administrative fee. Changes to existing program agreements are accomplished through amendments.

Amendments can be made anytime during the program year to:

- Request additional funding in a previously approved country market or in a new market
 - You will be invoiced the 6% administrative fee for additional funds. The fee is required for approval.
- Move already approved funds from one country market to another
- Add additional products to be promoted through CostShare
 - You will need to send in physical packaging and/or labels of the new products to be reviewed.

How to Submit an Amendment

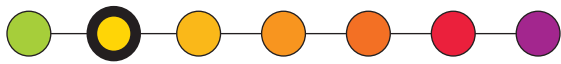
Log into your MySUSTA Account. Click the '50% CostShare' tile then click either 'Product Info: Amendment' or 'Marketing Plans: Amendment'.



To request more funding in an existing marketing plan:

1. Select 'Marketing Plans: Amendment'.
2. Scroll down to the marketing plan that you want to change and click 'Amend'.
3. A warning pop-up will ask if you are sure you want to amend the marketing plan; select 'Yes'. You have now re-opened your approved marketing plan.
To change the budget, select 'Next' and move to the second page.
4. Your existing budget is available to edit; add to or subtract from that budget, making sure that the resulting budget reflects your entire budget for that country marketing plan (rather than typing in the amount you are adding or subtracting).
Click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'.
5. Then click 'Submit'.

SUSTA will review. If approved, you will be invoiced the 6% administrative fee on the additional funds.



Amending Your Program Agreement

To amend your application to add a new marketing plan:

1. Select 'Add International (or Domestic) Marketing Plan' and follow the prompts to add a new marketing plan and request funds.
2. Create the new marketing plan and click 'Save'; then click 'Submit'.

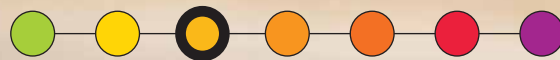
SUSTA will review. If approved, you will be invoiced the 6% administrative fee on the additional funds.

To move funds from one market to another:

Follow the above steps to amend the approved marketing plan you want to reduce; subtract from the budget so that the amended budget reflects your entire budget for that country marketing plan, click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'; then click 'Submit'. Next, amend the country marketing plan (or create a new marketing plan) you would like to increase. Click 'Save'; then click 'Submit'. Because you are not requesting any additional funds, you will not receive an invoice for transferring funds.

To add products:

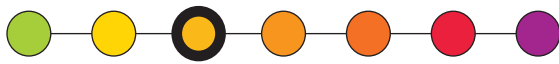
1. Select 'Product Info: Amendment'
2. Complete the product information and select 'Save Product'.
3. Don't forget to click 'Submit' for each new product
4. You will need to send in the physical packaging and/or labels of the new products for review. You will be informed if approved.



Section 3: Expense Claims

SUSTA requires specific documentation to process your 50% CostShare expense claims. If the following is unclear, call SUSTA prior to incurring expenses.

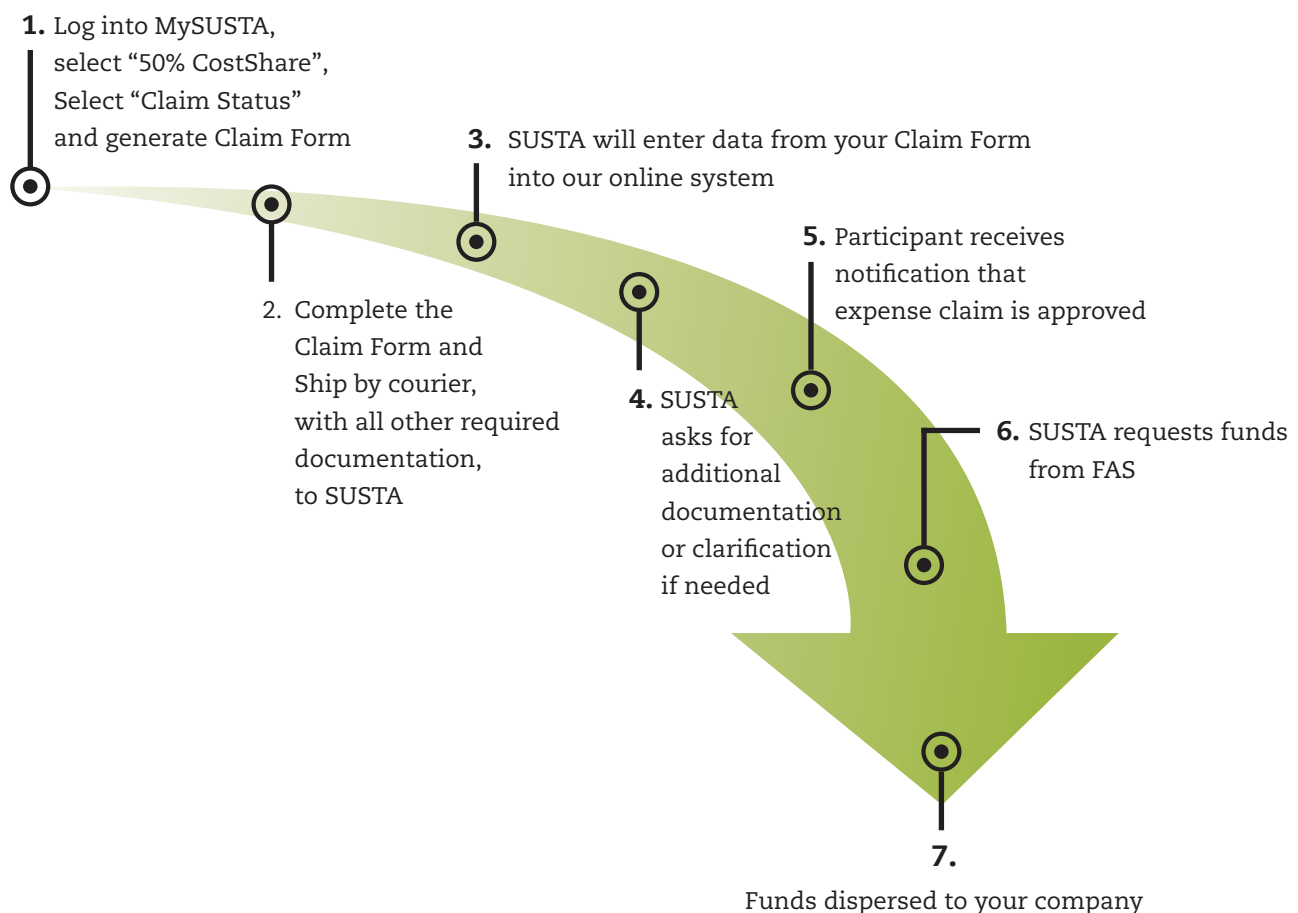




Expense Claims: The Claims Process

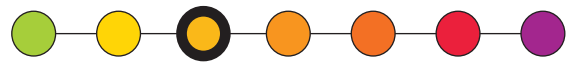
Once you've applied and are contracted in 50% CostShare, the next step is conducting your international marketing activities and getting reimbursed for your efforts. We'd like to walk you through how the claims process works after an eligible activity is complete with these seven easy steps.

Note: New companies and new contacts are required to have a consultation with a SUSTA Expense Claim Coordinator.



To monitor the progress of your claim, log into your MySUSTA account.

The next page has important information about the claims process you will want to keep in mind throughout the program year.

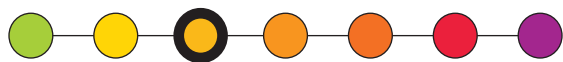


Expense Claims: Claim Form

It is important to note your company has 90 days to submit a complete claim after an eligible promotional activity has ended. Similar to most claim structures, a fair amount of paperwork is required and you will need to meet the 90-day deadline in order to receive your reimbursement.

Take note, if you're conducting activities in December, you will not have a full 90 days to send in a complete claim. For December's activities, companies must submit complete claims by February 28 for consideration.

Your 90-day claims window begins . . .	
Direct Mail Promotions	mailing date
Freight Charges	last day of event for trade shows
In-store Demonstrations	date of last demo
Print Advertising	date of publication
Printed Sales Materials	invoice date and trade seminars
Required Packaging/Label Changes	date on printing packaging/label invoice
Trade Seminars	last day of the seminar
Trade Shows	last day of the show
TV and Radio Advertising	date the ad was aired



Expense Claims: Claim form

All expense claims must have a claim form generated through your MySUSTA account.

Generate a Claim Form

Log into your MySUSTA account & select '50% CostShare'

- Select the program year for the claim
 - Select 'Claim Status'
 - Select the 'Country Market', the 'Claim Contact' and the 'Authorized Signer'
 - Click 'Create', which will generate the Claim Form

Claim Status

 [Expense Claim Instructions](#)

Generate 2018 Claim Form

Country Market Claim Contact Authorized Signer [Create](#)

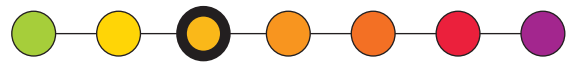
If there are no contacts in your dropdown menus for 'Claim Contact' or 'Authorized Signer', you or the primary account holder for your company will need to go into your company's contacts and designate at least one person for each.

Complete Claim Form:

- a. Page 1: General expense information, the expense total, the reimbursement total and your signature. Calculate the total expenditures and the reimbursement due (50%) of total.
- b. Page 2: On the Expense Summary Sheet, list all line items in this claim that contribute to the total amount of the claim. For travel expenses, do not group several travelers in one line-item; each traveler's airfare, for example, must be listed separately.

A sample claim form can be found in the Appendix.

Read on to learn what
required documentation to
submit with your claim form.



Expense Claims: Required Documentation

For reimbursement, each individual expense listed on your claim form requires the following:

1. Invoice
2. Proof of Payment
3. Proof of Activity

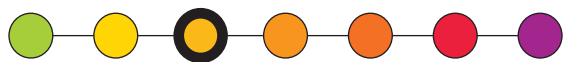
1. Invoice: All invoices must show details of expense; summary invoices are not acceptable. SUSTA must be able to determine specifically what is requested for reimbursement. Invoices must include:

- English translation if in a foreign language
- Exchange rate for U.S. dollars if in a foreign currency
- Date of invoice
- Vendor information: contact information, address, phone number, and website
- Approved participant company information: contact information, address, and phone number
- Date(s) of promotional activity
- Specific services rendered
- Itemized charges for services

2. Proof of Payment: If payment is in a foreign currency, the exchange rate is required to determine U.S.D. The conversion rate is based on the date the participant paid, rather than the invoice date. If no exchange rate has been provided, SUSTA will convert using www.oanda.com. Payment can be any of the following:

- **Cash receipt** only acceptable for payments of \$1,000 or less. Must be marked “paid” and show a zero balance
- **Check** – front copy of check accompanied by bank statement showing check cleared the account
- **Credit card statement** (signature slips are not accepted). Must see the credit card monthly statement (first page and transaction page) that shows: account owner’s name, last 4 digits of the account number, and the dates and charges to vendor(s). The proof of payment to the credit card company is not required.
- **Wire transfer** (the request confirmation alone is not sufficient): must show documentation came from the bank which shows the originator, beneficiary, date, amount, and bank of originator and beneficiary accompanied by bank statement showing funds were deducted from account
- **Credit memo** - If you are paying an overseas agent in product, the following must be provided:
 - **Invoice** needs to be provided for products and separate corresponding credit memo for cost of promotional activity or invoice for products with the credit applied to that invoice for the cost of the promotional activity.
 - **Freight or airway bill** indicating products shipped
 - **Proof of payment** showing the freight was paid

Contact 50% CostShare staff if you do not understand credit memos as form of payment.



Expense Claims: Required Documentation

3. Proof of Activity: All eligible promotional activities need to show proof that the activity took place. Proof of activity varies depending on the eligible promotional activity; the required documentation for each different eligible promotional activity is listed in Sections 4 & 5. Keep in mind all promotional materials must have the brand name and/or private label name and the eligible U.S. origin statement clearly imprinted.

Important Notes:

- Promotions and/or products that are deemed offensive will not be eligible.
- Brand names and/or private label names and country markets that are not approved will be ineligible for reimbursements.
- Items that are only partially reimbursable will be pro-rated at SUSTA's discretion in accordance with the regulations.
- If information is in a foreign language, the English translation is required.
- If other parties are involved, the entire paper trail is required tracing back to the original vendor of the services whether in the United States or in foreign countries.
- We are unable to assist for expenses paid to the vendor and/or foreign third party (FTP) if we determine that a relationship exists between your company and the vendor and/or FTP.
- SUSTA reserves the right to request additional documentation for all claim submissions at our discretion. SUSTA reserves the right to contact vendors or foreign third parties to verify transactions and payments. If we are unable to verify information or participants are unable to assist us in the verification, we will be unable to process the expenses.



Proof of activity materials are listed after each eligible activity description starting in Section 4 & 5.

International Travel Expenses:

If submitting expenses for travel related to exhibiting at international trade shows and/or participating in pre-approved trade missions (outbound), submit Claim Form and supporting documentation:

1st.) [Foreign Agricultural Service \(FAS\) Pre-Travel Notification Form](#). Provide email or fax confirmation showing the FAS Agriculture Trade Office (ATO) was notified at least two weeks prior to travels.

2nd.) [Trip Report](#) and attached list of contacts made

3rd.) Supporting documentation:

- Airline itinerary/invoice
- Passenger receipt or E-ticket receipt
- Boarding passes or frequent flier statement
- Proof of payment for airfare
- Itemized hotel bill
- Proof of payment for hotel

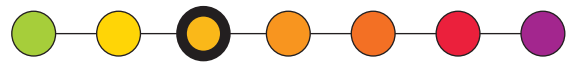


Travel expense claim checklist is located in the Appendix.

4th.) [Travel Expense Worksheet](#)

Meals and Incidentals Expenses (M&IE)

Do not submit itemized receipts. M&IE is based on the [per diem allowance](#) per county.



Expense Claims: Organization and Submission

It is our goal to process your expense claims as quickly as possible. But we need your help to do that. Please submit your expense claims in an orderly fashion and with all required documentation. If you have any questions, please contact us before conducting the promotional activity so that you know what documents will be needed to process your claim.

Requests are processed in the order received. Generally, if we do not require any additional information or documentation from you, we strive to reimburse approved expenses in 3 weeks. This takes into account the following:

- Workload of expenses in our office
- Time it takes SUSTA to request and receive your company's funding from the USDA Foreign Agricultural Service (FAS)

If additional information is needed to process your request, you will be notified as soon as possible. In this instance, the time it takes us to reimburse you is solely dependent upon your ability to provide us with additional information/documentation that we require. The quicker you submit the additional information, the quicker we will be able to further process the expense. You must submit additional information within 14 days. If we require additional information to process your reimbursement request, it may take longer than 14 days to process your request.

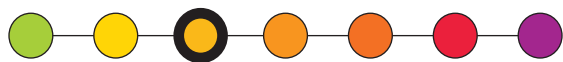
Note: If more parties are involved in a promotional activity, the entire paper trail that traces back to the original vendor of the services is required. We need to be able to show the entire paper trail upon our compliance review.

Ship by courier Expense Claim Forms and supporting documentation to SUSTA at:
Southern U.S. Trade Association
50% CostShare
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139

Make sure to track your documents; SUSTA is not responsible for documents lost in the mail.

Helpful tips for a complete claim:

- Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are blurry.
- File materials in a folder to keep track of all-things related to your expense claim.
- Respond to SUSTA requests quickly.
- Read this manual in its entirety and collect the materials you will need for reimbursement.
- Contact us for questions! We're here to help.



Expense Claims: Organization and Submission

Common Errors on Reimbursement Requests

- Brand names and/or private label names are not shown on promotional materials and/or promotional activities
- Eligible U.S. origin statement is not shown on promotional materials or displayed at eligible promotional activities
- Expenses were for non-reimbursable promotional activities
- Expenses were for non-approved brands, products or countries; claims will be prorated based on approved and non-approved brands and products
- Lack of sufficient documentation (entire paper trail) not present: invoice, proof of activity, and/or proof of payment
- If a third party is involved, the entire paper trail (paper trail back to the original vendor) is not present
- The eligible promotional activity occurred before the application approval date or after the program year ended
- Documentation in a foreign language and the English translation was not provided
- Travel expenses
 - ATO was not notified prior to travels and/or notification is not on file to show proof
 - Airline quote was not provided for eligible dates
 - Traveler flew on non U.S. or non E.U. carrier
 - Hotel reservations were made through a third party (i.e., hotels.com, AirBnB, Expedia) and proof of stay was not provided
- Expense claims were in disarray
- Expense claims were not submitted in a timely manner
- Photographs are too small or poor quality. Full page photo required
- Documentation is not legible
- Company purchased equipment, rather than renting equipment
- Expenses included distributor fees and other expenses



Section 4: **Promotional Activities:** **International**

A one-stop shop for each eligible international activity. Read on to see all reimbursable expenses and the materials to turn in at time of claims. Let's begin!



Eligible & Ineligible Expenses: International

This section outlines the eligible international promotional activities that are eligible for reimbursement through 50% CostShare. Listed below are important requirements and reminders. Individual activities and materials may have additional requirements.

Advertising

Reminder: All forms of advertising must be imprinted with approved brand name and an eligible U.S. origin statement. Advertisement reimbursements will be prorated based on approved verses non-approved products that appear in your advertisement.

Eligible Advertising Expenses	Ineligible Advertising Expenses
<ul style="list-style-type: none"> ✓ Ad design/production costs ✓ Formatting/professional design/photography expenses ✓ Script writing, voice/talent fee, clip production, music in conjunction with the purchase of radio or television broadcast time ✓ Printing ✓ Ad placement costs ✓ Billboard/signage/light box rental expenses ✓ Installation costs ✓ Movable ad space rentals (taxis, buses, trucks) ✓ Direct mail advertising expenses ✓ Internet ads ✓ Email and text messaging ✓ Podcasting ✓ Broadcast expense (aired time, purchased spots) ✓ Online ads hosted by third party targeting specific country market 	<ul style="list-style-type: none"> ✗ Ads that do not promote the brand name and U.S. origin statement ✗ Advertisement campaigns tied to a product purchase ✗ Ad in a publication that does not circulate in one of your approved foreign country marketing plans ✗ Ads, media and/or messages that do not target an approved foreign country market or audience ✗ Copyright and licensing fees ✗ Scheduled broadcast that has not yet aired ✗ Advertisements that are defamatory to another U.S. brand ✗ Advertising associated with a coupon or price discount for an approved product or any arrangement that has the effect of reducing the selling price of your product ✗ Online ads posted on your company website ✗ Online listing fees

See the next page for materials to submit with your advertising claim!



Eligible & Ineligible Expenses: International

Claims Documentation for Advertising

In your claim, please submit the following activity-related materials:

Newspapers/Magazines/Grocery Circulars | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Original advertisement
 - ☐ Original publication cover page showing the date and name of the publication
 - ☐ A current circulation report for the publication showing distribution in the foreign country market

Billboards and Moving Ads | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Geographical location
 - ☐ Invoice and contract with rental agency showing length of rental
 - ☐ Photo of billboard or moving ad

Broadcasting TV or Radio Ads | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Name of TV or radio station
 - ☐ Country and cities where ad was broadcast
 - ☐ Date and run times of actual broadcasts and a certificate of broadcast
 - ☐ DVD or CD of the radio/television commercial
 - ☐ Transcript of broadcast
 - ☐ Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time

Email and Text Messaging Ads | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Copy of email or text message including header information and distribution date
 - ☐ Copy of distribution list from vendor showing country market focus

Podcasting | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Copy of podcast link and media file
 - ☐ Website address showing country market focus
 - ☐ Computer print screen/screenshot with address link, taken at the time of the activity

Internet Ads | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ A printed page of the website showing the online advertisement, full website URL address, and date for each month the advertisement is running
 - ☐ Agreement and contract for advertisement with the site host



Eligible & Ineligible Expenses: International

Direct Mailing to Foreign Buyers

Promotional materials must include a brand name and an eligible U.S. origin statement.
Mailing to foreign buyers only.

Eligible Direct Mailing Expenses	Ineligible Direct Mailing Expenses
<ul style="list-style-type: none"> ✓ Design ✓ Produce/print ✓ Mail 	<ul style="list-style-type: none"> ✗ Mailing to customers in the U.S.

Claims Documentation for Direct Mailing to Foreign Buyers

Direct Mailing to Foreign Buyers | ☐ Invoice* ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Copy of the distribution list showing addresses of foreign buyers
 - ☐ Actual promotional sales materials

*Itemized Invoice from the post office or other mail service carrier that includes the following:

- Mailing date
- Vendor's name, address, and phone number
- Quantity of items posted or picked up
- Itemized details of charges

Freight/Shipping

Reimbursement is available to cover some freight costs. Freight is considered cargo and goods carried by a vessel or vehicle, specifically by a commercial carrier.

Eligible Freight Expenses	Ineligible Freight Expenses
<ul style="list-style-type: none"> ✓ Shipping product samples, materials, and equipment to and from an eligible promotional activity (such as international or domestic trade shows, outbound trade missions, trade seminars and in-store promotions) ✓ Shipping product samples and promotional materials to potential international customers ✓ Checked bags up to the weight limit 	<ul style="list-style-type: none"> ✗ Checked bags beyond the weight limit ✗ Shipping of product orders ✗ Transportation on company-owned trucks or rented vehicles ✗ Container shipment

Claims Documentation for Freight/Shipping

In your claim, please submit the following activity-related materials:

Freight/Shipping | ☐ Invoice ☐ Proof of Payment ☐ Packing slip or airway bill



Eligible & Ineligible Expenses: International

In-Store Demonstrations/Food Promotions

In-store/food service promotions and product demonstrations give your potential customers a chance to experience your products before they buy. Reimbursements will be prorated based on approved verses non-approved products.

Eligible Expenses for In-Store Demonstrations/Food Promotions	Ineligible Expenses for In-Store Demonstrations/Food Promotions
<ul style="list-style-type: none"> ✓ Temporary Labor Wages (See page 59) <ul style="list-style-type: none"> ✓ Example: demonstrator wages ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Rented demonstration stand/space ✓ Freight costs to transport product samples, materials, and equipment to the demonstration location (See page 38) ✓ Point of sale materials (See page 43) ✓ Uniforms that promote the brand name and have eligible U.S. origin statement <ul style="list-style-type: none"> ✓ Aprons, T-shirts, caps, etc. ✓ Giveaways <ul style="list-style-type: none"> ✓ 50% reimbursement may be eligible up to \$2 per item. (See page 46) 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name and eligible U.S. origin statement ✗ Independent contractor’s travel costs and meals ✗ Wages for an employee of your company or your foreign distributor’s company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees ✗ Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. ✗ Custom displays constructed of permanent materials having a useful life of more than one year (example: metal, Plexiglas, wood, etc.) ✗ Cost of your product used in demonstration and promotion ✗ Promotional activity tied to product purchase <p style="text-align: right;"><i>See next page for materials to submit with in-store demonstrations/food service promotions claim!</i></p>



Eligible & Ineligible Expenses: International

Claims Documentation for In-Store Demonstrations/Food Promotions

In your claim, please submit the following activity-related materials:

In-Store Demonstrations/Food Promotions | ☐ Invoice ☐ Proof of Payment

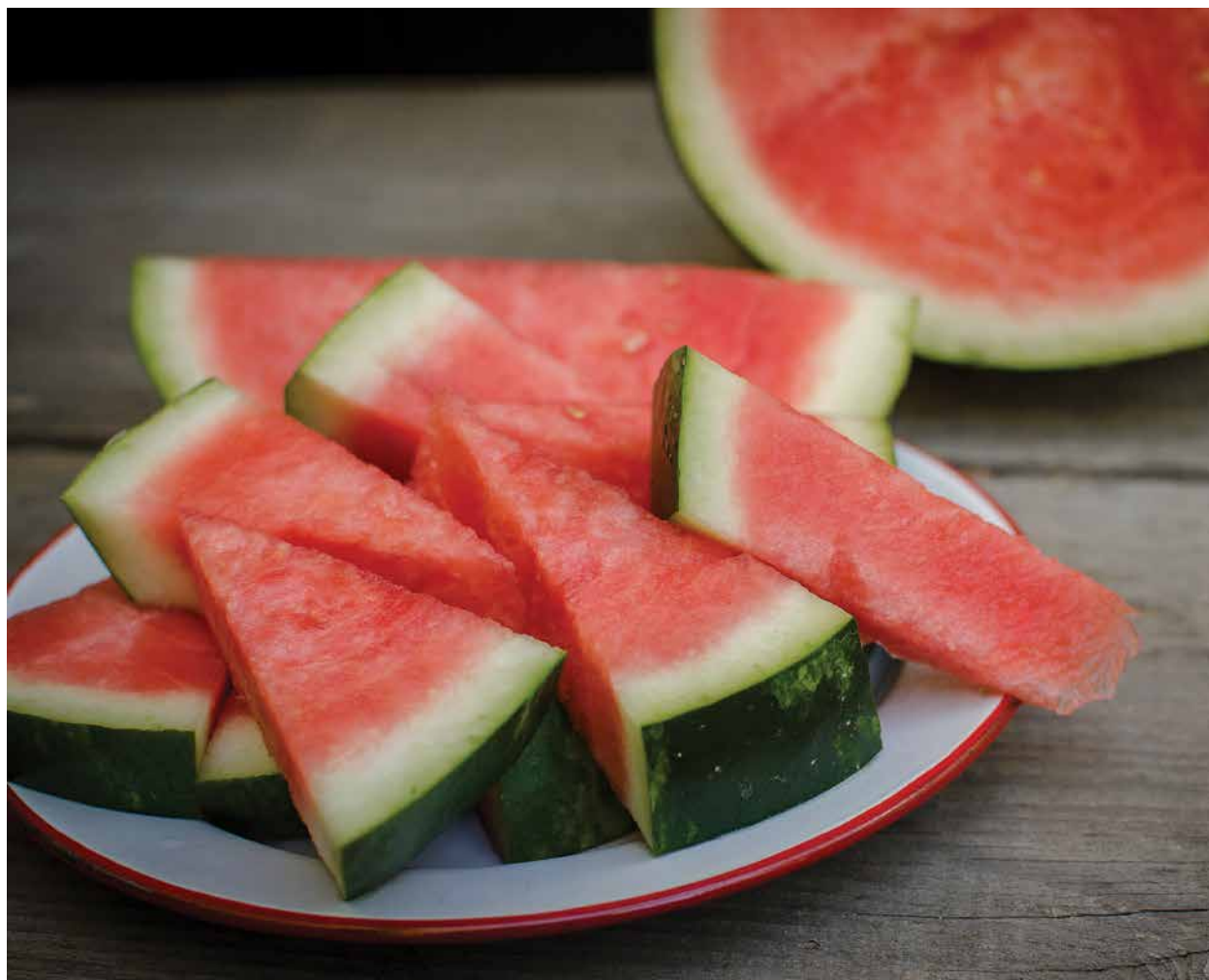
☐ **Proof of Activity**

- ☐ List of products demonstrated/promoted
- ☐ Dates, hours, and store location for each demonstration/promotion
- ☐ A demonstration report for each demo performed
- ☐ Additional requirement:

One photo per demonstration per location. Brand name and eligible U.S. origin statement must be clearly visible in photograph. Clear photos of each hired demonstrator/temporary laborer while conducting activity

Photo not required if store does not allow photographs inside.

Must provide written verification from store of their no photography policy.





Eligible & Ineligible Expenses: International

In-Store Displays

Grab the attention of your customers and set yourself apart from competitors by creating eye-catching in-store displays. Please note, all promotional materials must be imprinted with eligible U.S. origin statement and approved brand name. Displays must be constructed of temporary materials with a useful life of less than one year (eg. cardboard, paper, etc.) Reimbursements will be prorated based on approve verses non-approved products.

Eligible In-Store Display Expenses	Ineligible In-Store Display Expenses
<ul style="list-style-type: none"> ✓ Posters/banners ✓ Sales sheets/brochures/leaflets ✓ Shelf talkers ✓ Shipping cartons that convert to a shelf display ✓ Freestanding displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.) ✓ Cardboard bins/shelving units ✓ Rental of floor space for product promotion ✓ End-of-aisle/gondola displays 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name and have an eligible U.S. origin statement ✗ Custom displays constructed of permanent materials (examples: metal, Plexiglas, wood, etc.) having a useful life of more than one year ✗ Slotting, listing and shelf space fees ✗ Any activity tied to purchase of product ✗ Price discount of product ✗ Cost of product

Claims Documentation for In-Store Displays

In your claim, please submit the following activity-related materials:

In-Store Displays | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

- ☐ List of products promoted
- ☐ Dates and locations of space rental
- ☐ Photos of the display for each location clearly showing approved brand name and eligible U.S. origin statement

Photo not required if store does not allow photographs inside.

Must provide written verification from store of their no photography policy.



Eligible & Ineligible Expenses: International

Modifications to Packaging and Labels to Meet Foreign Country Requirements

Exporting includes making changes to your packaging and labels to meet a foreign country's requirements. In order to receive reimbursement, your company will need to demonstrate:

1. The changes you are making are for existing 50% CostShare-approved packaging and labels with eligible U.S. origin statement.
2. All expenses are outsourced.

Eligible Packaging/Label Change Expenses	Ineligible Packaging/Label Change Expenses
<ul style="list-style-type: none"> ✓ Printing of a one year supply* of packaging/labels or stickers.** The costs for both cannot be claimed. ✓ Labor to attach stickers (if outsourced). (See page 59) ✓ Design and production of packaging and labels ✓ Plates ✓ Set-up ✓ Translation Services ✓ Graphic design <p>* The year begins at the application approval date and ends December 31, 2019.</p> <p>** Stickers for labels are only eligible if they are to meet the regulations of foreign markets.</p>	<ul style="list-style-type: none"> ✗ Cost to reprint packaging and/or labels already in use ✗ Modifying a package or label to add the U.S. origin statement ✗ Any changes made to meet your international distributors requirements ✗ Stickering labels to bring them into compliance for CostShare (For example, stickering to add eligible U.S. origin statement)

Claims Documentation for Packaging/Label Changes

In your claim, please submit the following activity-related materials:

Modifications to Packaging/Labels | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Physical packaging or label before the changes were made
 - ☐ Physical updated packaging or label highlighting changes made or sticker that shows the required changes identified. If in a foreign language, English translation required
 - ☐ Foreign label regulations with sections identifying the required changes highlighted. If in a foreign language, English translation required
 - ☐ Printing charges indicating the quantity produced
 - ☐ If stickering, physical new sticker that shows the required changes clearly identified (mock-up versions are not accepted).

Printing charges for packaging labels or stickers cannot be claimed without proof that revisions were made. The expenses must be claimed in conjunction with formatting, translation or plate charge invoices showing the dates changes were made.



Eligible & Ineligible Expenses: International

Point of Sale Material Expenses

Point of sale materials must be tied to an eligible promotional activity (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). The brand name(s) and eligible U.S. origin statement must be imprinted on all point of sale materials. Reimbursements will be prorated based on approved versus non-approved products on point of sale material.

Eligible Point of Sale Material Expenses	Ineligible Point of Sale Material Expenses
<ul style="list-style-type: none">✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote 50% CostShare-approved products	<ul style="list-style-type: none">✗ Sales material that does not promote the brand name and eligible U.S. origin statement✗ Business cards✗ Seasonal greeting cards✗ Any materials tied to the discount of products (Eg. coupons)

Claims Documentation for Point of Sale Materials

In your claim, please submit the following eligible promotional activity-related materials:

Point of Sale Materials | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ The actual materials. For items that are larger than a banker's box, a legible hi-res photo of the material in its entirety showing brand name and eligible U.S. origin statement may be submitted
 - ☐ Photographs that clearly show the point of sale materials being used at an eligible promotional activity
 - ☐ Date and location of eligible promotional activity

If a mailing is done with the printed sales materials, you must also submit:

- ☐ Proof of Activity
 - ☐ Mailing date and receipt for postage
 - ☐ Quantity of items posted or picked up
 - ☐ Complete list of addresses to which the point of sales materials were sent



Eligible & Ineligible Expenses: International

Pre-Approved Outbound Trade Missions

International trade missions are an effective, low-cost way to meet face-to-face with qualified foreign buyers. The only trade missions eligible for reimbursement are those pre-approved by the USDA's Foreign Agricultural Service, SUSTA's Global Events or another State Regional Trade Group (SRTG). All countries in which the trade mission takes place must be listed in your approved application.

Eligible International Trade Mission Expenses	Ineligible International Trade Mission Expenses
<ul style="list-style-type: none"> ✓ Participation fee ✓ Limited Foreign Travel - (See page 55) <ul style="list-style-type: none"> ✓ Airfare* for two permanent U.S.-based company employees or representatives. ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate* ✓ Checked bags ✓ Passports ✓ Visa ✓ Inoculations ✓ Freight for shipping product samples, materials, and equipment to and from an eligible outbound trade mission (See page 38) ✓ Point of Sale Materials (See page 43) ✓ Giveaways <ul style="list-style-type: none"> ✓ 50% Reimbursement may be eligible up to \$2 per item. (See page 46) ✓ Uniforms ✓ Translators <p><i>*Trade Mission airfare and lodging reimbursement is contingent upon what SUSTA's Global Events Program covers. For example: if Global Events is paying for your hotel, you cannot turn in a claim for reimbursement for your lodging.</i></p>	<ul style="list-style-type: none"> ✗ Trade missions not coordinated and/or pre-approved by SUSTA, FAS or another SRTG ✗ Materials that do not promote the brand name and an eligible U.S. origin statement ✗ Cost of product samples ✗ Any expense that will be reimbursed through Global Events ✗ Ineligible travel includes <ul style="list-style-type: none"> ✗ Travel expenses for event assistant personnel ✗ Ground transportation ✗ Checked bags beyond the bag limit ✗ Cost of rental vehicle ✗ Giveaway items that: <ul style="list-style-type: none"> ✗ do not promote the brand ✗ are tied to a purchase of product



Claims Documentation for Pre-Approved Outbound Trade Mission



Visit SUSTA's online event calendar for upcoming outbound trade missions and other activities!

Pre-Approved Outbound Trade Mission | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

- ☐ Photos of company participating in pre-approved outbound trade mission with eligible U.S. origin statement clearly visible
- ☐ Itinerary of outbound trade mission





Eligible & Ineligible Expenses: International

Promotional Giveaways

Promotional giveaways are 50% reimbursable up to \$2/item and must be tied to an eligible promotional activity (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). The brand name and eligible U.S. origin statement must be imprinted on promotional giveaway items.

Eligible Giveaway Expenses	Ineligible Giveaway Expenses
<ul style="list-style-type: none">✓ 50% reimbursement may be eligible up to \$2 per item. <p>Example 1: If giveaway item is \$10, SUSTA can reimburse \$2.</p> <p>Example 2: If giveaway item is \$4, SUSTA can reimburse \$2.</p> <p>Example 3: If giveaway item is \$1, SUSTA can reimburse \$.50.</p>	<ul style="list-style-type: none">✗ Cost of your company's product✗ Giveaway items that:<ul style="list-style-type: none">• Do not promote the brand• Are tied to a purchase of product

Claims Documentation for Promotional Giveaways

In your claim, please submit the following activity-related materials:

Giveaways | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

- ☐ Actual items or photographs of item if too large to send
- ☐ The dates and location of the eligible activity are also required
- ☐ Photographs that clearly show promotional giveaway item being used at eligible promotional activity



Eligible & Ineligible Expenses: International

Public Relations

Production and distribution of press releases, press kits, and other materials and information directed at the foreign media, trade, and consumers to promote your brand(s). Eligible U.S. origin statement and brand name must be included in the press release or press kit. Reimbursements will be prorated based on approved versus non-approved product in public relations materials.

Eligible Public Relations Expenses	Ineligible Public Relations Expenses
<ul style="list-style-type: none">✓ Expenses of creating public relations materials✓ Mailing/shipping public relations materials to foreign media, trade and consumers✓ Public relations materials distributed within the U.S. are eligible if they promote your company's presence at a USDA-approved trade show held in the United States. (see Appendix for list of approved U.S. trade shows)	<ul style="list-style-type: none">✗ Public relations materials distributed within the U.S. that do not promote your company's presence at a USDA-approved trade show held in the U.S.

Claims Documentation for Press Kits/Press Releases

In your claim, please submit the following activity-related materials:

Press Kits/Press Releases | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

☐ Invoice

☐ Proof of Payment

☐ Copies of public relations materials distributed to the foreign media, trade or consumers

☐ If public relations materials created for approved tradeshow(s) held in the U.S., per your company's application/agreement, that promote your company's presence at the trade show(s), must include: exhibition dates, booth numbers, brand name, and products.

SUSTA is unable to assist for other domestic press releases



Eligible & Ineligible Expenses: International

Trade Seminars International

Educational trade seminars are organized and hosted by your company, and are designed to inform the international industry about your approved brand name products. An eligible U.S. origin statement must be on display during the seminar. Reimbursements will be prorated based on approved versus non-approved products.

Eligible Trade Seminar Expenses	Ineligible Trade Seminar Expenses
<ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment, such as freezer, hot plates, sound/presentation, etc. ✓ Temporary labor wages (See page 59) <ul style="list-style-type: none"> ✓ Example: translator ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to enhance your product ✓ Freight costs (See page 38) <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Point of sale materials (See page 43) 	<ul style="list-style-type: none"> ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible temporary labor wages <ul style="list-style-type: none"> ✗ Employee wages ✗ Foreign Distributor's employee wages and travel expenses ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees ✗ Ineligible Freight Costs <ul style="list-style-type: none"> ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible Printed Sales Materials <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to discount of products (Eg. Coupons) ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend ✗ Materials that do not promote the brand name and an eligible U.S. origin statement



Eligible & Ineligible Expenses: International

Claims Documentation for Trade Seminars International

In your claim, please submit the following promotional activity-related materials:

Trade Seminars International | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Name and date of the trade seminar
 - ☐ List of attendees and location
 - ☐ Photos of the seminar with U.S. origin statement and product brand name clearly visible
 - ☐ Original copies of presentation materials With U.S. origin statement and product brand name clearly visible
 - ☐ Photos of all temporary labor during trade seminar





Eligible & Ineligible Expenses: International





Eligible & Ineligible Expenses: International

Trade Shows: International

International trade shows allow your company to promote products to thousands of qualified buyers in just a few days. Basic expenses associated with retail, trade and consumer exhibits and shows are eligible for reimbursement when your company displays and promotes CostShare approved products.

All expenses will be prorated based on the number of CostShare approved and non-approved products being promoted in your booth at the trade show.

There are many international trade shows eligible for 50% CostShare. As long as 30% or more of the exhibitors sell food and/or agricultural products, the international show is eligible.

When exhibiting at a USDA-endorsed trade show, your company is required to exhibit within a USA Pavilion to receive reimbursement on eligible expenses. See Appendix for the list of USDA-endorsed international trade shows. If the show is not USDA endorsed and it has no USA pavilion, your company is free to exhibit anywhere on the show floor.

Interested in exhibiting outside of the USA Pavilion? You will need pre-approval by contacting SUSTA's CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the CostShare Director. Contact us with any questions at (504)568-5986 or costshare@susta.org.

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/booth space rental ✓ Temporary booth displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.) having a useful life of less than one year ✓ Exhibitor's guide/directory listing and advertisement with eligible U.S. origin statement ✓ Uniforms that promote the brand name and eligible U.S. origin statement <ul style="list-style-type: none"> ✓ Aprons, T-shirts, caps, etc. ✓ Temporary labor wages (See page 59) <ul style="list-style-type: none"> ✓ Example: host/hostess 	<ul style="list-style-type: none"> ✗ Materials that do not promote the brand name and an eligible U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (examples: metal, Plexiglas, wood, etc.) Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Any expense related to a trade show at which you are not exhibiting

Eligible and Ineligible international trade show expenses continued on the next page . . .



Eligible & Ineligible Expenses: International

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Limited Foreign Travel (See page 55) <ul style="list-style-type: none"> ✓ Airfare for two permanent U.S.-based company employees or representatives ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate ✓ Checked bags up to the bag limit ✓ Passports ✓ Visa ✓ Inoculations ✓ Freight (See page 38) <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment 	<ul style="list-style-type: none"> ✗ Cost of product samples ✗ Country is not listed in your marketing plan ✗ Ineligible travel includes <ul style="list-style-type: none"> ✗ Travel expenses for interpreters ✗ Ground transportation ✗ Travel of applicants for employment interviews ✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory ✗ Change fees ✗ Travel for any other reason except to participate in approved Outbound Trade Missions or exhibit at International Trade Shows ✗ Tickets purchased with air miles, award miles or upgrades ✗ Freight ineligibility includes: <ul style="list-style-type: none"> ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible Printed Sales Materials as follows: <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to discount of products (Eg. Coupons) ✗ Giveaways Ineligible expenses: <ul style="list-style-type: none"> ✗ Items that do not promote the brand ✗ Items that are tied to a purchase of product ✗ Cost of product

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Eligible & Ineligible Expenses: International

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Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> ✓ Point of Sale Materials (See page 43) ✓ Giveaways <ul style="list-style-type: none"> ✓ 50% reimbursement may be eligible up to \$2 per item. (See page 46) 	<ul style="list-style-type: none"> ✗ Ineligible Temporary Labor Costs <ul style="list-style-type: none"> ✗ Employee wages ✗ Foreign distributor's fees, employee wages and travel expenses ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours/day, and sales commission ✗ Management/supervision fees ✗ Training fees





Eligible & Ineligible Expenses: International

Claims Documentation for International Trade Shows

In your claim, please submit the following activity-related materials:

- ☐ **International Trade Shows** | ☐ Invoice ☐ Proof of Payment
- ☐ Proof of Activity
 - ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
 - ☐ The following booth photos are required:
 - ☐ A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. Photos with empty shelves will not be accepted. Brand name and eligible origin statement must be clearly visible in photo
 - ☐ If you have a product featured in a product showcase, be sure to get a photo with brand name and eligible U.S. origin statement clearly visible
 - ☐ Photos of employees/representatives/temporary labor manning the booth

*If you have any questions,
please do not hesitate
to contact us directly
at (504) 568-5986.*






Eligible & Ineligible Expenses: International

Travel | International

You're putting in a lot of great effort to establish international markets. It's important to have a physical presence at trade activities and meet face-to-face with potential buyers and other key in-market contacts. Through 50% CostShare, SUSTA can reimburse limited foreign travel expenses for two company representatives only if they are traveling to:

- Exhibit at an international trade show listed in your approved application
 - Eligible travel days include the two days before the official start of a trade show, all the days of the show, with departure on the day after the show ends.
- Participate in a Pre-approved Outbound Trade Mission
 - Eligible travel includes the dates of the trade mission plus two days before the trade mission begins and departure on the day after the trade mission. Trade mission airfare and lodging reimbursement is contingent upon what SUSTA's Global Events program covers.

9 ARRIVAL DATE 	10 ARRIVAL DATE or 	11 TRADE SHOW	12 TRADE SHOW	13 TRADE SHOW	14 DEPARTURE DATE 	15
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Example: Eligible Travel Dates

Eligible Travel Expenses	Ineligible Travel Expenses
<ul style="list-style-type: none"> ✓ Airfare for two company employees or two company representatives * Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative in sales transactions for a specific event. ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate ✓ Passports ✓ Visa ✓ Inoculations ✓ Checked bags up to the bag limit 	<ul style="list-style-type: none"> ✗ Travel expenses for interpreters ✗ Ground transportation ✗ Travel of applicants for employment interviews ✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory ✗ Change fees ✗ Travel for any other reason except participation in Outbound Trade Missions and exhibiting at International Trade Shows ✗ Tickets purchased with air-miles, award-miles, and upgrades



Eligible & Ineligible Expenses: International

In order to receive international travel reimbursement, your company needs to take the following steps:

1. Send Required Pre-Travel Notification

- ☐ Send the [Pre-Travel Notification Form](#) to the in-country FAS [Agricultural Trade Office](#) (ATO) at least 14 days prior to travel. Pre-Travel Notification must be verified. It can be any of the following:
 - Pre-Travel Notification Form and copy of the fax confirmation
 - or
 - Email sent to the ATO

If you do not notify the ATO prior to travels and we do not have documentation as proof of the notification, SUSTA will not be able to pay the expenses.

2. Book airfare in compliance with the following. SUSTA will only reimburse airline tickets up to the price of full-fare economy.

- ☐ Travelers must fly on a U.S. or EU member carrier when leaving and returning to the U.S. Please make certain that the carrier's country is part of the EU; not all European countries are members of the EU.
- ☐ Travel outside of the U.S. may be on a foreign carrier (i.e. connections)

If flying outside eligible travel dates or not directly to/from eligible activities, you need to:

- ☐ Submit a comparable quote from the same airline of the coach/economy class fare for a direct flight to the event within the **eligible dates of travel**. The quote must be for a flight on the **same airline** as the actual ticket used for travel and must be obtained **on the same day** that the ticket used for travel is purchased.
- ☐ Submit actual passenger receipt or e-ticket for flight flown.
- ☐ Submit boarding passes or frequent flyer statement which tie back to the actual passenger receipt/e-ticket that was used for the flight.

Want to Fly Business or First Class?

If your company would like to fly Business or First Class, travelers will need to:

1. Submit a comparable quote from the same airline of the coach/economy class fare for the same destination and eligible dates of travel. The quote must be obtained on the same day the airfare was booked. Reimbursement will be based on the lesser of the two.
2. Submit actual airline itinerary used to fly.
3. Submit boarding passes or frequent flyer statement
4. Submit airfare proof of payment.



Eligible & Ineligible Expenses: International

3. Make Lodging Arrangements

- ☐ SUSTA will reimburse for up to two days before the official start of an international trade show, all the days of the show, with departure on the day after the show ends. If you stay longer, you are responsible for the cost of any additional nights of lodging.
- ☐ You will be reimbursed for no more than 50% of the U.S. government Foreign Per Diem Rate (listed <https://aoprals.state.gov>) or 50% of the actual rate paid per night, whichever is less. Lodging can never be reimbursed for more than the per diem rate per night, regardless of the rate actually paid.

Foreign per diem rates can be found on the U.S. Department of State Website: If your destination city is not listed in the chart, please choose "Other" to determine the per diem rate.

The screenshot shows the U.S. Department of State website header with the seal and the text "U.S. DEPARTMENT OF STATE DIPLOMACY IN ACTION". Below the header is a breadcrumb trail: "Home > Under Secretary for Management > Bureau of Administration > Office of Allowances". The main heading is "Office of Allowances". On the left is a sidebar menu with categories: "Per Diem Rates" (with links to Excel Versions of Per Diem and Foreign Per Diem Rates), "Allowance Rates" (with links to Allowances By Location, Allowances By Type, Biweekly Allowance Updates, Custom Search, and Footnotes to Section 920), "Standardized Regulations (DSSR)" (with links to Archives (DSSR) and Table of Contents (DSSR)), and "General Information" (with links to Advance of Pay, Consumables, Danger Pay, and Education). The main content area is titled "Foreign Per Diem Rates by Location". It contains a paragraph: "You may use the dropdown box below to select a country. Entering the first letter of the country name will jump to that portion of the listing. Clicking 'Go' will display Per Diem data for all locations within the country selected." Below this is a form with a "Country:" label, a dropdown menu currently showing "*All Locations*", and a "Go" button.

Obtain a detailed copy of the hotel statement showing:

- ☐ The occupant's name(s)
- ☐ Arrival/departure dates
- ☐ Room rate per night
- ☐ Total charges
- ☐ If the hotel was reserved and prepaid online or through a third party, you must obtain a statement from the hotel showing the occupant's name(s) and arrival/departure dates
- ☐ If the hotel statement is in a foreign language, provide the English translation



Eligible & Ineligible Expenses: International

4. Meals & Incidentals Expenses (M&IE)

These expenses are reimbursed at no more than 50% of the U.S. government Foreign Per Diem Rate for meals, regardless of the actual costs. Itemized receipts are not required for meals. The M&IE per diem rate can be found at <http://aoprals.state.gov>. If the city in which you are staying overnight is not listed, please choose “Other” to determine the per diem rate.

Travelers receive 75% of the federal rate on the first and last day of eligible travel days (two days before and up to one day after the show) and 100% on remaining days.

Example:

SIAL Canada trade show: April 30 - May 2, 2019

M&IE rate for Montreal: \$114

Meals & Incidental Expenses (M&IE)

April 28 (Check In) – \$114.00 x 75% (per diem) = \$85.50

April 29 – \$114.00 (full per diem)

April 30 – \$114.00 (full per diem)

May 1 – \$114.00 (full per diem)

May 2 – \$114.00 (full per diem)

May 3 (Check Out) – \$114.00 x 75% (per diem) = \$85.50

Calculations: \$85.50 + \$114.00 + \$114.00 + \$114.00 + \$114.00 + \$85.50 = \$627.00

Total for M&IE: \$627.00

50% Reimbursement Request: \$313.50

M&IE are always based on the M&IE per diem rate; therefore, itemized receipts for meals, cleaners, taxis, etc. are not required.

5. Obtain Passport, Visa, and Recommended Inoculations (if needed for an eligible activity)

- ☐ A photocopy of the first page of the passport showing the name and date of issue;
- ☐ A copy of the regulation stating that a visa is required for the specific country market along with a photocopy of the page in the passport showing the visa;
- ☐ The vaccination record and computer print screens/screenshots from the U.S. State Department website and/or the Travelers' Health Page of the Centers for Disease Control (CDC) website showing the advisory which recommends the inoculations

6. **Trip report** that includes list of contacts made at the show.

Check list for complete travel expense claim can be found in the appendix. Instructions on submitting travel expense claims can be found at the end of Section 3.



Eligible & Ineligible Expenses: International

Wages for Temporary Labor

Most companies hire temporary workers such as demonstrators, interpreters, translators and hosts/hostesses to help with the implementation of individual promotional activities.

Eligible Fees for Temporary Labor	Ineligible Fees for Temporary Labor
<ul style="list-style-type: none"> ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess <p>For temporary labor, limited wages of independent contractors are eligible for a maximum of 8 hours per day.</p>	<ul style="list-style-type: none"> ✗ Foreign Distributor's employee wages and travel expenses (Foreign Third Party) ✗ Independent contractor's travel costs and meals ✗ Wages for an employee of your company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees

Claims Documentation for Temporary Labor

In your claim, please submit the following activity-related materials:

Wages for Temporary Labor | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

- ☐ Express wages as (rate per hour) x (hours worked) x (days worked)
Ex: \$15 x 6 hours x 3 days = \$270. Reimbursement may not exceed the maximum daily rate determined by the U.S. government. The maximum eligible expense is \$64.58 per hour or \$516.64 per day. Rate subject to change.
- ☐ Photos of each contractor and temporary laborer working for the participant company at eligible promotional event; including demonstrations, trade show, or international trade seminars
- ☐ If hiring temporary labor to sticker packaging and labeling, please include:
 - ☐ Foreign label regulations with sections identifying the required changes highlighted. If in a foreign language, the English translation is required
 - ☐ Actual product packaging with stickers attached to them



Eligible & Ineligible Expenses: International

Websites/Web Pages

The website must clearly target a specific foreign audience. Web pages can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (.uk, .ca, etc.). Web pages within a larger site must be focused on an international audience. The website must be developed bilingually or in a non-English language, unless English is an official language in that country. All website services need to be performed by a 3rd party vendor. Reimbursement will be prorated based on approved versus non-approved products on website.

Eligible Websites/Web Pages Expenses	Ineligible Websites/Web Pages Expenses
<ul style="list-style-type: none"> ✓ Web development process for sites or pages that target international audiences ✓ Information gathering ✓ Planning and scoping ✓ Design ✓ Development ✓ Testing and delivery ✓ Website maintenance for international-focused audience (servicing and updates) ✓ Website translation services 	<ul style="list-style-type: none"> ✗ Website that targets only U.S. audiences ✗ Website promoting unapproved products ✗ Hosting fees ✗ Domain purchasing fees ✗ Copyrighting and licensing fees

Claims Documentation for Websites/Web Pages

In your claim, please submit the following activity-related materials:

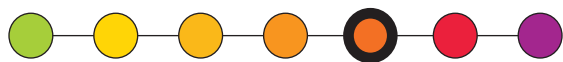
Websites/Web Pages | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Web page printout showing date and full pages in the foreign language
 - ☐ Proof of publish/launch date
 - ☐ Documentation on the website development showing it clearly targets a foreign audience



Section 5: **Promotional Activities: Domestic**

Did you know foreign buyers also travel to some U.S. trade shows? Well, you're in luck! SUSTA is able to help offset costs for some shows where there is a large international presence. Interested in hosting a U.S. trade seminar? Read on!



Eligible & Ineligible Expenses: Domestic

Pre-Approved Domestic Trade Shows

Domestic trade shows allow your company to promote your products to thousands of qualified international buyers right here in the United States. Your company can seek reimbursement for domestic trade shows only if the show is listed in the all-inclusive Pre-approved Domestic Trade Show list in the Appendix.

If there is a USA Pavilion, your company must exhibit within that pavilion to receive reimbursement. If there is not a USA pavilion, your company is free to exhibit anywhere on the show floor.

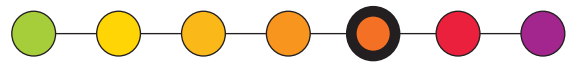
Interested in exhibiting outside of the USA Pavilion?

You will need pre-approval by contacting SUSTA's 50% CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the 50% CostShare Director. Contact us with any questions.

Travel expenses to domestic trade shows are **not** eligible for 50% reimbursement through CostShare.

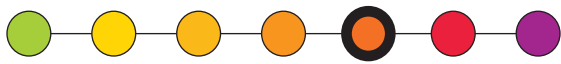
Reimbursements will be prorated based on approved verses non-approved products on display in your booth.





Eligible & Ineligible Expenses: Domestic

Eligible Domestic Trade Show Expenses	Ineligible Domestic Trade Show Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/booth space rental ✓ Temporary booth displays (constructed of temporary materials having a useful life of less than one year) ✓ Exhibitor's guide/directory listing and advertisement ✓ Product showcase ✓ Uniforms that promote the brand name <ul style="list-style-type: none"> ✓ Aprons, t-shirts, caps, etc. ✓ Temporary Labor Wages (See page 59) <ul style="list-style-type: none"> ✓ Example: host/hostess ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Freight (See page 38) <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment ✓ Point of Sale Materials (See page 43) ✓ Giveaways (See page 46) <ul style="list-style-type: none"> ✓ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item. ✓ Public Relations Materials <ul style="list-style-type: none"> ✓ Public relations materials distributed within the U.S. are eligible if they promote your company's presence at a USDA-approved trade show held in the United States. (See page 47) 	<ul style="list-style-type: none"> ✗ Travel expenses (airfare, lodging, M&IE) ✗ Materials that do not promote the brand name ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (Eg. Plexiglas, steel, wood, metal, etc.) ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Meeting room rentals ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Trade show not listed in your USA marketing plan; trade show not on pre-approved list. ✗ Cost of rental vehicle to transport product ✗ Point of Sale Materials as follows: <ul style="list-style-type: none"> ✗ Business and seasonal greeting cards ✗ Any materials tied to the discount of products (Eg. Coupons) ✗ Employee wages ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees <p style="text-align: right; margin-top: 20px;"><i>Claims documentation on next page . . .</i></p>



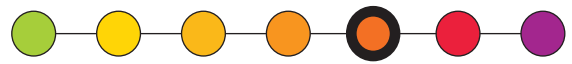
Eligible & Ineligible Expenses: Domestic

Trade Shows | ☐ Invoice ☐ Proof of Payment

☐ Proof of Activity

- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- ☐ The following booth photos are required:
 - ☐ A large scale, all-encompassing photo of the entire booth, after setup, with brand name products clearly visible on display. Photos with empty shelves will not be accepted
 - ☐ If you have a product featured in a product showcase, be sure to get a photo that clearly shows brand name products
 - ☐ Photos of employees/representatives/temporary labor manning the booth





Eligible & Ineligible Expenses: Domestic

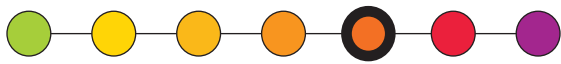
Domestic Trade Seminars

We are excited to announce that some domestic trade seminars are now eligible for reimbursement! Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved products.

Domestic trade seminars must include a minimum of 10 international trade representatives from foreign countries to be eligible for reimbursement.

Eligible Domestic Trade Seminar Expenses	Ineligible Domestic Trade Seminar Expenses
<ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment ✓ Freezer, hot plates, sound/presentation, etc. ✓ Temporary Labor Wages (See page 59) <ul style="list-style-type: none"> ✓ Example: translators ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Freight costs (see page 38) <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment ✓ Point of sale materials (see page 43) ✓ Giveaways <ul style="list-style-type: none"> ✓ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item. (See page 46) 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name ✗ Travel (airfare, hotel and M&IE) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible Freight Costs <ul style="list-style-type: none"> ✗ Cost of rental vehicle to transport product ✗ Ineligible Point of Sale Materials <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to the discount of products (Eg. Coupons) ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend

Claims Documentation on the next page . . .



Eligible & Ineligible Expenses: Domestic

Claims Documentation for Domestic Trade Seminars

In your claim, please submit the following activity-related materials:

Trade Seminars | ☐ Invoice ☐ Proof of Payment

- ☐ Proof of Activity
 - ☐ Name and date of the trade seminar
 - ☐ List of attendees – Must include a minimum of 10 international trade representatives from foreign countries. Name of individual and name of company required.
 - ☐ Photos of the seminar and original copies of presentation materials must show brand name
 - ☐ Photos of all demonstrators and temporary laborers working the trade seminar



Get connected!

SUSTA offers multiple avenues to connect with international buyers here in the U.S. Make sure to check out our online events calendar for opportunities to meet importers/distributors in your backyard! www.susta.org/events

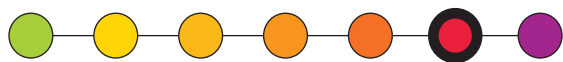




Section 6:

Appendix

- 2019 International Trade Shows with U.S. Pavilions
- 2019 Trade Shows Exempt from Graduation Rule
- 2019 Approved Domestic Trade Shows
- Glossary of Terms
- Sample Application
- Sample Claim Form
- Travel Checklist



2019 International Trade Shows with U.S. Pavilions

International trade shows are a popular 50% CostShare activity. You can be reimbursed for expenses at any international trade show when more than 30% of the exhibitors have food and agricultural products. However, by participating in USDA-endorsed shows that have a U.S. Pavilion, you gain access to additional benefits such as:*

- Exhibitor lounge
- On-site assistance
- ATO/Embassy staff
- In-market briefings

Below is an exclusive list of USDA-endorsed international trade shows with a U.S. Pavilion. It is not an all-inclusive list of trade shows with U.S. Pavilions.

*You must exhibit within the U.S. Pavilion to be eligible for any associated expenses.

ASIA

- Annapoorna World of Food India
- Asia Fruit Logistica
- Food & Hotel Asia
- Food & Hotel China
- Food Ingredients Asia (FI Asia)
- Food Ingredients China (FIC)
- FOODEX Japan
- Seoul Food & Hotel Korea
- SIAL China
- Supermarket Trade Show
- VIV China

AUSTRALIA

- Fine Food Australia

EUROPE/RUSSIA

- ANUGA
- BioFach
- Fruit Logistica
- Seafood Expo Global/ European Seafood Exposition
- World Food Moscow

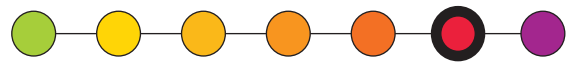
MIDDLE EAST/AFRICA

- Gulfood
- IFEA Africa

WESTERN HEMISPHERE

- Americas Food & Beverage Show
- ANTAD
- National Restaurant Association (American Food Fair)
- SIAL Brazil
- SIAL Canada

Events subject to change



2019 International Trade Shows Exempt from Graduation

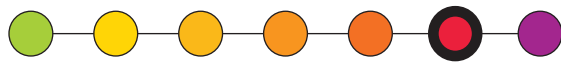
The international trade shows listed below have been approved by USDA as exempt from graduation requirements. This means you can continue to receive reimbursement for these shows after you have graduated from the country market.

Note: SUSTA is only able to assist with expenses directly related to the exempt trade shows. Other expenses that do not relate to the trade show are not eligible.

- AgraMe
- Al Fares
- ANUGA Cologne
- Asia Fruit Logistica
- Asia Pacific Leather Fair
- BETA International
- BioFach
- China Fisheries and Seafood Expo
- Dubai International Horse Fair
- EuroTier
- Fiera Cavelli
- Fish International
- Food and Hotel Asia
- Food Ingredients Asia
- Food Ingredients Europe
- Food Ingredients South America
- FOODEX Japan
- Fruit Logistica
- Gulfood
- HOFEX
- Interzoo
- IPM Essen
- ISM Cologne
- Prowein
- Seafood Expo Asia
- Seafood Expo Global
- SIAL Brazil
- SIAL China
- SIAL Paris
- Vinexpo Asia
- Vinexpo Bordeaux
- VinItaly
- Yummex
- Zoomark International



A country market must still be listed in your marketing plan if you want to exhibit in a show that is listed here.

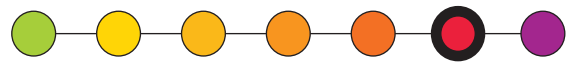


2019 Approved Domestic Trade Shows

The domestic trade shows listed here have been approved by USDA. They are the only domestic shows eligible for 50% CostShare reimbursement.

Participation in certain international trade shows in the United States has proven to be a successful export market development activity. These venues allow U.S. companies to showcase their products and meet buyers from all over the world here in the U.S. In order to receive reimbursement for USDA Approved Domestic Trade Shows, a 50% CostShare participant must follow the regulations on pages 62-64 of this manual. If there is a USA pavilion at the show, the company must exhibit there to receive reimbursement.

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food and Beverage Show (USA pavilion)
- BrewExpo America
- Dairy-Deli-Bakery Show
- Duty Free Show of the Americas
- IFT Food Expo
- International Baking Industry Expo
- International Builders' Show
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Production and Processing Expo
- Kosherfest
- MAGIC International Sourcing Show
- NASFT/Fancy Food Show-Summer
- NASFT/Fancy Food Show-Winter
- National Association of Convenience Stores (NACS) Show
- National Confectioners Association, All Candy Expo
- National Restaurant Association (NRA) Show (USA pavilion)
- Natural Products Exposition- East
- Natural Products Exposition- West
- NCA Sweets and Snacks Expo
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- PMA Fresh Summit Convention and Expo
- Private Label Manufacturers Association, Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGGreen
- Specialty Coffee Association of America Annual Exposition
- United Produce Show
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress



Glossary of Terms

Agricultural Cooperative: A society or union of persons for the production and/or distribution of agricultural goods, which the profits are shared by all the contributing members

Eligible Promotional Activity: An activity that involves the exclusive or predominant use of a single U.S. company name, or the logo or brand name of a single U.S. company, or the brand of a U.S. agricultural cooperative, or any activity undertaken by a MAP Participant in 50% CostShare.

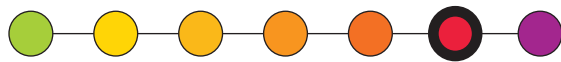
Foreign Third Party (FTP): Distributors, agents, brokers, and representatives in foreign markets where 50% CostShare funds are being used. Typically, the FTPs are conducting 50% CostShare eligible promotions on behalf of the U.S. applicant.

Market Access Program (MAP): This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under the USDA, Foreign Agricultural Service which is aimed at developing international markets.

Small Company: A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or average annual receipts, depending on the NAICS industry category).

State Regional Trade Groups (SRTGs): The four State Regional Groups (Food Export Association of the Midwest USA, Food Export USA Northeast, Southern United States Trade Association (SUSTA), Western United States Agricultural Trade Association (WUSATA) that assist companies with export promotions in the respective region.

USDA, Foreign Agricultural Service (FAS): The Foreign Agricultural Service of the United States Department of Agriculture (USDA) is the government agency that provides Market Access Program funding to SUSTA.



Sample Application

2019 CostShare Application

In order to access your 2019 application, you must first have a MySUSTA account. Go to www.susta.org and select 'Sign Up' in the top right corner. Once you create your account, the CostShare Director will give you access to the 2019 50% CostShare application.

Already have a MySUSTA account? Make sure to re-certify your account details on or after August 1, 2018. The CostShare Director will re-review your account details and let you know if you are eligible to apply for funding in 2019. If eligible, she will give you access to the 2019 50% CostShare application.

[Home](#) → [Account Sign Up](#) → Basic Information



Account Sign Up

Your Company

First Name

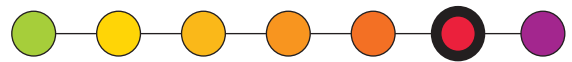
Last Name

Work Email Address


Enter characters from above
 

[Continue](#)

The following pages contain screen shots, helpful tips and examples to help you complete your CostShare application.



Sample Application

First Step:

Contact Profiles

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

0% 29:55 To Save *i*

To maintain company confidentiality, SUSTA requests a list of authorized 50% CostShare Program contract signers within your company. Please enter as many contacts as possible. We will only communicate with, and provide information to, those listed below regarding your account.

While a company *must* have at least one contact, there is no limit to the number of contacts they may include. **Before the application can be submitted, the user must specify at least one 50% CostShare Primary Contact and at least one 50% CostShare Claims Contact.**

Add New Contact

Use Existing Contact

Or

Add New Contact

Use Existing Contact
Select Contact

William Tester

Contact Role (select all that apply)

☒ 50% CostShare Primary Contact *i*

☐ 50% CostShare Back-up Contact *i*

☒ 50% CostShare Claims Contact *i*

☐ 50% CostShare Admin. Contact *i*

☐ Authorized Signer Contact *i*

Add New Contact
Prefix (opt)
Mrs.
First Name
Amelie
Phone
123456789
Ext. (opt)
Last Name
Tester
Email Address
amelie@thisisatest.com
Job Title
COO

Contact Role (select all that apply)

☐ 50% CostShare Primary Contact *i*

☐ 50% CostShare Back-up Contact *i*

☒ 50% CostShare Claims Contact *i*

☐ 50% CostShare Admin. Contact *i*

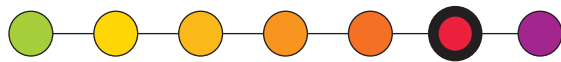
☒ Authorized Signer Contact *i*

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

Cancel

Add This Contact

TIP: Whether you select from existing contacts in your company's profile or create a new contact, you **MUST** designate at least one **Primary Contact** and one **Claims Contact**. You will not be able to complete your application without these two designations.



Sample Application

Second Step:

Company Profile

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

20% 28:31 To Save

Please fill out and review the company information below. If any information is missing or incorrect, please make the necessary changes. Changes made to this form will not overwrite company information in any other portion of MySUSTA or our internal records. If you have not done so already, your organization will need a Dun & Bradstreet Business number in this section. [Visit their website](#) to obtain a report.

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

Company Profile

Company Name

DBA Name *(optional)*

Business Type

Year Company Was Founded

Years of Export Experience

Contact Information

Address 1

Address 2 *(optional)*

City

State

Postal Code

Phone

Fax *(optional)*

Website

Owners of the Organization

(For co-ops, please add president's information)

Owner 1
First Name

Last Name

Owner 2
First Name *(optional)*

Last Name *(optional)*

Additional
List Additional Owners, one per line... *(optional)*

Additional Information

Is your company an Agricultural Cooperative? ☐ Yes ☒ No

Are you willing to submit a tax return? (Your company must have been in business for at least one full year) ☒ Yes ☐ No

Woman Owned? ☒ Yes ☐ No *(optional)*

Veteran Owned? ☐ Yes ☒ No *(optional)*

Minority Owned? ☐ Yes ☒ No *(optional)*

Dun & Bradstreet Number *(optional)*

Dun & Bradstreet Report PDF *(optional)*
 [BROWSE FILES](#)

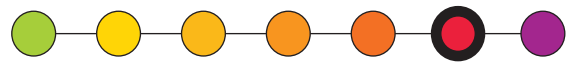
NAICS Code

State of Company Headquarters

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

[Back](#)[Continue to Marketing Plans](#)

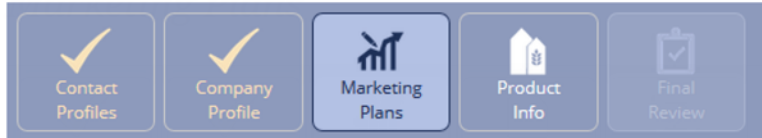
SAMPLE



Sample Application

Third Step:

Marketing Plans



TIP: If you plan on requesting reimbursements for eligible domestic expenses, create a domestic marketing plan.
TIP: You can create up to ten international marketing plans per year.

Here you will create your marketing plans and budgets. You will need a marketing plan for each country in which you plan on requesting reimbursements. Once you are done, please take time to review the information.

Add New Marketing Plan

Add Domestic Marketing Plan

And/Or

Add International Marketing Plan

Table A: Eligible Domestic Trade Shows

Please choose from the dropdown list the domestic trade shows you plan to attend. In the estimated expenses portion, you can include all eligible expenses for a domestic tradeshow, please refer to your 50% CostShare manual for specific details.

Trade Show Name	Exhibited in Last 3 Years?	MAP Funds Used?	
Fancy Food Show-Summer	No	No	X
National Restaurant Association (NRA) Show, USA Pavilion	No	No	X
<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="button" value="ADD TRADE SHOW"/>

Table B: Trade Seminar Activity

Describe the trade seminar activities your company plans to conduct. Then, enter your total estimated expenses in the "Estimated Trade Seminar Activity Expenses" field. If "none", leave blank.

Estimated Trade Seminar Activity Expenses:

\$

Table C: 2018 Promotional Budget

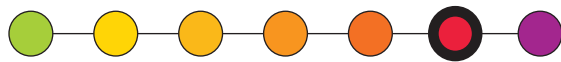
Totals from Tables A and B are summed as your Total Promotional Budget. Your estimated SUSTA Reimbursement Funds are calculated by finding 50% of your total promotional budget. Your estimated Applicant Funds are the remainder of the Total Promotional Budget (or 50%). These figures are given for your reference below.

Type	Funds
SUSTA Reimbursement Funds	\$7,750
Applicant Funds	\$7,750

Total Promotional Budget: **\$15,500**

☒ I certify that my company is eligible for the selected domestic trade show(s) above, based on the criteria provided at the top of the page.

Example Domestic Marketing Plan:



Sample Application

Example International Marketing Plan:

Please enter all detailed information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted.

List international market *(Online, this is a dropdown list of eligible foreign markets)*

United Arab Emirates

Has your company conducted prior promotional activities in this country? ☐ Yes ☒ No

Does your company have a Foreign Third Party? ☐ Yes ☒ No

What constraints or obstacles does your company face when selling your products in this country?

☐ Consumer Product Awareness

☐ U.S. Competition

☒ Import Restrictions

☒ Knowledge of Importers and Distributors

☐ Labeling restrictions

☒ Knowledge of Import Regulations

☐ Distributor's Product Knowledge

☐ Knowledge of How Product May Be Used

☐ Foreign Competition

☐ Domestic Competition in Export Market

Please indicate the type of trade activities that produce the best results for your company in this market

☐ Inbound Trade Missions

☒ Outbound Trade Missions

☐ Retail Promotions

☐ Technical Seminars

☒ Trade Shows

Promotion Target Sector

Choose any audiences you are targeting

☒ Consumers/Retails

☐ Food Service/Institutions

☒ Trade/Wholesale

Table A: Foreign Third Party Information

Please enter your in-country partner's information here. If you do not have an in-country partner, you may leave this portion blank.

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

All Foreign Third Parties

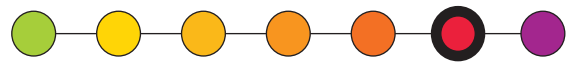
Estimated Contributions

Company 1 Name

\$

Company 2 Name *(optional)*

\$



Sample Application

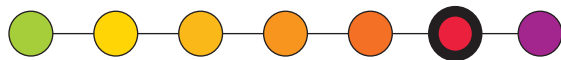
(Continued International Marketing Plan: United Arab Emirates)

Table B: Activity Summary

Please fill in information for all activities your company will conduct in this country market. Please check the 50% CostShare manual for a complete list of eligible expenses. Be as descriptive as possible in the space provided for each activity and provide U.S. dollar totals in the "estimated total cost" column.

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

Promotional Activity	Estimated Costs	Description of Each Individual Activity
Advertising	Estimated Costs \$10,250	Please refer to the 50% CostShare manual for eligible expense descriptions. Advertisement in Gulf News; design and ad placement.
Direct Mailing to Foreign Buyers	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Freight	Estimated Costs \$1,800	Please refer to the 50% CostShare manual for eligible expense descriptions. Shipping samples and marketing materials to Gulfood.
In-Store Demonstrations/In-Store Displays	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Seminars	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
International Trade Shows	Estimated Costs \$10,000	Please refer to the 50% CostShare manual for eligible expense descriptions. Booth fee and other booth expenses for Gulfood.
Packaging/Label Changes	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Point of Sale Materials	Estimated Costs \$800	Please refer to the 50% CostShare manual for eligible expense descriptions. Translation and printing of brochures for Gulfood.
Press Kits	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Promotional Giveaways	Estimated Costs \$850	Please refer to the 50% CostShare manual for eligible expense descriptions. "Amelie's Produce" pens to give out at Gulfood.
Temporary Displays	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.



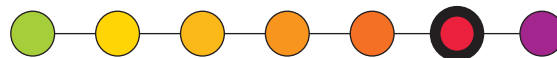
Sample Application

(Continued International Marketing Plan: United Arab Emirates)

Temporary Part-Time Contractors Hourly Wages	Estimated Costs \$1,500	Please refer to the 50% CostShare manual for eligible expense descriptions. Hostess for booth at Gulfood.
Travel Expenses	Estimated Costs \$9,500	Please refer to the 50% CostShare manual for eligible expense descriptions. Flight, lodging and Meals and Incidental Expenses (M&IE) for 2 employees for Gulfood.
Website/Web Pages	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Other	Estimated Costs \$	Please refer to the 50% CostShare manual for eligible expense descriptions.
Total Estimated Costs \$34,700		

Table C: 2017 Promotional Budget (Continued International Marketing Plan: United Arab Emirates)

Type	Funds
SUSTA Reimbursement Funds	\$17,350
Foreign Third Party Contributions	\$
Applicant Funds	\$17,350
Promotional Budget Total: \$34,700	



Sample Application

Fourth Step:

Product Information

✓
Contact
Profiles

✓
Company
Profile

✓
Marketing
Plans

Product
Info

Final
Review

TIP: Add every product that you plan to promote through CostShare. Example, if you are getting reimbursed for booth expenses at a trade show, make sure to add all products that will be on display in your booth.

Please add all of your company's products that you wish to have approved for 50% CostShare. Each product is required to be at least 50% US agricultural origin by weight, excluding water and packaging. Please add each product separately and include size.

Add New Product

Brand/Private Label Name (e.g. Acme Foods)

Product Flavor (e.g. Beef & Cheddar)

Product Size (e.g. 12 oz. bulk)

Product Description (e.g. Frozen Burritos)

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

Do you own this brand?
☐ Yes ☐ No

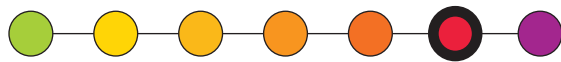
Requires Private Label Agreement?
☐ Yes ☐ No

Save Product

Brand/Private Label Name (e.g. Acme Foods) Amelie's Original Granola	Product Description (e.g. Frozen Burritos) Original flavor granola, 16 ounces	Do you own this brand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Requires Private Label Agreement? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Brand/Private Label Name (e.g. Acme Foods) Amelie's Honey Granola	Product Description (e.g. Frozen Burritos) Honey flavored granola, 16 ounces	Do you own this brand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Requires Private Label Agreement? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Brand/Private Label Name (e.g. Acme Foods) Amelie's Honey Granola To Go	Product Description (e.g. Frozen Burritos) Honey flavored Granola bars, 8 count	Do you own this brand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Requires Private Label Agreement? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

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Sample Application

Fifth Step: Final Review

Marketing Plans – Budget Summary				
Market	Estimated Total	Applicant Funds	In-Country Partner Funds	SUSTA Funding
United Arab Emirates	\$34,700	\$17,350	\$	\$17,350
United States	\$15,500	\$7,750	\$	\$7,750
TOTAL	\$50,200	\$25,100	\$	\$25,100

☒ I certify that the information that I am submitting in my 50% CostShare application is true, accurate and complete to the best of my knowledge.

Review Application

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

85% 28:54 To Save 

Review Application

Please review your application thoroughly before submission. Once submitted, you will not be able to make any changes.

[Contact Profiles](#)

[Company Profile](#)

[Marketing Plans](#)

[Product Information](#)

☒ I certify that the information that I am submitting in my 50% CostShare application is true, accurate and complete to the best of my knowledge.

[Continue to Payment Process](#)

Complete Application & Make Payment

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

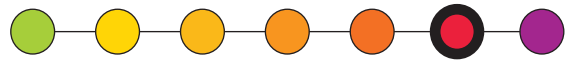
90% 29:42 To Save 

Please review payment details. Your application is non refundable and all applications are subject to approval. Your transaction is not complete until you submit the final payment.

Choose Your Payment Method

☒ Credit Card ☐ Bill Me

You will be charged a \$250 non refundable application fee in order to move forward with review of your application.



Sample Application

Final Payment Review

✓
Contact
Profiles

✓
Company
Profile

✓
Marketing
Plans

✓
Product
Info

✓
Final
Review

95% 29:39 To Save

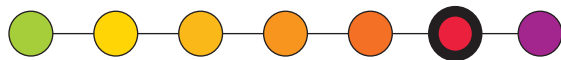
Once your application is complete and approved, you will be invoiced for a non-refundable administrative fee. This fee is equal to 6% of your requested allocation amount. This invoice will be mailed to you with the copies of your contracts. Payment is due within 30 days of the date of the invoice.

Order Summary	Price
2018 50% CostShare Application	\$ 250

On the following page will be your Application Packet along with a checklist of items to be mailed to SUSTA.

[Back](#)[Submit Application and Make Payment](#)

SAMPLE



Sample Application

Thank You For Your Application

Your application is complete! You will be receiving instructions shortly on the next step of the process to becoming a 50% CostShare participant. If you have any questions, please reach out to us via [email](#) or call (504) 568-5986.

Online applications cannot be approved without a corresponding signed print packet. **Download the Application Packet** and follow the instructions below.

[Download Application Packet](#)

[Download Receipt](#)

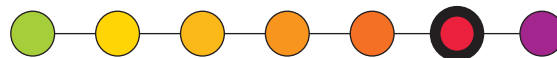
Next Steps: Print & Complete Application Packet

Thank you for completing the online portion of your application. However, you are not done! Please make sure to do send the **following** by courier delivery where documentation can be tracked:

- ✓ **Application Packet with Original Signatures - be sure to print and sign these documents in your Application Packet:**
 - Certification Statement - This document confirms that the information you have inputted in your 50% CostShare application is true.
 - Certification of Exclusivity (if applicable)
 - Private Label Agreement (if applicable)
- ✓ **Pay Your Company's Non-Refundable \$250 Application Fee (if you didn't already submit it online)**
- ✓ **Most Recent Company Tax Return**
 - U.S. Federal Tax Return as submitted to the IRS
- ✓ **Company Brochure and Product Literature**
 - Be sure to include any brochures or literature about your company and products.
- ✓ **Physical Product Label and/or Packaging**
 - Required for each brand name product you will promote as listed in the application. The labels/packaging must be imprinted with a valid U.S. origin statement. Original labels/packaging must be submitted every two years (no copies or renderings).
 - If the product is re-packaged once it arrives at its final destination, the foreign packaging must also include the brand name and U.S. origin statement, plus they must be submitted to SUSTA for prior approval.
 - Each size and variety of a product is considered its own item. Labels/packaging will need to be submitted for each item you would like approved in the program.

After completing the online application, you will send hard copies of these required item to:
SUSTA 50% CostShare
701 Poydras Street, Suite 3845
New Orleans, LA 70139

Useful Tip: All of this information and more can be found in our 50% CostShare Manual.



Sample Claim Form



CLAIM FORM SUSTA® 50% CostShare

For Internal Use
SUSTA Claim #:
ICP Claim #:
ICP on file: ☐
Oversized items: ☐

50% CostShare Company: <u>Test Company</u>	Country where activities occurred: <u>United Arab Emirates</u>
Brands & Products: <u>Amelie's Granola</u>	50% CostShare Activity Code: S0008
Program Approval Date: <u>01/01/19</u>	Claim Reference Number (optional):

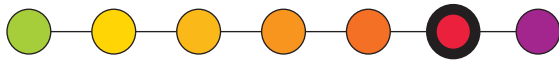
Expenditures by U.S. Company:	
Total Expenditures:	<u>\$ 22,100</u>
Reimbursement Due (50%):	<u>\$ 11,050</u>

CERTIFICATION STATEMENT:

WARNING: Federal and State law provide severe penalties for making false or misleading statements or representations of fact with respect to this claim. Under penalties of perjury, I declare and certify that I have personally examined this claim for reimbursement and the accompanying schedules, statements, and other documents; that I have conducted a reasonable investigation into the facts represented therein and to the best of my knowledge and belief, they are complete, true, correct, and accurate, and they truly, accurately, and completely list all information and amounts and sources related thereto; that the expenditures claimed on this form were in fact incurred by the Company for the purpose indicated herein, and the activities portrayed and described in the accompanying information in fact took place exactly as described and/or represented herein; that such expenses were for the promotion of the products and brands in the country market all as listed above; that the participant has not been reimbursed for the expenses claimed by any other entity; and that the expenses claimed are necessary and reasonable for the purpose, and verifiable and supported by detailed records which are available for inspection.

Signature: <u>Jane Doe</u>	Date: <u>3/1/19</u>
Print Name: <u>Jane Doe</u>	Title: <u>President</u>
Phone: <u>(504) 123-4567</u>	Email: <u>janedoe@test.com</u>
Claim Contact*: <u>John Doe</u>	Claim Contact Email: <u> johndoe@test.com</u>

* Please include an approved claim contact if different than company signer.



Sample Claim Form



EXPENSE SUMMARY SHEET SUSTA® 50% CostShare

CONFIDENTIAL

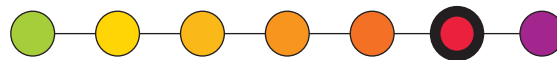
You may substitute your own summary sheet or attach additional pages if necessary.

COUNTRY: United Arab Emirates

Ref. #	Date of Activity	Description*	Foreign Currency Amount	Exchange Rate**	U.S. Dollar Amount (Required)	For office use only
1	1/5/19	Airfare, Gulfcoast, John Doe			\$ 2,000	
1	2/21/19	Lodging, Gulfcoast, John Doe			\$ 1,750	
1	2/21/19	M+IE, Gulfcoast, John Doe			\$ 1,000	
2	1/5/19	Airfare, Gulfcoast, Jane Doe			\$ 2,000	
2	2/21/19	Lodging, Gulfcoast, Jane Doe			\$ 1,750	
2	2/21/19	M+IE, Gulfcoast, Jane Doe			\$ 1,000	
3	1/1/19	Booth Fee, Gulfcoast			\$ 10,000	
4	2/22/19	Freight, Gulfcoast			\$ 1,800	
5	2/5/19	Point of sale material			\$ 800	
Total:					\$ 22,100	
50%:					\$ 11,050	

Please review 50% CostShare Manual, using checklists for your particular activity. These checklists will provide you with all detailed items you will need to submit when you are ready to mail in your claim. Please remember that all claims need to be received within 90 days of the last day of the activity (refer to 50% CostShare manual for list of these dates for each activity) or they will not be eligible for reimbursement.

SAMPLE



Travel Checklist



TRAVEL EXPENSE CLAIM CHECKLIST



TRADE SHOW/TRADE MISSION: _____

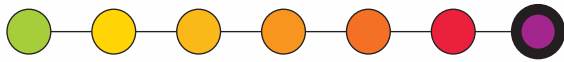
DATES: _____

- ☐ PRE-TRAVEL NOTIFICATION FORM
- ☐ CONFIRMATION EMAIL/FAX FOR PRE-TRAVEL NOTIFICATION FORM
- ☐ AIRFARE ITINERARY
- ☐ AIRFARE E-TICKET CONFIRMATION OR PASSENGER RECEIPT
- ☐ AIRFARE PROOF OF PAYMENT
- ☐ BOARDING PASSES OR FREQUENT FLIER STATEMENT
- ☐ DETAILED HOTEL BILL
- ☐ HOTEL PROOF OF PAYMENT
- ☐ CLEAR PHOTOGRAPHS OF BOOTH SHOWING BRAND NAME
AND U.S. ORIGIN STATEMENT
- ☐ TRADE SHOW EXHIBITOR'S GUIDE THAT SHOWS COMPANY'S LISTING
- ☐ TRIP REPORT
- ☐ LIST OF CONTACTS MADE AT TRADE SHOW

Questions about travel expense claims?

Contact SUSTA before you book your travel!

(504)568-5986 or Costshare@susta.org

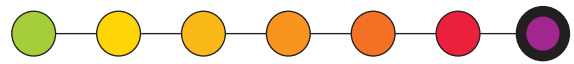


Section 7: **Important Policies**

In this next section, you will find the following:

- Terms and Conditions
- Zero Tolerance for Fraud
- Fraud Corruption Statement
- Non-Discrimination Policy
- Code of Conduct
- Conflict of Interest





Terms and Conditions

Please read these terms and conditions carefully before you begin your MAP program year.

Payment

All payments for 50% CostShare are non-refundable. The \$250 application fee is due when an application is submitted for review. After approval of an application, the 6% administrative fee is due 30 days after receipt of the invoice and agreements.

Privacy

When applying for the Market Access Program (MAP), you will be asked to share personal information about your company and your participation in USDA MAP program. Proprietary information provided will be maintained as business confidential and will not be shared, unless you otherwise indicate.

You will be asked at the end of the MAP program year to provide an end of the year survey. Any information provided in the survey is strictly confidential. SUSTA is required to share certain performance measures with USDA Foreign Agricultural Services (FAS) (i.e. projected sales, actual sales, number of distributors met, etc.) when administering the MAP program. SUSTA only shares aggregate information when providing performance measures to FAS. Individual company information is never shared without a company's written consent.

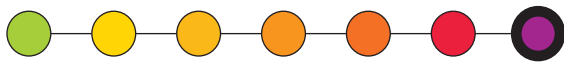
However, a company is contacted to share individual information through success stories to help SUSTA further promote and maintain MAP funding. SUSTA will always ask for your written consent to share any success stories.

Review

When participating in SUSTA's MAP 50% CostShare, SUSTA is authorized to contact any person listed as the president, officer, or company contact for the 50% CostShare application. We verify information listed in the application to assist with helping to approve the application. Questions are standard and usually always part of the review process or a requirement to participate in 50% CostShare. SUSTA's ability to assist a company with 50% CostShare is directly tied to the company wanting to share information needed to get approved.

When a company applies for MAP 50% CostShare, SUSTA is also authorized to contact any person or entity, including but not limited to foreign third parties, which the company has contracted with or has authorized to assist in some way with a claim submitted for reimbursement requests. SUSTA's involvement in contacting any foreign third parties or anyone authorized by the MAP 50% CostShare participant to assist with a claim is to facilitate verifying information submitted by the MAP 50% CostShare participant in the claim. SUSTA follows the MAP regulations and SUSTA's policies to assist in getting the expense paid.

Terms and Conditions continued on the next page . . .



Terms and Conditions

Terms and Conditions (Continued)

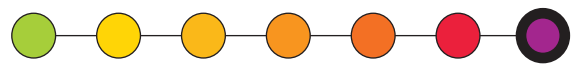
SUSTA is also authorized to obtain information about your company, products, brands, subsidiary or affiliates, activities, services or goods provided when you apply for MAP 50% CostShare and/or submits claims. Participating companies must maintain copies of their records related to the 50% CostShare application and any expense claims submitted for a minimum of five (5) years. SUSTA's MAP 50% CostShare is a federally funded program. Therefore, SUSTA goes through an annual federal compliance review. Any claim is subject to be challenged during the annual federal compliance review and the participating company may be contacted by SUSTA, FAS, or the Commodity Credit Corporation (CCC) in regards to a claim submitted.

SUSTA may not approve every company that applies for 50% CostShare. Companies denied approval in SUSTA's 50% CostShare is not subjective. SUSTA would like to approve all companies interested. However, every company applying must qualify for 50% CostShare. All qualifying requirements are reviewed for every company applying. All companies will be notified in writing on the additional information that is needed to approve them for 50% CostShare or why they were not approved for the program.

The latter also applies for all claims requests submitted. SUSTA may reject any claim for reimbursements if, in the sole opinion of SUSTA, it does not comply with the agreement, MAP or FAS regulations, or there is an outstanding question regarding additional documentation needed to validate the claim.

Contacts

Any questions about applying for 50% CostShare, please contact costshare@susta.org or 504-568-5986.



Zero Tolerance for Fraud

In the climate in which we operate to administer the USDA Market Access Program (MAP), the risks associated with entities looking at ways to create fraud are many. For those looking to commit fraud, they are actively seeking opportunities to commit fraud and are also creating a means to conceal the fraudulent act.

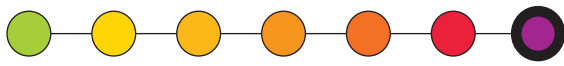
Our Organization's goal is to ward off fraud by making sure we have internal controls in place to properly review all participants applying for USDA's MAP program. SUSTA wants to be good stewards of taxpayer funds distributed through USDA's MAP program and continue to enhance the reputation of our organization, those participating in our programs and the industry in which we operate.

SUSTA believes the strength of the MAP program is to open international markets for small to medium sized businesses. This means that participants are expected to conduct business in accordance with the laws and regulations of the country which an activity is carried out and in accordance with applicable U.S Federal, state and local laws, and regulations. One act of fraud hurts tax payers, hurts the reputation of our organization, hurts participants who are trying to grow their business and hurts the industry we work so hard to serve.

SUSTA wants to warn applicants that the organization does not tolerate fraud. Applicants applying for SUSTA's MAP programs will not engage in fraud, SUSTA has a zero tolerance for fraud. Fraud is defined as: the taking or obtaining by deception, of money or any other benefit from - when not entitled to the benefit or an attempt to do so; misrepresentation of financial position, information, or documentation to deceive or lead to financial loss.

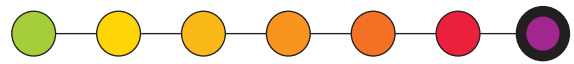
Any suspicion of fraud will be reported to the USDA's Foreign Agricultural Services (FAS). There are serious penalties for making false claims for reimbursement of federal dollars. False claims can also include a breach of agreement between SUSTA and your company.

SUSTA follows the same guidelines to review all applicants for the MAP program. Our goal is to make certain that every eligible member company has an opportunity to access foreign markets to increase exports. It is incumbent upon our association to be vigilant in our admissions process for MAP funds and assist those companies that meet the eligible requirements to benefit from our programs. SUSTA takes our responsibility as stewards of taxpayer funds seriously. We do hope as participants who are also tax payers that you see merit in us protecting the program to help you continue to grow.



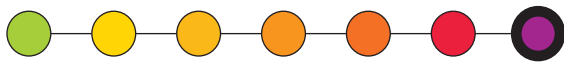
Fraud Corruption Statement

SUSTA staff and its members play a key role in combating fraud. This includes providing an organizational framework from within that eliminates fraud from flourishing, and promotes an anti-fraud culture across the organization. This should provide a sound defense against internal and external abuse of public funds. Anyone found conducting fraud or violating the Zero Tolerance for Fraud Policy will be reported immediately to proper officials.



Non-Discrimination Policy

SUSTA does not discriminate in any of its programs and activities against recipients on the basis of: age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, political affiliation, military status, marital or familial status.

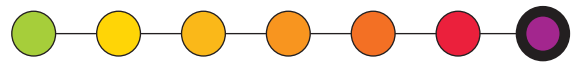


Code of Conduct

SUSTA's standard of professional conduct is a benchmark that all SUSTA staff and SUSTA's member states follow. SUSTA strives to operate with honesty, integrity and the highest possible standards of professionalism. By applying for SUSTA's MAP program as a participant you also have a responsibility to adhere to certain rules of behavior and conduct. The purpose of these rules is not to restrict your rights, but rather to be certain that as a participant you understand what conduct is expected and necessary to participate in SUSTA's programs. When each person is aware that he or she can fully depend upon SUSTA staff, SUSTA's member states and other MAP participants to follow the rules of conduct, then our organization will be a better place to help promote and positively impact the growth of agriculture internationally.

SUSTA staff, Members, Contractors, Affiliated Organizations and MAP Participants will make every effort to act in a manner that upholds the following principles of this Code:

- Comply with all applicable state, federal, foreign international laws and regulations.
- Use of legal and ethical business practices that maintain the highest standards of business conduct.
- Adhere to SUSTA's Zero Tolerance for Fraud Policy and be cognizant of SUSTA's Fraud Corruption Statement.
- Recognize that SUSTA stands behind its Non-Discrimination Policy and expect all participants to abide by it.
- Refrain from any dishonest or deceptive business practices that go against SUSTA's Conflict of Interest Policy.
- Present your company and its products honestly in public representation including at international events and through advertisement.
- Avoid falsifying or misleading information on an application when applying for the MAP program, when registering for events or requesting reimbursement.
- Avoid participating indirectly or directly, in any scheme that results in false expectations or obligation. This includes paying bribes, kickbacks or other corrupt forms of payment for the purpose of obtaining or retaining business or favorable action.
- Cooperate reasonably with other related organizations and government affiliates working to help foster the food and agriculture industry.
- Protect confidential and sensitive information ensuring that all documentation and correspondence is handled with care.
- Respect the intellectual property rights of patents, copyrights, trademarks, trade secrets, or any other proprietary business information. Properly and immediately address any unintentional breach.
- Comply with contractual obligations with SUSTA and any other business entities in good faith.
- Acknowledge that lawful, reasonable competition for business amongst participants in all markets is customary.



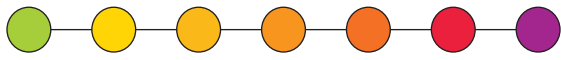
Conflict of Interest Policy

Market Access Program (MAP) 50% CostShare participant represents and warrants that he/she is not prevented, whether by contract or otherwise, from marketing, promoting or otherwise representing or advancing any interest of the product brands promoted. Further, MAP 50% CostShare participant agrees, represents and warrants that, during the term of the agreement, it will not have a conflict of interest or otherwise be precluded from marketing, promoting or otherwise representing or advancing any interest of the brand products being promoted.

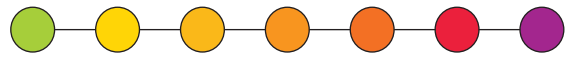
MAP 50% CostShare participant also agrees that any third party working on behalf of the program participant, must ensure that no employee or official of the 50% CostShare participant, or any third party working on behalf of the 50% CostShare participant is participating in the selection or award of a contract in which such employee, official, or third party or the employee's, officials, or third party's family or partners has a financial interest (e.g. doing business with yourself).

Companies may carry out activities alone or in cooperation with contractors, subcontractors, foreign agents or distributors (hereinafter called "Foreign Third Party"). Companies must disclose to SUSTA any ownership interest with foreign third parties the company is doing business with or disclose any employee of the company that has interest with any third party providing goods or services related to a claim that has been submitted for reimbursement. Companies are not allowed to be reimbursed for expenses that have been reimbursed by another entity. Expenses incurred by the Foreign Third Party must be separately identified in the claim submitted by the company. The company must then provide verifiable and reasonable proof of payment to the foreign third party.

Companies shall not contract with an entity to conduct activities if the owners of the Company or the officials of the Company, or the family or partners of the owners or officers of the Company have a financial interest in the entity. SUSTA cannot reimburse a company for expenses if the party to whom the expenses was paid is related to the Company by way of ownership share, officer, director, or employee of the company.



Notes



Notes



Congratulations!

Now that you have finished reviewing the 50% CostShare Manual, we want you and your company to know that SUSTA is here to answer any further questions. Our knowledgeable staff can be reached at CostShare@susta.org or 504-568-5986.

We appreciate the opportunity
to assist your company.

Thank you,
The SUSTA CostShare Team

