

# InSight

**SUSTA**  
Southern United States Trade Association

Fall 2021

Global News, Perspectives & Updates  
for the International Agribusiness Trade

A Publication of the Southern  
United States Trade Association

## DateLine Calendar

SUSTA has a full calendar of 2022 Global Events. These are scheduled to be in-person events; if there is a change, we will update in on our website: [susta.org/events](https://susta.org/events).

### Q1 2022 Global Events:

#### IPM Essen

January 25 - 28, 2022  
Essen, Germany

#### Fruit Logistica

February 9 - 11, 2022  
Berlin, Germany

#### Gulfood

February 13 - 17, 2022  
Dubai, United Arab Emirates

#### FOODEX Japan

March 8 - 11, 2022  
Tokyo, Japan

#### International Food & Drink Event London

March 21 - 23, 2022  
London, United Kingdom

#### Food Hotel Asia

March 28 - 31, 2022  
Singapore

- 1 DateLine Calendar
- 1 Customer Loyalty Program Promotions
- 2 Marketing Dollars for U.S. Wood Exporters
- 3 Preparing for an In-Person Event
- 4 The Definition of Small

### New CostShare Program Eligible Expense:

## Customer Loyalty Program Promotions

By Evan Mangino  
Agricultural Counselor  
for Costa Rica & Nicaragua, USDA

**B**y now, I hope everyone reading this knows all about the amazing benefits of the CostShare Program and how it can help you offset the costs of promoting your products in overseas markets. There are so many different ways that the CostShare Program can help – just take a look at the “eligible expenses” listed in the CostShare Manual. If you’re sitting there scratching your head and wondering what all the CostShare Program hype is about, then start with this short introductory video before digging into all of the amazing resources on the SUSTA website.

The reason for this particular blog is to introduce you to a totally new way to use the CostShare Program: Customer Loyalty Program Promotions.

*Continued on page 3*





# Marketing Dollars for U.S. Wood Exporters

**S**USTA can now support companies in the wood industry through the CostShare program. You might wonder, do sawmills promote their brands internationally? Or, would a wood flooring company market their products in a foreign country. The answers are yes and yes!

Similar to the food industry, there are major international trade shows for the wood industry – Vietnam Wood, Dubai Wood, Interzum (Cologne, Germany) and Interzum (Guangzhou, China) to name a few.

While SUSTA will not have a pavilion at the show,

companies can exhibit and request 50% reimbursement of their trade show booth, travel (flight, lodging and a per diem for meals and incidentals) for two, a translator for the booth, brochures and promotional giveaway items.

We have also seen wood companies translate their websites and create B-to-C ads on social media (when it is a finished product, like flooring). Ads in international trade magazines are also a classic B-to-B marketing maneuver that the industry relies on. Have questions? Reach out directly to our CostShare Team: [Costshare@susta.org](mailto:Costshare@susta.org) ■



Tennessee Department of Agriculture, Division of Forestry

# New CostShare Program Eligible Expense: Customer Loyalty Program Promotions

Continued from page 1

Are you working in a market chock full of wildly popular customer loyalty programs? Looking for a cost-effective way to grab consumers' attention using a tool that retailers and customers alike both trust and love? Well, the CostShare Program can be used to reimburse you for 50% of the cost of an eligible customer loyalty program promotion!

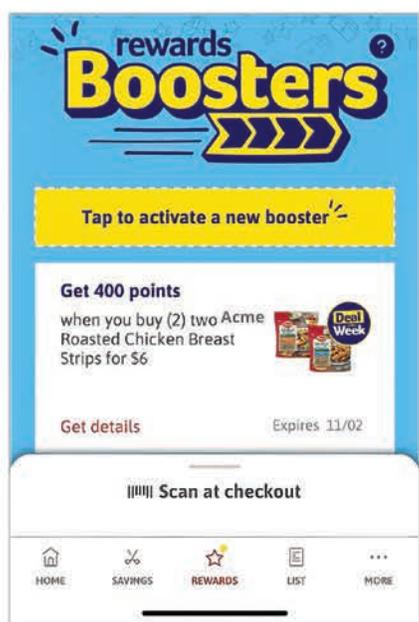
Customer loyalty programs open up a whole range of options to communicate with new customers and boost sales among returning customers, including mobile app push notifications, digital flyers on apps/websites/blast emails, co-branded in-store point-of-sale materials, and so much more. Access to a customer loyalty program can provide your product with instant credibility and unmatched visibility, giving you a leg up over other products in your category. Retailers generally

invest a lot of money in their loyalty programs to gain an edge over other retailers, and they're always looking for new products that will make their loyalty program stand out. This type of promotion is a classic win-win-win for the retailer, the consumer, and you!

USDA began funding customer loyalty programs in 2020 to reach consumers in Canada, where U.S. trade groups pioneered reimbursable uses of the tool to introduce the Cosmic Crisp apple and entice consumers to squeeze fresh OJ in the morning. Some customer loyalty programs may have a flat price for listing a product as well as a per point / per reward price that gets added into the total cost of the promotion. Some exporters have negotiated in advance caps on the total value of customer loyalty points awarded to make sure the cost of the promotion doesn't explode when products start flying off the shelf.

Utilizing the CostShare Program requires a lot of planning, forethought, and a little bit of paperwork. But while nothing in life is free, a 50% discount is usually too good a deal to pass up. Talk to your SUSTA friends about using the CostShare Program for the first time or about adding customer loyalty program promotions to your current CostShare Program plans. ■

*Before starting his post in Costa Rica, Evan Mangino spent four years as the FAS Attaché in Canada, where customer rewards programs are a key promotional strategy. Evan and his team worked FAS to add these promotions to the list of eligible activities in fall 2021.*



## Preparing for an In-Person Event

**H**ave you re-emerged into social settings only to realize you forgot the art of small talk or how to gracefully leave a conversation? We are all a little rusty! As you prepare to return to in-person trade events, here are helpful reminders:

### Do your homework.

- Research the culture of the trade activity destination. Acquaint your team with etiquette protocols, keeping in mind that some etiquette has changed due to COVID.
- Identify the market's demographic and food trends. By getting to know the audience, you can see how your product fits within their palette.
- Find out if any product education is necessary.
- Connect with the country's Agricultural Trade Offices for more in-depth, local information.

### Make a plan.

- Set goals, and equip yourself and your team with the tools to meet buyers.
- Create a folder to keep important documents in one place (client meeting itineraries, important travel documents, event invitations/registrations, etc.) and be sure to make a copy for your home office as a backup.
- Plan to bring appropriate amounts of materials like business cards, brochures, one-pagers, sales stats, samples, portfolio books, etc. Think about getting them translated, as needed.

### Think ahead.

- Double check event organizer and SUSTA resources.
- Determine if you need an interpreter, a sampler or both.
- Will you need refrigeration or electrical run to your area?
- Can you advertise in the trade show directory or in other event materials?
- Are one-on-one meetings offered? Are there any other events held in conjunction with the show such as market briefings or retail tours?
- Are the event costs reimbursable?

701 Poydras Street, Suite 3845  
 New Orleans, Louisiana 70139  
 Tel: 504-568-5986  
 Fax: 504-568-6010  
[www.susta.org](http://www.susta.org)  
[susta@susta.org](mailto:susta@susta.org)

### Return Service Requested

Are you moving? Change your subscription address on our website at [www.susta.org/mysusta](http://www.susta.org/mysusta).

**InSight** is a publication of the Southern United States Trade Association. SUSTA is headquartered in New Orleans and works to promote the export of agricultural and food products from 14 southern states and Puerto Rico. The organization helps food and agricultural producers and distributors target potential overseas markets and assists their marketing efforts by administering federal funds for international market development.

### SUSTA Member States

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

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: [program.intake@usda.gov](mailto:program.intake@usda.gov). Persons who require reasonable accommodations or alternative means of communication should contact SUSTA.

# The Definition of Small

SUSTA supports small businesses that want to promote their products internationally. People often ask us: What does “small” mean? The Small Business Administration (SBA) has a precise size standard table that indicates, by industry, what small means. The size standards define small businesses by maximum annual revenue

(ranging from \$1 million to over \$40 million) or by employment (from 100 to over 1,500 employees) - depending on the business’ North American Industry Classification System (NAICS) Code.

For example, dog and cat food manufacturers (NAICS Code 311111) have a size standard limit of 1,000 employees. And, shellfish fishing operations (NAICS Code 114112) can have up to \$6 million in average annual receipts.

By those standards, “small” does not mean tiny! So if you thought you were too big for SUSTA, you might want to double-check the SBA size standard table ([sba.gov](http://sba.gov)) or contact us: (504)568-5986. ■

### Sector 31 - 33 - Manufacturing

| NAICS codes | NAICS U.S. industry title                                  | Size standards in millions of dollars | Size standards in number of employees |
|-------------|--|---------------------------------------|---------------------------------------|
| 311111      | Dog and Cat Food Manufacturing                             |                                       | 1,000                                 |
| 311119      | Other Animal Food Manufacturing                            |                                       | 500                                   |
| 312121      | Flour Milling  |                                       | 1,000                                 |
| 312122      | Rice Milling   |                                       | 500                                   |
| 312123      | Malt Manufacturing   |                                       | 500                                   |
| 31221       | Wet Corn Milling   |                                       | 1,250                                 |
| 31224       | Soybean and Other Oilseed Processing                       |                                       | 1,000                                 |
| 31225       | Fats and Oils Refining and Blending                        |                                       | 1,000                                 |
| 31230       | Breakfast Cereal Manufacturing                             |                                       | 1,000                                 |
| 31313       | Beet Sugar Manufacturing                                   |                                       | 750                                   |
| 31314       | Cane Sugar Manufacturing                                   |                                       | 1,000                                 |
| 31340       | Nonchocolate Confectionery Manufacturing                   |                                       | 1,000                                 |
| 31351       | Chocolate and Confectionery Manufacturing from Cacao Beans |                                       | 1,250                                 |
| 31352       | Confectionery Manufacturing from Purchased Chocolate       |                                       | 1,000                                 |
| 311411      | Frozen Fruit, Juice and Vegetable Manufacturing            |                                       | 1,000                                 |
| 311412      | Frozen Specialty Food Manufacturing                        |                                       | 1,250                                 |
| 311421      | Fruit and Vegetable Canning <sup>1</sup>                   |                                       | 1,000 <sup>2</sup>                    |
| 311422      | Specialty Canning  |                                       | 1,250                                 |
| 311423      | Dried and Dehydrated Food Manufacturing                    |                                       | 750                                   |
| 311511      | Fluid Milk Manufacturing                                   |                                       | 1,000                                 |
| 311512      | Creamery Butter Manufacturing                              |                                       | 750                                   |
| 311513      | Cheese Manufacturing                                       |                                       | 1,250                                 |
| 311514      | Dry, Condensed, and Evaporated Dairy Product Manufacturing |                                       | 750                                   |
| 311520      | Ice Cream and Frozen Dessert Manufacturing                 |                                       | 1,000                                 |
| 311611      | Animal (except Poultry) Slaughtering                       |                                       | 1,000                                 |
| 311612      | Meat Processed from Carcasses                              |                                       | 1,000                                 |
| 311613      | Rendering and Meat Byproduct Processing                    |                                       | 750                                   |
| 311615      | Poultry Processing   |                                       | 1,250                                 |
| 311710      | Seafood Product Preparation and Packaging                  |                                       | 750                                   |
| 311811      | Retail Bakeries  |                                       | 500                                   |
| 311812      | Commercial Bakeries  |                                       | 1,000                                 |