



## Big Picture Report: November 2021

### Bernadette Wiltz-Lang, SUSTA

#### Small Ain't Tiny

##### Double Check your Company's Size

Are you a small or medium sized business in the food and agriculture sector? If so, we're here to help. SUSTA's mission is to help companies in the Southern U.S. promote their U.S. food and agriculture products in foreign markets.

SUSTA uses the [size standards set by the U.S. Small Business Administration \(SBA\)](#) to determine a company's eligibility. But as we like to say, "small ain't tiny." Many businesses may assume they're too large to participate in SUSTA's promotional and marketing programs, but a check of SBA's size standard may provide a pleasant surprise.

SBA sets those size standards in two ways; either the number of employees or by average annual receipts. Each industry sector, based on the North American Industry Classification System (NAICS) code, has its own standard. Most food and beverage manufacturers are subject to the "number of employees" definition, which ranges from a low of 500 to more than 1,000 based on the industry sector.

For example, spice manufacturers can have up to 500 employees; companies that make and sell coffee, tea or pasta can have up to 750 employees; while the standard for confectionery companies is 1,000; and for snack manufacturers it's up to 1,250. If your business meets these thresholds, then give us a call and inquire about SUSTA's programs.

Furthermore, SUSTA still has funding for the Agricultural Trade Promotion (ATP) program; under that option, while funding lasts, we can work with companies up to three-times the size of the SBA definitions.

No matter if you are the smallest of small businesses, with \$50,000 in total revenues, or a medium-sized company supporting 1,000 jobs, SUSTA's programs provide you with an opportunity to hit your stride in the international marketplace.

SUSTA offers two key programs: [Global Events](#), which provides Southern companies opportunities to participate in food shows, trade missions, and more; and the 50% CostShare program, which just as its name indicates, can provide a match for investments you make in promoting your brand internationally.

For current exporters, these include advertising, in-store displays, point of sale materials, and even developing foreign language websites and social media. For new exporters, trade show and trade mission costs, product demonstrations and samples and more are eligible. To learn more about what is [eligible under CostShare](#), please contact us.

Of course, SUSTA also provides much more, such as educational resources ranging from market intelligence to our Export Helpline to Export Readiness Training. Check out what's available by visiting the SUSTA website at [www.SUSTA.org](http://www.SUSTA.org) and if you don't have one already, set up a MySUSTA account to keep up to date as we approach the 2022 program year.

SUSTA's programs are available to help your business – whether it is small or medium sized – go from local to global.