



**Wednesday, June 14, 2023**

Dear Friends of SUSTA,

I hope you took note of the email sent last week with an exciting [success story video featuring Magic Seasoning Blends](#), a long-time SUSTA participant. In fact, you may have noticed that we are uploading more long-term success stories to our [website](#). This is not a new initiative, but it is a project on which we are focusing special attention. SUSTA is celebrating our 50th anniversary, and there are many companies that have used our programs for years or even decades. We are proud to highlight their success and demonstrate how our programs supported their growth.

If you have a story to share, please be in touch. We would love to hear it, and, with your permission share it!

Bernadette Wiltz-Lang, Executive Director

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### **Summer Fancy Food**

Will you be in New York for Summer Fancy Food June 25-27? If so, come visit the SUSTA pavilion on row 6300. Seventeen southern-region companies will be exhibiting in our pavilion (this is the only U.S. trade show where we offer booth space). Come visit us at the show!

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### **Global Events Updates:**

The following events have upcoming registration deadlines:

- [China Outbound Trade Mission](#), August 13 - 18, 2023  
Deadline to register: June 23, 2023
  - [Hong Kong Outbound Trade Mission](#), August 19 - 22, 2023  
Deadline to register: June 19, 2023
  - [Europe Hemp Inbound Mission to North Carolina & Kentucky](#), September 11 - 15, 2023  
Deadline to register: July 11, 2023
  - [Brazil](#), [South Africa](#) and [Taiwan](#) Inbound Trade Missions to America's Food & Beverage Show (Miami, Florida), September 19, 2023 (Must register for each one separately)  
Deadline to register: July 19, 2023
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- [Espacio Food & Service Trade Show](#) (Chile), September 26 - 28, 2023 (*1 booth left!*)  
Deadline to register: June 26, 2023
- [China & Vietnam Wood Species Inbound Trade Mission to North Carolina](#), October 10 - 12, 2023  
Deadline to register: July 10, 2023

Explore the world with SUSTA at one of our [Global Events!](#)

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## Export Helpline

Being a successful exporter doesn't mean you know all the answers. It means you know where to go when there is a question. Don't forget about SUSTA's [Export Helpline](#), which is monitored by a specialist with over 15 years of experience in agribusiness exporting. You can ask questions related to import regulations, shipping, finding buyers, required documents and more. The beauty of the Helpline is you not only get answers quickly, but also thoroughly, increasing your depth of knowledge.

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## 2023 Expense Claims

CostShare participants, now that we are at the mid-year mark, please make sure you are turning in your expense claims on time. Do not wait until the end of the year to submit claims. Documents get lost, people change jobs, details are forgotten; and we cannot reimburse you without a complete expense claim.

Each complete claim should have:

- One Claim Form, which includes a list of all invoices tied to that promotional activity ([Video on completing your claim form](#) and [Sample claim form](#))
- All of the corresponding invoices (Itemized, in English, with a date and vendor information)
- Proof of Activity, which depends on the promotional activity (Sections 5 & 6 of the [2023 CostShare Manual](#) give explicit details about the proof needed for each activity)

All questions should be sent to: [csexpense@susta.org](mailto:csexpense@susta.org)

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## Trade Leads

SUSTA receives vetted trade leads (usually from FAS overseas offices) throughout the year. When the Harmonized System (HS) Code in the trade lead matches an HS Code in your MySUSTA account, you will receive a notification email. The trade leads can be accessed in your MySUSTA account. So make sure your MySUSTA account has all of the HS Codes that represent your brands.

Here are the trade leads entered into our system since the last newsletter:

- 6-6-2023, Chile: HS Code & Product Description - 120242 - Ground-Nuts, Shelled (Raw blanched peanuts)
  - 6-6-2023, Chile: HS Code & Product Description - 110820 - Inulin, 110820 - Inulin (Corn starch)
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- 6-6-2023, Nicaragua: HS Code & Product Description - 040210 - Milk Powder, 040221 - Milk Powder Unsweet, 040299 - Milk And Cream Nes, 040490 - Natural Milk Product, 210320 - Tomato Ketchup/Sauce
- 6-1-2023, Costa Rica: HS Code & Product Description - 08 - Edible Fruit And Nuts (Peanuts, cashews, almonds, mixed nuts)
- 5-30-2023, Spain: HS Code & Product Description - 100590 - Maize Except Seed (Maize for Popcorn)
- 5-30-2023, Philippines: HS Code & Product Description - 07 - Edible Vegetables, 10 - Cereals, 12 - Oil Seeds And Oleaginous Fruits, 23 - Residues And Waste From The Food Industries, 23 - Residues And Waste From The Food Industries
- 5-24-2023, South Korea: HS Code & Product Description - 02 - Meat And Edible Meat Offal (Frozen Dressed Chicken Meat, Frozen Chicken Breast, Frozen MDCM/ Whole Chicken)
- 5-19-2023, South Korea: HS Code & Product Description - 08 - Edible Fruit And Nuts, 09 - Coffee, Tea, Mate And Spices
- 5-18-2023, Nigeria: HS Code & Product Description - 41 - Raw Hides, Skins And Leather (Cattle skin and hide)
- 5-16-2023, Costa Rica: HS Code & Product Description - 070951 - Mushrooms, Fresh (Mushroom producing substrate, Fresh mushrooms)
- 5-12-2023, Taiwan: HS Code & Product Description - 2006 - Fruits, Nuts, Sugar (Apple Pie Filling)
- 5-9-2023, Morocco: HS Code & Product Description - 080211 - Almonds, In Shell, 080251 - Pistachios, In Shell

## Big Picture Report: June 2023 Bernadette Wiltz-Lang, SUSTA

### What is a Success Story?

Success stories demonstrate the impact of SUSTA's programs and are used in several different ways. First and foremost, they are a program requirement. SUSTA must submit success stories to the USDA's Foreign Agricultural Service every year, educating stakeholders about the impact of FAS programs in supporting U.S. agriculture. A success narrative communicates a specific example of what we have done with our funding and who has been impacted. The importance of this cannot be overstated.

[Read More.](#)

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