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WUSATA

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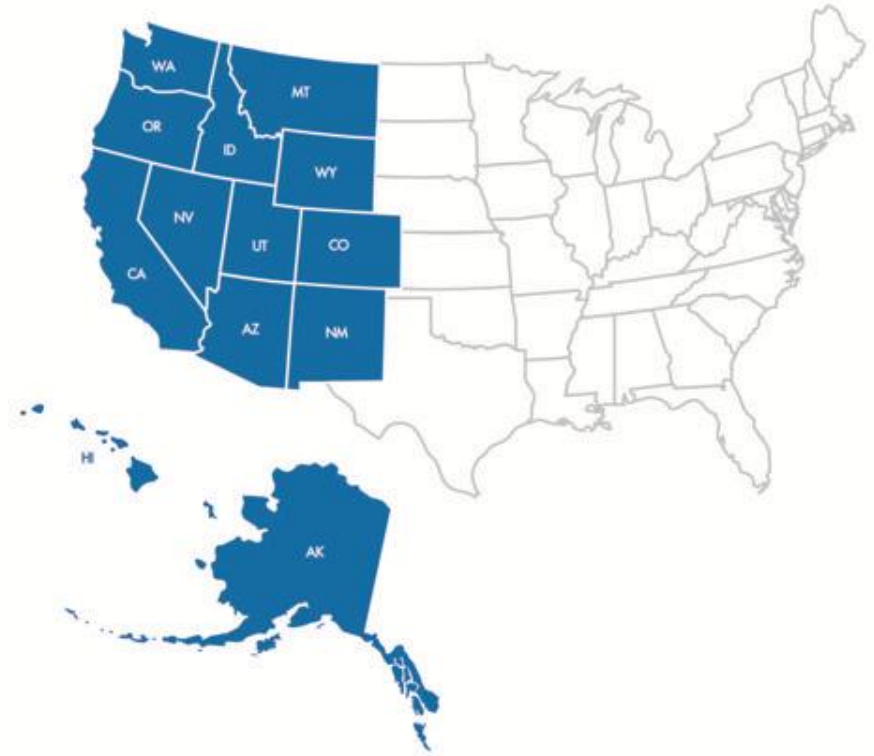
WESTERN UNITED STATES AGRICULTURAL TRADE ASSOCIATION



2012 WUSATA Promotional Funding Opportunities & the Market Access Program (MAP)

*Presented by Ann Buczkowski, Branded Program Manager &
Meuy Saeteurn, Outreach Coordinator*

WUSATA's Mission



. . . is to assist small companies in the promotion of USA food and agricultural products to international markets

Members:

- 13 Western State Dept's of Agriculture

Associates:

- State Regional Trade Groups (SRTG's):
Food Export USA-Northeast, Food Export Association of the Midwest USA, and the Southern U.S. Trade Association (SUSTA)
- USDA's Foreign Agricultural Service (FAS), including Agricultural Trade Offices & Embassy staff worldwide
- Industry Associations/Commodity Cooperator Groups
- U.S. Department of Commerce



Our Participants. . .

US Western Regional Agri-businesses like yourself:

- Located within the 13 Western United States
- Your product is at least 50% *US Grown* ingredients by weight
- Your product displays the US Origin Statement (Product of USA, Made in USA, Grown in Idaho), etc.

Our Programs:

- **Branded Program**
 - Company led international promotional activities
- **Generic Program**
 - State Departments of Agriculture led international trade-focused activities
- **Export Education**
 - Educational seminars providing export expertise



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BRANDED PROGRAM

Achieving Maximum Marketing Impact

Ann M. Buczkowski

Branded Program Manager

MAP Branded Program Overview

- ***50% reimbursement program for eligible expenses on marketing and promotional activities conducted in a foreign country and pre-approved domestic trade shows***
- ***Companies apply yearly - applications are accepted beginning August of each year***
- ***Program year runs January 1st – December 31st***

Important Dates for 2012

- August 1, 2011 - Branded Pre-Qualification Worksheet & Application available online at: www.wusata.org
- October 1, 2011 - Branded Applications due in WUSATA office

Applications received after the deadline will be on a waiting list

- October to December 2011 - WUSATA reviews applications/allocates funding
- January 1, 2012 - Program year begins
- December 31, 2012 - Program year ends
- April 30, 2012 - End of Year Evaluation Survey due to WUSATA

Why Should I Apply to the Branded Program?

Proven results for participants:

- Based on FAS statistical research, the average company receives a 30:1 Return on Investment (ROI)
- Expanded Market Reach (new markets, additional distributors/importers, increased market share)

Is My Company Eligible to Participate in the Branded Program?

To be eligible your company must:

- Be a small company (according to the SBA guidelines)
- Be headquartered in WUSATA's Western Region of the USA
- Promote products whose ingredients are at least 50% US grown content by weight
- Product packaging displays the US Origin Statement
- Be a manufacturer, packer, wholesaler, export/trading company

Eligible Products

- Fresh Produce
- High-Value Food Items
- Snacks
- Condiments & Sauces
- Beverages
- Supplements
- Ornamental Horticulture
- Aquaculture
- *Some* Wood Products
- Hides & Skins
- Pet Foods
- Non-edible ag products (i.e., lotions, potpourri)



Eligible Branded Program Expenses

- Advertising (magazine, grocery circular, newspaper, radio, TV, etc.)
- In-Store Demonstrations
- In-Store Displays (end of aisle, gondolas)
- P.O.S. Materials (brochures, handouts, sales sheets, banners, posters, etc.)
- Exhibiting at an International Trade Show (booth fees, expenses assoc. with booth, airfare, meals, hotel, shipping materials and product to and from the show, ad in exhibitor's guide, etc.)
- Exhibiting at a Pre-Approved Domestic Trade Show (travel not eligible)
- Freight for samples/materials shipped to promotional activities
- Trade Missions which are approved by WUSATA (airfare, meals, hotel, shipping, etc.)
- Trade Education Seminars (travel not eligible)
- Package or label changes to meet the labeling regulations of a foreign country

Branded Application Process Overview

- ***Pre-qualify*** – Submit Pre-Qualification Worksheet online at www.wusata.org. You will receive a User ID and Password via email which will enable you to complete the Branded Application online.
- ***Apply*** – Submit application online with contact & sales information, marketing plans, and estimated costs of promotional activities. Send all application materials to WUSATA for approval.
- ***Receive Funding Allocation*** – *Sign contracts, pay admin fees*
- ***Conduct Promotional Activities***
- ***Submit Claims to WUSATA for Reimbursement***
- ***Submit End of Year Branded Evaluation Survey***

Submit Application Materials to WUSATA

1. \$250 Application fee
2. Pre-Qualification Worksheet (signed) - This is found in the Print Menu of the online application
3. Certification Statement (signed) - This is found in the Print Menu of the online application
4. Copy of Online Application - This is found in the Print Menu of the online application
5. Copy of most current business Federal Tax Return
6. Dun & Bradstreet Business Background Report (submitted every other year)
7. Actual product labels/packaging (submitted every other year)
8. Certificate of Exclusivity if you do not own the brand you are promoting
9. Private Label Agreement if you are private labeling a product
10. Foreign Third Party Agreement if you wish to have WUSATA reimburse your distributor/importer directly for promotional activities conducted

How Much Does it Cost?

- ❖ \$250 Application Fee (non-refundable)
- ❖ 6% Administrative Fee (non-refundable) based on total allocation (50% of the estimated costs of promotional activities listed in Branded Application. This fee is paid up-front when contracts are signed.
- ❖ Your time to:
 - Complete and submit Branded Application
 - Conduct your promotional activities
 - Compile and submit claims for reimbursement
 - Submit End of Year Branded Evaluation

How Much Can I Request?

- ❖ \$2,500 Minimum Allocation
- ❖ \$50,000 Maximum Allocation for first year application. Additional funding requests will be considered as the program year progresses
- ❖ \$300,000 Maximum Allocation for veteran companies

What Happens After the Application is Approved?

- Allocation Notice is e-mailed to company for review
- Contracts and Invoice for 6% fee mailed to company
- Companies have 30 days to return signed contracts and payment to WUSATA
- Companies are considered active participants when both fees & signed agreements are received by WUSATA

Implementing your International Marketing Plan

☐ **Trade Show Reimbursement Requirement**

- ✓ Must exhibit in USA Pavilion if there is one at the show
- ✓ Domestic Trade Shows with USA Pavilions are: America's Food & Beverage Show in Miami, NRA (National Restaurant Assoc.) Show in Chicago and FMI in Las Vegas.
- ✓ If you are exhibiting your products in your distributor's booth, you **must submit a photo of the entire booth (taken during the show) with your expense claim**
- ✓ Abide by the Fly America Act/Open Skies Agreement regarding airfare

☐ **Graduation Strategy** – Companies are allowed to be reimbursed in a country for 5 total years (not necessarily consecutive). Don't submit a claim for reimbursement that you may regret in 4 years. Ask yourself if it is worth submitting a claim that uses one of those years of eligibility in that country.

Non-Reimbursable Expenditures

- Expenditures for activities or materials that do not include the U.S. origin statement
- Printed materials that do not include promotion of brand
- Cost of product samples
- Internet web site development
- Product development, modification or research, legal fees
- Agent travel to any activity
- Any cost associated with a coupon/ or free item tied to the purchase of a product

Please refer to Branded Manual for complete list of ineligible expenses

What if My Plans Change?

At any time during the program year you may adjust your online application to:

- Add a new country to your Marketing Plan
- Add a new product

You may also submit a written request to the Branded Manger to adjust your level of funding

Take Advantage of Opportunities to Integrate Your Brands Into Generic Activities

Leverage the Branded & Generic Programs by featuring your products at WUSATA sponsored Trade Shows, Trade Missions, In-Store Promos, etc., in order to take advantage of the following:

- ❖ Targeted Invitations, Buyer Receptions
- ❖ One-on-one meetings with Buyers
- ❖ Translation Services, Promotional Materials
- ❖ Market Information, Follow-up Trade Missions
- ❖ 50% Reimbursement for eligible activities in the Branded Program



How Do I Get Reimbursed?

All forms for reimbursement are found on our website, www.wusata.org. Submit a Claim Form 202 listing your expenses along with the following documentation for each line item:

- ✓ Vendor Invoice
- ✓ Proof of Payment
- ✓ Proof of Activity
- ✓ Distributor (FTP) Payment Option if we are reimbursing your distributor

***** Please refer to the Branded Manual for a complete list of required documentation and eligibility of activity expenses, as well as other regulations regarding travel claims.***

Reporting Your Results on the Branded End of Year Evaluation

- Export sales figures for current year
- Time and expenses not reimbursed
- New Distributors identified
- New Products introduced into foreign markets
- Suggestions for program improvements

All information is forwarded to FAS in the aggregate in order to substantiate the success of the MAP Branded Program. Failure to submit a survey will result in held up claim reimbursement and affect your ability to receive future funding.

How Can You Help the Branded Program?

- Companies are encouraged to:
 - Spread the word about the Program
 - Effectively Utilize Your Allocation
 - Return Branded Program Evaluation
 - **Submit Success Stories!!**

Tips for Success

- ✓ Read & Refer often to the Branded Manual located on the WUSATA website to educate yourself on the rules and guidelines of this federal program
- ✓ If you cannot determine if an activity is “WUSATable” from the resources provided, call us – we will be very happy to assist you
- ✓ Involve your Importers/Distributors in the program – use it as a negotiating tool
- ✓ Submit claims for reimbursement in a timely manner – they are due to WUSATA 90 days after the promotional activity has ended
- ✓ Respond quickly to requests from the Branded Dept on missing documentation during the application and claims review process
- ✓ Take advantage of Seminars & Webinars offered throughout the year and available on our website.
- ✓ Contact your State Dept. of Agriculture
- ✓ Contact FAS Post (foreign country) – call us if you need assistance with contact information
- ✓ Call or E-mail WUSATA With Questions

Maximize Your Benefits! Participate in Generic Program Activities

- Companies throughout WUSATA's region are eligible to participate in activities, regardless of which Member state is managing the project. *(Visit the WUSATA Events Calendar and register for the trade events at wusata.org.)*
- Trade activities are managed by the State Department of Agriculture, in conjunction with WUSATA staff.
- Program activities occur year round!

Generic Activities Include:

- Trade Shows
- Food Service Promotions
- Culinary Training
- Technical Seminars
- Trade Missions
- Buying Missions
- In-store Promotions
- Market Research
- Restaurant Promotions

Generic Trade Shows

The following shows have a WUSATA pavilion and are Branded Program reimbursable...

- ANTAD – Mexico
- ANUGA – Germany (bi-yearly show)
- FOODDEX – Japan
- Food and Hotel Asia (bi-yearly show) Singapore
- Food Ingredients Asia (FI Asia)
- Food Taipei – Taiwan
- Gulfood – Dubai, U.A.E.
- HOFEX – Hong Kong
- SIAL China
- SIAL Paris (bi-yearly show)
- Vitafoods- Switzerland
- Interzoo- Germany
- World Food Moscow- Russia
- China Seafood
- European Seafood Expo

(For more trade show opportunities, please see WUSATA's events calendar.)

WUSATA Website Resources

www.wusata.org

Learn more about:

- Branded Program's Funding Assistance Information & Forms
- WUSATA Events Calendar (trade shows, buying missions, etc.)
- Contact Links to Western U.S. Departments of Agriculture
- WUSATA Newsletters
- Access to other export sites and information

Contact us for help!

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Thank you for attending!



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