

OFFSET COSTS OF YOUR EXHIBIT WITH THE BRANDED PROGRAM



★ Exhibitor Assistance

The USDA's Foreign Agricultural Service (FAS) funded Branded Program supports the promotion of food and agricultural products overseas. First-time exhibitors may be reimbursed 50% of expenses like exhibiting fees, marketing and promotional activities, set-up, rentals and freight.

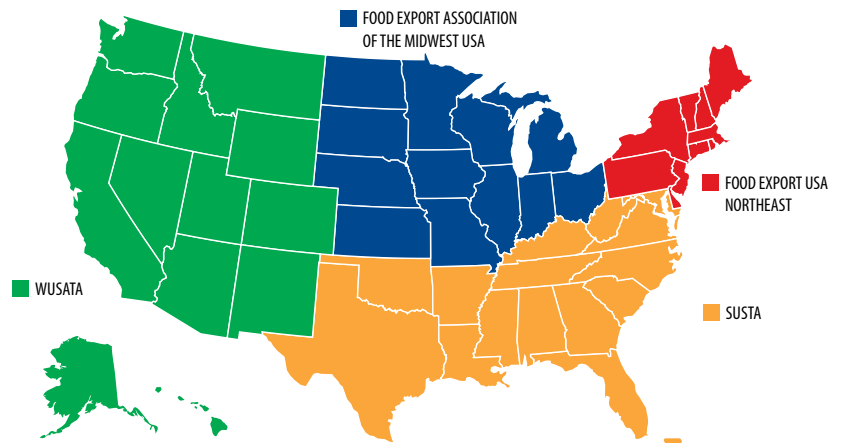
To be eligible, you or your domestic export agent must be a small company (according to SBA guidelines) or an agricultural producer cooperative, be incorporated in the U.S., and have products that are at least 50% U.S. agricultural content by weight (exclusive of water and packaging) with rights to the brand name.



"We came to this show because it will open a lot of new markets to us. We haven't distributed or sold in the Caribbean or South America so we're very excited to meet new buyers and explore new geographical areas."

Exhibitor Jodean Jensen

P.B. LOCO PEANUT BUTTERS
ST. PAUL, MINNESOTA, USA



★ For more information

The Branded Program is administered by the four State Regional Trade Groups (SRTGs), which are private, non-profit associations that offer programs and services to help U.S. companies promote their food and agricultural products in foreign markets. Interested companies should contact the appropriate group below based on their geographic location as soon as possible!

In addition to the Branded Program, the State Regional Trade Groups offer a wide range of similar services to facilitate trade between local food companies and importers around the world. A few of these services include export promotion, customized export assistance, and technical assistance at domestic and international tradeshows.

Contact the appropriate group based on your geographic location:

★ **Food Export USA – Northeast**
Philadelphia, PA
215-829-9111
www.foodexportusa.org

★ **The Southern U.S. Trade Association (SUSTA)**
New Orleans, LA
504-568-5986
www.susta.org

★ **Food Export Association of the Midwest USA**
Chicago, IL
312-334-9200
www.foodexport.org

★ **The Western U.S. Agricultural Trade Association (WUSATA)**
Vancouver, WA
360-693-3373
www.wusata.org