

August 1, 2008

Contact:

Mary Beth Wesdock – Southern U.S. Trade Association (SUSTA)
(504) 568-5986 www.susta.org marybeth@susta.org

FOR IMMEDIATE RELEASE
Small Businesses Benefit from International Marketing Funds

NEW ORLEANS, LA – More and more small businesses are looking to foreign markets to increase their product sales, as demand for American food products grows worldwide. In 2007, the value of U.S. agricultural exports increased to \$82 billion, the highest amount ever. Over \$161 million of those export sales were reported by companies marketing branded U.S. products overseas with the help of the Southern U.S. Trade Association (SUSTA).

To capitalize on the opportunities for U.S. products overseas, over 90 southern U.S. companies applied to SUSTA in 2008 for matching funds to help pay for their international marketing activities. Under the Market Access Program (MAP) Branded, SUSTA has provided over \$5 million to support the cost of marketing brand-name U.S. products overseas through promotional activities such as advertising, in-store demonstrations, exhibiting at trade shows, and modifying packaging and labeling to meet import requirements. **Beginning August 1, 2008, companies may apply to SUSTA for MAP Branded funding to support their 2009 international campaigns.**

MAP Branded is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) and administered to southern U.S. companies by SUSTA. To be eligible for the Branded program, companies must be considered small by Small Business Administration (SBA) standards, have yearly sales of at least \$100,000, and promote a brand-name product that is at least 50% U.S. agricultural origin.

The 2009 Branded application is available for download on the SUSTA website at www.susta.org/services/map_application.html. For more information, contact your state's Department of Agriculture or the SUSTA office at (504) 568-5986.

###

SUSTA prohibits discrimination in employment and services. Persons who require alternate means for communication of program information or those wanting our full non-discrimination policy should contact SUSTA.



Pre-Qualification Worksheet Market Access Program (MAP) Branded Program Year 2009

You must first complete this form to determine if your company is eligible to apply for the MAP Branded program. Please TYPE all of your information so that it is legible. A handwritten pre-qualification worksheet will not be accepted.

- 1.) Select one (1) North American Industry Classification System (NAICS) code from the list at www.sba.gov/idc/groups/public/documents/sba_homepage/serv_sstd_tablepdf.pdf that most appropriately matches your company's primary business. The Small Business Administration (SBA) determines the size standards based on the number of employees or annual gross revenues. **Important:** The applicant is evaluated for size based on the company itself, its parent company, and all of the parent company's subsidiaries and its affiliates combined. List the 6-digit NAICS code and description below. **Example: 311821 Cookie and Cracker Manufacturing**

PARTICIPATE

- 2.) Number of full-time employees: _____
(Include the **total** of the parent company and all of its subsidiaries and affiliates combined.)
- 3.) Average annual gross sales revenues in the last 3 years: _____
(Include the **total** of the parent company and all of its subsidiaries and affiliates combined.)
- 4.) Is your company an agricultural farm cooperative? Yes No
(Company qualifies as small if it is an agricultural farm cooperative.)
- 5.) Select all that apply.
My company:
- Is U.S. owned and located in the SUSTA region (AL, AR, FL, GA, KY, LA, MD, MS, NC, OK, Puerto Rico, SC, TN, TX, VA and WV)
 - Has a total number of employees or sales that is below the maximum allowed for my designated NAICS code.
 - Had gross sales (domestic & export) exceeding \$100,000 in previous year.
 - Will pay the program application fee of \$200 upon application submission.
 - Will pay the program administration (6% of requested budget) upon application approval.
 - Will pay for proposed promotions before claiming reimbursement.
 - Will provide documentation of promotional activities, expenses and export sales and will complete an end of the year evaluation.
 - Is not eligible for or is not receiving Branded funds through another FAS cooperator.

The products that my company will promote through the Branded program are:

- At least 50% U.S. agricultural origin by weight, excluding water and packaging.
- Clearly labeled with a U.S. origin statement.
- Not processed in a foreign country.
- In sufficient supply to meet the demands of targeted foreign markets.



Pre-Qualification Worksheet (Continuation) – Page 2

☛ If you have not selected all the above boxes, **STOP NOW!** Your company is **not** eligible for MAP Branded funds.

I hereby certify that the information on this worksheet is correct and that all the statements under # 5 are true.

Signature:

Date:

Name (Print):

Title:

Company: _____

If you selected all the boxes, your company can continue completing the application. This form must be submitted with your completed application in order to be considered for funding.