

Request for Proposals:

Quantitative Review of Branded Program; Review of International Marketing Operations Workflow; Review of Market Builder and Food Show PLUS! Services

Background

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA – Northeast (Food Export – Northeast) are not-for-profit export associations whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from twelve midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately 75 other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Midwest and Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others.

Food Export - Midwest and Food Export- Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of nine overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, South America, Mexico, and India. Food Export -Northeast targets northeastern exporters and seven overseas markets, including France, Germany, the United Kingdom, Central America, Canada, the Middle East and the Caribbean. By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staff at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, and Missouri. Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export – Midwest and Food Export - Northeast is available on the Internet at: www.foodexport.org.

Scope of Work

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to submit proposals relating to the attached scopes of works. Vendors are welcome to submit proposals on one, two or all three scopes.

Provided below are the Scopes of Work for each project that contain more details on the actions/outcomes for which Food Export - Midwest and Food Export- Northeast are seeking assistance.

The selected vendor(s) will be responsible for the aforementioned activities during our 2013 Fiscal Year from which will end on December 31, 2013.

Requirements and Submitting a Proposal

The vendor(s) must be able to cite previous experience in data analysis, promotion and recruitment strategies, activity planning and coordination, improving program operations, and project management. Previous experience with not-for-profit groups, international marketing, food and/or agricultural groups will be considered favorably. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects.

In addition to previous experience, proposals should also include references and a detailed budget for each project proposal.

In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Complete Mailing Address
3. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
4. Type of Structure (choose one): ☐ Individual ☐ Corporation ☐ LLC ☐ Partnership
☐ Sole Proprietorship

Food Export – Midwest and Food Export - Northeast are not liable for any costs associated with any company's response to this RFP. Food Export – Midwest and Food Export - Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export - Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export - Midwest and Food Export – Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest or Food Export – Northeast does not comply with MAP; FAS; Food Export – Midwest or Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or

USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor's ability to carry out the scope of work.

The deadline for proposals is Friday, October 25, 2013. E-Mailed proposals are preferred. Please send to:

Michelle Rogowski, Deputy Director
Food Export Association of the Midwest USA
309 West Washington, Suite 600
Chicago, Illinois 60606
Tel (312) 334.9200
Fax (312) 334.9230
E-mail: mrogowski@foodexport.org

Questions regarding the Food Show PLUS! and Market Builder scopes of work should be directed to the following:

Suzanne Milshaw, International Marketing Program Manager, Food Export USA – Northeast at 215-829-9111 or smilshaw@foodexport.org

Questions regarding the Branded Program scope of work should be directed to the following:

Joshua Dillard, Branded Program Manager, Food Export USA – Northeast at 215-829-9111 or jdillard@foodexport.org

Questions regarding the International Marketing Operations scope of work should be directed to the following:

Michelle Rogowski, Deputy Director, Food Export – Midwest at 312-334-9200 or mrogowski@foodexport.org

Scope of Work: Branded Program Participation Analysis

Food Export - Midwest and Food Export - Northeast each offer the Branded Program to eligible companies in their respective regions. Food Export - Midwest and Food Export - Northeast's Branded Program is a cost-share funding program that supports the promotion of branded and private label food and agricultural products in foreign markets. Participant companies receive 50% cost reimbursement for a wide variety of eligible international marketing and promotional activities. Eligible activities would include costs associated with advertising, in-store promotions and demonstrations, trade show exhibitions, public relations and even some package and labeling costs. The program is open to companies that meet the definition of a small business as defined by the Small Business Association. These eligible companies produce or represent products that are composed of at least 50% U.S. agricultural content by weight.

The organizations are seeking analytical insights on the participants in the Branded Program in order to determine what are the best factors for success. Applicants to the Branded Program complete an annual Prequalification and Application process. As part of that process, companies provide information on their industry classification, employee count, market focus, contact information, historical and projected domestic and export sales, products they plan to promote, markets in which they plan to seek Branded Program assistance, and basic information on their planned marketing activities in these countries. Companies estimate the amount they will spend on eligible marketing activities, of which up to 50% is eligible for reimbursement upon submitting adequate documentation to demonstrate that activities have been executed and paid for.

Finally, after utilizing their funds, the Branded Program participant completes an end of year evaluation that provides feedback on the performance the company has experienced as a result of the Branded Program support. Data points collected in this section include actual export sales by market, projected export sales by market, additional monies spent on marketing that were not reimbursed by the Branded Program, satisfaction with the program, agricultural purchases, projected agricultural purchases, etc.

After many years of collecting consistent data on our participants, we recognize the importance of gaining a better quantitative understanding of our participants, their utilization of the program, and the results generated by their involvement. We are seeking factors that can predict program success, or failure, either from our existing data, or recommendations on other data that might predict that success. For example: What company characteristics can be used to project year-end results? Do companies in certain industries drive greater results (e.g. export management companies vs. manufacturers, or snack foods vs. seafood)? Other questions to consider:

- Do companies in certain industries present better prospects for growth in program utilization?
- What eligible activities tend to drive the best results?
- What external/economic conditions may have an impact on our program performance?
- What other demographic indicators, such as company size, profitability, years in business, commitment to exporting, etc., might better predict program success?

The selected firm would structure a cost effective, results oriented evaluation that will include the following analysis for both Food Export - Midwest and Food Export - Northeast individually and as a team:

1. Comprehensive review of overall Branded Program participation and subsequent results. This analysis should present a broad understanding of our program participants based on several factors: industry classification, company size, annual sales, applicant ratings, etc. and should provide a thorough review of trends in the program such as increases in new-to-program companies, changes and trends in industry classification, trends in average number of employees, etc. Most importantly the organization hopes to learn what if any relationships exist between company characteristics, program utilization, and year-end results.

2. Analysis of common characteristics of companies who are yielding the greatest utilization and evaluation results. Aspects such as annual sales, industry classification, number of employees, type of expenses reimbursed, etc. should be compared to dollars allocated, dollars utilized, allocation/utilization ratio, total export sales by market and market utilization, etc.
3. The project should culminate in making recommendations on what measures can/should be used to project program year performance, utilization, and year-end evaluation results. The consultant should also comment on what data points are being collected which are inconsequential to program performance.
4. Recommendations of supplemental data that should be collected to best understand our participant companies should also be a component of the final deliverable. The consultant should also be able to provide suggested third party data sources that may be useful when projecting programmatic performance.
5. The final deliverable on this project should be a recommended set of data that should be used in analysis of current program status and forecasting year-end performance. In addition the consultant should provide recommendations for third party data analysis and visualization providers that can be used to monitor these key performance metrics on a real time basis.

During this period, the Branded Programs at Food Export -Midwest and Food Export - Northeast have assisted over 850 companies to promote their branded products and generate increasing export sales. The firm executing this work will be provided with historical participation data for the most recent five complete program years. The information Food Export provides will:

- Be presented in Excel format
- Be present data independently but in common format
- Be made available by program year (e.g. one set of worksheets for each program year)
- Have four components: information collected at the pre-qualification, application, evaluation, and reimbursement history for each program year.
- Have consistent data points that have been collected across all five years and each set of data will contain unique identifiers (company name) that indicate which company has reported the data.

It is our expectation that all data will be treated with the utmost confidentiality.

The methodology to be used in this project should include principally quantitative techniques, but also qualitative research as necessary, and should be specified. It should include feedback by supplier participants and perhaps buyers and others, but not depend solely on electronic communication or surveys. The methodology and research should produce actionable and incisive recommendations.

Additional information about the Food Export - Midwest and Food Export – Northeast’s Branded programs can be viewed at www.foodexport.org and then under Programs and Activities menu will be the Branded Program.

Relevant documents included as attachments: sample prequalification worksheet, Branded Program Manual, Sample Branded Evaluation.

Review of International Marketing Program Operation Work Flow

The International Marketing Program staff at Food Export – Midwest and Food Export – Northeast oversee a sometimes unwieldy set of activities that support nearly 75 different programs, services or events over the course a given year. These may be on-going services or discrete events held anywhere in the U.S. or in any of our 20 overseas target markets. Implementation of these services requires considerable advance scheduling, event planning, establishment of deadlines, contracting for support, logistics, participant recruiting, travel, supervision of activity coordinators, evaluation, all while ensuring that all expenses and procedures comply with federal MAP regulations.

Some projects are managed by staff, others by member state “volunteer” activity coordinators, and still others by outside contractors. Regardless of who actually carries out the activity, our program staff is ultimately accountable for its overall success. Many of these projects fall into specific services such as Buyers Missions, Food Show PLUS!, Market Builder, Focused Trade Missions, etc., which are intended to be consistent from event to event, but circumstances vary by country markets, by industry channel, associated trade show, etc.

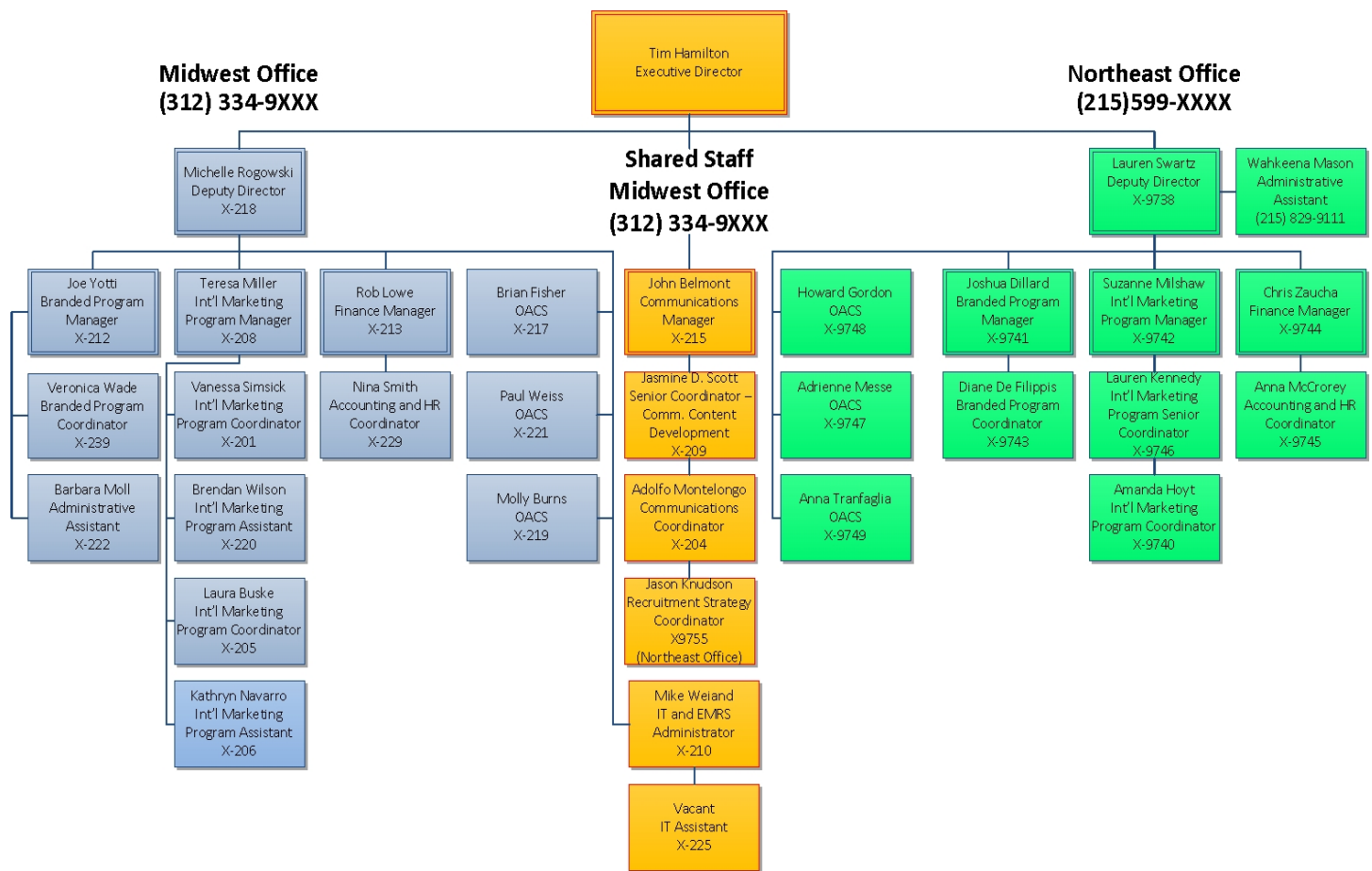
Beginning with implementation of the strategic alliance between Food Export - Midwest and Northeast in 2000, efforts have been made to increase collaboration on what were previously widely divergent programs. The two organizations remain independent entities, but our brands, strategies and tactics have been aligned so as to offer a much higher range and quality of support to exporting companies in both of our regions. All activities are managed in a collaborative fashion, so that companies in either of the two regions are eligible to participate in all activities, regardless of from which region the project is managed.

Late in 2012, Food Export - Midwest and Northeast re-structured the staffing approach for program coordination. Responsibilities for like kinds of activities (activity type) were consolidated so that the same staff person is responsible for all Buyers Missions, another for all Trade Missions, another for all Market Builders, and so on. Duties were previously assigned based on international market focus. This restructuring means that our outside partners, states and in-market representatives, must now work with different staff based on the activity type, whereas in the past they had a consistent contact regardless of the type of activity. The goal of the restructuring was to identify and implement best practices, improve consistency, and ensure that projects were delivered more effectively and efficiently.

The program staffing currently includes one Program Manager in each office, with two Program Coordinators at Food Export – Northeast in Philadelphia, and two Coordinators and two Assistants at Food Export – Midwest in Chicago. A staffing chart appears on the next page.

In addition to activity coordination for all of their activities, the International Marketing Programs are required to gather, analyze, retain and report information in a number of areas. These include activity metrics, activity coordinator performance, in-market representative performance, overall performance by market, overall performance by activity type, company performance, success stories. There are a number of financial and regulatory requirements that must also be followed: accurate and timely review of budget vs. actual expenditures, invoice review, ongoing year-end spending projections, cost-benefit analyses, contractor selection and contract administration. The programs must also interface with other Food Export – Midwest and Northeast staff in areas of activity promotion and recruitment, as well as real-time reporting during events for social media.

With the recent re-structuring of program operations, Food Export – Midwest and Northeast are seeking proposals to perform an independent review of the new structure in light of the many demands and requirements of the program staff. Part of the review should include a review of the new roles and responsibilities of the team internally as well as the external group working on our programs (program coordinators, program assistants, member state project coordinators, domestic and international contractors) and determine where the



“cross-project dependencies”, accountability, communication, etc. exist and provide us ideas on how to improve processes and procedures based on the findings/outcomes.

In addition to looking at roles and responsibilities, we would like to identify ways and outline steps to keep individuals outside of Food Export offices (such as member state representatives or contractors) abreast of processes even if they are not “active” at all times.

We are looking for opportunities to further streamline operations, identify critical paths for activity planning, develop templates, establish clear lines of authority and accountability, establish key operational performance measures (as opposed to activity performance measures) and other recommendations on how to improve program operations. We would also like to have a review of our terminology we use in our “program management practice” and identify opportunities to align with industry standards (i.e. activity plan versus project plan).

Relevant documents included as attachments: 2013 and 2014 activity calendar; International marketing Program staffing chart, Program and Services Brochure. Our Generic Program Handbook and sample activity evaluation summary will be provided to the selected firm upon awarding of the evaluation contract.

Scope of Work: Evaluation of Market Builder and Food Show PLUS! Services

Food Export – Midwest and Food Export – Northeast provide services to U.S. food suppliers addressing three levels of export development: Outreach and Exporter Education, Market Entry and Market Promotion. Both the Market Buildersm and Food Show PLUS!sm services have been part of Food Export's Market Entry platform for over ten years. Both services are intended to provide current or potential exporters with the background information and technical support necessary to help get their products established in a market.

The Market Buildersm was developed as a cost effective, two-step service to offer exporters a way to get key information about their products' suitability to enter a particular country market, as well, and potentially connections with qualified importers and distributors in that market. The program is offered in 51 countries through our network of 19 In-Market Representatives and is administered by a staff Program Coordinator.

The first stage of the service, MarketScan, the U.S. supplier receives a comprehensive report to assist them in evaluating market factors for a particular product. The report details: 1) a store check covering similar products in the market, manufacturer or importer, shelf space, price, any current promotions, as well as actual samples of similar products; 2) the importation regulations and restrictions affecting importation of the product into the market, and in many cases, labeling requirements; 3) feedback on the product from selected importers in terms of taste, packaging, appearance, price, and market suitability; and 4) contact information for a select group of targeted importers.

As part of the second stage of the program, RepFinder, U.S. suppliers will travel to the market for pre-arranged meetings with select importers/distributors. The In-Market Representative organizes the meetings and provides in-country support, store tours as appropriate, and interpretation as needed. U.S. suppliers can elect to utilize either stage as a standalone service, or opt for both stages of service.

The Food Show PLUS!sm service (FSP!) offers technical and logistical support to U.S. exhibitors at selected international tradeshows to ensure the suppliers' substantial investment to exhibit is leveraged for optimal success. The FSP! is offered at approximately 15 international trade shows annually. The services, provided by Food Export's local In-Market Representative may include: 1) pre-show product research; 2) targeted invitations and, where possible, set-up of pre-scheduled meetings with qualified buyers; 3) on-site show assistance; 4) in-market briefing and local industry tours; 5) translation of exhibitor material into the local language for show visitors; 6) technical interpreters at the show booth; and 7) assistance during and at the end of the show with a review of leads collected, and a basic qualification of them, and 8) follow-up letter in the local language to key contacts met at the show. The exact services offered at each show are tailored to the market and the show. Individual FSP! activities are coordinated by volunteer state member activity coordinators or contractors with overall program oversight provided by a Food Export staff program coordinator.

For all of the above services, Food Export – Midwest and Northeast contract with local in-market representatives to provide the specified services. Costs to deliver the services are subsidized with funding from the Market Access Program, with a modest participation fee assessed on company participants.

Food Export – Midwest and Food Export – Northeast are seeking an independent evaluation to review and make recommendations on all aspects of our Market Buildersm and Food Show PLUS!sm services, including promotion and recruitment strategies, program planning and implementation, ongoing monitoring of operational and activity performance measures and evaluation. Food Export – Midwest and Food Export – Northeast also seek to determine the value of these services in meeting the organizations' strategic plans and key performance measures.

The methodology to be used in this project should include both qualitative and quantitative techniques and should be specified. It should include feedback by supplier participants as well as buyers, and service providers, but not depend solely on electronic communication or surveys. The methodology and research should produce actionable and incisive recommendations.

Relevant documents included as attachments: 2013 activity calendar; sample Market Buildersm flyer, sample Food Show PLUS!sm flyer.

MAP Branded Program Application Summary

Program Year 2013

Instructions: Do not leave any questions blank. Complete with "zero" or "N/A" where applicable.

A completed application consists of: Application summary, Country Marketing Plan(s) and/or Domestic Trade Show Plan, \$250 application fee (check payable to Food Export – Midwest or Food Export USA Northeast), product labels and samples of promotional literature (Brochures, sell sheets, etc.). Please send completed applications to: Food Export – Midwest; 309 W. Washington, Suite 600; Chicago, IL 60606 Attn: Branded Program Manager or Food Export USA Northeast; One Penn Center, 1617 JFK Blvd, Suite 420, Philadelphia, PA 19103; Attn: Branded Program Manager

.....

Company Name: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web site: _____

.....

Application Contact:

Prefix: _____ First Name: _____ MI _____ Last Name: _____

Suffix: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

.....

Reimbursement Contact:

Is this contact the same as the application contact? Yes ☐ No ☐ (If no, fill out the information below.)

Prefix: _____ First Name: _____ MI _____ Last Name: _____

Suffix: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

Year First Export: _____

Enter 0 if you have never made a direct export sale

Congressional District: (OPTIONAL) _____

Is your company minority/ women owned? (OPTIONAL) ☐ yes ☐ no

Will your company or any affiliated companies receive funds from any other state or federal programs or any MAP funds from another commodity organization or State Regional Trade Group that will be used to promote products listed in this application? ☐ yes ☐ no

If yes, please describe:

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Economic Impact (Part One)
(for producers, cooperatives and growers)

Please enter the location(s) of all of your facilities or sources of ingredients located in the region and describe the economic impact that your company brings to the region. This data is used to measure the impact of the Branded Program on the region's economy, and is an important component in the allocation of funding. Your application will be evaluated in part based on the numeric value of jobs and agricultural inputs listed in this section.

Location (City) of Production or Office Facility or Product Source	Location State	Number of Employees Current	Number of Employees To be Added

Narrative explanation of economic impact to region:

Economic Impact (Part Two)

Please estimate the agricultural input purchases for each of the facilities listed above.

- **Products:** Individually list the agricultural inputs (these are the crops you grow or the agricultural ingredients in the products you manufacture or market)
- **Current Purchases:** Estimate the current total dollar value of each input. A higher value of agricultural inputs indicates a higher economic impact.
- **Increased Purchases:** Estimate the dollar value of increased agricultural inputs as a result of the increased exports expected through participation in the Branded Program

City	Product	Current Purchases	Increased Purchases

➤ If additional room is needed, please make copies of this page.

Products to be Promoted Under the Branded Program

Reimbursement can be made only for promotions of products listed in this table. Claims for expenses for products other than those listed below will be rejected or prorated.

Brand/Private Label Name	Product Description	Do you own Brand Name (X if yes)
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐
		☐

➤ If additional room is needed for products, please make copies of this page.

Product Sales

Please enter past and anticipated sales figures. Please be as accurate as possible and do not leave any space blank. Place a "0" where applicable.

Calendar Year	Total Domestic Sales (\$)	Total Export Sales (\$)
2011		
2012		
2013 (estimate)		
2014 (estimate)		

Certification

Acknowledging and accepting the consequences set forth by any applicable law or agreement for false information contained in this application, I certify that:

I have completed the Pre-Qualification Worksheet and have determined that my company is either defined as “small” according to the Small Business Administration (SBA) Guidelines or is an Agricultural Co-Operative and meets the other MAP eligibility requirements.

I certify that this company meets the Small Business Administration (SBA) size standards published at 13CFR part 121.

Each product cited in the Products Table is at least 50% U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural product as set forth in the M.A.P. regulations section 1485.11, Definitions.

Any branded funding received will supplement, but not supplant, any applicant or Foreign Third Party funds or any other contributions that would be used for company marketing and promotional activities.

All product labels, advertising, promotional materials and activities will identify the origin of the agricultural commodity as “Product of the U.S.”, “Product of the U.S.A.”, “Grown in the U.S.A.” or “Made in America”. The origin identification will conform to the U.S. standard of 1/6” (.42 centimeters) in height based on the lower case letter “o”. *NOTE:* FAS has determined that the state of origin is an accepted means of USA origin identification in the case where the state of origin is spelled out in its entirety, i.e.: Texas not TX.

I have received and understand the 2013 Branded Program Manual and affected regulations and agree to abide by them.

I declare that I have examined this Activity Plan, including the Country Marketing Plan(s) and that all information contained in this application and any additional or subsequent documentation provided, including reimbursement claim documentation, as part of this branded promotion program is true and accurate.

I have read the manual containing the MAP Branded guidelines, including eligibility and reimbursement requirements. I understand the requirements and agree to comply.

By affixing my signature hereto, I understand and agree to the information and provisions contained in this application and acknowledge that I am authorized to sign it.

Name: _____ Title: _____

Signature: _____ Date: _____

Our organization prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, creed, gender, sexual orientation, political affiliation, arrest or conviction record, military status or membership in the military reserve or other protected status and marital or familial status. Persons with disabilities who require alternative means for communication should contact your SRTG.

CONFIDENTIALITY STATEMENT: The information in this application may be subject to disclosure under the Freedom of Information Act. Only information that would be likely to impair the Government’s ability to obtain necessary information or cause substantial competitive harm to the applicant may be withheld under exception 4 of the FOIA, 5 U.S.C. 552(b)(4). If this application is requested from FAS under FOIA, the applicant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested.



Phone: 312.334.9200
Fax: 312.334.9230

Pre-Qualification Worksheet (MAP) Branded Program 2013 Marketing Year



Phone: 215.829.9111
Fax: 215.829.9777

You must complete this form to determine your company's eligibility for the MAP Branded Program before you fill out the program application. After completing this worksheet, please sign and return it to Food Export - Midwest or Food Export-Northeast in order to receive the application and 2013 Branded Program Manual.

***Only companies that are defined as "small" by the U.S. Small Business Administration
(SBA) definition are eligible to participate in the MAP Branded Program.
Note: Agricultural cooperatives are considered eligible for MAP purposes.***

The applicant must identify the appropriate North American Industry Classification System (NAICS) code number associated with the company in order to determine company size status. Once the NAICS code is determined, the SBA definition is based on either the number of employees, or on annual gross revenues. **Important:** The applicant is evaluated for size based on the company itself, all its subsidiaries/affiliates, its parent company, and all of the parent company's subsidiaries/affiliates combined. If another company owns 50% or more of the applicant company, then the parent and subsidiaries must be included in the total.

1) How did you hear about us? (choose one)

- | | |
|---|---|
| ☐ Company Referral | ☐ Foreign Agri Service |
| ☐ Department of Commerce | ☐ Phone Inquiry |
| ☐ Federal Gov't Agency | ☐ Promotional Email |
| ☐ Food Export Staff | ☐ Promotional Mailing |
| ☐ Return Participant | ☐ State Gov't Agency |
| ☐ SUSTA | ☐ Trade Assn. Referral |
| ☐ Tradeshow | ☐ Website or Search |
| ☐ WUSATA | |

2) Is your Company based in the United States?

- ☐ Yes ☐ No

3) Please select your type of company: (choose one)

- ☐ Wholesaler/Broker
☐ Export Trade Representative
☐ Producer Cooperative
☐ Independent Grower
☐ Manufacturer/Processor

4) Select an NAICS code from the list on the attached page that most appropriately matches your company's primary business. For more information on NAICS codes,

<http://www.sba.gov/size/indexableofsize.html>

5) How many employees (full-time equivalent) does your company have (include the parent company and all of its subsidiaries combined)?

6) Average annual gross sales revenues over the last three year period (include the parent company and all of its subsidiaries combined):

7) Refer to the "Limit" in the right-hand column of the NAICS code list on the back of this page. Are your employees or sales numbers below the maximum allowed for your designated NAICS code?

- ☐ Yes ☐ No ☐ Company qualifies since it is an agricultural cooperative

(If you answered No, **STOP NOW!** Your company is not eligible for MAP Branded Program funds.)

8) What year was your company founded?

(Continued on next page)

9) Check all boxes below that are true for the applicant company:

- ☐ Company has product in sufficient quantity to assure continued supply to foreign buyers.
- ☐ Company is willing and able to pay the required administrative fee upon marketing plan approval.
- ☐ Company is willing and able to pay for the proposed promotions in advance of claiming reimbursement.
- ☐ Company is promoting products which individually have 50% or more U.S. agricultural content by weight, exclusive of added water and packaging.
- ☐ Company is promoting branded products for which they would be the exclusive recipient of MAP Branded funds in the target country markets.
- ☐ Company is willing to provide detailed descriptions and documentation of promotional activities, expenses and export sales; and complete an end-of-year program evaluation form.
- ☐ Company has a corporate office, production facility or significant product originating from the Midwest/ Northeast region and is able to demonstrate a positive economic impact on the Midwest/ Northeast region as a result of this program.
- ☒ Company has ever received Branded Program (MAP funding) from any other organizations in the past?

American Seafood Institute
American Seed Trade Association
Blue Diamond Growers/ Almond Board of California
California Agricultural Export Council
California Prune Board
California Walnut Commission
Chocolate Manufacturer's Association
Cranberry Marketing Committee
National Confectioner's Association
National Honey Board
New York Wine and Grape Foundation
Raisin Administrative Committee
Southern United States Trade Association (SUSTA)
Sunkist Growers, Inc.
Tuna Packers Consortium
U.S. Livestock Genetics
U.S. Meat Export Federation
USAPEEC
Welch Foods, Inc.
Western United States Agricultural Trade Assoc. (WUSATA)
Wine Institute

10) Do you have a Dun and Bradstreet Number? ☐ Yes ☐ No If yes, what is it? _____
(We may verify company information by requesting a D&B Business Information Report. To check that information is up to date or to obtain your company's number you may contact Dun and Bradstreet at 1-800-234-3867, 1-800-333-0505 or www.dnb.com.)

11) Please briefly describe your product offerings: _____

12) Please provide us with the following contact Information:

Company Name _____

Tax ID _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-mail _____

Website: _____

How do you plan to utilize the Branded Program funds? Please, identify your promotional plans and target markets:

I hereby certify that the information on this worksheet is correct and that all the statements under #9 are true. I also certify that my company is defined as a “small business” by the SBA definition or is an Agricultural Cooperative, and that I have read and understand the following terms and conditions for participation:

Food Export - Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us.

Food Export - Midwest and Food Export – Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics). If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free).

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest or Food Export – Northeast does not comply with MAP; FAS; Food Export – Midwest or Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

Signature: _____ Date: _____

Print: _____

Title: _____

NAICS Code	Sector 11 – Agriculture, Forestry, Fishing and Hunting	Limit **
	Subsector 111 - Crop Production	(\$ mil)
111110-111998	Wheat, rice, corn, soybeans, oilseed & grain, sugarcane & sugar beets, cotton, hay, peanut, potatoes, field crops, vegetables & melons, berry crops, grapes, apples, vegetables, tree nuts, citrus fruits & non citrus, tree fruits, ornamental nursery products, food crops grown under cover, general farms	\$0.75
	Subsector 112 - Animal Production	(\$ mil)
112111-112990	Beef cattle, hogs, sheep & goats, horse, general livestock, dairy farms, poultry & eggs, turkeys & eggs, animal aquaculture, apiculture, animal specialties-N.E.C. except the two exceptions below.	\$0.75
112112	Cattle Feedlots	7.0
112310	Chicken Egg Production	14
	Subsector 114 - Fishing, Hunting, and Trapping	(\$ mil)
114111	Finfish, shellfish, miscellaneous marine products	\$3.5
114112	Shellfish Fishing	5.0
114119	Other Marine Fishing	7.0
114210	Hunting and Trapping	5.0
	Sector 31-33 - Manufacturing	(Number of employees)
	Subsector 311 - Food Manufacturing	
311111	Dog and Cat Food	500
311119	Other Animal Food	500
311211	Flour Milling	500
311212	Rice Milling	500
311213	Malt	500
311221	Wet Corn Milling	750
311224	Soybean and other Oilseed Processing	1000
311225	Fats and Oils	1000
311230	Breakfast Cereal	1000
311340	Non-chocolate confections	500
311411	Frozen Fruit, Juice and vegetable	500
311412	Frozen Specialty	500
311421	Fruit and Vegetable, canned	500
311422	Specialty Canned	1000
311423	Dried and Dehydrated Food	500
311511	Fluid Milk	500

311512	Creamery Butter	500
311513	Cheese	500
311514	Dry, Condensed and Evaporated Dairy	500
NAICS Code	Manufacturing, continued	Limit **
	Major Group 20 - Food & Kindred Products	(employees)
311520	Ice cream and Frozen Dessert	500
311612	Meat processing	500
311615	Poultry Processing	500
311711	Seafood Canning	500
311712	Fresh and Frozen Seafood Processing	500
311813	Frozen Cakes, Pies, and other pastries	500
311821	Cookies and Crackers	750
311822	Flour Mixes and Dough	500
311823	Dry pasta	500
311830	Tortilla	500
311911	Roasted Nuts and Peanut Butter	500
311919	Other Snack Foods	500
311920	Coffee and Tea	500
311930	Syrups and Concentrates	500
311941	Mayonnaise, dressing, and other prepared sauces	500
311942	Spice and Extracts	500
311991	Perishable, Prepared Foods	500
311999	Other Miscellaneous Food	500
	Subsector 312 - Beverage	(employees)
312111	Soft Drinks	500
312112	Bottled Water (Flavored)	500
312120	Breweries	500
312130	Wineries	500
312140	Distilleries	750
	Subsector 316 - Leather Products	(employees)
316110	Leather and Hide Tanning and Finishing	500

** Maximum sales or employees allowed within "small" definition

For more details visit the SBA internet site at <http://www.sba.gov/size/indextableofsize.html> or email: sizestandards@sba.gov.

If you do not fall into any of the above categories, or feel that you may qualify under different guidelines, contact Food Export – Midwest/ Food Export-Northeast for more information.

NAICS Code	Subsector 321 – Wood Product Manufacturing	(Number of employees)
321113	Sawmills	500
321114	Wood Preservation	500
321213	Engineered Wood Member (except truss)	500
321214	Truss	500
321219	Reconstituted Wood Products	500
321911	Wood Windows and Doors	500
321912	Cut stock, re-sawing lumber and planning	500
321918	Other Millwork (including flooring)	500
321920	Wood Container and Pallet Manufacturing	500
	<i>Ineligible Products include: Logs, wood chips and fuel wood. Lumber, veneer, flooring, siding and molding. Panel products and engineered wood products, furniture and cabinetry.</i>	
NAICS Code	Subsector 325 – Chemical Manufacturing	(Number of employees)
325620	Toilet Preparation Manufacturing (i.e. cosmetics)	500
NAICS Code	Subsector 337 – Furniture and Related Products	(Number of employees)
337110	Wood Kitchen Cabinet and Countertop Manufacturing	500
337125	Household Furniture (except wood and Metal	500
337212	Customer Architectural Woodwork and Millwork Manufacturing	500
337215	Showcase, Partition, Shelving and Locker Manufacturing	500
NAICS Code	Subsector 422 – Wholesale Trade, Nondurable Goods	(Number of employees)
422210	Drug and Druggists' Sundries Merchant Wholesalers(cosmetic wholesalers)	100
NAICS Code	Subsector 424 – Merchant Wholesalers, Nondurable Goods	(Number of employees)
424410	General Line Grocery Merchant Wholesalers	100

424420	Packaged Frozen Food Merchant Wholesalers	100
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	100
424440	Poultry and Poultry Product Merchant Wholesalers	100
424450	Confectionery Merchant Wholesalers	100
424470	Meat and Meat Products Merchant Wholesalers	100
424480	Fresh Fruit and Vegetable Merchant Wholesalers	100
424490	Other Grocery and Related Products Merchant Wholesalers	100
424510	Grain and Field Bean Merchant Wholesalers	100
NAICS Code	Subsector 424 – Merchant Wholesalers, Nondurable Goods (Continued)	(Number of employees)
424520	Livestock Merchant Wholesalers	100
424810	Beer and Ale Merchant Wholesalers	100
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	100
424990	Other Misc. Nondurable Goods Merchant Wholesalers	100

2014 BRANDED PROGRAM

EXPORTER MANUAL



Your Complete Guide to Managing the Food Export Association of the Midwest USA and Food Export USA–Northeast Branded Program



**MARKET
PROMOTION**

**Market Your Products Internationally and
Receive 50% Reimbursement While You Do It!**

Eligible Activities Include: Advertisements • Marketing and Promotions • International Tradeshows • Public Relations • Package and Label Modifications • and More!



During the 2012 Branded Program year, Food Export Association of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) assisted 398 companies. This included 75 new companies.

Participants promoted their food and agricultural products in over 50 countries and we would like to share some of their successes throughout the year.

The results of the program, as reported by the companies who participated, are as follows:

- Over USD \$711 million in actual export sales
- USD \$880 million in projected export sales
- 84 companies made their first export sale in a new market
- 1,143 companies established new agent relationships
- 154 companies increased sales by 20% or more



Dear U.S. Exporter:

Your company's decision to market your products internationally through Food Export–Midwest and Food Export–Northeast's Branded Program benefits your small business by growing your export sales. On a grander scale, your participation helps offset the American trade deficit and supports over 800,000 American jobs. To assist you in this endeavor, we are proud to offer the 2014 Branded Program.

Food Export–Midwest and Food Export–Northeast are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. We are dedicated to supporting U.S. suppliers whose business strategy includes promoting their branded food and agricultural products in overseas markets.

Through Exporter Education, Market Entry, and Market Promotion strategies, Food Export–Midwest and Food Export–Northeast can help your company understand and discover new exporting opportunities by providing 50% reimbursement for costs generated from eligible marketing and promotional activities. These services are made possible through funding from the USDA, Foreign Agricultural Service (FAS).

We provide this manual in an effort to assist you in making your participation in the Branded Program as easy as possible. It is important that you review the policies, procedures, and guidelines of the program to be able to take full advantage of all the benefits. See pages 46 and 47 for a complete list of state departments of agriculture and contacts. Additionally, should you need further assistance, contact the Food Export Outreach and Customer Service team at 312.334.9200 in the Midwest and 215.829.9111 in the Northeast.

The Branded Program is fully automated and accessible using the secure website, www.foodexport.org. Once your company is approved for the program, you will be able to manage every aspect of your account online.

We appreciate your interest in the 2014 Branded Program. We look forward to working with you throughout the year to help you promote and sell your products abroad!

Joe Yotti

Branded Program Manager
Food Export–Midwest

Joshua Dillard

Branded Program Manager
Food Export–Northeast



SYMBOL KEY



The symbol noted here indicates **IMPORTANT INFORMATION**.



The symbol noted here indicates **REQUIRED INFORMATION** necessary to process, complete, or approve your request.



The symbol noted here indicates a new **REGULATION**.

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Apply Early!

The Branded Program opens its application for funding on August 1, 2013, for companies to be reimbursed for activities occurring between January 1, 2014, and December 31, 2014. Remember, the Branded Program can assist you in:

- Creating your export marketing plan
- Identifying your export goals
- Funding assistance to promote your products overseas
- Entering new markets

2013

Application deadline for January approvals	OCTOBER 1, 2013
<i>(Application acceptance beyond this date is contingent upon available funds)</i>	

2014

Start of 2014 program year	JANUARY 1, 2014
End of the 2014 program year	DECEMBER 31, 2014

2015

Deadline to submit reimbursement requests	FEBRUARY 28, 2015
Evaluations due	FEBRUARY 28, 2015

Reimbursement claims must be submitted within 60 days after the completion of the activity

Reimbursements are subject to denial if submitted after 60 days.



From time-to-time, the USDA, Foreign Agricultural Service (FAS) may issue new regulations and/or revised interpretations or make other changes without notice. If this happens, Food Export–Midwest and Food Export–Northeast may be required to further amend or restrict these guidelines and, in some cases, amend program agreements accordingly.



IS YOUR COMPANY ELIGIBLE FOR THE BRANDED PROGRAM?

*** Company Must Be Small in Size or a Cooperative**

Only companies defined as “Small” by the U.S. Small Business Administration (SBA) are eligible to participate. Agricultural producer cooperatives are also eligible and exempt from size restrictions. The SBA utilizes the North American Industry Classification System (NAICS) to determine company size status. Generally your total number of employees determines your size. Total number of employees includes all subsidiary employees, all parent company employees, and employees of all subsidiaries of the parent company. For more information, go to www.sba.gov.

*** Participating Companies Must Be Based in the United States**

Each participating company must be a registered business entity in the United States.

*** Participants Must Have Adequate Resources and Product Supply for Export Market Development**

Each eligible company must provide adequate management and financial resources for export market development. Likewise, companies must furnish adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.

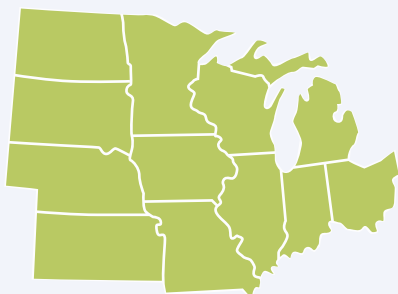
*** Have Sufficient Gross Sales and Resources**

Participants must have at least \$100,000 in gross sales during the previous year and adequate management and financial resources for export market development.

*** Companies Must Have an Impact in the Midwest or Northeast Regions**

Companies must be headquartered in one or more of the following states in the Midwest (Food Export–Midwest) and/or Northeast (Food Export–Northeast) regions and can document a positive economic impact to the states listed on the following page. A company’s headquarters is defined as the physical location of the business’ main management/operations office.

MIDWEST REGION



Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota

Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

NORTHEAST REGION



Connecticut
Delaware
Maine
Massachusetts
New Jersey

New Hampshire
New York
Pennsylvania
Rhode Island
Vermont

If You Are Outside the Midwest and Northeast Regions

If you are not headquartered in the Midwest or Northeast, you can still apply for the Branded Program through other State Regional Trade Groups (SRTGs). Food Export–Midwest and Food Export–Northeast are two of four SRTGs in the United States. Companies located in or impacting the Southern region can contact the Southern U.S. Trade Association (SUSTA) at www.susta.org or by phone 504.568.5986. For companies located in or impacting the Western region, contact the Western U.S. Agricultural Trade Association (WUSATA) at www.wusata.org or 360.693.3373.

ARE YOUR PRODUCTS ELIGIBLE FOR THE BRANDED PROGRAM?

Products Must Be Value-Added Agricultural Products Including But Not Limited To:

- Food ingredients
- Specific wood products
- Consumer food products
- Diversified Agricultural Products**
- Foodservice products
- Seafood*
- Feed ingredients

** Eligible seafood products must be of 100% U.S. origin unless they are processed or used as an ingredient. Please contact us for more information about seafood products.*

*** If your product does not fall into one of the categories above but still meets the 50% agricultural content standard you may still be eligible. Contact us to see if your product qualifies.*



If you do not see your product category listed here, please contact us to verify if your product does qualify.

Products Must Contain at Least 50% U.S. Agricultural Content/Ingredients

The U.S. content of food and agricultural products is determined by the percentage of finished product (measured by weight) that originates in the United States, excluding water and packaging.

For example: Place your product on a scale. Deduct the weight of any added water and the packaging. At least 50% of the remaining weight must be composed of U.S. agriculture content. Please bear in mind, ingredients grown in a foreign country are not U.S. agricultural products even if they are purchased from a U.S. company. Minerals are not considered an agricultural product.

Product Must Be Clearly Labeled As Product of the USA

Brand names with U.S. or America in the title do not fulfill the origin statement requirement. Identifying the origin of your brand as a product of the USA, America, New Jersey, Minnesota, Connecticut, etc. meets this requirement. Note, if you opt to use your state name as your origin statement, you must use the full state name (e.g. Vermont, not VT). See page 20 for a list of eligible USA origin statements.

Products Cannot Be Covered By Another Commodity Group

Companies can participate in the Food Export Branded Program ONLY if funding assistance is not available for their product(s) through another commodity group.

Product(s) affected might include chocolate, confections, and meat. If a company has multiple product lines, (for example, roasted almonds and snack chips) that company can apply for Food Export–Midwest or Food Export–Northeast’s Branded Program.

Other cooperators who have Branded Programs are:

- Blue Diamond Growers/Almond Board of California
- California Pistachio Export Council/Cal Pure
- California Prune Board
- Cranberry Marketing Committee
- National Confectioners Association
- New York Wine and Grape Foundation
- Raisin Administrative Committee
- Southern United States Trade Association (SUSTA)
- Sunkist Growers, Inc.
- U.S. Livestock Genetics
- U.S. Meat Export Federation
- Welch Foods, Inc.
- Western United States Agricultural Trade Association (WUSATA)
- Wine Institute

Important Fraud Information

All Branded Program participants are expected to comply with the laws of the countries they are doing business with, as are the agents representing them. Failure to obey these laws is grounds for being dropped from the program. If participants knowingly commit an act of fraud we are authorized to inform the USDA, Foreign Agricultural Service and they will be dropped from the program. Additional legal action may be taken.

Food Export-Midwest and Food Export-Northeast have a zero tolerance policy regarding fraud. Participants will not engage in fraud which, for the purposes of this program is defined as: the taking or obtaining by deception, of money or any other benefit from—when not entitled to the benefit or the attempt to do so; the intentional misrepresentation of—financial position; the intentional misrepresentation of information leading to financial loss. All suspected fraud and allegations of fraud will be reported to the USDA, Foreign Agricultural Service, which could result in being dropped from the program and legal action being taken.

BRANDED PROGRAM CHECKLIST: UNDERSTANDING THE PROGRAM STEP BY STEP

Step 1 – Pre-Qualification worksheet submission and review

(up to 72 hours for approval)

Applications can not be started until the pre-qualification has been approved. Spending that occurs before you submit your application will not be reimbursable (with the exception of certain tradeshow booth and travel expenses).

Step 2 – Application form submission and review

- Application Summary
- Country Marketing Plan
- Marketing plan for tradeshow held in the U.S.
- Certification Page
- Application Fee (\$250)

Food Export–Midwest and Food Export–Northeast rate applications based upon allocation criteria and then allocate appropriate available funding to applicant companies that meet those criteria. Approvals are based on the quality of the application and the overall level of funding available. Accordingly, both organizations reserve the right to accept or reject any application or limit allocations to any applicant.

There is a non-refundable fee of USD \$250 that must be paid upon submission of the application online. Your application cannot be processed until this fee is paid.

First-Time Applicants: First-time applicants who do not have previous export experience will be limited to a maximum initial allocation of USD \$25,000. First-time applicants with export experience will be limited to an initial maximum allocation of USD \$50,000. Requests for additional funds, if available, will be considered if initial funding is fully utilized.

Step 3 – Approval confirmation of the initial funding request

Application approval can take up to three weeks

When your application is approved, you will be notified by a letter, which will indicate an “approval date”. Accompanying the letter will be two agreements including the terms and conditions, an invoice for the 6% administrative fee, “Made in USA” signage, and a W9 Tax Form.

Step 4 – Remittance of the program fees and signed agreements

within 30 days after receipt of the approval confirmation letter

All program participants are charged a non-refundable administrative fee equal to 6% of the approved funding allocation. Payment is due within 30 days of receipt. If your payment is not received within 60 days, approved funding will be withdrawn and reallocated.



You cannot file for reimbursement until both Program Agreements are signed and returned to our office, the administrative fee has been paid, and we receive your completed W9 Tax Form.



Contracts and amendments will now require executive level signatures. Regardless of who fills out the application (or amendment), we will not accept any agreements not signed by an owner, President, CEO, or executive level individual.

Step 5 – Amending program agreement

Step 6 – Reimbursements submission

within 60 days after the activity

Step 7 – Reimbursements disbursement

30 day turnaround time upon submission of all required documents

Step 8 – Submission of the end of year program evaluation

Deadline: February 28, 2015

Program evaluations are vital to the success and improvement of the Branded Program and are mandatory for all participating companies. Reimbursements and future allocations will be withheld for companies failing to complete evaluation forms. Evaluation forms are available online. All information is regarded as strictly “business confidential” and only reported in aggregate with other program participants.

Step 9 – Get ready to apply for the 2015 program year

Application submission deadline: October 1, 2014

All steps are covered in detail further in the manual. Please read ahead to learn more about the Branded Program—a great way to offset eligible marketing and promotional expenses worldwide. Don't hesitate to contact us at any time if you need further assistance at info@foodexport.org.



Note: A Branded Program representative is available to answer your questions or provide assistance at any time during the application process at 312.334.9200 for Food Export–Midwest or 215.829.9111 for Food Export–Northeast.

FIRST STEP TO APPLYING: PRE-QUALIFICATION

The application process begins with the pre-qualification which can be accessed at www.foodexport.org. For returning participants log in and proceed directly to your Branded Program Home page. If you do not have an account on our website proceed to the Branded Program Page by selecting it from the drop down under Programs and Activities.

Before logging into your account, you should have the following materials ready:

- Total number of full-time employees, including the parent company and all its subsidiaries combined
- Total sales
- Dunn & Bradstreet number (if you have one)
- NAICS code
- Your Federal Tax ID number



Even companies who have previously participated in the Program must submit a pre-qualification and application to re-apply for each new program year.



All companies will be cross checked with the System for Award Management (SAM) database online to ensure participants can receive federal funding. We reserve the right to independently verify the accuracy of all information provided through the pre-qualification.



The pre-qualification is a self-certifying form which we use to determine whether or not your company and products are eligible for the program. If, through our research, we are not satisfied with your company's or your product's eligibility, Food Export, Food Export-Midwest and Food Export-Northeast reserve the right to deny your pre-qualification.



Food Export-Midwest and Food Export-Northeast may reject any application from a past participant if we deem that they have not complied with previous Branded Program Agreements, MAP or FAS regulations, or any other laws of the United States, Food Export Association policy, or if there is an outstanding question regarding the validity of their claims, applications, or evaluations.

To access the Branded Program System online at www.foodexport.org, follow these instructions:

- If you have not been assigned a user ID and password to register for Food Export–Midwest and Food Export–Northeast programs and services, have any questions or encounter any problems, contact us for assistance:
 - In the Northeast, contact Joshua Dillard at 215.829.9111 or jdillard@foodexport.org
 - In the Midwest, contact Joe Yotti at 312.334.9200 or jyotti@foodexport.org
- If you are a previous participant, upon login click on “My Food Export Portal.” To enter Your Branded Program Home Page click on the link that appears above the various tabs.
- Upon arriving to your Branded Program Home page mouse over the word “Pre-qualification” and select “Add Pre-Qualification Application.” You will be prompted to complete the Pre-qualification via our wizard.

If the system recognizes your email address, you will be prompted to login by clicking on “Login Now”. If you have forgotten your password, you will be able to obtain it by clicking the “Forgot Password.”

If the system does not recognize your email address, and you would like to submit a pre-qualification application, you need to click on the button “Continue to Pre-Qualification Application”, which will bring you to the pre-qualification wizard.

Once your prequalification is approved, you will receive an email confirmation which will provide you with essential instructions for submitting your application. The approval of your prequalification will automatically open your access to the formal application process. You can access the Application Wizard by clicking on the icon that appears below “Create Application” on your Branded Program Portal.

If you were in the program in past years, you can perform a search to view records from previous years. You can search for your pre-qualifications, program applications, reimbursements, evaluations, FAS Post Notifications, and amendments. You simply need to choose the desired type of record you are looking up and click on “List/Find”.



Applicants without Internet access may request hard copies of the necessary application forms.

Upon approval of your pre-qualification, you can complete the application on our website. Before starting the application, please be sure to collect the following:

• Sales Figures

Confirms total sales and gross export sales for 4 individual calendar years. We require your actual sales for 2 years prior to the application, projected sales for the year of the application, and projected sales for the following year.

• Brand Name Products

Includes all products to be promoted. Include the contact information of the brand owner for any branded products promoted but not owned by the applicant.

• Country Information

Refer to list of eligible activities on pages 42-45 to develop a marketing plan for each country. Obtain details for each activity you will conduct (names, dates, and costs). Determine the amount of matching funds you will request per country.

The application includes the following sections:

• Application Summary

Basic company contact information, a list of the products you wish to promote, and your company's sales information. There is also a required section on the economic impact to the region.

• Country Marketing Plan

This section is required if you will have marketing and promotional activities in an international country. For international tradeshows, you must submit a plan for the country in which the show takes place. For promotional activities, you must include the full contact information of your importer/distributor in that country. You can receive reimbursement for Branded funding for up to five years for any one country; however, the five years in the country do not have to be consecutive.

Note: Since June 1, 2004, federal regulations prohibit funding Branded Program activities in the following countries: Iran, Sudan, North Korea, and Cuba. As of 2011 South Sudan is considered a separate nation from Sudan and is not restricted.

• **Tradeshows Held in the U.S. Plan**

The only reimbursable activity in the United States is exhibiting at select USDA approved domestic tradeshows. Expenses are only eligible if the applicant is exhibiting for the first time or if the applicant has not exhibited in the past three years with their own funds at that show.



Five year graduation rule applies.
For more information on graduation,
please see page 53.



Companies who only submit a plan
for a tradeshow held in the U.S.
may receive Branded funding for
two years. At that time, they must
demonstrate international activity
by also applying for an international
market to continue receiving funding
for U.S. activities for three more years.

Note: The minimum amount of reimbursements a company can request is USD \$2,500, and the maximum amount is USD \$300,000. This maximum includes any Branded Program (MAP) funding a participant may receive from other cooperators in addition to the Branded Program.

• **Product Label or Promotional Literature Sample**

Originals or photos of your product labels/packages or promotional literature for all products listed on your application summary must be submitted with your application. This is required before we can begin the review of your application.

• **Certification Page**

The certification page is the last page of the application summary. This page must be digitally signed and submitted online.

• **Application Fee**

A non-refundable application fee of \$250 must be paid online via credit card or a check mailed to the appropriate Midwest or Northeast office.

• **Certification of Exclusivity and/or Private Label Agreement**

If you are promoting a brand that your company does not own, you must submit one of these two forms (whichever document applies to your situation). The document must be signed by you and the brand owner and include the markets where you have exclusive rights to promote the brand. If you are unclear about what agreement applies to your company please refer to pages 52 to 54 for a glossary of terms. These documents can be obtained through the website during the application process.



Please note that certification of exclusivity is used for Branded Program purposes only and provides exclusive rights for the company to obtain Branded Program funding to promote the products in the countries listed in the exclusivity agreement.

Companies often have to make changes to their funding allocation after signing the Program Agreement and paying the administrative fee. The examples below include the most commonly requested Amendments for Existing Program Agreements. It is the responsibility of your company to alert Food Export-Midwest or Food Export-Northeast of any changes to your product during the program year which may change your eligibility for Branded Program Promotion. This includes changes to the ownership of the Brand, changes to exclusivity agreement, changes to private label agreement or changes to the product itself which would decrease its U.S. Agricultural content below the minimal acceptable content as outlined by the FAS.

Adding a New Country

- An amendment request and a country marketing plan must be submitted for a new country. Additional funds may be requested, or existing funds can be shifted from another country in your approved application.
- Prior to submitting an Amendment, companies should check availability of additional funds by contacting Food Export-Midwest or Food Export-Northeast.
- If a company receives additional funding, they will be required to pay a 6% administrative fee on the additional allocation being requested.
- Total allocations (original plus all subsequent allocations) may not exceed USD \$300,000 per company for the Program Year.

Moving Funds Between Existing Approved Countries

An amendment does not need to be submitted for this.

Requesting Additional Funds for a Country

Spending beyond your original allocation in a market may be reimbursed only after an amendment has been approved.

Adding a New Overseas Agent

Whenever a new overseas agent is appointed, a participant company must submit an Amendment Request that includes the company name, address, and other contact information of that importer.

Adding One or More New Products to a Country Marketing Plan

Expenses to promote a product not in your country plan will not be eligible unless you submit an amendment first.

Submitting an Amendment Online

- Log on to the Branded Program section under “Programs and Activities” at www.foodexport.org.
- Click on “Amendments” at the top.
- Choose the correct type of amendment.
- Select Program Year.
- Complete all the relevant fields and submit.
- Allow 2 to 3 weeks for your amendment to be processed.

You can also contact your Food Export representative if you need assistance with the amendment submission process.



Approval of Program Agreement Amendments must be granted prior to beginning the related new activity. It is advised that participants submit amendments for additional funds as early in the year as possible. Food Export-Midwest and Food Export-Northeast cannot guarantee approval of additional funding requests after October 1st of that program year.

Reimbursements Are 50% of Invoiced Cost

Food Export–Midwest and Food Export–Northeast pay 50 cents per dollar of eligible expenses (with the exception of giveaway items priced above \$4 each and certain travel expenses). Participating companies are paid on a reimbursement basis only.

Dates of Expenses Must Be Eligible

All program activities and related expenses must occur between January 1, 2014, and December 31, 2014. However, no reimbursements will be made for expenses incurred before you submit your application (with the exception of certain tradeshow booth and travel expenses which must be paid in advance). This rule applies to Reimbursement Claims and Amendments. Your Approval Date is clearly stated in the Approval Letter and Program Agreements.

USA Origin Statement Must Be Present

All activities and materials (including product labels, promotional materials, advertising, booth signage, etc.) must identify the origin of the agricultural commodity as being of U.S. origin. Some examples of this are:

- “Product of USA”
- “Grown in the USA”
- “Made in America”
- Full name of a U.S. state, no abbreviations, can substitute for “U.S.,” “USA,” or “America” in the above statement.

Note: Brand names that include “USA” or “American” do not qualify as the U.S. origin statement.

The print size of the origin identifications must conform to the U.S. standard of 1/6th inch (.42 cm) in height based on the lowercase letter “o”. For large format promotional signage, the USA origin identification must be visible at standard viewing distance.

Food Export–Midwest and Food Export–Northeast cannot, under any circumstances, reimburse your expenses if you do not comply with the USA origin identification requirement.

Note: U.S. companies are granted exemption from the U.S. origin labeling requirement for activities conducted in Saudi Arabia, Yemen, Egypt, Jordan, Lebanon, United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Morocco, Algeria, and Tunisia.

Country Must Be Eligible

The Branded Program will fund the same participant company for a specific country for no more than five program years. The five years do not have to be consecutive. Agricultural producer cooperatives are exempt from this rule.

Note: Since June 1, 2004, federal regulations prohibit funding Branded Program activities in the following countries: Iran, Sudan, North Korea, and Cuba. As of 2011 South Sudan is considered a separate nation from Sudan and is not restricted.



The graduation five year period is applied across the entire program and any MAP funds from any source. Certain international tradeshow are exempt from counting against graduation. A list of these shows is available on page 41.

Marketing and Point-of-Sale Materials

The Branded Program reimburses for these marketing materials within the USA only if they are created in conjunction with and pertain to your approved tradeshow(s) held in the U.S.

Public Relations and Advertisement

We will only reimburse for marketing materials and advertisements within the USA if they are created in conjunction with and pertain to your approved tradeshow(s) held in the U.S.

Note: All of the PR materials and advertisements must promote your presence at the approved tradeshow held in the U.S.; the exhibition dates; your booth number; the brand name; the product and the U.S. origin to be eligible.

Related Expenses for Tradeshows Held in the U.S.

A list of approved tradeshows held in the U.S. is available on pages 42 and 43.

- Tradeshows held in the U.S. are reimbursable ONLY for those who have not exhibited at that particular show within the past three years at their own expense.
- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (i.e., booth furnishings, utilities, badge scanners, etc.) setup charges, and electricity rental are examples of eligible expenses for tradeshows held in the U.S.
- Travel and lodging expenses are not eligible for U.S. tradeshows

Part-time Contractors

Costs for part-time contractors that assist with product demonstrations at approved tradeshows held in the U.S. are eligible.

The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense for 2013 is USD \$62.06 an hour or USD \$496.48 a day. 2014 contractor fees will be set by the U.S. government and will be announced at a later date.

Note: Employee wages and those of your overseas agent are not eligible.

Freight Costs

Costs for shipping samples and tradeshow materials to and from approved tradeshows held in the U.S. are eligible.

Note: The actual cost of the samples is not eligible.



Seminars and Educational Training

We are pleased to announce that beginning with the 2013 program year non-travel related expenses related to the production of seminars and educational training for international audiences in the United States will also be eligible for reimbursement. Please be aware that in addition to the standard proof of activity for this event, you will be required to provide a list of attendees which would include both the name of the individual as well as his/her firm.

Provided below is a description of the promotional activities eligible for reimbursement in the Branded Program. If you have questions about the eligibility of certain expenses, do not hesitate to contact Food Export–Midwest or Food Export–Northeast.

All forms of marketing must promote the brand name and have the U.S. origin statement visible to be eligible for reimbursement.

Marketing and Point-of-Sale Materials

- Production and distribution costs of sell sheets, brochures, catalogs, shelf-talkers, banners, posters, recipe cards, and related materials, including the cost of translation, are eligible for all overseas marketing activities.

Give-away Items

At this time, give-away items such as pens, key rings, t-shirts, and caps are limited to a maximum reimbursement of USD \$2 per individual item. Moving forward this amount can change. The USDA, Foreign Agricultural Service will notify us through written MAP notices on their website. A statement identifying the U.S. origin of your product must be visible.



Public Relations

Production and distribution of press releases, press kits, and other materials and information directed at the media, trade, and consumers are eligible.

Advertising

The cost of production and placement of advertisements in magazines, newspapers, posters, billboards, direct mail, transit, and on TV, radio, and international websites is eligible.

Electronic Marketing

Electronic marketing such as text messages, e-mail, and podcasting will now be eligible for reimbursement. We will require proof of activity in the form of a copy of the message sent, distribution list, and a statement from the vendor indicating how they targeted a specific market.



Website Development

Beginning 2013, costs associated with developing, servicing, and updating websites that clearly target a foreign audience will now be eligible for reimbursement.



Demonstrations/Merchandising

In-store and Food service promotions, consumer and trade demonstrations, shipment of promotional samples (but not the cost of the actual product samples), temporary displays and rental of temporary space for displays, such as end-of-aisle and gondola displays, are eligible.

You must provide pictures, evaluations, or demo reports with your request for reimbursement.

Package and Label Modifications

Costs associated with design (as necessary to accommodate required changes only), production, and printing of a one-year supply* of translated labels and any labor costs to attach or sticker (if outsourced) are eligible for reimbursement.

Participants must demonstrate:

- Changes were necessary to meet the importing laws of an international country.
- Changes are to existing packaging and labels.
- The company intends to use the new package/label(s) during the activity plan year.

** A one year supply refers to amount produced during eligible dates of a single program year, which, depending on application approval date, may not be equal to a 12 month period.*

Note: Changing flavors or varieties, or changing the size of the packaging is considered new product packaging, which is not reimbursable. Sample and promotional labels/packaging as well as gift boxes are not eligible for reimbursement. See pages 29-30 for more details on what has to be submitted for proof of activity.

International Tradeshow Related Expenses

All international tradeshows are eligible including those supported or sponsored by Food Export–Midwest or Food Export–Northeast. If a tradeshow has a USDA-sponsored USA pavilion you must exhibit in that pavilion (see pages 49-51 for more details).

- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (e.g., booth furnishings, utilities, badge scanners, etc.), setup charges, electricity rental, and limited travel expenses are eligible. Find more travel information on pages 34-39.
- Design, creation, and construction costs for a temporary booth for trade-only exhibits and shows held outside of the U.S and its possessions are eligible.
- Booth must display the U.S. origin statement. The U.S. Origin Statement must be imprinted on the booth and be clearly visible.

Note: We recognize that some tradeshow related expenses must be paid for prior to the start of the Program Year. To help cover those expenses, keep records of payments for booth deposits, airline tickets, and hotel reservations to be eligible for reimbursement even if payments were made prior to the start of the Program Year or your documented application approval date.

International Trade Seminars Related Expenses

Eligible seminars are those designed to inform industry representatives about U.S. brand names and products. Site rentals, interpreters, translation, and duplication of seminar materials are eligible.

Part-time Contractors

- Costs for demonstrators, interpreters, and translators that assist with eligible promotional activities such as in-store demonstrations, tradeshow, and seminars are eligible.
- The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense for **2013 is USD \$62.06 an hour or USD \$496.48 a day. 2014 contractor fees will be set by the U.S. government and will be announced at a later date.**
- Employee wages and those of your overseas agent are not eligible.

Freight Costs

Costs for shipping samples to overseas agents, consumer and trade demonstrations, and for shipping tradeshow materials and samples to eligible tradeshow and seminars are eligible.

Note: The actual cost of the samples is not eligible.

Trade Missions

If a trade mission is pre-approved by the USDA, Foreign Agricultural Service and the State Regional Trade Groups (SRTGs), participants may qualify for reimbursements on travel expenses (i.e., hotel, meals, and airfare). Please check with us in advance.



Food Export-Midwest and Food Export-Northeast reserve the right to contact vendors, Foreign Third Parties, and your financial institutions to verify transactions and payments. If we are unable to verify payments or participants are unwilling to assist us in the verification we are under no obligation to provide reimbursement.



Many marketing-related expenses are considered “costs of doing business” or, for other reasons, fall outside the regulations of the Branded Program and therefore are not eligible for reimbursement. This list should not be considered complete. If you have questions concerning your company’s specific marketing plans and eligible reimbursements, contact Food Export–Midwest or Food Export–Northeast before incurring the expense.

General Ineligible Expenses

- Expenditures for activities and materials that do not carry U.S. origin statements
- Any activity or product not specifically included or approved as part of the participant company’s Program Agreement or Approved Amendment
- Travel expenses, catering, and attendance fees related to international trade seminars are not eligible
- Travel and lodging expenses related to tradeshow held in the U.S. are never eligible for reimbursement
- In-store demonstrations and merchandising in the U.S. are not eligible
- Expenses incurred for an activity prior to approval of the activity or amendment
- Any activities and functions held within the United States (not including certain costs for approved tradeshow held in the U.S.), its possessions, and in ineligible countries as listed on page 16
- Vehicle rental and fuel to transport tradeshow materials and samples is not reimbursable

Business Related Ineligible Expenses

- Salaries, living expenses, office costs, allowances, office parking fees
- Administrative expenses including communications costs (phone, fax, internet) including those related to travel (hotel and cellphone charges)
- Expenses paid to vendor or foreign third party if we determine that a relationship exists between your company and the vendor/foreign third party in which one or more company employees, owners, partners or associates are also employees, owners, partners or associates of said vendor/foreign third party
- Capital expenditures including purchases of anything with usable shelf-life of one year or more
- Rental, lease, or purchase of warehouse space
- Purchase, construction, or lease of space for permanent displays (i.e., displays lasting beyond a one year activity plan)
- Meals, reception refreshments, entertainment, or gifts
- Business cards, seasonal greeting cards
- Membership and Program fees

Business Related Ineligible Expenses (continued)

- General company literature that does not include product promotion information
- Routine translation and interpretation services not related to eligible promotional materials
- All international travel costs not associated with exhibition at an international tradeshow
- Management consultant fees
- Product-related ineligible expenses
- Product research and development
- Package and label design/production and origin identification stickers not specifically required by importing country (see page 23 for details)
- Shelf trays
- Product samples

Marketing-Related Ineligible Expenses

- Slotting and shelf-space fees, licensing fees, product registration, and similar sales expenses
- Coupons, redemptions, price discounts, and any other activity to reduce the selling prices of an agricultural product. Printing, distribution, and promotion of coupons are no longer eligible.



Coupon Promotions

While expenses related to coupon promotions are still ineligible, the regulations have been loosened slightly. In the past if a promotion included a coupon for a product not promoted by or a part of a participant's application (For instance if a pretzel company—who was a Branded Program participant—did a promotion with a Beer company—who was not a Branded Program participant—who includes a coupon for their beer) the entire expense would be denied. This is no longer the case.

- Advertisements or any other marketing and promotional items that feature a coupon that reduces the cost of the product
- Fees for participating in Food Export–Midwest and Food Export–Northeast programs and services (Including Food Show PLUS!™, Buyers Missions, Market Builder, etc.)
- Sexual enhancement products and products of a sexual nature
- Promotions or products that are deemed offensive.



A company's promotions and advertisements can not disparage any other company or product either directly or indirectly.

To protect against fraud and other improper activities, we require specific documentation to be submitted for all reimbursement claims. If your company submits reimbursement claims with incomplete documentation, you will be contacted for additional materials. At that point you will have 60 days from notification to provide the requested documents or the reimbursement claims will be denied. Additional documentation is required for travel reimbursement, see page 36.



All foreign language documentation must be translated into English or else it will not be processed.

* Required Materials

All reimbursement requests require the following four documents:

* 1. Invoice

- Document from the vendor stating charges and details of the services rendered.

* 2. Proof of Payment

- Reimbursement is based on your payment, so we must have the proper documentation.
- Accepted proofs of payment include:
 - **Cash Receipt** – Must be marked “paid”, and show a zero balance (only acceptable for payments under USD \$2,000).
 - **Check** – We must see the cancelled version of the check (a copy of the front and back of check), or a copy of the check accompanied by a bank statement showing it was posted.
 - **Credit Card** – Credit card statement must show the charge. Signature slips are not acceptable. We do not need to see payment to the credit card company.
 - **Wire Transfer** – We must see the wire transfer confirmation or the bank statement showing the posted transaction. The request alone is not sufficient.
 - **Credit Memo** – If you are paying an overseas agent in product you must provide the invoice for the product and corresponding credit memo. If there is a remaining balance after applying the credit to the invoice, we must see that the vendor/overseas agent paid the balance as well as a freight or airway bill indicating the product was shipped.
- Overseas Agent expenses are eligible if they are submitted through the U.S. participant. We will accept either participant’s full reimbursement to the agent or the agent’s full proof of payment for the expense and participant’s 50% reimbursement to the agent.



If the payment is made in a foreign currency, we will convert it into U.S. dollars based on the conversion rate on the date the participant paid, not when they were invoiced per the rates of www.oanda.com unless documentation showing the exchange rate used at the time of the transaction is submitted.

* 3. Proof of Activity

This form of documentation is dependent upon the activity. This document should be an example of the promotional activity that was conducted.

• Marketing and Point-of-Sale Materials

You must submit samples of the materials, either originals or copies, and the U.S. origin statement must be clearly visible. Give-away items such as key chains, pens, and shirts must have the origin statement. The give-away item does not have to be manufactured in the U.S. However, it must have the statement, "Made in the USA", and the brand name listed on the item.

• International Tradeshows

Expenses related to exhibiting at an international tradeshow require a photo of your booth. If the expense is for photos, banners, signage, or other graphics used to decorate your booth, we will need photos of each item that clearly show the U.S. origin statement on each.



All tradeshow related expenses will now require booth photos as proof of activity (as opposed to tradeshow guide listing). Photos will provide detail of products on display in addition to U.S. origin statement.

• Demonstrations/Merchandising

For in-store, foodservice promotions, and temporary displays, we require a list of stores/locations and dates as well as representative photos of the events or displays. We recognize that some stores do not allow photography; in these cases we will accept demonstration reports.

• International Trade Seminars

We require photos from the events and any literature printed for distribution at the seminar.

• Part-time Contractors

When part-time contractors are utilized at tradeshows, seminars, or in-store tasting and demonstrations, a photograph from these events must be provided as proof of activity. In addition, the invoice must include the dates and hours worked as well as the hourly or daily rate.

• Freight Costs

A freight or airway bill must be submitted and must clearly show the origin and destination address of the shipment as well as indication that promotional samples are being shipped.

3. Proof of Activity (continued)

* Package and Label Modifications

For all charges related to package and label modifications (translation, design, production, printing, etc.), we require copies of the original packages and/or labels and the modified versions. Additionally, we need the documents that detail the import laws that are requiring the modifications. We do not reimburse for “Made in USA” to be added to domestic product labels and packaging.



Proof of activity for advertisements, package and label modifications and any other printed material—we will only accept PDFs of the actual material, not a PDF of the design.

* Advertising

An English translation or transcript must be submitted with all foreign language advertising. U.S. origin statement must be visible or audible on all advertising.

* **Print Ads** – Original publication or page from the publication clearly showing the date and name of the publication, as well as materials with the U.S. origin statement on the ad itself. A circulation statement needs to be submitted as well to show country subscriptions.

• **Billboards** – A clear photo of the billboard, as well as a list with the billboard’s locations and the dates of the promotion.

• **Radio/TV ads** – A video or audio recording of the commercial. An English transcript must be submitted with all foreign language ads. If the expense is for broadcasting of the ads and not just the production, we must also receive a broadcast schedule showing dates, times, and the station(s) on which the spot(s) aired.

* Website development

* Screen shots of the website are required.

* The site is clearly targeting a foreign audience, for example web pages in a foreign language, a separate portal for foreign buyers, etc.

* **Public Relations**

- * Samples or copies of ALL materials created (i.e., press kits, press releases, etc.)

Note: If a press release is created for an eligible tradeshow held in the U.S., the press release must promote your exhibit at the show. No other domestic press releases are eligible.

- * Copy of at least a partial mailing list and what was mailed for your mass mailings.

- * **Tradeshow Booth** – A photo of your booth clearly showing a statement promoting the U.S. origin of the products.

* **Booth Signage and Literature**

- * Photo of any posters or signs in your booth. The U.S. origin statement must be visible.
- * Sample or copy of all literature distributed at your booth.



Whenever exhibiting at an international tradeshow or one held in the U.S., program participants are required to exhibit in the show's USA pavilion when available.

4. Proof of USA

The activity must promote the product as “Made in the USA”; therefore, a USA origin statement must be visible. Eligible USA origin statements are listed on page 20.

Note: When sending sensitive financial documents, it is recommended that you redact account numbers and line items irrelevant to the claim. Please do not send originals—only photocopies.



You are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export–Midwest, Food Export–Northeast and the USDA, Foreign Agricultural Service.

COVER SHEET FOR PROMOTIONAL CLAIMS

If you do not have internet access please copy the page below and fill out for each of your reimbursement submissions. Otherwise, when submitting your claims online, you can print a similar cover page directly from our website.

EXPENSE ITEM #: (OFFICE USE ONLY)

COMPANY:

COUNTRY (WHERE ACTIVITY TOOK PLACE):

ACTIVITY TYPE (CHECK ONE):

☐ TRADESHOW EXPENSE

☐ DEMONSTRATION/MERCHANDISING

☐ PART-TIME CONTRACTORS

☐ MARKETING/POS MATERIALS

☐ INTERNATIONAL TRADE SEMINAR

☐ PACKAGE/LABEL MODIFICATIONS

INVOICE AMOUNT PAID IN FOREIGN CURRENCY (A):

EXCHANGE RATE AT TIME OF PAYMENT (B):

(EXCHANGE RATES FOUND AT WWW.OANDA.COM)

INVOICE AMOUNT PAID IN U.S. DOLLARS (A X B):

AMOUNT PAID BY COMPANY:

AMOUNT PAID BY OVERSEAS AGENT:

REIMBURSEMENT RATE: 50%

REIMBURSEMENT REQUESTED IN U.S. DOLLARS:

COVER SHEET FOR PROMOTIONAL CLAIMS

If you do not have internet access please copy the page below and fill out for each of your reimbursement submissions. Otherwise, when submitting your claims online, you can print a similar cover page directly from our website.

REQUIRED DOCUMENTS CHECKLIST (CONTINUED)

ALL MUST HAVE ACCOMPANYING TRANSLATION INTO ENGLISH, IF APPLICABLE.

1. INVOICE

INVOICE DATE:

INVOICE NUMBER:

PAYMENT DATE:

2. PROOF OF PAYMENT (CHECK ONE OF THE FOLLOWING):

- | | |
|--|---|
| ☐ CANCELLED CHECK | ☐ COPY OF CHECK AND COPY OF BANK STATEMENT |
| ☐ CREDIT MEMO | ☐ WIRE TRANSFER AND COPY OF BANK STATEMENT |
| ☐ BANK STATEMENT | ☐ CASH RECEIPT |
| ☐ CREDIT CARD STATEMENT | |

NOTE: IF THIS EXPENSE WAS PAID FOR BY AN OVERSEAS AGENT, YOU MUST SUBMIT YOUR PROOF OF PAYMENT TO THEM.

3. PROOF OF ACTIVITY* (MUST INCLUDE AT LEAST ONE FOR EACH CLAIM):

- ☐ SAMPLE OF PRINTED MATERIAL (WITH U.S. ORIGIN STATEMENT VISIBLE)
- ☐ PHOTO (OF BOOTH, DEMO, BILLBOARD, DISPLAY, ADVERTISEMENT, ETC.)
- ☐ SAMPLE OF PROMOTIONAL ITEM (I.E., GIVEAWAYS)
- ☐ VIDEO/AUDIO/CD (MUST BE IN STANDARD U.S. FORMAT)
- ☐ COPY OF FREIGHT INVOICE FOR SAMPLE SHIPMENTS
- ☐ SAMPLE OF OLD AND NEW LABELS/PACKAGING
- ☐ EXHIBITOR LISTING FROM TRADESHOW CATALOG

* MAKE SURE APPROVED FORM OF U.S. ORIGIN STATEMENT IS VISIBLE.

I CERTIFY THAT THE AMOUNTS STATED AND DOCUMENTS SUBMITTED FOR THIS CLAIM ARE TRUE AND CORRECT. I UNDERSTAND THAT FOOD EXPORT-MIDWEST AND FOOD EXPORT-NORTHEAST RESERVE THE RIGHT TO REQUEST ORIGINAL AND/OR ADDITIONAL DOCUMENTATION WHEN NECESSARY. I UNDERSTAND THAT ALL CLAIMS ARE SUBJECT TO AUDIT, AND THAT MY RECORDS OF THIS TRANSACTION MUST BE KEPT AVAILABLE FOR REVIEW FOR FIVE YEARS.

SIGNATURE:

DATE:

The Branded Program allows for the reimbursement of some travel expenses related to international tradeshows and approved trade missions. Branded Program participants are subject to U.S. federal travel regulations for international travel.

• Exhibiting at an International Trideshow/USA Pavilion

Branded Program participants are required to exhibit inside the USDA-sponsored USA Pavilion (when there is one) to qualify for travel reimbursement. See pages 44 and 45 for a list of tradeshows with USA Pavilions. If a USA Pavilion does not exist, participants may arrange for booth space anywhere.

Participants may request exemption from the “USA Pavilion” rule if exhibiting in a product-specific pavilion or in their distributor’s booth. This request for exemption must be submitted in writing and in advance to Food Export–Midwest or Food Export–Northeast. Requests for exemption will be reviewed on a case-by-case basis by the USDA, Foreign Agricultural Service.

• Advance Approval of Country Marketing Plan

Company must have an approved Country Marketing Plan for the country where the international tradeshow physically takes place prior to exhibiting at the show.



You must send a written notification of your travel plans to the USDA, Foreign Agricultural Service overseas office in advance of your trip. To send this notification, log on to www.foodexport.org with your user ID and password, and click on the link “FAS Notification”. Upon completion of the form, an email will be sent to the USDA, Foreign Agricultural Service overseas office, as well as Food Export–Midwest or Food Export–Northeast.

• Must Fly on a U.S. Flag Carrier

A U.S. carrier must be used to and from the international destination in accordance with the Fly America Act. When the final destination cannot be reached by a U.S. flag carrier, you must submit a statement to that fact by a travel agent, and show that all other portions of your flight were on a U.S. carrier. Travelers may only be reimbursed up to the cost of a full-fare, economy (coach) class ticket. If business or first class is used, companies will need to submit a travel agent’s written quotation for the economy ticket cost for the same dates and itinerary.



Flights on European Union (EU) carriers are now allowed for reimbursement under the Branded Program.

WARNING: Please make sure that the carrier’s country is part of the EU, as not all European countries are members of the EU.



Travel Reimbursement – We can now reimburse for airline ticket change fees, visas, passport expenses, and required inoculations.

• The Program Reimburses for Travel of Two People

Travel reimbursements will be made for no more than two company representatives per event. Travel costs for distributors, interpreters, and demonstrators are not eligible.



Travel Reimbursement – Reimbursement for eligible expenses related to travel to exhibit at international tradeshow has been expanded. As a result in addition to full time employees, any agent hired by the participant company is also eligible for reimbursement for travel expenses. Please be advised that additional documentation for non-employees may be required, such as a copy of their contract or agreement with you.

• Per Diem Expenses for Meals and Lodging

Per diem rates are published for both “lodging” costs and “meals and incidentals” (M&IE) and are based on the local city and country. Federal per diem rates are updated monthly and are available at http://aoprals.state.gov/web920/per_diem.asp.

Lodging: Travelers are reimbursed 50% for eligible lodging costs. Reimbursements are based on the actual lodging costs up to the maximum per diem allowance. Dates must correspond with tradeshow exhibit dates.

Days of travel: The eligible travel days include two days prior to the tradeshow, and one day after.

Meals and Incidentals Expenses (M&IE): Meals and incidentals expenses are reimbursed based on the Federal per diem rate only, no receipts need to be submitted. Based on check in/out dates, meals will be calculated on the hotel bill provided. On the first and last eligible days (travel days), the reimbursement is based on 75% of the per diem rate. For the remaining days, the reimbursement is based on the full per diem rate.



On-the-side vacations and/or business meetings are not eligible for reimbursement when traveling and exhibiting at shows. When booking travel, make sure to obtain an itinerary that states the cost of the flight without side trips. Submit both the invoice and itineraries for reimbursement.



Travel claims require ALL of the documentation below. It is also recommended that you retain boarding pass documents in case they are requested.

* Foreign Agricultural Service (FAS) Post Notification

You must notify the USDA, Foreign Agricultural Service office in the country you will be traveling to at least 30 days in advance of your travel. You may do this through our website. Log on to the website, and click on the link "FAS Notification" at the top. A sample can be found on page 40.

* Passenger Receipt

This document comes from the airline and indicates your ticket number(s) as well as price. While paper tickets are becoming rarer, it is still possible to obtain a receipt upon request when checking in at the airport (including an automated check-in kiosk) or it can be printed when ordering online. Boarding passes are not eligible passenger receipts.

* Trip Report

Following your exhibition at the tradeshow, you must fill out a trip report detailing the experience. This may be done through our website as you are completing your travel reimbursement worksheet, or you can request the form from Food Export–Midwest or Food Export–Northeast. A sample can be found on page 39.

* Itemized Hotel Bill

We must receive a document from the hotel that shows your check in/out dates as well as the nightly room rate. If you were charged by a travel agency, travel website, or similar service provider, we advise that you still obtain documentation from the hotel itself that verifies your check in/out dates, name of guest, and, if possible, nightly room rate.

* Airline Itinerary/Invoice

We must have a detailed itinerary/invoice from either a travel agent or airline. We are specifically looking for flight information. It is advised that all participants retain copies of their boarding passes in case further documentation is needed.

Note: Online ordering confirmations are not the same as passenger receipts. It must list the ticket number.

* Proof of Payment

You must provide a copy of your proof of payment for hotel and airfare. Any of the previously mentioned approved forms of payment are acceptable (see page 28 for more information).

* Proof of Activity

Photo of booth is acceptable (see pages 29-30 for details).



FAS Notifications must be sent to the FAS Post in the country you are traveling to 30 to 45 days in advance of travel to be eligible for reimbursement of travel expenses. This procedure can be done through our website.



If any of the above documentation is in a foreign language, please translate the details of the document into English (i.e., what services are being charged)

HOW TO CALCULATE TRAVEL REIMBURSEMENTS

37

THIS TABLE IS DESIGNED TO HELP YOU CALCULATE YOUR TRAVEL REIMBURSEMENT.

- USE THE WEBSITE LISTED BELOW TO FIND THE PER DIEM RATES FOR THE CITY AND COUNTRY OF THE TRADESHOW IN THE MONTH YOU EXHIBITED.
- ELIGIBLE DATES OF TRAVEL INCLUDE TWO DAYS PRIOR TO THE SHOW, AND ONE DAY AFTER (NO EXCEPTIONS).
- TO CALCULATE THE ELIGIBLE HOTEL EXPENSES, ENTER YOUR ACTUAL NIGHTLY RATE IN U.S. DOLLARS OR THE FEDERAL PER DIEM RATE (WHICHEVER IS LOWER).
- FOR M&IE, ENTER 75% OF THE PER DIEM RATE ON THE FIRST AND LAST ELIGIBLE DAYS, AND THE FULL RATE FOR THE MIDDLE DAYS.
- ENTER YOUR ECONOMY CLASS AIRFARE AMOUNT.
- ADD YOUR HOTEL, M&IE, AND AIRFARE TOTALS TOGETHER TO GET THE TOTAL ELIGIBLE EXPENSE.
- YOUR REIMBURSEMENT WILL BE 50% OF THIS AMOUNT.

NAME OF SHOW: _____

SHOW START DATE: _____

END DATE: _____

SHOW START DATE: _____

END DATE: _____

ELIGIBLE DAYS: _____

EXCHANGE RATE: FOREIGN CURRENCY _____ EQUALS _____ USD \$ (EX: 1 EURO=1.20 USD\$)

PER DIEM: (PER DIEM RATES CAN BE FOUND AT [HTTP://AOPRALS.STATE.GOV/WEB920/PER_DIEM.ASP](http://AOPRALS.STATE.GOV/WEB920/PER_DIEM.ASP))

CITY: _____

COUNTRY: _____

M&IE: _____

LODGING: _____

TOTAL: _____

EXPENSES:

DATE:

LODGING:

M&IE:

AIRFARE:

TOTALS:

COVER SHEET FOR TRAVEL CLAIMS

If you do not have internet access please copy the page below and fill out for each of your reimbursement submissions. Otherwise, when submitting your claims online, you can print a similar cover page directly from our website.

COMPANY: _____

TRAVEL ITEM #: (OFFICE USE ONLY) _____

NAME OF FOREIGN TRADESHOW: _____

CITY: _____

COUNTRY: _____

NAME OF TRAVELER: _____

DATES OF SHOW: _____

DATES OF TRAVEL: _____

TOTAL ELIGIBLE DAYS (MAX. ELIGIBLE INCLUDES 2 DAYS PRIOR AND 1 DAY AFTER): _____

1. AIRFARE* (COACH ONLY): _____

* IF NOT A U.S. FLAG CARRIER, AIRFARE IS NOT ELIGIBLE FOR REIMBURSEMENT.

2. LODGING NIGHTLY RATE X ELIGIBLE DAYS*: _____

* OR PER DIEM RATE, WHICHEVER IS LOWER

(VISIT [HTTP://AOPRALS.STATE.GOV/WEB920/PER_DIEM.ASP](http://AOPRALS.STATE.GOV/WEB920/PER_DIEM.ASP) FOR CURRENT RATE)

3. MEALS AND INCIDENTALS AT PER DIEM RATE: _____

A. FIRST AND LAST DAYS AT 75% OF PER DIEM RATE: _____

B. REMAINING DAYS AT FULL PER DIEM RATE: _____

C. TOTAL ELIGIBLE M&IE (A + B): _____

TOTAL ELIGIBLE TRAVEL EXPENSES (ADD ITEMS 1, 2, AND 3): _____

REIMBURSEMENT RATE: 50%

TOTAL REIMBURSEMENTS REQUESTED: _____

REQUIRED DOCUMENTS:

USDA, FOREIGN AGRICULTURAL SERVICE:

☐ USDA, FAS POST NOTIFICATION

☐ TRIP REPORT INCLUDING A LIST OF CONTACTS MADE

LODGING:

☐ HOTEL BILL

☐ PROOF OF PAYMENT

AIRFARE:

☐ ITINERARY FOR FLIGHT

☐ PASSENGER RECEIPT

☐ PROOF OF PAYMENT

PROOF OF ACTIVITY:

☐ PHOTO OF BOOTH

☐ LISTING IN TRADESHOW GUIDE

If you do not have internet access please copy the page below and fill out for each of your reimbursement submissions. Otherwise, when submitting your claims online, you can print a similar cover page directly from our website.

COMPANY PARTICIPANT

YOU MAY SUBMIT A SINGLE TRIP REPORT COMBINING THE RECOMMENDATIONS OF TWO TRAVELERS. SECTIONS MARKED WITH AN * ARE REQUIRED. PLEASE ATTACH A LIST OF CONTACTS MADE DURING TRIP.

COMPANY NAME*:

SUBMITTED BY*:

NAME OF TRAVELER #1*:

TITLE OF TRAVELER #1*:

NAME OF TRAVELER #2:

TITLE OF TRAVELER #2:

TRADESHOW ATTENDED:

PURPOSE OF TRAVEL*: (SUMMARIZE THE PURPOSE/GOALS OF THE TRIP) _____

DATES OF TRAVEL*: (INCLUDE TO/FROM INFORMATION AND SUMMARIZE THE ITINERARY) _____

SUMMARY OF FINDINGS AND CONCLUSIONS*: (INCLUDE AN OVERVIEW OF THE CURRENT MARKET SITUATION)

RECOMMENDATIONS AND/OR ACCOMPLISHMENTS*: (OUTLINE RECOMMENDATIONS OR ACCOMPLISHMENTS RELATIVE TO THE GOALS/PURPOSE OF THE TRIP) _____

LIST OF CONTACTS MADE*: _____

FAS FOREIGN POST NOTIFICATION FOR INTERNATIONAL TRAVEL TO EXHIBIT AT A TRADESHOW

THIS FORM MUST BE SENT TO THE USDA, FOREIGN AGRICULTURAL SERVICE OFFICE IN THE DESTINATION COUNTRY AT LEAST 30 DAYS IN ADVANCE OF TRAVEL. ADDRESSES AND FAX NUMBERS CAN BE FOUND ON THE USDA, FOREIGN AGRICULTURAL SERVICE WEBSITE AT WWW.FAS.USDA.GOV/OFSO/OVERSEAS_POST_DIRECTORY/OVS_DIRECTORY_SEARCH.ASP AND SELECTING THE APPROPRIATE COUNTRY.

THIS FORM WILL SERVE AS NOTICE OF BRANDED COMPANY PARTICIPANT PLANS TO VISIT YOUR MARKET TO EXHIBIT AT AN INTERNATIONAL TRADESHOW.

PLEASE RETAIN YOUR POST NOTIFICATION FAX CONFIRMATION SHEET SO YOU CAN SUBMIT IT WITH YOUR CLAIMS. WE CAN NOT REIMBURSE YOUR TRAVEL EXPENSES WITHOUT A COPY OF THIS NOTIFICATION.

COUNTRY OF TRADESHOW: _____

NAME OF INTERNATIONAL TRADESHOW: _____

NAME OF TRAVELER: _____

TITLE OF TRAVELER: _____

COMPANY NAME: _____

DATES OF TRADESHOW: _____

PRODUCTS TO BE PROMOTED: _____

COMMENTS: _____

SPECIAL REQUESTS: _____



If your post notification is not submitted online, you will be unable to submit your travel reimbursement worksheet. Please contact our office for assistance.

INTERNATIONAL TRADESHOWS EXEMPTED FROM THE BRANDED PROGRAM GRADUATION REQUIREMENT

The USDA, Foreign Agricultural Service has determined that certain approved international tradeshow activities in foreign countries may be exempt from the Branded Program graduation. These shows include:

- A1 Fares
- ANUGA Cologne*
- Asia Fruit Logistica
- Asia Pacific Leather Fair
- BETA International (equestrian)
- BioFach
- European Seafood Exposition*
- Fiera Cavelli (equestrian)
- Fish International
- Food and Hotel Asia*
- Food Ingredients Asia
- Food Ingredients Europe*
- Food Ingredients South America
- FOODEX Japan*
- Fruit Logistica
- Gulfood*
- HOFEX*
- IFIA Japan*
- Interzoo*
- IPM (horticultural)
- ISM Cologne*
- London International Wine and Spirits Fair
- Prowein
- SIAL Brazil*
- SIAL Paris*
- Vinexpo Asia
- Vinexpo Bordeaux
- VinItaly
- Zoomark

* Food Export–Midwest and Food Export–Northeast will offer Food Show PLUS!™ services at these events. To learn about our Food Show PLUS!™ activities please see page 57 of the Branded Program Exporter Manual. Visit our website to register for these activities.

U.S. TRADESHOWS ELIGIBLE FOR REIMBURSEMENT

The United States and its possessions are treated as a country for the purposes of the five-year graduation requirement. A Branded Program participant may receive funding for THE UNITED STATES FOR UP TO FIVE YEARS. This is a permanent list authorized by the USDA, Foreign Agricultural Service. Additional shows will not be added.

Travel and per diem expenditures for tradeshow held in the U.S. are not eligible. The following dates may be subject to change. Please check show websites for exact dates.

American Feed Industry Expo afia.org	Jan. 28-30, 2014	Atlanta, Georgia
American Food Fair (U.S. Pavilion) co-located with the National Restaurant Show nasdatradeshow.com	May 17-20, 2014	Chicago, Illinois
American Pet Products Manufacturers Association, Global Pet Expo americanpetproducts.org	Mar. 12-14, 2014	Orlando, Florida
Duty Free Show of the Americas iaadfs.org	Mar. 9-12, 2014	Orlando, Florida
Expo Alimentos	Apr. 5-6, 2014	San Juan, Puerto Rico*
Inflight Food Service Association ifsanet.com	TBD	Long Beach, California
Institute of Food Technologists (IFT) Show ift.org	Jun. 21-24, 2014	New Orleans, Louisiana
International Boston Seafood Show bostonseafood.com	Mar. 16-18, 2014	Boston, Massachusetts
International Builders' Show buildersshow.com	Feb. 4-6, 2014	Las Vegas, Nevada
International Dairy-Deli-Bakery Show idda.org	Jun. 1-3, 2014	Orlando, Florida
International Home and Housewares Show housewares.org	Mar. 15-18, 2014	Chicago, Illinois
Kosherfest kosherfest.com	TBD	TBD
NASFT/Fancy Food Show-Summer fancyfoodshows.com	Jun. 29-Jul. 1, 2014	New York, New York
NASFT/Fancy Food Show-Winter fancyfoodshows.com	Jan. 19-21, 2014	San Francisco, California

* Travel expenses are not eligible for reimbursement

National Association of Convenience Stores (NACS) nacsonline.com	Oct. 7-10, 2014	Las Vegas, Nevada
Natural Products Expo-East expoeast.com	Sep. 2014	Baltimore, Maryland
Natural Products Expo-West expowest.com	Mar. 6-9, 2014	Anaheim, California
NCA Sweets & Snacks Expo sweetsandsnacks.com	May 20-22, 2014	Chicago, Illinois
Nightclub & Bar Convention & Tradeshow ncbshow.com	Mar. 24-26, 2014	Las Vegas, Nevada
North American Veterinary Conference tnavc.org	Jan. 18-22, 2014	Orlando, Florida
Peanut and Tree Nut Processor Show ptnpa.org	Jan. 17-20, 2014	Naples, Florida
Pet Food Forum petfoodindustry.com	Mar. 31-Apr. 2, 2014	Schaumburg, Illinois
Private Label Manufacturers Association (PLMA) plma.com	Nov. 2014	Rosemont, Illinois
Produce Marketing Association pma.com	Oct. 17-19, 2014	Anaheim, California
Snack Food Association (SNAXPO) sfa.org	Mar. 1-4, 2014	Dallas, Texas
Southern Nursery Association sna.org	Fall 2014	Orlando, Florida
The Organic Trade Association's All Things Organic Show	TBD	Baltimore, Maryland
United Produce Show at FMI unitedfresh.org	Jun. 10-13, 2014	Chicago, Illinois
U.S. Pavilion at the Americas Food & Beverage Show nasdatradeshow.com	Oct. 28-29, 2014	Miami, Florida

TRADESHOWS WITH USA PAVILIONS

Companies must exhibit within the USA Pavilion at the eligible tradeshow listed below in order to receive reimbursement for tradeshow*. This includes your distributor representing your products at shows. Below is a list of major tradeshow with U.S. Pavilions taking place in the 2014 Program Year (list and dates are subject to change.)

**If no USA pavilion exists at a tradeshow, THIS RULE DOES NOT APPLY and companies may exhibit anywhere at the show and still receive reimbursement.*

Note: Not a complete list of shows! To verify whether a USA Pavilion exists for any other shows, please visit <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>.

NORTH & SOUTH AMERICA

ANTAD	Mar. 12-14, 2014	Guadalajara, Mexico
EXPHOTEL Vallarta (tentative)	Jun. 2014	Cancun, Mexico
SIAL Canada	Apr. 2-4, 2014	Toronto, Canada
American Food Fair (National Restaurant Association/NRA)	May 17-20, 2014	Chicago, Illinois
Alimentaria Mexico	Jun. 3-5, 2014	Mexico City, Mexico
Abastur	Aug. 1-4, 2014	Mexico City, Mexico
Americas Food & Beverage	Oct. 28-29, 2014	Miami Beach, Florida
SIAL Brazil (tentative)	Jun. 25-28, 2014	Sao Paulo, Brazil

MIDDLE EAST & AFRICA

Gulfood	Feb. 23-27, 2014	Dubai, United Arab Emirates
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AUSTRALIA

Fine Food Australia	Sep. 15-18, 2014	Melbourne, Australia
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EUROPE & RUSSIA

Fruit Logistica	Feb. 5-7, 2014	Berlin, Germany
BioFach (organics)	Feb. 12-15, 2014	Nuremberg, Germany
European Seafood Exposition	May 6-8, 2014	Brussels, Belgium
Vitafoods Europe (tentative)	May 6-8, 2014	Geneva, Switzerland
World Food Moscow	Sep. 2014	Moscow, Russia
SIAL Paris	Oct. 19-23, 2014	Paris, France
Food Ingredients Europe (FI Europe)	Nov. 2014	Frankfurt, Germany

ASIA

Supermarket Trade Show	Feb. 12-14, 2014	Tokyo, Japan
FOODEX JAPAN	Mar. 4-7, 2014	Tokyo, Japan
AAHAR	Mar. 10-14, 2014	New Delhi, India
Food Ingredients China	Mar. 25-27, 2014	Shanghai, China
Bakery China (tentative)	May 13-16, 2014	Shanghai, China
SIAL China	May 13-15, 2014	Shanghai, China
Seoul Food & Hotel Korea	May 13-16, 2014	Seoul, Korea
International Food Ingredients & Additives Exhibition (IFIA)	May 2014	Tokyo, Japan
Food Taipei	Jun. 25-28, 2014	Taipei, Taiwan
Asian Fruit Logistica	Sep. 3-5, 2014	Hong Kong
Food Ingredients Asia (FI Asia)	Sep. 24-26, 2014	Indonesia
Food and Hotel China—Shanghai	Nov. 12-14, 2014	Shanghai, China
VIV	Mar. 2013	Bangkok, Thailand
Annapoorna	Sep. 24-26, 2013	Mumbai, India

WHO TO CONTACT FOR FURTHER ASSISTANCE: FOOD EXPORT–MIDWEST

Illinois Department of Agriculture

Kim Hamilton

tel 217.782.5809

fax 217.524.5960

email kim.hamilton@illinois.gov

Indiana State Department of Agriculture

Lindsay Beckman

tel 317.607-4127

fax 317.232.1362

email lbeckman@isda.in.gov

Iowa Economic Development Authority

Lisa Longman

tel 515.725.3139

fax 515.725.3010

email lisa.longman@iowa.gov

Kansas Department of Agriculture

JJ Jones

tel 785.215.5114

fax 785.296.8389

email jj.jones@kda.ks.gov

Michigan Department of Agriculture & Rural Development

Jamie Zmitko-Somers

tel 517.241.3628

fax 517.335.0628

email ZmitkoJ@michigan.gov

Minnesota Department of Agriculture

Christina Connelly

tel 651.201.6384

fax 651.201.6120

email Christina.Connelly@state.mn.us

Missouri Department of Agriculture

Tristan Asbury

tel 573.751.5611

fax 573.751.2868

email tristan.asbury@mda.mo.gov

Nebraska Department of Agriculture

Stan Garbacz

tel 402.471.4876

fax 402.471.2759

email stan.garbacz@nebraska.gov

North Dakota Department of Agriculture

Dana Pritschet

tel 701.328.4763

fax 701.328.4567

email pritschet@nd.gov

Ohio Development Services Agency

Tim Sword

tel 614.728.3120

fax 614.463.1540

email tim.sword@development.ohio.gov

South Dakota Department of Agriculture

Alison Kiesz

tel 605.626-3272

fax 605.773.3481

email alison.kiesz@state.sd.us

Wisconsin Department of Agriculture, Trade and Consumer Protection

Lisa Stout

tel 608.224.5126

fax 608.224.5111

email lisa.stout@wisconsin.gov

WHO TO CONTACT FOR FURTHER ASSISTANCE:
FOOD EXPORT–NORTHEAST

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Connecticut Department
of Agriculture

[Jaime Lizée Smith](#)

tel 860.713.2559

fax 860.713.2516

email jaime.smith@ct.gov

Delaware Department of Agriculture

[David Smith](#)

tel 302.698.4522

fax 302.697.6287

email davidm.smith@state.de.us

Maine Department of Agriculture,
Food and Rural Resources

[Jeff Bennett](#)

tel 207.990.3161

fax 207.541.7420

email jbennett@mitc.com

Massachusetts Department
of Agricultural Resources

[Bonita Oehlke](#)

tel 617.626.1753

fax 617.626.1850

email bonita.oehlke@state.ma.us

New Hampshire Department
of Agriculture, Markets and Food

[Gail McWilliam-Jellie](#)

tel 603.271.3788

fax 603.271.1109

email gmcwilliam@agr.state.nh.us

New Jersey Department of Agriculture

[Logan Brown](#)

tel 609.292.8856

fax 609.341.3212

email logan.brown@ag.state.nj.us

New York State Department
of Agriculture and Markets

[Kathryn Bamberger](#)

tel 518.457.4383

fax 518.457.2716

email kathryn.bamberger@agmkt.state.ny.us

Pennsylvania Department
of Agriculture

[Thomas Mainzer](#)

tel 717.783.1394

fax 717.787.5643

email tmainzer@state.pa.us

Rhode Island Economic
Development Corporation

[Kathy Therieau](#)

tel 401.278.9100

fax 401.273.8270

email ktufts@riedc.com

Vermont Agency of Agriculture, Food
and Markets

[Chelsea Lewis](#)

tel 802.990.3161

fax 802.828.2361

email chelsea.lewis@state.vt.us

This section contains a collection of the most frequently asked questions by program participants, and the answers to those questions. If you have a question that is not answered in this section, do not hesitate to contact Food Export–Midwest or Food Export–Northeast.

Q: Should I submit all of my original reimbursement documentation to Food Export–Midwest or Food Export–Northeast?

A: No. Always keep original documents for your files and submit copies of all documentation to Food Export–Midwest or Food Export–Northeast. We may require original documentation at our discretion. Also, you are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export–Midwest, Food Export–Northeast, or the USDA, Foreign Agricultural Service.

Q: How long does it take to get reimbursed?

A: Once a request for reimbursement is received, we process it in the order received. If no other additional information/documentation is needed, we strive to reimburse all approved expenses within 30 business days. This takes into account the time it takes to request and receive your company's funding from the USDA, Foreign Agricultural Service. If additional language is needed, you will be notified and given 10 business days to acknowledge our request. All claims will be denied if they are still missing the requested information 60 days after the request has been made. The reimbursement time is solely dependent on your ability to provide us with the information/documentation that we require. Your reimbursement request can be processed more quickly if you:

- Submit all documents in a complete and orderly package, including proof of activities.
- Provide English translations for all foreign language documents, and convert all payments to U.S. dollars if payments were made in another currency.
- Submit claims within 60 days after the expense is incurred.

Q: Do I have to wait until February to submit claims?

A: You don't! February is the deadline to submit claims. It is advised that you submit your claims as soon as you have completed the activity and have all of the documentation in hand. Remember, Food Export is under no obligation to reimburse claims that are submitted after 60 days of completion of your activity.

Q: Why didn't I get paid my full reimbursement?

A: Here are the most common reasons why claims are denied:

- U.S. origin statement is missing from the proof of activity documentation
- Insufficient or missing documentation
- Expenses were for ineligible activities
- Expenses were incurred for an ineligible or non-approved country
- Transactions were not documented by cancelled check, wire transfer, bank statement or credit card statement (Invoices paid with off-invoicing are not reimbursable)
- Payment was made before your program approval date

Q: Why do I have to submit an evaluation?

A: The evaluation is a requirement of your participation in the Branded Program. This form compares results with stated goals and allows you to make comments about the impact of the Branded Program. The form is required, kept strictly confidential, and used to determine the effectiveness of the Branded Program in raising the level of U.S. exports. This form is available via the Internet: just log-in using your User ID and password, then click on the tab marked, "Evaluation." Once you have completed the entire form, click "Submit." Reimbursements and future allocations may be withheld until complete evaluations are submitted.

Q: Can my overseas agent be reimbursed for expenses?

A: Yes, but not directly. The overseas agent must be paid by the U.S. company by check, wire transfer, bank transfer, credit card, or credit memo. After paying the agent, the U.S. company can submit the agent's expenses for Branded Program reimbursement. Also, all agent expenses are subject to the same eligibility requirements as the U.S. company.

Q: Can I exhibit at a show in my overseas agent booth?

A: You may exhibit in your distributor's booth, but if there is a USA pavilion at the show, you must request an exemption, in writing, in advance of the show.

Q: Will my overseas agent travel cost be reimbursed?

A: Yes.

Q: Our company decided to change its logo. Will the program reimburse us for a new label?

A: No, package and label modifications are only reimbursable if the changes are necessary to meet importing country requirements. Modification of an existing label should be used in that program year.

Q: If we hire a taxi or rental car to take product samples or booth decorations from our hotel to the tradeshow convention center, is this eligible?

A: No, travel costs are not eligible for tradeshow held in the U.S. In this case, your packages are traveling with you, so it is seen as transport of you. For overseas shows, the meals and incidentals allowance covers your daily show transportation. A freight cost for shipping samples or booth materials via a common carrier (UPS, USPS, etc.) is eligible for tradeshow overseas and ones held in the U.S.

Q: Are product samples, costs of labels, or packaging for samples eligible for reimbursement?

A: No, none of these are eligible.

Q: Our importer conducted in-store tastings but did not provide any photos as proof of activity. We know the tastings took place—what else can we provide?

A: Most demonstration companies have their demo assistants fill out a demo report for each tasting. We will accept copies of the demo reports, along with detailed information on the location, dates, and times of the tasting as proof of activity.

Q: Will I only be reimbursed for Food Export–Midwest or Food Export–Northeast sponsored international tradeshow? For a maximum of three years?

A: No and no. All international tradeshow are eligible for reimbursement. Please make sure you exhibit in the USA pavilion if one exists at the show. Branded Program participants may receive reimbursement in a given country for a total of five years. However, as of 2009 there are some tradeshow that are exempt from graduation. Please see page 41 for a list of these shows. We do not track graduation by activity but rather by country.

Q: What if a show does not have a USA pavilion? How do I find out?

A: You should always contact the show organizers. We have also provided a tentative list of tradeshow that have a USA pavilion on pages 44 and 45. Dates and locations are subject to change throughout the year, please log onto the USDA, Foreign Agricultural Service website for a current list of tradeshow.

Q: My booth posters didn't carry a USA origin statement but I displayed a "Made in the USA" sign. Why didn't I get reimbursed for the design and printing of the posters?

A: One of the main points of the program is to help promote U.S. made products in foreign markets. The sign provided serves as an identifier for your booth if you have no other signage. The U.S. origin statement must be incorporated into the design of all graphic and printed materials to be eligible for reimbursement.

Q: We created our promotional literature in-house. Why can't we get reimbursed for the cost of the design software, ink cartridges, and the paper? It is cheaper than using an outside vendor.

A: We can never reimburse for office supplies since there is no way to document that paper, ink cartridges, etc., were used only for the creation of eligible literature and graphics.

Q: Does the statement of origin have to be printed on give-aways to be eligible for reimbursement?

A: Yes, and your company name/brand name must be printed on the item.

Q: Can I be reimbursed for advertising and similar promotions in the USA?

A: No. The only reimbursable expenses in the U.S. or its possessions are those related to exhibiting at an approved tradeshow held in the U.S.

Amendment Request

A request to make changes to your Country Marketing Plan(s) as documented in your Program Agreement. An amendment must be requested when adding or dropping countries, products, and/or adding funds to a country. An amendment can be entered online or by contacting us. All amendment requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28th deadline is for reimbursement requests and evaluations, amendments must be submitted before the program year ends on December 31.

Approval Date(s)

The approved date of the application and/or change request, as stated in your approval letter(s), Program Agreement, and Amendment forms. Expenses incurred before the approval date will not be reimbursed. All amendment requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28th deadline is for reimbursements requests and evaluations, amendments must be submitted before the program year ends on December 31.

Branded Funds

This term refers to the amount of reimbursements received by the participating company. Example: If a company submits a claim for \$100, the \$50 reimbursement the company receives is considered Branded Funds. All amendment requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28th deadline is for reimbursements requests and evaluations, amendments must be submitted before the program year ends on December 31.

Business Confidentiality

The information in this application may be subject to disclosure under the Freedom of Information Act (FOIA). Only information that would likely impair the government's ability to obtain necessary information or cause substantial competitive harm may be withheld under exception 4 of the FOIA, 5 U.S.C. 552, 7CFR, Part 1, Subpart A. If this application is requested from the USDA, Foreign Agricultural Service under FOIA, the participant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested. All amendment requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28th deadline is for reimbursements requests and evaluations, amendments must be submitted before the program year ends on December 31.

Exclusivity Agreement

The U.S. applicant must own the brand name of the products to be promoted or have the brand owner sign the exclusivity agreement page of the application form. This certifies that the brand owner gives the applicant the exclusive right to seek Branded Program funds to promote the specified product(s) in the specified market(s). This must be done for all products where the applicant does not own the brand name. All amendment requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28th deadline is for reimbursements requests and evaluations, amendments must be submitted before the program year ends on December 31.

Graduation

Since 1994, MAP regulations state that Food Export–Midwest and Food Export–Northeast will not provide assistance to a single company for brand promotion in a single country for more than five years. After the five-year period has been reached, the company is considered a “graduate” from the country and, thus, no longer eligible to be reimbursed for its market development expenses in that country. Companies applying for the Branded Program are required to provide complete graduation information by country if applicable at the time of the application submission. In 2009, the USDA, Foreign Agricultural Service determined that certain approved international tradeshow activities in international countries may be exempt from the Branded Program graduation. Please see page 41 for a list of those shows.



The five years do not have to be consecutive but they are inclusive of any Branded Program funds received for that country from organizations other than Food Export–Midwest and Food Export–Northeast. Additionally we are barred from allocating beyond five years per country to entities that have reorganized or reincorporated under the same or different name if the reorganized or reincorporated entity is substantially similar to the original entity.

Incurred Expense

An expense is incurred on the date that the check, wire transfer, credit card, or other bank transaction occurs, not the date on which the goods or services are provided by the vendor. The only exception: tradeshow booth expenses are considered to be incurred when the show takes place, not when the payment is made.

Market Access Program (MAP)

This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under the USDA, Foreign Agricultural Service which is aimed at developing international markets. Today, there are approximately 80 of these groups working with the USDA, Foreign Agricultural Service on a continuing basis in a variety of programs.

Overseas Agent

These can be distributors, agents, brokers, importers, and representatives in international markets where Branded Program funds are being used. Typically, the overseas agents are conducting Branded Program activities on behalf of the U.S. supplier.

Participant Funds

The 50% contribution the company makes each time an expense is reimbursed. Example: When a company submits a reimbursement for \$100, the company has actually contributed \$50 into their own overseas marketing budget. The \$50 is considered participant funds.

Private Label Agreement

An applicant who packs or manufactures for private label must have the retailer/owner of the label certify that the applicant is the exclusive supplier for the product in the specific country for the duration of the Program Year. This form must be returned as part of your application.

Small Company

A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or annual sales, depending on the SIC industry category).

SRTGs (State Regional Trade Groups)

Food Export–Midwest and Food Export–Northeast are two of the four State Regional Trade Groups (SRTGs) that assist companies with export promotions. Two other regional groups, SUSTA and WUSATA, provide similar services for companies based in or sourcing product from the Southern and Western U.S. regions, respectively. See page 9 for SUSTA and WUSATA contact information.

Overseas Agent Funds

The portion of the expense that is paid by the overseas agent. For example, if a distributor in Canada pays for an advertisement in full, the U.S. company must reimburse them at least 50% of that expense. The portion they are not reimbursed by the U.S. company is the overseas agent funds.

USDA, Foreign Agricultural Service

The Foreign Agriculture Service of the United States Department of Agriculture (USDA), is the government agency that provides Market Access Program funding to Food Export–Midwest and Food Export–Northeast for their Branded Program.



OUTREACH AND EXPORTER EDUCATION

Food Export Helpline™

This free service provides Midwestern and Northeastern companies with customized, one-on-one assistance on a wide variety of export-related topics including a product's top Product/Market Evaluation.

Export Essentials Online

This service is an educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting.

AgExportLinks

AgExportLinks is a free, nationwide database of qualified, export service providers such as trading companies, export marketing companies, freight forwarders, international bankers, and more.

Educational Seminars and Webinars

Food Export–Midwest and Food Export–Northeast staff, in conjunction with their Member States, as well as their network of international marketing representatives and Food Export Helpline Counselor, share their extensive experience and expertise in seminars held throughout the year in various locations. Webinars are designed to help companies learn about the export process and the resources available to assist with expanding their business.

MARKET PROMOTION

Branded Program

This cost-share funding program provides financial assistance to help U.S. food and agricultural exporters promote their products in international markets. Participants in this program receive 50 percent cost reimbursement for a variety of approved overseas marketing and promotional expenses.

In-Market Promotions

Food Export–Midwest and Food Export–Northeast sponsor in-store or on-site promotions around the world that promote Midwestern and Northeastern food and agricultural products.

MARKET ENTRY

Buyers Missions

Buyers Missions bring qualified, international buyers to the U.S. to meet with U.S. suppliers. Participating companies meet one-on-one with these buyers to make potential business connections and gain important feedback about their product's exporting potential.

Food Show PLUS!™

Food Show PLUS!™ is a tradeshow enhancement service that provides assistance to U.S. suppliers to be a more prepared and effective exhibitor. The program is customized per tradeshow but may include competitive product research, onsite interpreters, translation of up to two pages of marketing materials, one-on-one buyer meetings, an in-market briefing on trading logistics, local retailer tours, and assistance with qualifying top leads.

Focused Trade Missions

Focused Trade Missions bring a group of U.S. suppliers to a country to learn firsthand about the market and meet face-to-face with local buyers. It's an organized trip with services that help navigate a different culture and assist with business meetings.

Online Product Catalog

This web-based catalog is an effective way to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

Market Builder

This customized package of services helps U.S. suppliers find the right market and international buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

TERMS AND CONDITIONS

As a participant in any Food Export–Midwest or Food Export–Northeast program or activity, I agree to abide by the following terms and conditions:

Non-Discrimination:

Food Export–Midwest or Food Export–Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities or who otherwise require alternate means for communication of program information can contact us.

Participation Eligibility

Ensuring broad company participation and access to Food Export–Midwest or Food Export–Northeast programs and services is an important component in achieving our mission. Food Export programs are open to those appropriate entities that have expressed interest in exporting and exhibit potential of increasing exports of food and agricultural products, and therefore impacting our regions' agriculture, improving the regions' prosperity and creating jobs. Participation is open to those entities that can demonstrate such impact, either through the presence of corporate headquarters, facilities or significant sourcing from documented suppliers within our regions, and to all otherwise-qualified individuals and entities on an equal basis and without regard to any non-merit factors.

Food Export–Midwest or Food Export–Northeast recognize that other export-focused organizations may also offer resources that are appropriate for entities considering participation in our programs. We view collaboration as an essential component to success, (as evidenced by our own strategic alliance) and strongly advocate any such effective complementary resources, while at the same time avoiding duplication. Food Export–Midwest or Food Export–Northeast make it a priority to inform current or potential participants about other relevant export service providers, including providing them with specific contact information. These include our member state agencies, other State Regional Trade Groups, other Cooperator agricultural groups, U.S. Department of Commerce Export Assistance Centers, Small Business Administration or Small Business Development Centers or other similar organizations.

Maintaining the integrity and public support for Food Export–Midwest or Food Export–Northeast's mission is one of our highest priorities. Food Export–Midwest or Food Export–Northeast reserve the right to approve participation in any of our programs based upon the participant's prospects to help us in our mission of increasing U.S. exports, positively impacting U.S. agriculture and creating prosperity and U.S. jobs.

We reserve the right to deny participation, including Branded Program reimbursement, to any company or for any product which, in Food Export–Midwest or Food Export–Northeast's sole opinion, may cast a negative or controversial light on Food Export–Midwest, Food Export–Northeast, our member state agencies, the Foreign Agricultural Service of USDA, the Market Access Program (MAP) or taxpayer support for any of the above; to any firm or individual which, in the sole opinion of Food Export–Midwest or Food Export–Northeast does not comply with FAS, MAP or Food Export–Midwest or Food Export–Northeast regulations or policies, or otherwise offer the best opportunity to achieve our mission of increasing food and agricultural exports; or for any failure to comply with our Code of Ethics. (www.foodexport.org/ethicspoint).

Food Export–Midwest and Food Export–Northeast reserve the right to deny services. Submission of any false or misleading information may be grounds for rejection or subsequent revocation of any application or participation.

CODE OF ETHICS

This Code of Ethics ("Code") of Food Export–Midwest and Food Export–Northeast is a statement of the Organizations' common values and of our common commitment to promote the highest possible standards of professional business conduct for the mutual benefit of the industry and for the ultimate benefit of the consumer.

ETHICS GOAL

Food Export–Midwest & Food Export–Northeast, by adopting and enforcing this Code, seek to maintain and enhance the reputation of our Organizations and of our Participants within the industry.

CODE OF ETHICS

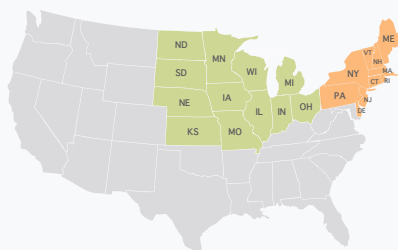
It is expected that Food Export–Midwest & Food Export–Northeast Staff, Members, Contractors, and Participants in our activities:

- Strive to maintain the highest standards of business conduct by using only legal and ethical means in all business activity.
- Actively promote and encourage the highest level of integrity within the trade.
- Cooperate in every reasonable and proper way with other related organizations, as appropriate, and work with them toward the advancement of the food and agricultural exporting industry.
- Be fair, equitable and respectful to employer(s), employees, associates, competitors, customers, the public, and all business or professional relationships arising through contact with Food Export–Midwest & Food Export–Northeast.
- Adhere to honesty in advertising and in representations to the public, including in any application or reimbursement claim to Food Export–Midwest & Food Export–Northeast.
- Treat customers and suppliers honestly, fairly and objectively.
- Observe all applicable state, federal, foreign or international laws and regulations.
- Provide a safe working environment.
- Avoid any unfair or deceptive practice and always present our products, programs, or services in an honest and forthright manner.
- Refrain from discriminatory practices in dealing with employees, contractors, participants, customers and vendors.
- Respect the rights of others concerning their intellectual property such as patents, copyrights, trademarks, trade secrets, or any other proprietary business information and, if any innocent breach occurs, promptly address and rectify any such breach.
- Recognize that other participants will compete for business within lawful, reasonable and customary practice.
- Comply in good faith with contractual obligations.
- Never pay any bribe, kickback or other corrupt payment in any form directly or indirectly to or for anyone for the purpose of obtaining or retaining business or obtaining any other favorable action, nor offer or extend any gift or entertainment that is illegal, known to be in violation of the rules of the recipient's organization, or likely to result in a feeling or expectation of personal obligation on the part of the recipient.
- Act in a manner consistent with, and make every effort to uphold this Code of Ethics.
- This Code of Ethics does not set forth all aspects of good conduct and ethical behavior. Acceptance of, and adherence to this Code is a condition of participation with or employment by Food Export–Midwest & Food Export–Northeast.

Food Export–Midwest & Food Export USA–Northeast do not tolerate fraud in the operation of its programs. Any incident of suspected fraud can be reported (anonymously) by:

- **Calling 1-855-727-6715 (Domestic toll-free, international calling rates apply)**
- **Filing a report online at** [HYPERLINK "http://www.foodexport.ethicspoint.com"](http://www.foodexport.ethicspoint.com)
www.foodexport.ethicspoint.com

STATE AFFILIATIONS AND INFORMATION



Food Export Association of the Midwest USA

Illinois Department of Agriculture
Indiana State Department of Agriculture
Iowa Economic Development Authority
Kansas Department of Agriculture
Michigan Department of Agriculture & Rural Development
Minnesota Department of Agriculture
Missouri Department of Agriculture
Nebraska Department of Agriculture
North Dakota Department of Agriculture
Ohio Development Services Agency
South Dakota Department of Agriculture
Wisconsin Department of Agriculture, Trade, and Consumer Protection

Food Export USA–Northeast

Connecticut Department of Agriculture
Delaware Department of Agriculture
Maine Department of Agriculture, Food and Rural Resources
Massachusetts Department of Agricultural Resources
New Hampshire Department of Agriculture, Markets and Food
New Jersey Department of Agriculture
New York State Department of Agriculture and Markets
Pennsylvania Department of Agriculture
Rhode Island Economic Development Corporation
Vermont Agency of Agriculture, Food and Markets

ABOUT US

Food Export–Midwest and Food Export–Northeast are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help companies increase product sales overseas. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.



Food Export Association of the Midwest USA®

309 W. Washington, Suite 600
Chicago, IL 60606
tel 312.334.9200 fax 312.334.9230
web www.foodexport.org email info@foodexport.org



Food Export USA®–Northeast

One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103
tel 215.829.9111 fax 215.829.9777
web www.foodexport.org email info@foodexport.org

Fiscal Year 2003 - 2004 MAP Branded Program

Company:

1. Which vehicles of communication have kept your company best informed about our organization's activities and export information?

- ☐ Global Food Marketer (newsletter) ☐ Broadcast Fax ☐ Broadcast e-mail ☐ Web site
☐ Telephone ☐ Direct Mail ☐ Other:

2. Which eligible activities did your company find difficult to document for reimbursement?

- ☐ Trade Shows ☐ In-Store Promotions ☐ Advertising ☐ Printed Materials ☐ Technical Seminars
☐ Travel ☐ Other:

3. Which type of documentation did your company find difficult to obtain for reimbursement of marketing funds?

- ☐ Invoice ☐ Proof of Payment ☐ Proof of Activity

4. Please give an example:

5. In which areas does your company have the greatest need with regard to export assistance?

- ☐ Foreign Import Regulation Issues ☐ Trade Leads ☐ One on One Meetings w/ Buyers
☐ Distributor Development ☐ Assistance at Overseas Shows ☐ Foreign Market Information
☐ Answers to questions on Exporting ☐ Developing an Export Strategic Plan

6. Whether you are a grower, food processor or marketing company, please give the value of the agricultural production or purchase of your business. This will help us gauge the impact of our program on farmers.

Agricultural Product or Ingredient	Ag Production or Purchases (Actual) 10/1/01 to 9/30/02	Ag Production or Purchases (Actual) 10/1/02 to 9/30/03	Ag Production or Purchases (Projected) 10/1/03 to 9/30/04
Example: soybeans	\$25,000	\$125,00	\$500,00

7. Did your company increase the number of its employees during the program year? ☐ Yes ☐ No

8. If yes, how many employees were added? _____-

9. Did your Branded Program Participation result in your company making an export sale for the first time ever?
☐ Yes ☐ No

10. If you are an export management or export trading company, did this promotion result in any of your suppliers making an export sale for the first time ever? ☐ Yes ☐ No

11. If yes, how many companies? _____

Please rate the following:

12. How was the service you had received from the Branded Program staff? Poor Fair Avg Good Excellent
1 2 3 4 5

13. How would you rate the Branded Program as a whole? 1 2 3 4 5

14. Do you have any suggestions or comments as to how we could improve the Branded Program?

Please describe: _____

15. May we contact you regarding a Branded Program success story for your company? ☐ Yes ☐ No

16. Do you work with one or more Foreign Third Parties to implement your Branded Program promotions?
☐ Yes ☐ No

17. Please complete the following table by noting all of the achievements your company accomplished in the target markets outlined in your 2003-2004 contract with us.

For Column 4 of the table below, please include ALL foreign buyer contacts made during the 2003-2004 program year in a country market regardless of sales or significance. (Note: For the USA country market please list the requested information pertaining to foreign sales, new products introduced, new distributors established and new foreign buyer contacts acquired at domestic shows that are not listed in other markets.)

Country Market	Did your make a sale to this market for the first time ever?	Number of foreign contacts established?	Did this program assist your in your existing agent relationships?	Number of NEW distributors established?	Actual Sales (10/1/02 to 9/30/03)	Actual Sales (10/1/03 to 9/30/04)	Projected Sales (10/1/04 to 9/30/05)

18. Have these parties been satisfied with the Branded Program? Please explain. ☐ Yes ☐ No

19. Please estimate your company's export marketing expenses in the above markets NOT reimbursed through this program. _____

20. Total number of staff hours for planning, participation and follow up. _____

Name: _____

Signature: _____

Title: _____

Date: _____

BUSINESS CONFIDENTIAL

SAMPLE



SELECT YOUR EVENTS.
PLAN YOUR YEAR.

FIND EXPORT SUCCESS!

2013 **ACTIVITY CALENDAR**



Food Export–Midwest and Food Export–Northeast invite you to use the **2013 Activity Calendar** to plan and select events and activities to maximize your exposure in key markets. These events represent your best opportunities to increase sales in international markets.

Plan now and REGISTER EARLY to secure your space! These events will sell out.

UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
BUYERS MISSIONS			
Specialty Foods Buyers Mission at the Winter Fancy Food Show (SOLD OUT)	Jan 19-22	San Francisco, California	● ● ● ● ● ● ● ●
Northeast Buyers Mission	Jan 28-31	Philadelphia, New York City, Boston	● ● ● ● ● ● ● ●
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	Feb 23-27	Anaheim, California	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo West Show	Mar 7-8	Anaheim, California	● ● ● ● ● ● ● ●
Seafood Buyers Mission at the International Boston Seafood Show	Mar 9-12	Boston, Massachusetts	● ● ● ● ● ● ● ●
Food Service Buyers Mission at the National Restaurant Association Show	May 18-21	Chicago, Illinois	● ● ● ● ● ● ● ●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 21-23	Chicago, Illinois	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Pork Expo	June 3-7	Des Moines, Iowa	● ● ● ● ● ● ● ●
Caribbean and Central American Buyers Mission for Retail and Food Service Products	June 19-21	Miami, Florida	● ● ● ● ● ● ● ●
Specialty Foods Buyers Mission at the Summer Fancy Foods Show	June 29-July 2	New York, New York	● ● ● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	July 15-16	Chicago, Illinois	● ● ● ● ● ● ● ●
Midwest Buyers Mission	Summer/Fall	Minnesota, Ohio, Chicago, Illinois	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo East Show	Sept 25-28	Baltimore, Maryland	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Dairy Expo	Oct 1-5	Madison, Wisconsin	● ● ● ● ● ● ● ●
International Baking Industry Exposition Buyers Mission	Oct 6-9	Las Vegas, Nevada	● ● ● ● ● ● ● ●
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	Oct 10-15	Atlanta, Georgia	● ● ● ● ● ● ● ●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov 10-12	Rosemont, Illinois	● ● ● ● ● ● ● ●
CANADA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at Canadian Restaurant and Foodservices Association Show	March 3-5	Toronto, Canada	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Canada	April 30 - May 2	Toronto, Canada	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Canada for Retail and Private Label Products	Sept 4-5	Toronto, Canada	● ● ● ● ● ● ● ●
MEXICO			
TRADE MISSIONS			
Focused Trade Mission to Mexico for Food Service	June 17-20	Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Northern Mexico for Ingredients	Aug 13-15	Mexico	● ● ● ● ● ● ● ●
CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at SIAL Brazil	June 24-28	Brazil	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Costa Rica	April 20-22	San Jose, Costa Rica	● ● ● ● ● ● ● ●
Focused Trade Mission to Guatemala	April 23-26	Guatemala City, Guatemala	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia for Foodservice and Retail Products	April 17-19	Bogota, Colombia	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia for Feed Ingredients	July 1-3	Colombia	● ● ● ● ● ● ● ●
Focused Trade Mission to Brazil and Chile	Nov 13-15	Brazil; Chile	● ● ● ● ● ● ● ●

PLEASE NOTE: Dates and locations are subject to change and upcoming activities are pending funding from the USDA. All international activities are potentially Branded eligible. See Branded Program Manual for full details.

WHICH ACTIVITIES ARE BEST FOR ME?

- RETAIL PRODUCTS
- FOOD SERVICE PRODUCTS
- INGREDIENT PRODUCTS
- NATURAL PRODUCTS
- SPECIALTY/GOURMET PRODUCTS
- PRIVATE LABEL PRODUCTS
- SEAFOOD PRODUCTS
- PET FOOD/FEED PRODUCTS

Indiana, Minnesota, Missouri and Nebraska, **Molly Burns** 312.334.9219
Illinois, Iowa, Kansas and Ohio, **Brian Fisher** 312.334.9217
Michigan, North Dakota, South Dakota and Wisconsin, **Paul Weiss** 312.334.9221

Delaware, New Hampshire and New York, [Howard Gordon 215.599.9748](#)
Connecticut, Maine, Massachusetts and Rhode Island, [Marco Herbas 215.599.9749](#)
New Jersey, Pennsylvania and Vermont, [Jason Knudson 215.599.9747](#)

MIDDLE EAST	DATE	LOCATION	PRODUCTS									
FOOD SHOW PLUS!™												
Food Show PLUS!™ at Gulfood	Feb. 25-28	Dubai, UAE										
Food Show PLUS!™ at SIAL Middle East	Nov. 18-20	Abu Dhabi, UAE										
TRADE MISSIONS												
Focused Trade Mission to the Middle East	Dec 2-5	TBD										

ASIA	DATE	LOCATION	PRODUCTS									
FOOD SHOW PLUS!™												
Food Show PLUS!™ at the Supermarket Tradeshow Japan	Feb. 12-15	Tokyo, Japan	●									
Food Show PLUS!™ at FOODEX	Mar 4-8	Tokyo, Japan	●	●	●	●	●	●		●		
Food Show PLUS!™ at Food and Hotel Vietnam	April 23-26	Ho Chi Minh City, Vietnam	●	●								
Food Show PLUS!™ at SIAL China	May 6-9	Shanghai, China	●	●	●	●	●	●		●		
Food Show PLUS!™ at HOFEX	May 6-10	Hong Kong	●	●	●	●	●	●		●		
Food Show PLUS!™ at Seoul Food and Hotel	May 13-17	Seoul, Korea	●	●								
Food Show PLUS!™ at Asia Seafood Exposition	Sept 3-5	Hong Kong		●						●		
Food Show PLUS!™ at the China Fisheries and Seafood Expo	November	China		●						●		
Food Show PLUS!™ at Food and Hotel China	Nov. 12-15	Shanghai, China	●	●								
TRADE MISSIONS												
Focused Trade Mission to Singapore	May 2-3	Singapore	●	●	●	●	●	●	●	●		
Focused Trade Mission to Hong Kong for Healthy and Natural Products	Aug 15-18	Hong Kong				●						
Focused Trade Mission to Japan for Healthy and Natural Products	Aug 20-23	Japan				●						
Focused Trade Mission to Korea for Healthy and Natural Products	Aug 25-28	Korea				●						
Focused Trade Mission to Hong Kong and Guangzhou for Food Service and Retail Products	Nov 18-22	Hong Kong and Guangzhou	●	●								
Focused Trade Mission to Taiwan	Nov 6-8	Taiwan	●	●	●	●	●	●	●			
Focused Trade Mission to India	Nov 14-16	India	●	●	●	●	●	●	●			
Focused Trade Mission to Korea for Bakery Ingredients	Dec 1-3	Korea			●							

Submit your 2013 pre-qualification for the Branded Program today. The application fee is \$250. Application acceptance beyond October 1st is contingent upon available funds.



Scan the QR code with your Smartphone
to get up-to-date information on all
Food Export events.

PRODUCTS AND SERVICES

Our programs are designed to work together to help you find export success. They focus on educating you about the benefits of exporting, helping you explore and enter new markets and remaining successful and competitive once in the market.

Start Here and Become Export Ready!

Our educational offerings bring you up to speed on the Why's and How's of exporting. Take the plunge and see what export opportunities and successes may be waiting for you. The right education and preparation can definitely enhance your exporting readiness and produce results!



EXPORTER EDUCATION

FOODEXPORT HELPLINE™

ONE-TO-ONE ANSWERS

You may have questions unique to your company, products and export markets. Food Export Helpline™ is a complimentary service that provides one-on-one assistance on many export-related topics, with customized export advice specifically for you.

EXPORTESSENTIALS ONLINE

ON-DEMAND KNOW HOW

Stop by www.foodexport.org and find a wealth of information under "Export Essentials"—an educational introduction to the fundamentals and logistics of exporting. Each section provides detailed information to answer your questions about exporting.

GLOBALFOOD MARKETER™

NEWSLETTER • E-NEWS

Provides export news specifically for U.S. companies in the Midwest and Northeast. Our bi-monthly newsletter also covers hot markets, trends and profiles of companies successfully exporting. Visit foodexport.org to sign up for your free subscription.

SEMINARS+ WEBINARS

INDUSTRY KNOWLEDGE BANK

Food Export offers hands-on seminars throughout the year at many locations on important export topics. Webinars are complimentary and offer a convenient way to learn the why and how of exporting.

Explore Markets and Promote Your Products!

You are confidently armed with exporting intelligence. Now you're ready to explore markets and meet with buyers!



MARKET ENTRY

MARKETBUILDER

INDUSTRY INSIGHTS • MARKET INTELLIGENCE

Use this customized and comprehensive research tool to gain in-depth knowledge of a specific market for a specific product. It's completely tailored to your product and will eliminate the guesswork of building market share!

BUYERSMISSIONS

INTERNATIONAL BUYERS • HERE AT HOME

Our Buyers Missions, aligned with the industry's biggest tradeshows, provide a cost-effective way to meet international buyers and promote your products—without leaving the U.S. Buyers are pre-screened, qualified and interested in U.S. products from the Midwest and Northeast.

FOODSHOW PLUS!™

INTERNATIONAL TRADESHOW SUCCESS

Our tradeshow enhancement package makes you a more confident international exhibitor. FSP! also provides a number of invaluable services to maximize your tradeshow success: pre-show planning, material translation, in-market briefings, lead development and more.

Remain Competitive Internationally.

Remain Competitive Internationally. Food Export offers reimbursement for a wide variety of international marketing activities.



MARKET PROMOTION

BRANDEDPROGRAM

50% MORE INTERNATIONAL MARKETING

Enroll in Food Export's 50% cost-share reimbursement program and learn how you can make the most of your marketing budget. Qualifying companies can make their promotional efforts go even further . . . Why wouldn't you?

IN-STORE PROMOTIONS

MAINTAIN MARKET PRESENCE AND DEMAND

Get your brand out there. Take advantage of the reimbursement program for packaging and label modifications, in-store promotions and demonstrations, point-of-sale materials and more!

PLAN YOUR YEAR.

It's never too early to start planning for 2013.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Do you EXPORT?

Whether you are just testing the waters or you are an experienced exporter, Food Export has programs and services that can take you to the next level of export success! **Are you READY?**



EXPORTER EDUCATION

BEGINNER EXPORTER

LEARN HOW

INTERMEDIATE EXPORTER

GROW SALES

ADVANCED EXPORTER

GO GLOBAL

HELPLINE™



EXPORT ESSENTIALS™
ONLINE



GLOBAL FOOD
MARKETER™



SEMINARS+
WEBINARS™



MARKET ENTRY

MARKET BUILDER™

- MarketScan
- RepFinder
- International Marketing Representatives (IMRs)



BUYER MISSIONS



FOOD SHOW
PLUS!™



FOCUSED
TRADE MISSIONS



ONLINE PRODUCT
CATALOG



MARKET PROMOTION

BRANDED PROGRAM



IN-STORE
PROMOTIONS



Contact Us TODAY!

If you have already benefited from Food Export's services, we encourage you to participate in additional programs. We look forward to helping you on your path to exporting success. Visit our web sites for more information:

www.foodexport.org | Make your marketSM

Food Export – Midwest: 312.334.9200

Food Export – Northeast: 215.829.9111

info@foodexport.org

Make your market.SM

Food Export-Midwest and Food Export-Northeast can help no matter where you are on your exporting path. Select the programs and services that are right for you. Let us help you take the difficulty out of exporting and seize opportunities in the right markets to build your brand and accelerate your sales!



309 W. Washington Street
Suite 600
Chicago, IL 60606 USA
T: 312.334.9200 F: 312.334.9230
www.foodexport.org



One Penn Center
1617 JFK Boulevard
Suite 420
Philadelphia, PA 19103 USA
T: 215.829.9111 F: 215.829.9777
www.foodexport.org

Food Export-Midwest and Food Export-Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means for communication of program information can contact us. Food Export-Midwest and Food Export-Northeast reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export-Midwest and Food Export-Northeast, does not comply with USDA Foreign Agricultural Service (FAS), MAP or Food Export-Midwest and Food Export-Northeast regulations or policies, or otherwise offer the best opportunity to achieve its mission of increasing food and agricultural exports. Submission of any false or misleading information may be grounds for rejection or subsequent revocation of any application or participation. Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.



SELECT YOUR EVENTS.
PLAN YOUR YEAR.

FIND EXPORT SUCCESS!

2014 **ACTIVITY CALENDAR**



**EXPORTER
EDUCATION**



**MARKET
ENTRY**



**MARKET
PROMOTION**



Food Export–Midwest and Food Export–Northeast invite you to use our **2014 Activity Calendar** to plan and select events and activities to maximize your exposure in key markets. These events represent your best opportunities to increase sales in international markets.

Plan now and REGISTER EARLY to secure your space! These events will sell out.

UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
BUYERS MISSIONS			
Specialty Foods Buyers Mission at the Winter Fancy Food Show	Jan. 18-20	San Francisco, California	● ● ● ● ● ● ● ●
Northeast Buyers Mission	Jan. 26-31	Philadelphia, New York City, Boston	● ● ● ● ● ● ● ● ● ●
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	Feb. 22-26	San Diego, California	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo West Show	Mar. 6-8	Anaheim, California	● ● ● ● ● ● ● ●
Pet Food Buyers Mission at the Global Pet Expo	Mar. 11	Orlando, Florida	● ● ● ● ● ● ● ●
Seafood Buyers Mission at the Seafood Expo North America	Mar. 15	Boston, Massachusetts	● ● ● ● ● ● ● ●
Food Service Buyers Mission at the National Restaurant Association Show	May 17-20	Chicago, Illinois	● ● ● ● ● ● ● ●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 19-21	Chicago, Illinois	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Pork Expo	June 2-6	Des Moines, Iowa	● ● ● ● ● ● ● ●
Caribbean and Central American Buyers Mission for Retail and Food Service Products	June 3-5	Miami, Florida	● ● ● ● ● ● ● ●
Food and Beverage Buyers Mission at the Food Marketing Institute Connect Show	June 11-13	Chicago, Illinois	● ● ● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	June 21-22	New Orleans, Louisiana	● ● ● ● ● ● ● ●
Specialty Foods Buyers Mission at the Summer Fancy Food Show	June 28-30	New York, New York	● ● ● ● ● ● ● ●
Food Export Learn & Sell	Fall	Midwest Region	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo East Show	Sept. 17-19	Baltimore, Maryland	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Dairy Expo	Sept. 30 - Oct. 3	Madison, Wisconsin	● ● ● ● ● ● ● ●
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	Oct. 7-9	Las Vegas, Nevada	● ● ● ● ● ● ● ●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov. 16	Rosemont, Illinois	● ● ● ● ● ● ● ●
CANADA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at Canadian Restaurant and Foodservices Association Show	Mar. 2-4	Toronto, Canada	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Canada	April 2-4	Montreal, Canada	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Canada for Retail, Food Service and Specialty Products	Feb. 11-13	Vancouver, Canada	● ● ● ● ● ● ● ●
Focused Trade Mission to Canada for Specialty and Natural Products	Sept. 2-4	Toronto, Canada	● ● ● ● ● ● ● ●
MEXICO			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at ANTAD	Mar 11-14	Guadalajara, Mexico	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Abastur NEW!	Aug. 25-28	Mexico City, Mexico	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Mexico for Technical Food Ingredients	July 8-10	Mexico City, Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Snack Foods NEW!	July 30-Aug. 3	Mexico City and Guadalajara, Mexico	● ● ● ● ● ● ● ●
CARIBBEAN, CENTRAL AMERICA & SOUTH AMERICA			
FOOD SHOW PLUS!™			
Food Show PLUS!™ at Exphore NEW!	May 5-8	Costa Rica	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Brazil	June 24-28	São Paulo, Brazil	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Panama for Retail and Food Service Products	May 2-4	Panama City, Panama	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia for Retail and Food Service Products	July	Bogota, Colombia	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia and Panama for Value-Added Feed Ingredients NEW!	July 21-25	Bogota, Colombia; Panama City, Panama	● ● ● ● ● ● ● ●
Focused Trade Mission to the Northern Caribbean for Retail and Food Service Products NEW!	Sept. 9-12	Kingston, Jamaica; Nassau, Bahamas	● ● ● ● ● ● ● ●

PLEASE NOTE: Dates and locations are subject to change and upcoming activities are pending funding from the USDA. All international activities are potentially Branded eligible. See Branded Program Manual for full details.

CUSTOMER SERVICE TO SERVE YOU!

Visit www.foodexport.org to get complete details and register online. Or call our Outreach and Customer Service staff to answer any questions.

Food Export-Midwest Customer Service

Indiana, Minnesota, Missouri and Nebraska, [Molly Burns 312.334.9219](tel:312.334.9219)
 Illinois, Iowa, Kansas and Ohio, [Brian Fisher 312.334.9217](tel:312.334.9217)
 Michigan, North Dakota, South Dakota and Wisconsin, [Paul Weiss 312.334.9221](tel:312.334.9221)

Food Export-Northeast Customer Service

Delaware, New York and Vermont, [Howard Gordon 215.599.9748](tel:215.599.9748)
 New Hampshire, New Jersey and Pennsylvania [Adrienne Messe 215.599.9747](tel:215.599.9747)
 Connecticut, Maine, Massachusetts and Rhode Island, [Anna Tranfaglia 215.599.9749](tel:215.599.9749)



WHICH ACTIVITIES ARE BEST FOR ME?

FOOD PRODUCTS

- RETAIL PRODUCTS
- FOOD SERVICE PRODUCTS
- INGREDIENT PRODUCTS
- NATURAL PRODUCTS
- SPECIALTY/GOURMET PRODUCTS
- PRIVATE LABEL PRODUCTS
- SEAFOOD PRODUCTS
- PET FOOD/FEED PRODUCTS

EUROPE	DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™			
Food Show PLUS!™ at SIAL Paris	Oct. 19-23	Paris, France	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Poland for Retail and Food Service Products NEW!	Oct. 15-17	Warsaw and Gdansk, Poland	● ● ● ● ● ● ● ●
Focused Trade Mission to Turkey for Retail and Food Service Products NEW!	Nov. 11-13	Istanbul, Turkey	● ● ● ● ● ● ● ●
SEAFOOD TRADE SHOWS			
Seafood Trade Show at Seafood Expo Global (formerly the European Seafood Exposition)	May 6-8	Brussels, Belgium	● ● ● ● ● ● ● ●
MIDDLE EAST	DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™			
Food Show PLUS!™ at Gulfood	Feb. 22-27	Dubai, UAE	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Middle East	Nov. 17-20	Abu Dhabi, UAE	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to the Middle East for Retail and Food Service Products	Nov. 21-26	Dubai, UAE; Jeddah, Saudi Arabia	● ● ● ● ● ● ● ●
ASIA	DATE	LOCATION	PRODUCTS
FOOD SHOW PLUS!™			
Food Show PLUS!™ at the Supermarket Tradeshow Japan	Feb. 11-14	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at FOOD EX	Mar. 3-7	Tokyo, Japan	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Ingredients China	Mar. 25-27	Shanghai, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food & Hotel Asia	April 7-11	Singapore	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	May 12-15	Shanghai, China	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Seoul Food & Hotel	May 12-16	Seoul, Korea	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Food Ingredients Asia NEW!	Sept. 24-26	Jakarta, Indonesia	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Asia Seafood Exposition	Sept.	Hong Kong	● ● ● ● ● ● ● ●
Food Show PLUS!™ at the China Fisheries and Seafood Expo	Nov.	Qingdao, China	● ● ● ● ● ● ● ●
TRADE MISSIONS			
Focused Trade Mission to Taiwan for Retail and Food Service Products	May 9-10	Taipei, Taiwan	● ● ● ● ● ● ● ●
Focused Trade Mission to Hong Kong for Food Service Products	June 3-5	Hong Kong	● ● ● ● ● ● ● ●
Focused Trade Mission to Vietnam for Retail and Food Service Products	June 6-8	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ● ●
Focused Trade Mission to China for Food Service and Healthy Products	Aug. 11-15	Beijing and Chengdu, China	● ● ● ● ● ● ● ●
Focused Trade Mission to Korea for Bakery Ingredient Products	Aug. 25-27	Seoul, Korea	● ● ● ● ● ● ● ●
Focused Trade Mission to India for Retail and Food Service Products	Sept. 23-27	New Delhi and Mumbai, India	● ● ● ● ● ● ● ●
Focused Trade Mission to Japan for Specialty and Natural Products	Oct. 27-29	Tokyo, Japan	● ● ● ● ● ● ● ●
Focused Trade Mission to Korea for Specialty and Natural Products	Oct. 30-31	Seoul, Korea	● ● ● ● ● ● ● ●

**THE 2014 BRANDED PROGRAM IS UNDERWAY,
SUBMIT YOUR PRE-QUALIFICATION TODAY!**



ACTIVITY CALENDAR

Scan the QR code with your Smartphone to get up-to-date information on all Food Export events.

Make your market.SM

Food Export-Midwest and Food Export-Northeast can help no matter where you are on your exporting path. Select the programs and services that are right for you. Let us help you take the difficulty out of exporting and seize opportunities in the right markets to build your brand and accelerate your sales!



309 W. Washington Street
Suite 600
Chicago, IL 60606 USA
T: 312.334.9200 F: 312.334.9230
www.foodexport.org



One Penn Center
1617 JFK Boulevard
Suite 420
Philadelphia, PA 19103 USA
T: 215.829.9111 F: 215.829.9777
www.foodexport.org

FOODSHOW PLUS!™

AT FOOD & HOTEL CHINA

SHANGHAI, CHINA ■ NOVEMBER 12-15, 2013



INTERNATIONAL TRADESHOW SUCCESS

Make your market.™

Food Export will provide our Food Show PLUS!™ services at the Food & Hotel China trade show, designed exclusively for imported food and beverages.

Consumer food service saw dynamic growth for the last five years as a whole, underpinned by a number of factors but particularly by rising income levels. China's strong economic growth during the review period resulted in an increasingly affluent consumer base. In addition, ongoing urbanization not only offered consumers greater access to consumer food service but also resulted in busier lifestyles. This boosted demand for convenience and thus also for consumer food service. Our custom services make exhibiting internationally easy, so you can focus on selling product!

FOOD SHOW PLUS!™ SERVICES CAN:

- Pre-arrange formal introductions with qualified buyers
- Provide an in market briefing and local industry tours, as appropriate
- Provide pre-show product research—pricing, import regulations, and competitor analysis
- Translate up to two pages of exhibitor material into local language
- Provide interpreter services at booth
- Provide on site show assistance by Food Export's In-Market Representative
- Qualify exhibitors' leads from show, and conduct background checks on top few

PRODUCTS IN DEMAND:

- Beverages, dry & liquid
- Condiments
- Consumer packaged goods
- Dairy products
- Food ingredients
- Frozen foods
- Fruit and vegetables
- Meat and poultry
- Snack foods
- Other processed food

TAKE ADVANTAGE

This activity takes place directly following our Focused Trade Mission to Guangzhou and directly preceding our Focused Trade Mission to Taiwan. Make the most of your travels to the region and meet buyers in additional markets. Visit www.foodexport.org for more info.

FOOD & HOTEL CHINA OVERVIEW:

- FHC 2013 is held alongside specialist events including ProWine China; Tea & Coffee China; Meat China.
- 30,156 trade visitors
- 1,500 exhibitors from 70+ countries/regions
- For more information about the trade show, please visit www.fhcchina.com

USA PAVILION

Please contact Oak Overseas to exhibit in the USA Pavilion:
Michele Zichy
Tel: 704.837.1980 x303
Email: mzichy@oakoverseas.com

BRANDED PROGRAM

Double your international marketing dollars with Branded Program. You may be eligible for **up to 50% reimbursement on exhibition fees, advertising, and much more.**

REGISTER NOW TO PARTICIPATE:

EARLY REGISTRATION DEADLINE:

July 23, 2013 - \$200 (Save \$100)

FINAL REGISTRATION DEADLINE:

August 20, 2013 - \$300

** You must be an exhibitor at this trade show to participate.*



CUSTOMER SERVICE

Food Export Outreach & Customer Service staff have answers to your questions. Want more information or to register? **We're here to help.**

Call: (312) 334-9200 or (215) 829-9111
E-mail: info@foodexport.org



Make your market.™



Navigating Export Success

Providing *Midwestern and Northeastern food and agricultural companies*
with *programs and services to build export sales.*



Why Export?

Today's global economy is experiencing tremendous growth in consumer processed food and agricultural products. With their ability to quickly and creatively adapt, small U.S. food and agricultural companies are well positioned to take advantage of this growth. In addition, U.S. suppliers are known for quality, safety, innovation, and consistency. These competitive advantages allow U.S. suppliers to capitalize on dynamic market trends and consumer demands. Consider these other BIG reasons to export:

Overseas Growth:

U.S. participation in the global market for processed foods is growing. In addition, developing countries with economic growth will play an increasingly important role in food demand and become a more important destination for U.S. agricultural exports.

Overseas Potential:

Approximately 95% of the world's population and 67% of the world's total purchasing power are located outside the U.S. As the world becomes more integrated and product preferences assimilate, exports of processed food products will continue to rise.

Economic Growth:

Consumer preferences—shaped by income, changing lifestyle, and culture—largely determine the items available in grocery stores. As purchasing power increases in developing countries, so does demand for value-added food products.

More Accessible International Markets:

The U.S. now participates in more Free Trade Agreements than ever before, lowering trade restrictions and opening many international markets for U.S. food and agricultural products.

Navigating Export Success

Business success depends on information, guidance, and assistance. Exporting is no different.

Begin or Extend Your International Reach

Food Export–Midwest and Food Export–Northeast offer programs and services designed to help you build your export business.

Exporter Education

Provides ongoing education on exporting topics

Market Entry

Helps you select the best markets and meet qualified buyers

Market Promotion

Offers financial assistance to support your company's international marketing efforts

Food Export–Midwest and Food Export–Northeast provide export assistance to Midwestern and Northeastern companies that produce and process food and agricultural products.

Exporter Education

Entering the export market takes know-how. Exporter Education programs provide information and education in a variety of formats such as a helpline, printed materials, seminars, and online resources.



Food Export Helpline™

This one-on-one service provides export assistance on a wide variety of topics. This service helps both the novice and experienced exporter by answering export-related questions, providing insights needed to succeed, and identifying the top export markets for your product(s).

Export Essentials Online

This service is an educational introduction to the fundamentals and logistics of exporting. Each section tackles an important subject and provides detailed information to assist in answering your questions about exporting.

Global Food Marketer™

This newsletter and e-bulletin contain information about upcoming activities, export basics, industry news, and opportunities abroad.

Educational Seminars and Webinars

Staff members from Food Export–Midwest and Food Export–Northeast, as well as their network of International Marketing Representatives, share their extensive experience and expertise in seminars held throughout the year in various locations.

Our webinars are designed to help companies new-to-exporting as well as experienced exporters learn about the export process and the resources available to assist with expanding their food and agricultural business.

Market Entry

Exporting is competitive, and making the most of your marketing time and dollars takes expertise. Market Entry services help U.S. suppliers find the right markets and reach the right buyers and importers.



Market Builder

This service provides customized, in-market research to help you determine if a market is right for your product. Industry insights about the distribution process for the market; the country's import regulations and restrictions; and a list of potential importers/distributors are provided. In addition, companies looking to export retail products can receive intelligence on competitive product pricing and positioning and feedback from importers about your product's packaging, taste, appearance, and labeling. Food ingredient companies can receive translation of up to four pages of technical information and feedback on manufacturing and processing applications, technical specifications and minimum order size. Both retail and food ingredient suppliers can take advantage of support from our International Marketing Representatives. The Representative can schedule meetings with targeted buyers, arrange for interpreters and accompany you to meetings, if desired.

Buyers Missions

International buyers come to the U.S. to meet with suppliers like you during Buyers Missions. You can learn more about your products' export potential and build relationships with key industry buyers without the time and expense of overseas travel.

Food Show PLUS!™

This tradeshow enhancement service prepares you for and maximizes your international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, translation of your company's marketing material, on-site food industry interpreters, scheduled meetings with potential buyers, site visits to local retailers, in-market seminars, and follow-up assistance.

Focused Trade Missions

Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product showcases, assistance with lead follow-up, and a networking reception.

Online Product Catalog

Our web-based catalog is an effective way to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

Market Promotion

Once in export markets, these services help U.S. exporters increase sales by offering financial and promotional support to help create awareness of products made in the U.S.



Branded Program

The Branded Program provides 50% cost-reimbursement for a wide variety of international marketing activities including:

- Package and label modifications
- Advertising
- In-store promotions and product demonstrations
- Fees for exhibiting at some overseas tradeshow and selected tradeshow held in the U.S.
- Public relations
- Marketing and point-of-sale materials
- Freight cost for samples

(Only small companies, as defined by the U.S. Small Business Administration, and agricultural producer cooperatives are eligible to participate.)

In-Store Promotions

Each year, Food Export–Midwest and Food Export–Northeast sponsor promotional displays and product demonstrations in international supermarkets, restaurants, and hotels that feature U.S.-made processed foods and agricultural products.

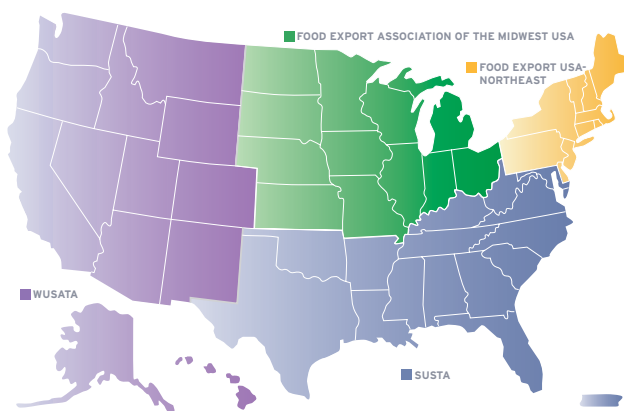
Select the Programs and Services that are Right for Your Company

	My company is interested in exporting. Where do we begin?	My company knows a little about exporting and has some export sales. What else should we be doing?	My company actively pursues export opportunities. What activities will help us increase our export sales?	My company has several years of export experience and is established in one or more foreign markets. Is there anything else we can be doing?
Exporter Education				
Food Export Helpline™	•	•	•	•
Export Essentials Online	•	•	•	•
Seminars and Webinars	•	•	•	•
Market Entry				
Market Builder		•	•	•
Buyers Missions		•	•	•
Food Show PLUS!™		•	•	•
Focused Trade Missions		•	•	•
Online Product Catalog			•	•
Market Promotion				
Branded Program			•	•
In-Store Promotions				•

If you have already benefited from Food Export–Midwest and Food Export–Northeast services, we encourage you to participate in other programs. If you are new to Food Export–Midwest and Food Export–Northeast, we look forward to helping you on your path to exporting success. Contact us today at **312.334.9200** in the Midwest or **215.829.9111** in the Northeast or e-mail us at **info@foodexport.org**. Visit our web site at **www.foodexport.org**.

About Us

Food Export–Midwest and Food Export–Northeast are non-profit organizations composed of 22 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help companies increase product sales overseas. Food Export–Midwest and Food Export–Northeast administer many services through Market Access Program (MAP) funding from the USDA Foreign Agricultural Service.



Food Export-Midwest

Member States

- Illinois Department of Agriculture
- Indiana State Department of Agriculture
- Iowa Department of Economic Development
- Kansas Department of Commerce
- Michigan Department of Agriculture and Rural Development
- Minnesota Department of Agriculture
- Missouri Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Ohio Department of Development
- South Dakota Department of Agriculture
- Wisconsin Department of Agriculture, Trade and Consumer Protection



Food Export Association of the Midwest USA®

309 W. Washington Street
Suite 600
Chicago, IL 60606 USA
312.334.9200
Fax: 312.334.9230
www.foodexport.org

Food Export-Northeast

Member States

- Connecticut Department of Agriculture
- Delaware Department of Agriculture
- Maine Department of Agriculture, Food and Rural Resources
- Massachusetts Department of Agricultural Resources
- New Hampshire Department of Agriculture, Markets and Food
- New Jersey Department of Agriculture
- New York State Department of Agriculture and Markets
- Pennsylvania Department of Agriculture
- Rhode Island Economic Development Corporation
- Vermont Agency of Agriculture, Food and Markets



Food Export USA®–Northeast

One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103 USA
215.829.9111
Fax: 215.829.9777
www.foodexport.org

Food Export–Midwest and Food Export–Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means for communication of program information can contact us. Food Export–Midwest and Food Export–Northeast reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export–Midwest and Food Export–Northeast, does not comply with USDA Foreign Agricultural Service, MAP or Food Export–Midwest and Food Export–Northeast regulations or policies, or otherwise offer the best opportunity to achieve its mission of increasing food and agricultural exports. Submission of any false or misleading information may be grounds for rejection or subsequent revocation of any application or participation.

International Marketing Program Roles and Responsibilities

	Primary Role	Secondary Role (backup)
Focused Trade Missions	Vanessa	Lauren
Buyers Missions	Lauren	Brendan
Food Show PLUS!	Amanda	Vanessa
Market Builder	Vanessa	Amanda
On-line Product Catalog	Amanda	Brendan
In-store/Retail Promotions & Importer Seminars	Brendan	Kathryn
Food Export Helpline	Vanessa	Amanda
Trade Leads	Amanda	Brendan
Webinars	Brendan	Vanessa
Seminars	Vanessa	Amanda
Food Export Advisor Program	Amanda	Kathryn

MARKETBUILDER

INDUSTRY INSIGHTS ■ MARKET INTELLIGENCE



Whether you are new to the **Market Builder** Program or an existing user looking to enter a new market, this is a great opportunity to drive export sales. You can use both **MarketScan** and **RepFinder** or just one component.

RETAIL SUPPLIERS

MarketScan includes:

- **Store Check and Distribution Analysis:** Offers the brand names, packages, sizes, regular retail prices, current price specials, and shelf space allotments for similar products.
- **Competitive Product Shopping:** First-hand information and samples of similar and competing products sold in the market.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price, and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.

RepFinder includes:

- **Distributor Referrals:** Importer feedback on package size, labeling, taste, appearance, price, and marketability.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation and moderate meetings.

INGREDIENT SUPPLIERS

MarketScan includes:

- **Store Check and Distribution Analysis:** Provides examples of product applications in the market, where in the supply chain the participant's product is needed, and whether the product is imported directly or through specialized intermediaries.
- **Translation** of up to four pages of technical information.
- **Importation Analysis:** Import regulations and restrictions affecting the importation of your product into a country.
- **Distributor Referrals:** Importer feedback on manufacturing and processing applications, technical specifications, minimum order size, and price.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.

RepFinder includes:

- **Distributor Referrals:** Importer feedback on manufacturing and processing applications, technical specifications, and minimum order size.
- **Target Importer List:** Includes contact names/information and a brief summary of importers' profiles.
- **In-Market Assistance:** A minimum of three one-on-one appointments will be arranged with participating companies and targeted importers. An International Marketing Executive will assist in communication and interpretation and moderate meetings.

MARKET BUILDER IS OFFERED IN

Argentina, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, Caribbean, Chile, China, Colombia, Costa Rica, Czech Republic, Denmark, El Salvador, Finland, France, Germany, Guatemala, Honduras, Hong Kong, India, Indonesia, Italy, Japan, Korea, Kuwait, Malaysia, Mexico, Netherlands, Nicaragua, Norway, Oman, Panama, Paraguay, Philippines, Poland, Portugal, Qatar, Romania, Saudi Arabia, Singapore, Spain, Sweden, Switzerland, Taiwan, Thailand, United Arab Emirates, United Kingdom, Uruguay, and Vietnam.

MARKETSCAN: \$400.

REPFINDER: \$500.

MARKET BUILDER PACKAGE: \$750.



CUSTOMER SERVICE

Food Export Outreach & Customer Service have answers to your questions. Want more information or to register? **We're here to help.**

www.foodexport.org

Call: (312) 334-9200 or (215) 829-9111

E-mail: info@foodexport.org



Make your market.SM

WHO ARE WE

Food Export Association of the Midwest USA and Food Export USA-Northeast are nonprofit organizations composed of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.