




# 2012 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 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 2010 Branded Program year, Food Export Association of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) assisted 373 companies. This included 91 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 \$1.2 billion in actual export sales
- USD \$2 billion in projected export sales
- 644 companies made their first export sale in a new market
- 2,837 companies made new distributor relationships
- 370 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 2012 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 42 and 43 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](http://www.foodexport.org). Once your company is approved for the program, you will be able to manage every aspect of your account online.

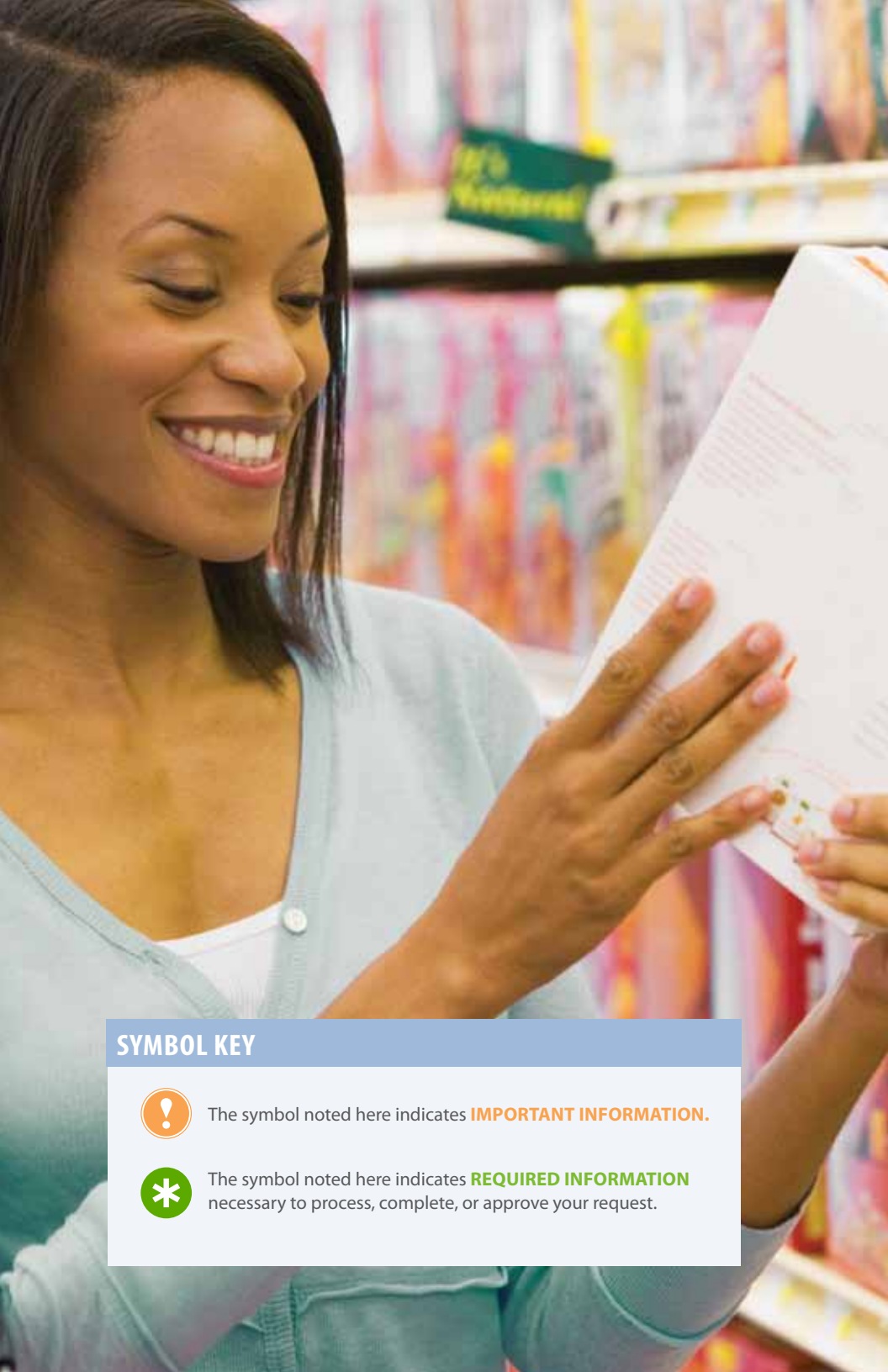
We appreciate your interest in the 2012 Branded Program. We look forward to working with you throughout the year to help you promote and sell your products abroad!

**Joe Yotti**

Branded Program Manager  
Food Export–Midwest

**Antoniya Gospodinova**

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.

2012 Program Calendar	7
Is Your Company Eligible for the Branded Program?	8
Are Your Products Eligible for the Branded Program?	10
Branded Program Checklist: Understanding the Program Step by Step	12
First Step to Applying: Pre-Qualification	14
Completing the Application	16
Making Changes to Your Program Agreement	18
Eligibility of Your Expenses	20
Eligible Expenses: Domestic	21
Eligible Expenses: International	22
Ineligible Expenses	26
Documentation Required for Reimbursement	28
Cover Sheet for Promotional Claims	32
Eligible International Travel Expenses	34
Required Documentation for Travel Reimbursements	36
How to Calculate Travel Reimbursements	37
Cover Sheet for Travel Claims	38
Trip Report	39
FAS Foreign Post Notification	40
International Tradeshows Exempted From the Branded Program Graduation Requirement	41
Tradeshows Held in the U.S. Eligible for Reimbursement	42
Tradeshows With USA Pavilions	44
Who to Contact for Further Assistance	46
Frequently Asked Questions	48
Glossary	52
Export Assistance Services	56

**Apply Early!**

The Branded Program opens its application for funding on August 1, 2011, for companies to be reimbursed for activities occurring between January 1, 2012, and December 31, 2012. 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

**2011**

Application deadline for January approvals OCTOBER 1, 2011  
*(Application acceptance beyond this date is contingent upon available funds)*

**2012**

Start of 2012 program year JANUARY 1, 2012  
End of the 2012 program year DECEMBER 31, 2012

**2013**

Deadline to submit reimbursement requests FEBRUARY 28, 2013  
Evaluations due FEBRUARY 28, 2013

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](http://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**

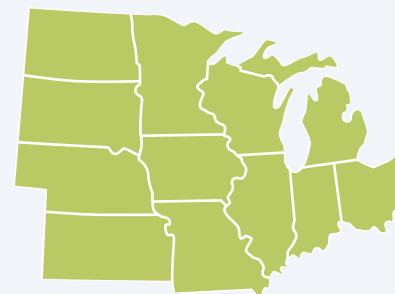
Participants must have at least \$100,000 in gross sales during the previous year and adequate management and financial resources for export market development.

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

Companies must have a corporate office, production facility, or source their products from 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:

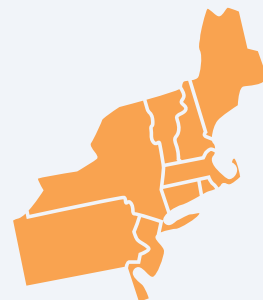
## IS YOUR COMPANY ELIGIBLE FOR THE BRANDED PROGRAM?

### MIDWEST REGION



Illinois	Missouri
Indiana	Nebraska
Iowa	North Dakota
Kansas	Ohio
Michigan	South Dakota
Minnesota	Wisconsin

### NORTHEAST REGION



Connecticut	New Hampshire
Delaware	New York
Maine	Pennsylvania
Massachusetts	Rhode Island
New Jersey	Vermont

### **If You Are Outside the Midwest and Northeast Regions**

If you are not located in the Midwest or Northeast, or do not have an impact in those regions, 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](http://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](http://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.

\*\* Diversified Agricultural Products are derived from agricultural sources. They include but are not limited to: Health and Beauty Products such as hair care, toothpaste, essential oils, etc.; Household items such as candles, paints and cleaners; and bioindustries such as ethanol and biodiesel. Please 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

The company address line is not sufficient as an approved U.S. origin statement. See page 20 for eligible USA origin statements.

## ARE YOUR PRODUCTS ELIGIBLE FOR THE BRANDED PROGRAM?

### 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

## 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 tradeshows 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.

## BRANDED PROGRAM CHECKLIST: UNDERSTANDING THE PROGRAM STEP BY STEP

### 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.

### 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, 2013*

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 2013 program year

*Application submission deadline: October 1, 2012*

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](mailto: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

Applicants must submit a pre-qualification form online at [www.foodexport.org](http://www.foodexport.org) in the Branded Program section under “Programs & Activities” as the first step to applying to the program. Once a company’s pre-qualification is approved, then the application can be completed.

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



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 Excluded Party List 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.

## FIRST STEP TO APPLYING: PRE-QUALIFICATION

### To access the Branded Program System online at [www.foodexport.org](http://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 Antoniya Gospodinova at 215.829.9111 or [agospodinova@foodexport.org](mailto:agospodinova@foodexport.org)

- In the Midwest, contact Joe Yotti at 312.334.9200 or [jyotti@foodexport.org](mailto:jyotti@foodexport.org)

- If you are a previous participant in Food Export–Midwest or Food Export–Northeast’s programs and services and have a login account, you may go to the Branded Program section under “Programs and Activities” at [www.foodexport.org](http://www.foodexport.org) to login accordingly.

Once successfully logged in, you may choose the Pre-Qualification link at the top of the page and click “Add Pre-Qualification Application”. You will be prompted to complete the pre-qualification via our wizard.

- If you are a new company and would like to submit a pre-qualification application, you need to click on “Submit Pre-Qualification Application” at the top of the page. You will be prompted to verify your registration status.

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.

After your pre-qualification application has been approved internally, you will receive an email confirming your approval. You will then be able to login to the system and continue to submit your program application by clicking on the “Create Application” icon on your home page. The application wizard will then guide you through the whole application submission process.

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.*

### • 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 copies of your product labels/packaging 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.

## MAKING CHANGES TO YOUR PROGRAM 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:

### 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.

### Submitting an Amendment Online

- Log on to the Branded Program section under “Programs and Activities” at [www.foodexport.org](http://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.

### 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.



### 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 \$2 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, 2012, and December 31, 2012. 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”, and having USA or your state’s name in your address line, 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.*



The graduation five year period is applied across the entire program and any MAP funds from any source.

### 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 expenses to and from tradeshows held in the U.S. are not eligible.

### 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 2011 is USD \$62.06 an hour or USD \$496.48 a day. 2012 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.*

## ELIGIBLE EXPENSES: INTERNATIONAL

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 such as pens, key rings, t-shirts, and caps are limited to a maximum reimbursement of USD \$1 per individual item. A statement identifying the U.S. origin of your product must be visible. Example: If you purchase a give-away item that is \$5 per unit, your reimbursement for this item will be \$1 per unit.

### 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.

*Note: Website development is not eligible.*

### 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.

## ELIGIBLE EXPENSES : INTERNATIONAL

### 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, tradeshows, and seminars are eligible.
- The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense for 2011 is USD \$62.06 an hour or USD \$496.48 a day. 2012 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 tradeshows 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.



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 tradeshows 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 tradeshows 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)
- Refundable deposits and advances
- 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, subscriptions to publications
- Membership and Program fees

### Business Related Ineligible Expenses (continued)

- General company literature that does not include product promotion information
- Website development
- 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. Furthermore, expenditures for activities that would normally be reimbursable, but include coupons or other price discounts (e.g., a print advertisement which contains a clip-out coupon), will not be reimbursed in whole or in part.
- 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.

## DOCUMENTATION REQUIRED FOR REIMBURSEMENT

To protect against fraud and other improper activities, we require specific documentation to be submitted for all reimbursement claims. 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.

## DOCUMENTATION REQUIRED FOR REIMBURSEMENT



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](http://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

In most cases, expenses related to exhibiting at an international tradeshow only require a photo of your booth or your listing in the tradeshow guide. However, 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.

#### • 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.

#### \* 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.

#### \* 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, or a copy of your listing in the exhibitor catalog.

#### \* 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

EXPENSE ITEM #: (OFFICE USE ONLY)

COMPANY:

COUNTRY (WHERE ACTIVITY TOOK PLACE):

ACTIVITY TYPE (CHECK ONE):

- |  |  |
|--|--|
| <input type="checkbox"/> TRADESHOW EXPENSE           | <input type="checkbox"/> DEMONSTRATION/MERCHANDISING |
| <input type="checkbox"/> PART-TIME CONTRACTORS       | <input type="checkbox"/> MARKETING/POS MATERIALS     |
| <input type="checkbox"/> INTERNATIONAL TRADE SEMINAR | <input type="checkbox"/> 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

## 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):

- |  |   |
|--|---|
| <input type="checkbox"/> CANCELLED CHECK       | <input type="checkbox"/> COPY OF CHECK AND COPY OF BANK STATEMENT |
| <input type="checkbox"/> CREDIT MEMO           | <input type="checkbox"/> WIRE TRANSFER AND COPY OF BANK STATEMENT |
| <input type="checkbox"/> BANK STATEMENT        | <input type="checkbox"/> CASH RECEIPT                             |
| <input type="checkbox"/> 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: \_\_\_\_\_

## ELIGIBLE INTERNATIONAL TRAVEL EXPENSES

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 Tradeshow/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](http://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.

## ELIGIBLE INTERNATIONAL TRAVEL EXPENSES



Airline frequent flyer miles are not an eligible form of payment. We can not reimburse for this type of expense.

### • The Program Reimburses for Travel of Two People

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

### • 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](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.

**\* 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.

**\* 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.

**\* Airline Itinerary/Invoice**

We must have a detailed itinerary/invoice from either a travel agent or airline. We are specifically looking for flight information.

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

**\* 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.

**\* 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 or similar service provider, we ask that you still obtain documentation from the hotel itself that verifies your check in/out dates.

**\* 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 or listing in the tradeshow guide are acceptable (see pages 29-30 for details).



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).

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:	LODGING:	M&IE:	AIRFARE:
DATE: _____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTALS: \_\_\_\_\_

## COVER SHEET FOR TRAVEL CLAIMS

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

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](http://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:

- ANUGA Cologne\*
- 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\*
- 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. 24-26, 2012	Atlanta, Georgia
American Food Fair (U.S. Pavilion) co-located with the National Restaurant Show nasdatradeshow.com	May 5-8, 2012	Chicago, Illinois
American Pet Products Manufacturers Association, Global Pet Expo americanpetproducts.org	Feb. 29-Mar. 2, 2012	Orlando, Florida
Duty Free Show of the Americas iaadfs.org	Mar. 11-14, 2012	Orlando, Florida
Expo Alimentos expo-alimentos.com	Apr. 21-22, 2012	San Juan, Puerto Rico*
Inflight Food Service Association ifsanet.com	Sep. 17-20, 2012	Long Beach, California
Institute of Food Technologists (IFT) Show ift.org	Jun. 25-28, 2012	Las Vegas, Nevada
International Boston Seafood Show bostonseafood.com	Mar. 11-13, 2012	Boston, Massachusetts
International Builders' Show buildersshow.com	Feb. 8-11, 2012	Orlando, Florida
International Dairy-Deli-Bakery Show idda.org	Jun. 10-12, 2012	Anaheim, California
International Home and Housewares Show housewares.org	Mar. 6-8, 2012	Chicago, Illinois
Kosherfest kosherfest.com	TBD	TBD
NASFT/Fancy Food Show-Summer fancyfoodshows.com	Jul. 17-19, 2012	Washington, D.C.
NASFT/Fancy Food Show-Winter fancyfoodshows.com	Jan. 15-17, 2012	San Francisco, California

\* Travel expenses are not eligible for reimbursement

## U.S. TRADESHOWS ELIGIBLE FOR REIMBURSEMENT

National Association of Convenience Stores (NACS) nacsonline.com	Oct. 1-4, 2012	Chicago, Illinois
Natural Products Expo-East expoeast.com	Sep. 22-24, 2012	Baltimore, Maryland
Natural Products Expo-West expowest.com	Mar. 9-11, 2012	Anaheim, California
NCA Sweets & Snacks Expo allcandyexpo.com	May 8-10, 2012	Chicago, Illinois
Nightclub & Bar Convention & Tradeshow ncbshow.com	Mar. 13-14, 2012	Las Vegas, Nevada
North American Veterinary Conference tnavc.org	Jan. 14-18, 2012	Orlando, Florida
Peanut and Tree Nut Processor Show ptnpa.org	Jan. 14-17, 2012	Las Vegas, Nevada
Pet Food Forum petfoodindustry.com	Apr. 2-4, 2012	Schaumburg, Illinois
Private Label Manufacturers Association (PLMA) plma.com	Nov. 2012	Rosemont, Illinois
Produce Marketing Association pma.com	TBD	Atlanta, Georgia
Snack Food Association (SNAXPO) sfa.org	Mar. 16-19, 2012	Phoenix, Arizona
Southern Nursery Association sna.org	Fall 2012	Orlando, Florida
The Organic Trade Association's All Things Organic Show organicexpo.com	Sep. 2012	Baltimore, Maryland
United Produce Show at FMI unitedfresh.org	May 1-3, 2012	Dallas, Texas
U.S. Food Export Showcase co-located with the Food Marketing Institute (FMI) Show nasdatradeshow.com	May 1-3, 2012	Dallas, Texas
U.S. Pavilion at the Americas Food & Beverage Show nasdatradeshow.com	Nov. 2012	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 2012 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 &amp; SOUTH AMERICA

Canadian Restaurant and Foodservices Association (CRFA)	Mar. 6-8, 2012	Toronto, Ontario
ANTAD	Mar. 14-16, 2012	Guadalajara, Mexico
EXPHOTEL Vallarta (tentative)	Apr. 2012	Puerto Vallarta, Mexico
FMI (U.S. Food Export Showcase)	May 1-2, 2012	Dallas, Texas
SIAL Canada	May 9-11, 2012	Montreal, Québec
American Food Fair (National Restaurant Association/NRA)	May 20-22, 2012	Chicago, Illinois
Alimentaria Mexico	Jun. 2012	Mexico City, Mexico
Abastur	Sep. 2012	Mexico City, Mexico
FE Americas Food & Beverage	Oct. 2012	Miami Beach, Florida
SIAL Mercosur	Aug. 24-26, 2012	Buenos Aires, Argentina
Abastur	Sep. 2012	Mexico City, Mexico

## MIDDLE EAST &amp; AFRICA

Gulfood	Feb. 19-22, 2012	Dubai, United Arab Emirates
Morocco (American Café)	Jun. 4-6, 2012	Casablanca, Morocco
Food Ingredients Africa (Fi Africa)	TBD	Johannesburg, South Africa

## AUSTRALIA

Fine Food Australia	Sep. 10-13, 2012	Melbourne, Australia
---------------------	------------------	----------------------

## TRADESHOWS WITH USA PAVILIONS

## EUROPE &amp; RUSSIA

Fruit Logistica	Feb. 8-10, 2012	Berlin, Germany
BioFach (organics)	Feb. 15-18, 2012	Nuremberg, Germany
Alimentaria Barcelona	Mar. 26-29, 2012	Barcelona, Spain
European Seafood Exposition	Apr. 24-26, 2012	Brussels, Belgium
Vitafoods Europe (tentative)	May 22-24, 2012	Geneva, Switzerland
World Food Moscow	Sep. 2012	Moscow, Russia
SIAL Paris	Oct. 21-25, 2012	Paris, France
Health Ingredients Europe (Hi Europe)	Nov. 13-15, 2012	Frankfurt, Germany
Food Ingredients Europe (Fi Europe)	TBD	Paris, France

## ASIA

Supermarket Trade Show	Feb. 2012	Tokyo, Japan
FOODEX JAPAN	Mar. 6-9, 2012	Tokyo, Japan
AAHAR	Mar. 10-14, 2012	New Delhi, India
Food Ingredients China	Mar. 28-30, 2012	Shanghai, China
Food and Hotel Asia	Apr. 17-20, 2012	Singapore
Bakery China (tentative)	May 2012	Shanghai, China
SIAL China	May 8-10, 2012	Shanghai, China
Seoul Food & Hotel Korea	May 8-11, 2012	Seoul, Korea
International Food Ingredients & Additives Exhibition (IFIA)	May 16-18, 2012	Tokyo, Japan
Food Taipei	Jun. 2012	Taipei, Taiwan
Asian Fruit Logistica	Sep. 2012	Hong Kong
International Food Ingredients & Additives Exhibition (IFIA)	May 16-18, 2012	Tokyo, Japan
Food Ingredients Asia (FI Asia)	Oct. 3-5, 2012	Jakarta, Indonesia
Food and Hotel China	TBD	Beijing, China
Food and Hotel China-Shanghai	Nov. 15-17, 2012	Shanghai, China

## 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

**Sam Krouse**

**tel** 317.605.0858

**fax** 317.232.1362

**email** sakrouse@isda.in.gov

### Iowa Department of Economic Development

**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

**Jamie Zmitko-Somers**

**tel** 517.241.3628

**fax** 517.335.0628

**email** ZmitkoJ@michigan.gov

### Minnesota Department of Agriculture

**TBD**

**tel** 651.201.6382

**fax** 651.201.6114

### Missouri Department of Agriculture

**Tyler Ramsey**

**tel** 573.526.4813

**fax** 573.751.2868

**email** Tyler.Ramsey@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

**Chuck Fleming**

**tel** 701.328.4759

**fax** 701.328.4567

**email** cfleming@nd.gov

### Ohio Department of Development

**Tim Sword**

**tel** 614.728.3120

**fax** 614.463.1540

**email** tim.sword@development.ohio.gov

### South Dakota Department of Agriculture

**Lucas Lentsch**

**tel** 605.773.5436

**fax** 605.773.3481

**email** Lucas.Lentsch@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

### Connecticut Department of Agriculture

**Jaime Lizee 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

**Frank Jurbala**

**tel** 717.783.8462

**fax** 717.787.1858

**email** fjurbala@state.pa.us

### Rhode Island Economic Development Corporation

**Kathy Tufts**

**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 information is needed, you will be notified and be given 21 days to respond. 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. We like for you to submit claims within 60 days of incurring the expense. Waiting until February will only slow the reimbursement process.

**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: Distributor travel costs are never reimbursable.

**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 45 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.

### 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.

### 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.

### 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.

### 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.

### 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.

### 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

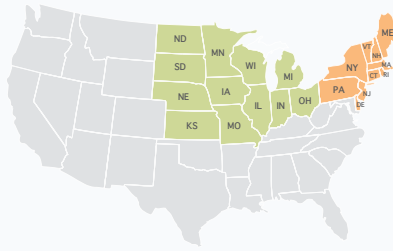
This web-based catalog is an effective way to promote your products to international buyers from around the world. By including your products in this virtual directory, buyers will easily be able to locate your company when searching by product, company name, or other criteria.

### 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.



## STATE AFFILIATIONS AND INFORMATION



### Food Export Association of the Midwest USA

Illinois Department of Agriculture  
Indiana State Department of Agriculture  
Iowa Department of Economic Development  
Kansas Department of Agriculture  
Michigan Department of Agriculture  
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 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](http://www.foodexport.org) email [info@foodexport.org](mailto: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](http://www.foodexport.org) email [info@foodexport.org](mailto:info@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 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.