



Food
Export
Midwest USA



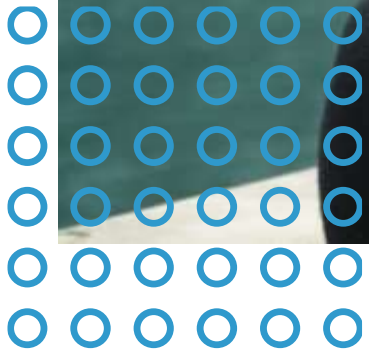
Food Export's Branded Program





Molly Burns

Branded Program Manager
Food Export - Midwest



**Food
Export**
Midwest USA



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Mission

Promote the export of Midwest and Northeast food and agriculture products through our programs and services.



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Who is Food Export?

- Private, non-profit international trade organizations
- Work with small- and medium-sized producers in the Midwest and Northeast U.S.
- Focus on value-added products
- Members are State Agricultural Promotion Agencies



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Types of U.S. Companies We Assist

- U.S.-Owned Company
- Company must be 'small' (SBA Guidelines) or a cooperative
- All products must have a minimum of 50% U.S. agricultural origin
- Willing and able to fund exports and ongoing promotion



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Products

- Branded Food Products
- Snack Foods
- Convenience Foods
- Natural Products
- Specialty Foods
- Private Label



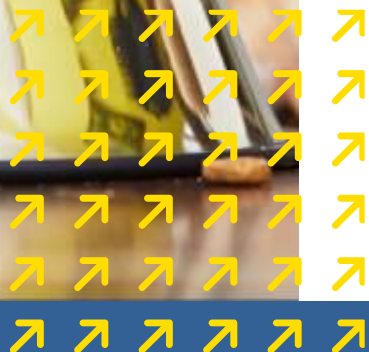
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Products Continued

- Food Ingredients
- Foodservice Products
- Feed Ingredients
- Petfood
- Seafood
- Other Value-Added Ag Products



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Wood-Based Products

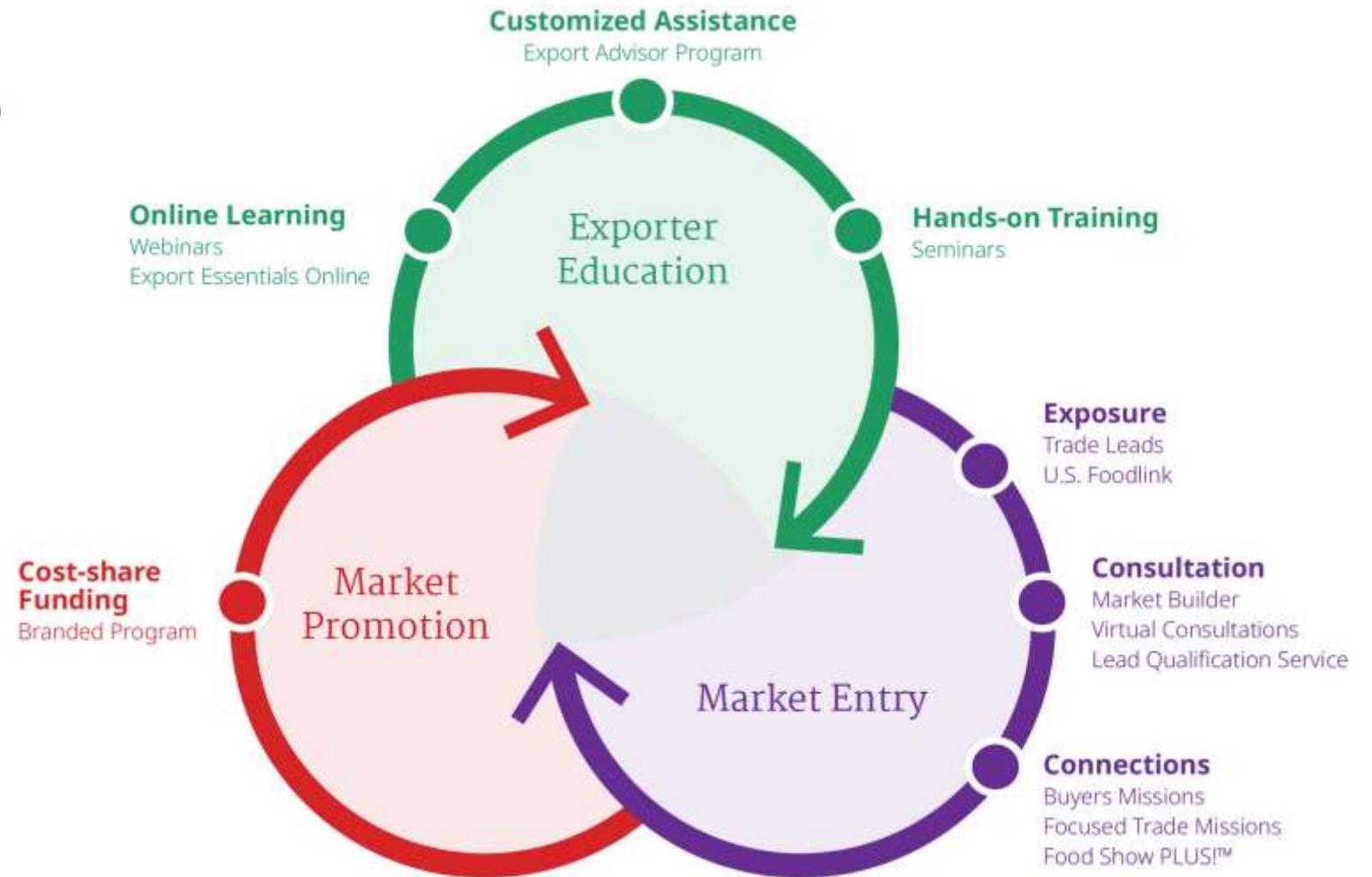
The following products may be eligible based on Chapter 44 of the Harmonized System:

- Poles, Piles, Posts (utility poles and fencing)
- Wood Wool and Wood Flour
- Railway Ties
- Densified Wood
- Picture, Mirror, and Other Wood Frames
- Pallets and Crates
- Cooperage products
- Tool and Tool Handles of Wood
- Builders Joinery items, including Doors, Windows, and Shingles
- Tableware and Kitchenware of Wood
- Statuettes and Other Ornaments of Wood and Jewelry and Similar Boxes
- Miscellaneous Wood Products
- Log Homes and Other Prefab Wood Homes (traditional 2x4 construction)



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How We Help



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Branded Program

- We reimburse 50% of export marketing expenses
- All activities approved in advance
- Company incurs all expenses up front
- Company includes US origin statement in marketing
- Funding per company per year:
\$2,500 - \$300,000



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Eligible Activities

- Tradeshow Expenses
- General Promotional Activities
- Promotional/Giveaway items
- Product Demonstrations/Merchandising
- Social Media Campaigns
- Website Development
- Public Relations
- Packaging and Label Modifications
- Freight for sample shipments
- And more!



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International Trade Shows

Virtual or In-Person



Eligible Expenses

Exhibition fee	New Product Showcase	GES/Freeman expenses	Electrical
Freight to/from show	Booth buildout, banners, signage	POS materials	Uniforms
	Part-time contractors	Giveaway Items	



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Certain U.S. Tradeshows



A **TASTE** OF
THE **STATES**



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Websites & Online Advertising



Website for South Korea

Web Banners for Hong Kong



Social Media



Web & Social

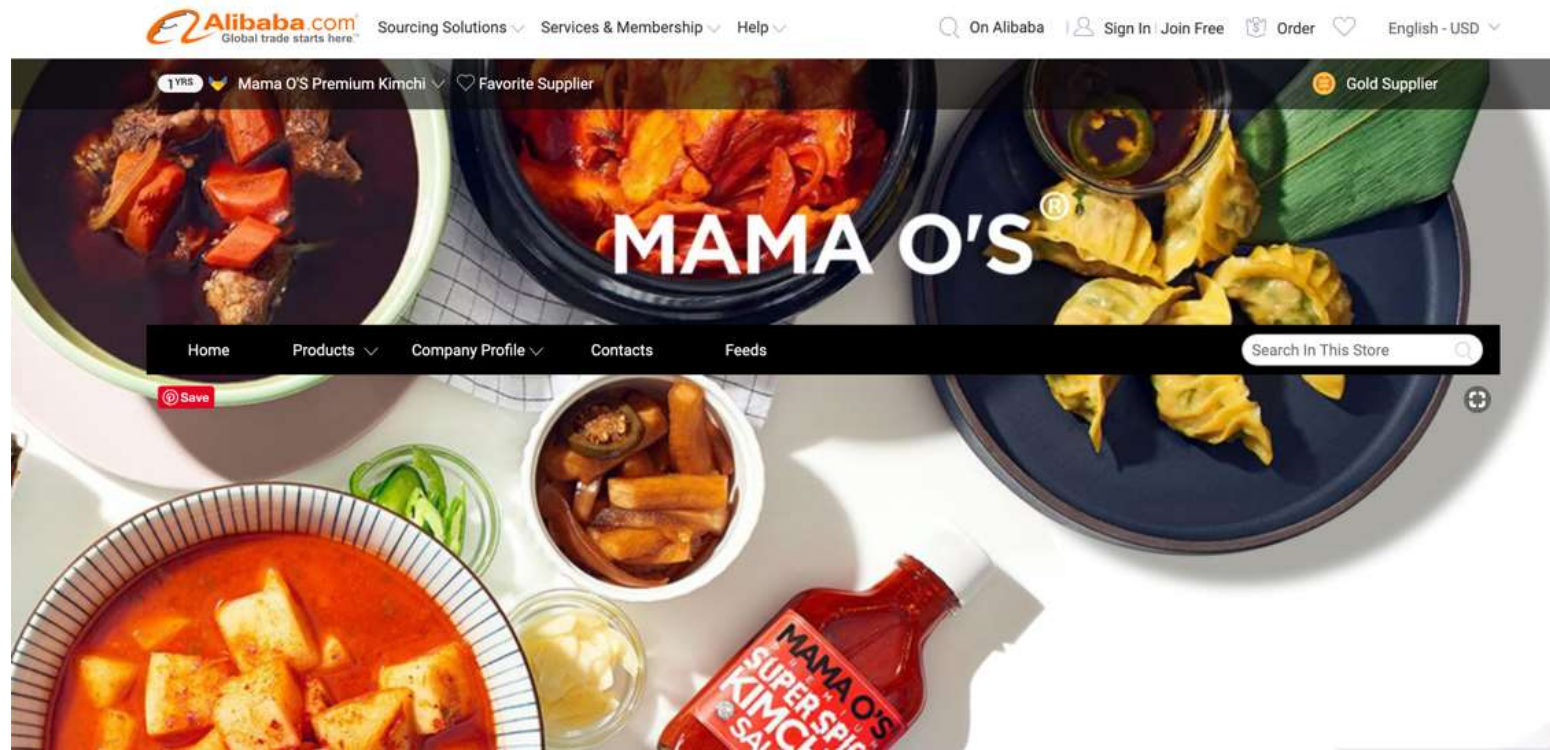
Eligible Costs Include:

- SEO and other online advertisements
- Website Development, Updating, and Servicing
- Social Media Management
- Content Development



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E-Commerce



Online E-commerce Site



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Videos



Video that walks viewer through supplier's entire food service product line



Commercial in Arabic for U.S. Mayonnaise for the U.A.E. & Saudi Arabia



Product placement in a South Korean ASMR Mukbang YouTube Video

Mukbang is a type of video that features a person eating a large quantity of food in one sitting.



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Videos



Video of
harvest and
processing



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Give-Away Materials



Hats



Shirts



Masks

Print Advertising



Taiwan



Turkey



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Large Format Advertising



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POS Materials

Core & Rind

Sharp & Tangy

Bold & Spicy

Rich & Smoky

Smooth & Savory

Cashew Cheesy Sauce

Plant Based, Dairy-Free, Sugar-Free
100% Clean Ingredients, Paleo, Soy-Free

Cashew Creamy Sauce

Nutrition Facts (per 1/2 cup, 120g)

Calories 60

Total Fat 1g (2%)

Sodium 100mg (2%)

Total Crap 1g (2%)

Protein 1g (2%)

Nutrition Facts (per 1/2 cup, 120g)

Calories 160

Total Fat 1g (2%)

Sodium 100mg (2%)

Total Crap 1g (2%)

Protein 1g (2%)



1

2

3

4

NEW

peanut butter chocolate chip

coconut + almond butter + chocolate chips

banana + almond butter

cashew caramel

dark chocolate + almonds

go macro

MACARON

go macro

MACARON



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Demonstrations/Merchandising: Display

Supplies



Temporary Display Stand



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Northeast

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Export Packaging and Labeling



Russian



Arabic

Chef Demonstrations



Eligible Costs Include:

- Hourly/Daily Rate for Chef
- Room, equipment rental
- Banners, signage
- Sampling materials
- Freight for samples



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Marketing Costs Incurred by Importer



Apply with the U.S. supplier

Promote supplier's or importer's brand

Importer provides documentation for reimbursement

How the Branded Program Works



Program Fees

1. \$250 Application Fee
2. 6% Administrative Fee



2023 Key Dates

What's Due?	When?
2023 Program Year Opened	August 1, 2022
Submit Application	ASAP/Before incurring eligible expenses
Conclude Activities and Make Payment	December 31, 2023
Claims Submission Deadline	February 28, 2024

Apply Annually

Apply Early



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How to be Reimbursed

1. Submit claims online
2. Required for each claim:
 - Invoice
 - Proof of Payment
 - Proof of Activity
 - US Origin Statement
3. Food Export staff follows up with any questions
4. Claims typically paid within 30 days of submission



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Thank You

Visit us online at
www.foodexport.org

Contact us:
info@foodexport.org

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