



Food  
Export  
Midwest USA



Food  
Export USA  
Northeast

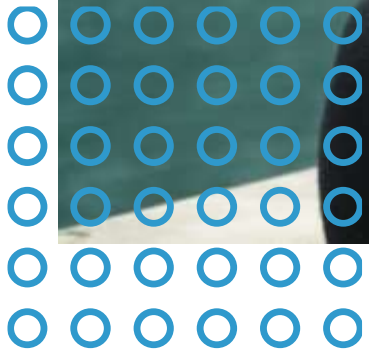
# Food Export's Branded Program





# Molly Burns

Branded Program Manager  
Food Export - Midwest



Wisconsin Agricultural Export Webinar Jan 2023

# 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



# Products

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



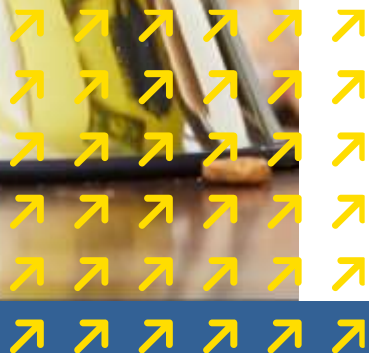
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# Products Continued

- 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



**PRODUCTS OF THE**  
**★ USA ★**



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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	



VIV ASIA



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# Certain U.S. Tradeshows



INTERNATIONAL PRODUCTION & PROCESSING EXPO



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

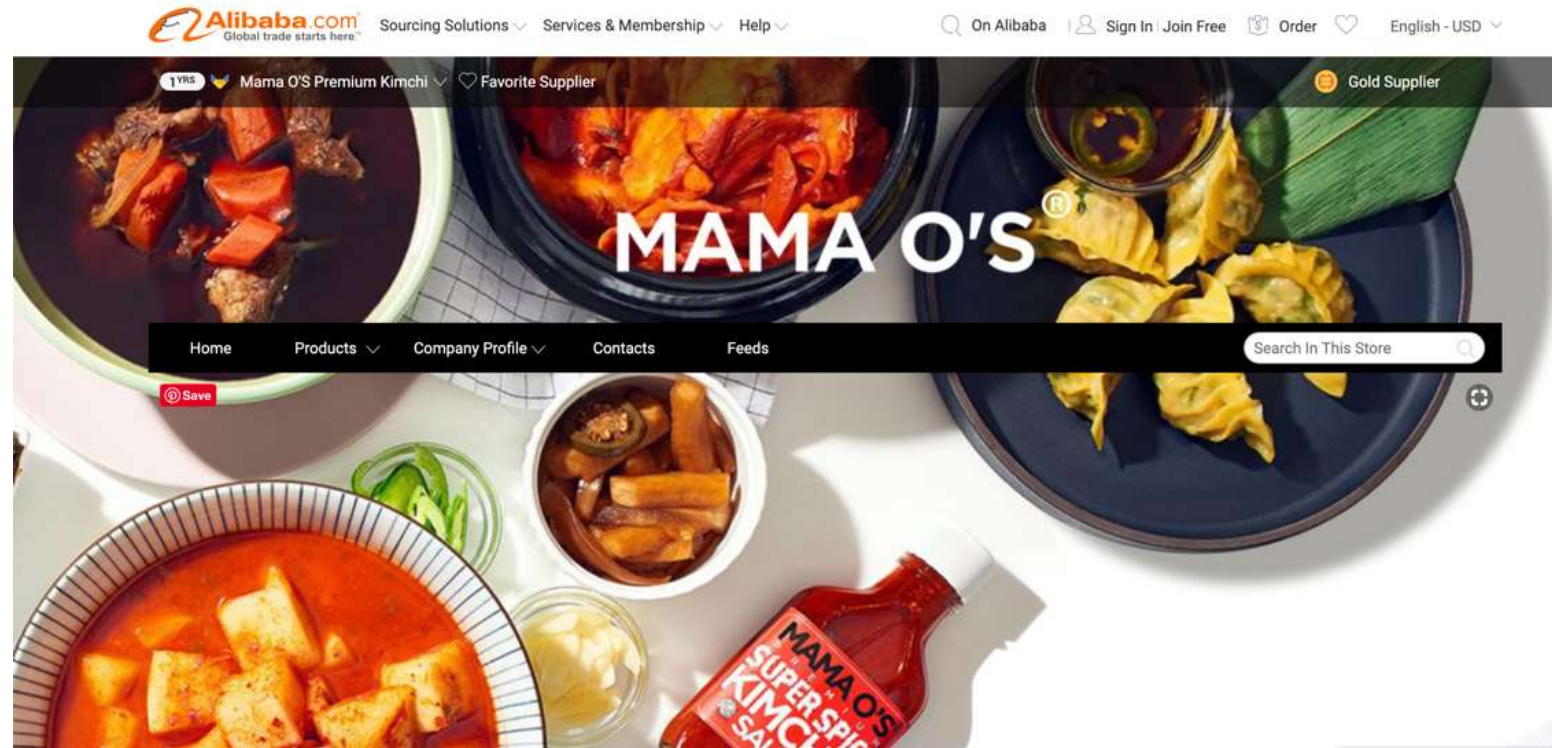




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# E-Commerce



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

打開了她的胸  
膛。她不再  
彎腰影射，與  
那些跑了起來  
。『她看起來  
有女人的樣子。』  
黃乙升長期  
在練習場。▲黃乙升(左)想起訓練計畫，打  
跑。又手執，除訓練場外的2名男子選手。  
球拍揮動著。  
▲從小到大訓練手單，厚訓練得強壯，她皮  
。打同樣手單一定會很內，能舉起右手單，  
露出小嘴。一段好成績的說：『我手單  
是好的，不是那種軟軟的軟軟。  
』她也深說，以前林慧萍常常在  
。打時時她雙腳離上好的向雙手，穿  
。這手單看，但黃乙升對於自己的練習，  
。她一點都不在意。(她覺得再粗，也訓練  
不了我對打我的熱情。)

▲黃乙升(右)想起訓練計畫，打  
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不了我對打我的熱情。)

**讓您吃得安心又有保障**  
**美國密蘇里州優質黃豆 (非基因改造)**

推薦優良廠商：  
 美商美利堅食品工業公司  
 全省各縣市均有 洽電話：02-29376942  
 亞之利美利堅食品公司  
 (101台南時) 洽電話：  
 地址：台北市信義區二二0號  
 (金山路與復興路) 洽電話：02-27811225

我什教育團體  
 地址：桃園縣新豐鄉中崙路二段24號155號之1  
 電話：03-4970689

自己榨豆漿 健康又美味  
 亞細亞洲美利堅食品公司  
 1kg 優質黃豆 (含20%水份)  
 請洽電話：02-27251922 洽電話

美國密蘇里州黃豆協會熱心您飲食健康  
 美國密蘇里州黃豆協會聯合辦事處  
 電話：02-27251922

Taiwan

**AMERIKAN YEMEKLIK SOYA FABÜLYESİ PRODUCT OF USA**

**YÜKSEK PROTEİNLİ NON GMO (Genetiği Değiştirilmemiş)**

Tüm Soya ürünleri için tek adres : **Hi-Pro**

**US SOY**

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Turkey



# Large Format Advertising



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# POS Materials

## Core & Rind

**Sharp & Tangy**  
Ingredients: Parslits, Cashews, Peas, Olive Oil, Apple Cider Vinegar, Sea Salt, Himalayan Pink Salt, Organic Cream, Mustard, Organic Smoked Paprika, Organic White Cheddar Cheese, Organic Nonfat Greek Yogurt, Organic Soy Lecithin, Organic Tomato Paste, Organic Soy Protein Isolate, Organic Sunflower Oil, Organic Onion Powder.

**Bold & Spicy**  
Ingredients: Parslits, Peas, Apple Cider Vinegar, Sea Salt, Himalayan Pink Salt, Organic Cream, Mustard, Organic Smoked Paprika, Organic White Cheddar Cheese, Organic Nonfat Greek Yogurt, Organic Soy Lecithin, Organic Tomato Paste, Organic Soy Protein Isolate, Organic Sunflower Oil, Organic Onion Powder.

**Rich & Smoky**  
Ingredients: Parslits, Cashews, Peas, Olive Oil, Apple Cider Vinegar, Sea Salt, Himalayan Pink Salt, Organic Cream, Mustard, Organic Smoked Paprika, Organic White Cheddar Cheese, Organic Nonfat Greek Yogurt, Organic Soy Lecithin, Organic Tomato Paste, Organic Soy Protein Isolate, Organic Sunflower Oil, Organic Onion Powder.

**Smooth & Savory**  
Ingredients: Parslits, Cashews, Peas, Olive Oil, Apple Cider Vinegar, Sea Salt, Himalayan Pink Salt, Organic Cream, Mustard, Organic Smoked Paprika, Organic White Cheddar Cheese, Organic Nonfat Greek Yogurt, Organic Soy Lecithin, Organic Tomato Paste, Organic Soy Protein Isolate, Organic Sunflower Oil, Organic Onion Powder.

## Cashew Cheesy Sauce

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

**Cashew Creamy Sauce**

**Nutrition Facts** (Serving Size 4.5 oz, 6oz, Size 1/3 cup (2 Tbsp), 100% Daily Value) **Calories 60**, Total Fat 1g (2%), Cholesterol 0%, Sodium 10mg (2%), Total Carb 1g (2%), Fiber 0.5g (1%), Protein 1g (2%)

**Cashew Creamy Sauce**

**Nutrition Facts** (Serving Size 1.5 oz, 6oz, Size 1/3 cup (2 Tbsp), 100% Daily Value) **Calories 160**, Total Fat 12g (24%), Cholesterol 0%, Sodium 10mg (2%), Total Carb 1g (2%), Fiber 0.5g (1%), Protein 1g (2%)

www.coreandrind.com    info@coreandrind.com    (314) 971-7266



1

**peanut butter chocolate chip**

<b>Nutrition Facts</b>	
Serving Size 1.5 oz (42g)	
Amount Per Serving	
<b>Calories</b>	160
<b>Total Fat</b>	12g (24%)
<b>Cholesterol</b>	0%
<b>Sodium</b>	10mg (2%)
<b>Total Carb</b>	1g (2%)
<b>Fiber</b>	0.5g (1%)
<b>Protein</b>	1g (2%)

2

**coconut + almond butter + chocolate chips**

<b>Nutrition Facts</b>	
Serving Size 1.5 oz (42g)	
Amount Per Serving	
<b>Calories</b>	160
<b>Total Fat</b>	12g (24%)
<b>Cholesterol</b>	0%
<b>Sodium</b>	10mg (2%)
<b>Total Carb</b>	1g (2%)
<b>Fiber</b>	0.5g (1%)
<b>Protein</b>	1g (2%)

3

**banana + almond butter**

<b>Nutrition Facts</b>	
Serving Size 1.5 oz (42g)	
Amount Per Serving	
<b>Calories</b>	160
<b>Total Fat</b>	12g (24%)
<b>Cholesterol</b>	0%
<b>Sodium</b>	10mg (2%)
<b>Total Carb</b>	1g (2%)
<b>Fiber</b>	0.5g (1%)
<b>Protein</b>	1g (2%)

4

**cashew caramel**

<b>Nutrition Facts</b>	
Serving Size 1.5 oz (42g)	
Amount Per Serving	
<b>Calories</b>	160
<b>Total Fat</b>	12g (24%)
<b>Cholesterol</b>	0%
<b>Sodium</b>	10mg (2%)
<b>Total Carb</b>	1g (2%)
<b>Fiber</b>	0.5g (1%)
<b>Protein</b>	1g (2%)

NEW

**dark chocolate + almonds**

<b>Nutrition Facts</b>	
Serving Size 1.5 oz (42g)	
Amount Per Serving	
<b>Calories</b>	160
<b>Total Fat</b>	12g (24%)
<b>Cholesterol</b>	0%
<b>Sodium</b>	10mg (2%)
<b>Total Carb</b>	1g (2%)
<b>Fiber</b>	0.5g (1%)
<b>Protein</b>	1g (2%)

Made in America

Imported and Represented by: The Stay Good Company  
Exported or Order: info@staygoodcompany.com or www.TheStayGoodCompany.com.au

They Measure: 2.5oz Length x 1.5oz Width x 6oz Height  
MacroBar™ ships in two configurations, made with 100% plant-based ingredients.



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# Demonstrations/Merchandising: Display

Supplies



Temporary Display Stand



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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



# 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





Food  
Export  
Midwest USA



# Thank You

Visit us online at  
[www.foodexport.org](http://www.foodexport.org)

Contact us:  
[info@foodexport.org](mailto:info@foodexport.org)

Stay up to date by following us on  
Social Media

