



Connecting Kentucky Across Continents

Welcome!



Mark Barker



WORLD TRADE CENTER®
KENTUCKY

Omar Ayyash

Kentucky Department of Agriculture

**INTERNATIONAL
OPPORTUNITIES
FOR THE
BLUEGRASS STATE**



kyagr.com/trade





DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



**AMERICAN
HARDWOOD
EXPORT
COUNCIL**



**U.S. WHEAT
ASSOCIATES**



**United States Department of Agriculture
Foreign Agricultural Service**

2017 Ranking of Market Value of Ag Products Sold

Kentucky

Item	Farms	Sales (\$1,000)	Rank by Sales	Percent of Total Sales
Total sales	75,966	5,737,920	(X)	100.0
Grains, oilseeds, dry beans, and dry peas	8,927	1,870,668	1	32.6
Poultry and eggs	5,181	1,310,132	2	22.8
Cattle and calves	32,109	1,002,387	3	17.5
Horses, ponies, mules, burros, and donkeys	3,046	465,774	4	8.1
Tobacco	2,615	351,234	5	6.1
Other crops and hay	26,843	194,329	6	3.4
Milk from cows	658	166,813	7	2.9
Hogs and pigs	1,430	128,036	8	2.2
Other animals and other animal products	1,596	108,479	9	1.9
Nursery, greenhouse, floriculture, and sod	1,101	83,002	10	1.4

International Marketing (USDA FAS Methodology)

Kentucky's Top 10 agricultural export destinations in 2021 were:

	• Canada	\$300 million
	• Japan	\$179 million
	• United Kingdom	\$106 million
	• China	\$103 million
	• Mexico	\$ 73 million
	• Australia	\$ 66 million
	• Spain	\$ 57 million
	• Ireland	\$ 43 million
	• Germany	\$ 39 million
	• Venezuela	\$ 24 million

2021 Agricultural &
Related Products Total:
\$1.34 billion

<https://apps.fas.usda.gov/gats>

International Marketing (USDA FAS methodology)

Kentucky's Top 5 exported agricultural products in 2021 were:

- Distilled Spirits \$431 million
- Forest Products \$247 million
- Live Animals \$159 million
- Bakery Goods, Cereals & Pasta \$ 69 million
- Other Feeds & Fodders \$ 62 million

<https://apps.fas.usda.gov/gats>



International Marketing

(USDA ERS methodology)

Kentucky's Top 10 exported agricultural commodities in 2020 were:

• Soybeans	\$582 million	
• Other Livestock Products	\$525 million	(includes equine exports)
• Tobacco	\$204 million	
• Feeds & Other Feed Grains	\$185 million	
• Corn	\$166 million	
• Soybean Meal	\$108 million	
• Broiler Meat	\$100 million	
• Beef & Veal	\$ 88 million	
• Wheat	\$ 84 million	
• Other Plant Products	\$ 80 million	

2020 Agricultural Commodity Export Total:

\$2.4 billion

<https://www.ers.usda.gov/data-products/state-export-data.aspx>



The Kentucky Department of Agriculture works to assist Kentucky companies and producers to export their agricultural commodities and value-added products around the world. Along with other [External Organizations](#), we are available to point to [Technical Expertise & Tools](#), link up [Financial Assistance](#), foster [Networking Opportunities](#), and assist with [Market Research](#).





@kentuckyproud
@kyproudoofficial



KADF
KENTUCKY AGRICULTURAL
DEVELOPMENT FUND





TENNESSEE & KENTUCKY

Foreign Agricultural Service Attaché Tour

September 15-21, 2019

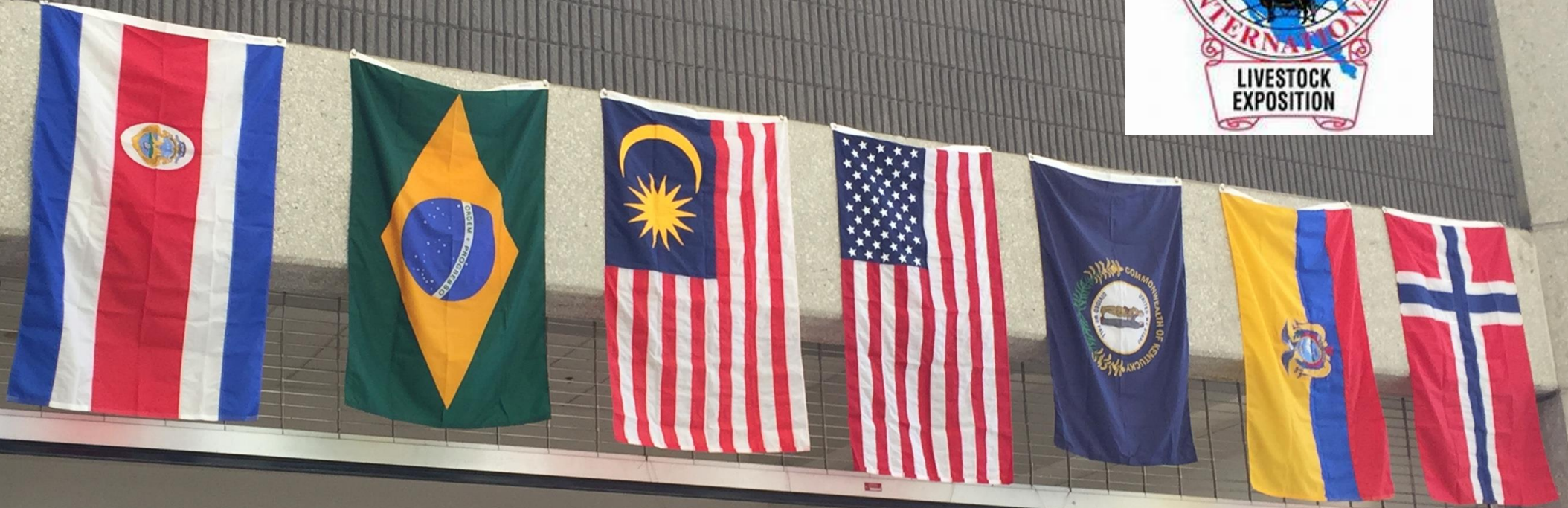
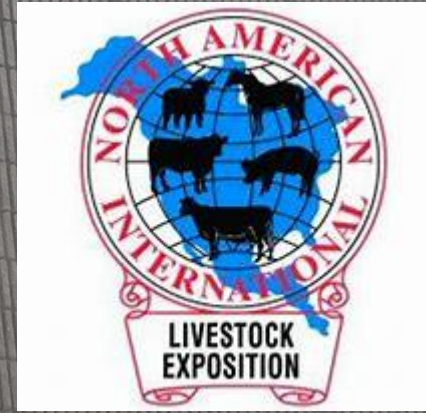


TOP
CASE IH GEAR

ERY DROP
UNTS.

AXIAL-FLOW
CASE IH





100



Questions?

Please contact:

Tim Hughes

Senior Trade Advisor

TimD.Hughes@ky.gov

502-782-9265

www.kyagr.com/trade





**U.S.
COMMERCIAL
SERVICE**
United States of America
Department of Commerce

CONNECTING YOU TO GLOBAL MARKETS

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service



INTERNATIONAL
TRADE
ADMINISTRATION



Our Mission: Grow U.S. exports to increase U.S. jobs.

How we are different



Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.



Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.



Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling



Market Intelligence



Business Matchmaking



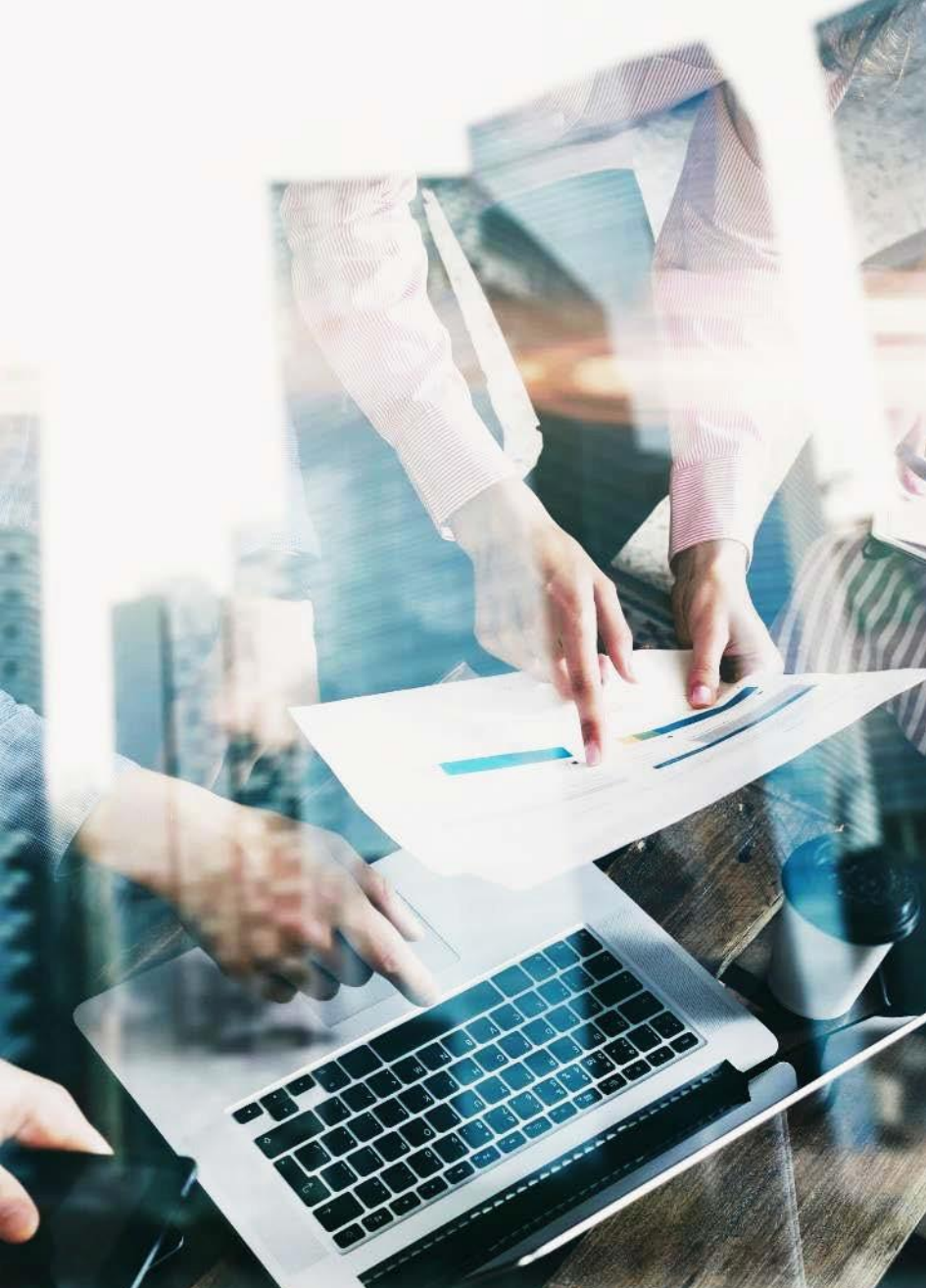
Commercial Diplomacy



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies
- Find out about export documentation requirements and import regulations of foreign markets
- Learn about U.S. government export controls, compliance and trade financing options
- eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy





Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



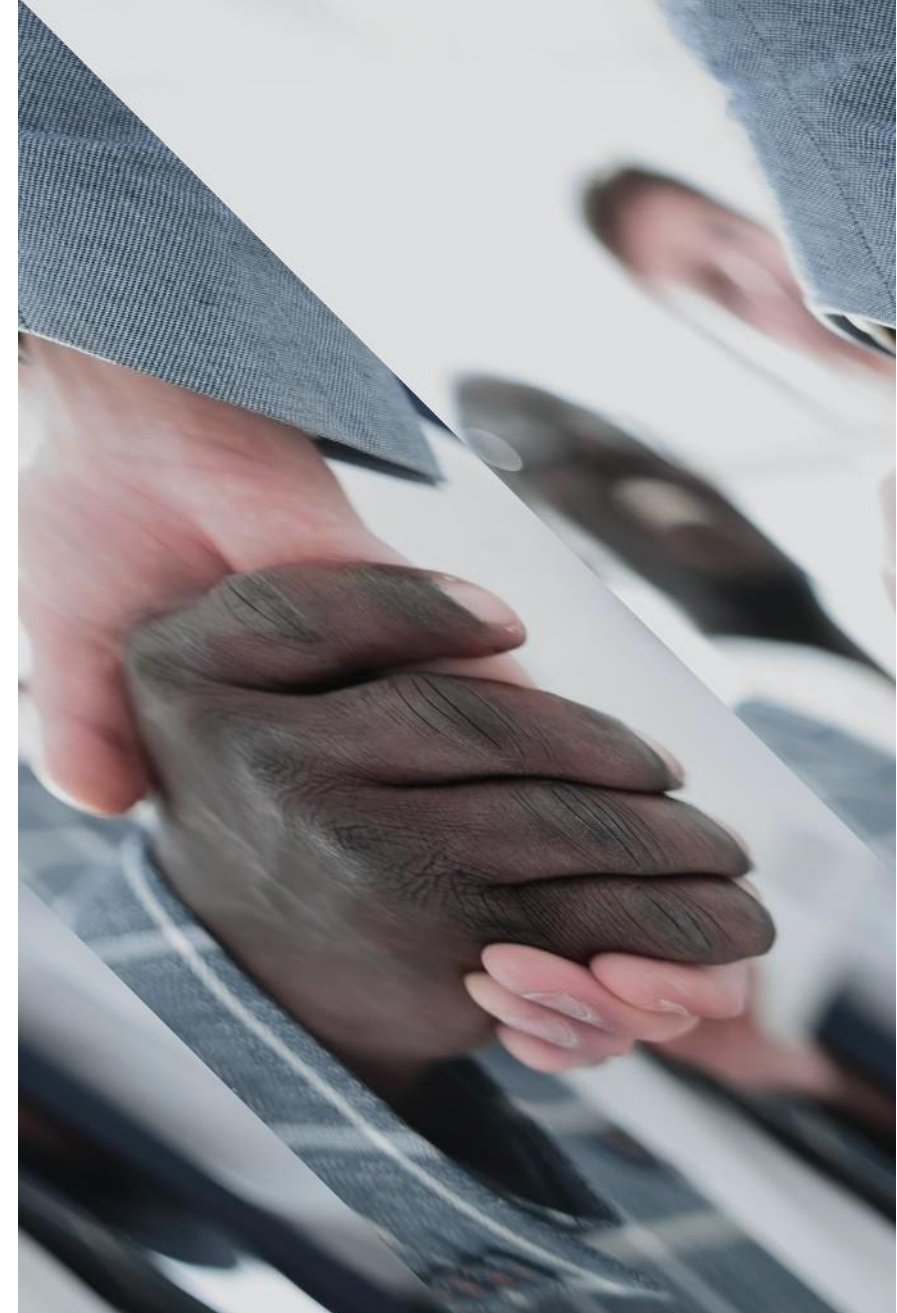
Business Matchmaking

- Connect with pre-screened potential partners
- Promote your product or service to prospective buyers at trade events worldwide
- Meet with international industry and government decision makers in your target markets



Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.





Trade Events

- Certified Trade Missions
- International Trade Fairs
- International Buyer Programs
- Trade Show Representation

Network and Learn at Events

Webinars, local seminars, and national conferences are a great way to connect and learn.

Meet Buyers at Events

Participating in trade shows and on trade missions is a cost-effective way to find new customers.

Events by Industry

Keep up with industry-focused events of all types by connecting with our Industry Teams.

Single Company Promotion

From product launches to technical seminars, help organizing in-country promotional events.



Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



Website Resources

<https://www.trade.gov/export-solutions>



Learn How to Export



Research Foreign Markets



Network and Learn at Events



Find Buyers and Partners



Explore eCommerce Resources



Obtain Financing



Negotiate an Export Sale



Navigate Shipping and Logistics



Comply with U.S. and Foreign
Regulations



Perform Due Diligence



Protect Intellectual Property



Resolve Export Problems

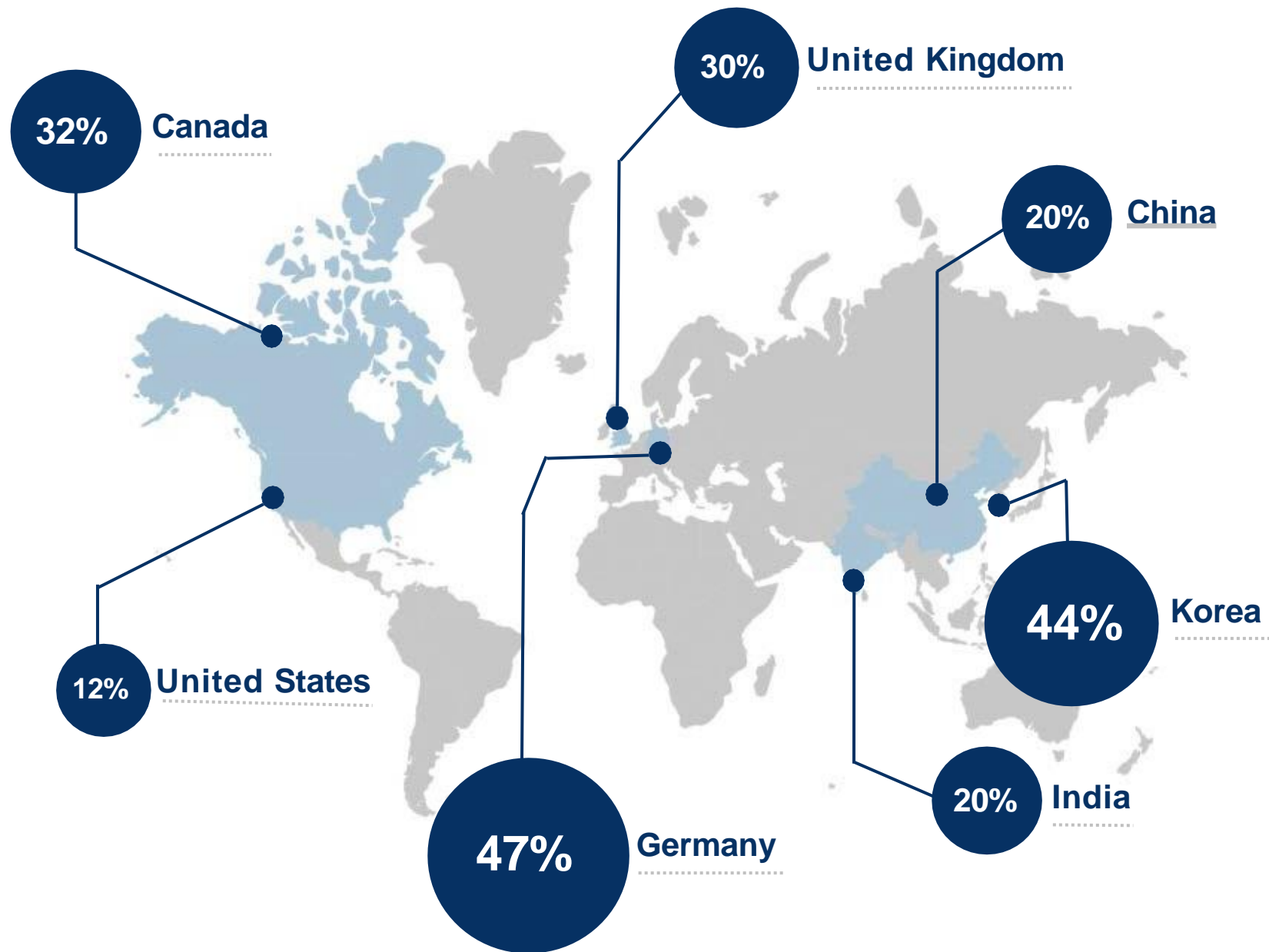
Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

Opportunity

With only 12% of the United States GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space



The background of the slide is a dark blue color. It features a faint, stylized world map in a lighter blue shade. Overlaid on the map are several shipping containers in red and blue, arranged in a way that suggests they are being loaded or unloaded from a ship. The containers are positioned diagonally across the lower left portion of the image. The overall aesthetic is professional and related to international trade.

31,000 Exporters

The number of U.S. export clients assisted last year. (FY20)
92% small and medium size businesses.

A group of five business professionals, three women and two men, are seated in a row on modern, light-colored chairs. They are all dressed in professional business attire. The man on the far left wears a dark blue suit and tie. The woman next to him wears a grey blazer over a white shirt and blue jeans. The woman in the center wears a dark blazer over a white shirt and dark pants. The woman next to her wears a dark blazer over a white shirt and dark pants. The woman on the far right wears a light grey blazer over a red top and light grey pants. They are all smiling and looking towards the camera. The background is a bright, modern office space with large windows and a concrete floor.

10.7 Million Jobs

Supported by U.S. exports of goods and services in 2019.

A hand with orange nail polish holds a black pen, pointing at a tablet. The tablet screen shows various business analytics, including a donut chart at the top, a bar chart on the left, and a line graph at the bottom. The background is a blurred office setting with another laptop visible in the lower right.

Return on Investment

For every \$1 allocated to the Commercial Service,
about \$360 returns to the U.S. economy.

A blurred background image of a business meeting. In the foreground, a person's hand is visible, holding a black pen and pointing at a line graph on a document. The graph shows a fluctuating line with some data points. In the background, another person's hands are visible, one resting on a laptop keyboard and the other near a calculator. The overall scene is dimly lit, with a focus on the financial data being presented.

\$2 Million

Average annual revenue increase reported by CS
clients last year.



**Companies that
export, grow faster.**

And are less likely to go out of business.



State Impact - KY

Investing in exports means more jobs in Kentucky.



136,000 Jobs

Supported by exports from Kentucky companies.



3,778 Companies

In Kentucky sell to customer's all over the world.



79 Percent

Of Kentucky's exporters are small or medium sized companies.



\$29.5 Billion

Goods exports from Kentucky

2019/2021 Data

Your Local Office

www.trade.gov

U.S. Commercial Service Kentucky

➤ Louisville

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➤ Lexington

Sara Moreno

Director

859-351-6902

Sara.Moreno@trade.gov

2022

Southern U.S. Trade Association

International Opportunities For The Bluegrass State

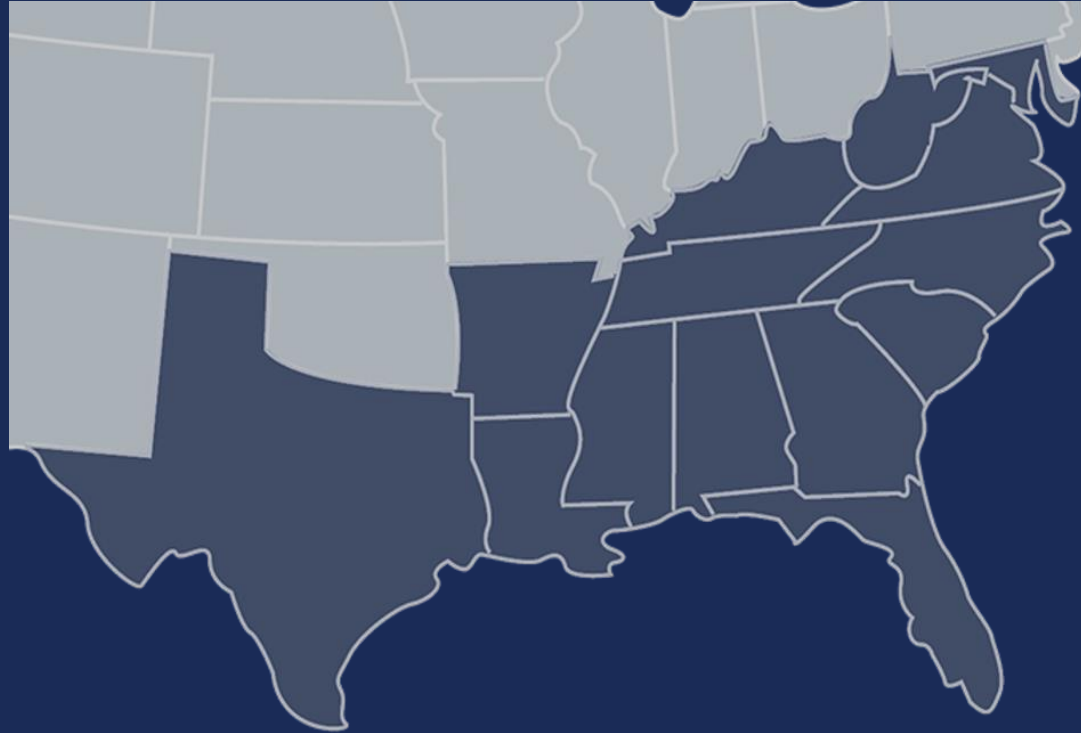
SUSTA
Southern United States Trade Association



Intro to SUSTA

SUSTA Region & Partners

- Alabama
- Arkansas
- Florida
- Georgia
- **Kentucky**
- Louisiana
- Maryland
- Mississippi
- North Carolina
- Puerto Rico
- South Carolina
- Tennessee
- Texas
- Virginia
- West Virginia



Other Support for US Companies

- The USDA's Foreign Agricultural Service staffs 94 offices in 75 countries around the world. Also monitor and report on the agricultural trade matters of an additional 100 countries
- SUSTA has in-country representatives in Canada, Central America, China/Hong Kong, Europe, India, Mexico

Company Eligibility Requirements

- Headquartered in SUSTA region
- Small by SBA standards
 - (Small is not tiny, can be 750 - 1250 employees)
- Adequate resources and product supply
- Annual sales minimum

Company types we work with:

- Manufacturers (including private label)
- Farmers/Growers
- Farmers cooperatives
- Export management companies

Product eligibility requirements:

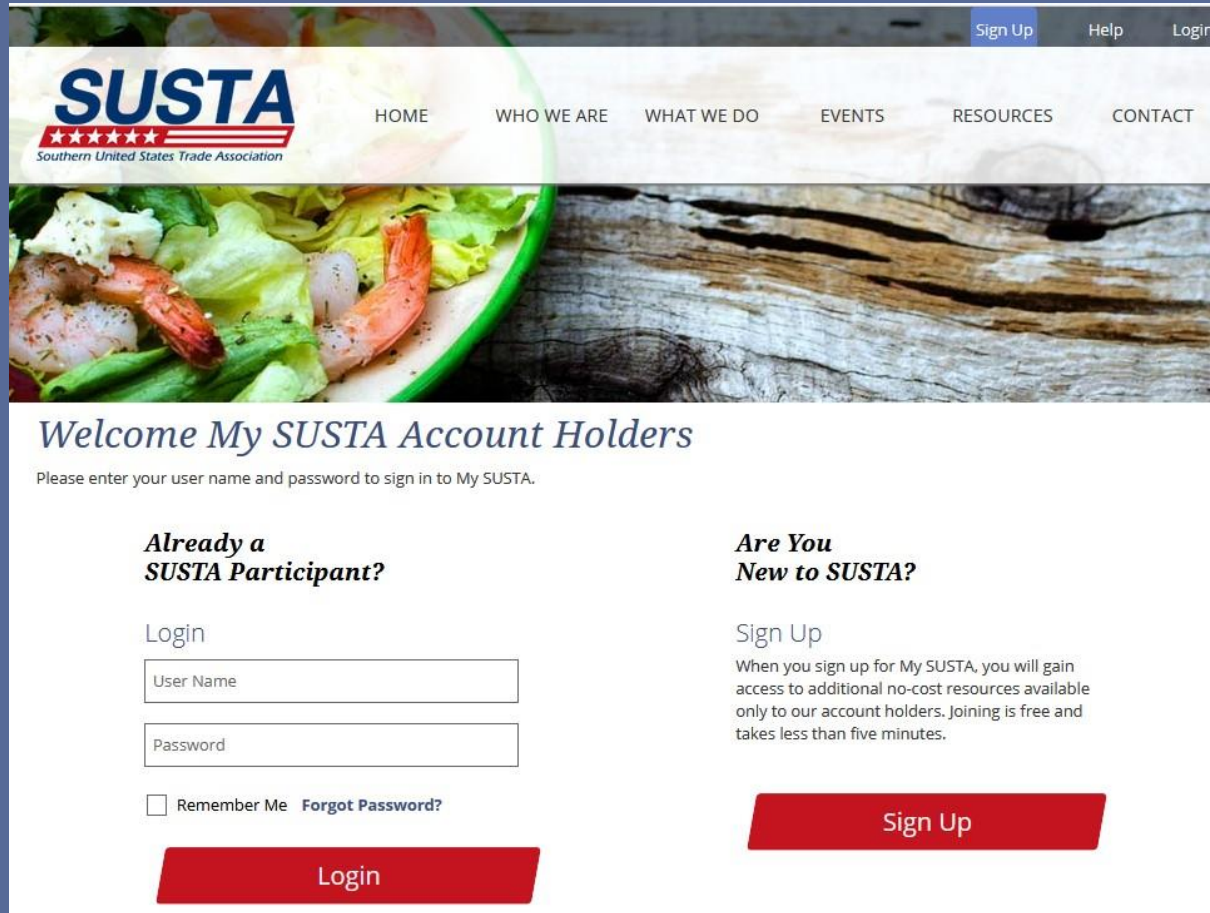
- Products have a brand name on them
- Product at least 50% U.S. agriculture content
- U.S. origin statement on product (can sticker)
 - **Product of - Grown in - Made in:**
 - USA, America or Kentucky (name of any state spelled out)



Product types we work with:

- | | |
|--------------------------------|--|
| • Consumer-ready retail foods | • Wood |
| • Snack foods | • Horticulture (nursery products, mulch, wood chips) |
| • Sauces & condiments | • Pet foods |
| • Seasonings | • Supplements |
| • Fresh produce | • All-natural health & beauty products |
| • Seafood | |
| • Beverages, including alcohol | |

Create MySUSTA Account



SUSTA
Southern United States Trade Association

HOME WHO WE ARE WHAT WE DO EVENTS RESOURCES CONTACT

[Sign Up](#) [Help](#) [Login](#)

Welcome My SUSTA Account Holders

Please enter your user name and password to sign in to My SUSTA.

Already a SUSTA Participant?

Login

User Name

Password

☐ Remember Me [Forgot Password?](#)

Login

Are You New to SUSTA?

Sign Up

When you sign up for My SUSTA, you will gain access to additional no-cost resources available only to our account holders. Joining is free and takes less than five minutes.

Sign Up

SUSTA Programs and Services

We're interested in the following SUSTA programs and services:

☐ Export Education and Resources



Access webinars, trade leads and other resources.

☐ Global Events



Participate in SUSTA trade missions, trade shows and other events.

☐ 50% CostShare



Share half the cost of your international marketing promotions with SUSTA.

SUSTA Programs

Global Events



Education



50% CostShare



Global Events

Global Events

Inbound Trade Missions



- Meet foreign buyers without leaving the U.S.!
- SUSTA brings qualified foreign buyers to the U.S. to meet one-on-one with our participants.
 - Most of SUSTA's inbound trade missions are \$25.

Global Events

Outbound Trade Missions

- Travel to a foreign country to meet one-one with qualified foreign buyers
 - Tour grocery stores and retail outlets
 - In-depth market presentations.
- Fee is \$600 (\$400 if you register early) and includes either lodging for one person or one round trip international flight.
 - Companies can apply for CostShare for 50% reimbursement of expenses not covered by the event.



Global Events

Pavilions at International Trade Shows

- SUSTA pavilions at roughly 20 trade shows each year worldwide
- Turn-key option so U.S. company can focus on promoting their products
- Translator services provided (if needed)
- CostShare 50% Reimbursement:
 - participation fee
 - travel costs (flight, hotel, meals)
 - promotional giveaway items
 - point of sale materials



SUSTA Sponsored	Sep 7 - 8, 2022	Canada Outbound Trade Mission 2022	Toronto, Canada	REGISTRATION PASSED
SUSTA Sponsored	Sep 13, 2022	Peru Inbound Trade Mission to America's Food & Beverage Show	Miami, Florida	Register Now
SUSTA Sponsored	Sep 13, 2022	Colombia Inbound Trade Mission to America's Food & Beverage Show	Miami, Florida	Register Now
SUSTA Sponsored	Sep 13, 2022	South Africa Inbound Trade Mission to America's Food & Beverage Show	Miami, Florida	Register Now
SUSTA Sponsored	Sep 14 - 16, 2022	Seafood Expo Asia 2022	Singapore	REGISTRATION PASSED
SUSTA Sponsored	Sep 19 - 21, 2022	Taiwan Outbound Trade Mission	Taipei & Taichung, Taiwan	Register Now
SUSTA Sponsored	Sep 26 - 29, 2022	Europe Horticulture Outbound Trade Mission to Floriade	The Netherlands	Register Now
SUSTA Sponsored	Sep 27 - 29, 2022	Espacio Food & Service Trade Show 2022	Santiago, Chile	REGISTRATION PASSED
SUSTA Sponsored	Sep 28 - Oct 26, 2022	Export Readiness Training, Fall 2022	Virtual	Register Now
SUSTA Sponsored	Oct 10 - 13, 2022	Mexico Outbound Trade Mission 2022	Mexico City & Monterrey, Mexico	Register Now
SUSTA Sponsored	Oct 15 - 19, 2022	SIAL Paris 2022	Paris, France	Register Now
SUSTA Sponsored	Oct 27 - 29, 2022	SIAL China SOUTH	Shenzhen, China	Register Now
SUSTA Sponsored	Oct 31 - Nov 5, 2022	Canada Beer, Wine & Spirits Inbound Trade Mission to Kentucky, North Carolina & Maryland	Kentucky, North Carolina & Maryland	Register Now
SUSTA Sponsored	Nov 8 - 10, 2022	Food Hotel China 2022	Shanghai, China	Register Now



JustMembers Helpline

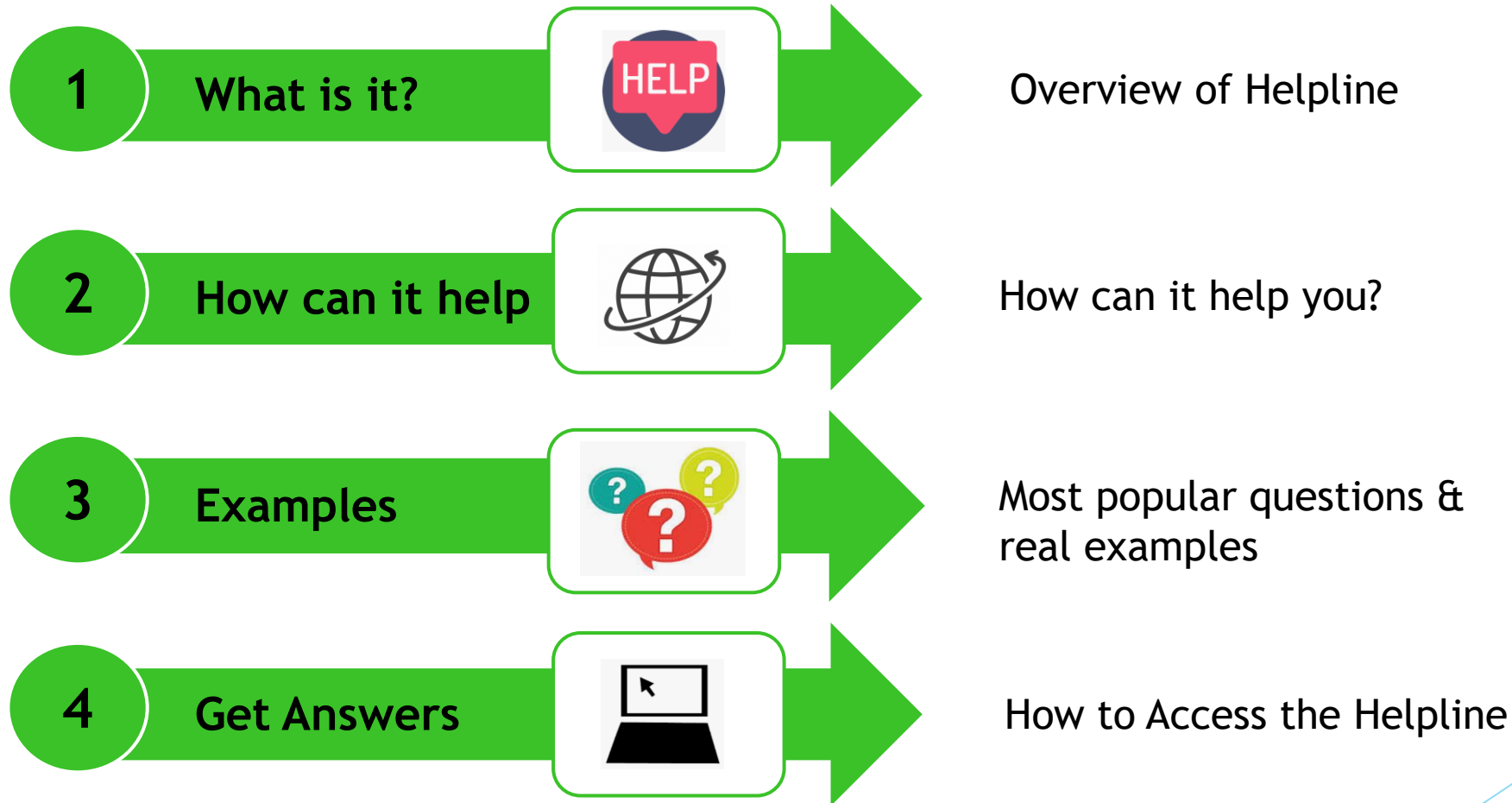


KENTUCKY
DEPARTMENT OF
AGRICULTURE

Dr. Ryan F. Quarles, Commissioner

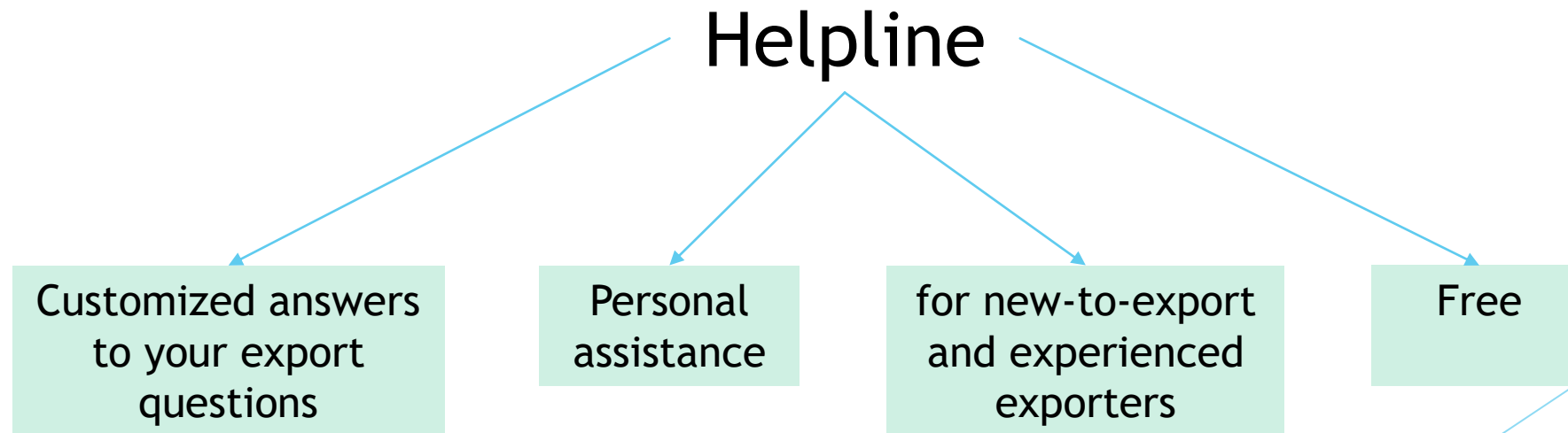
Victoria Mejía
SUSTA Helpline

Summary



JustMembers Helpline - What Is It?

- ▶ A free resource available exclusively to SUSTA member companies
 - ▶ Not a SUSTA member?
 - ▶ No cost to join, minutes to create a login

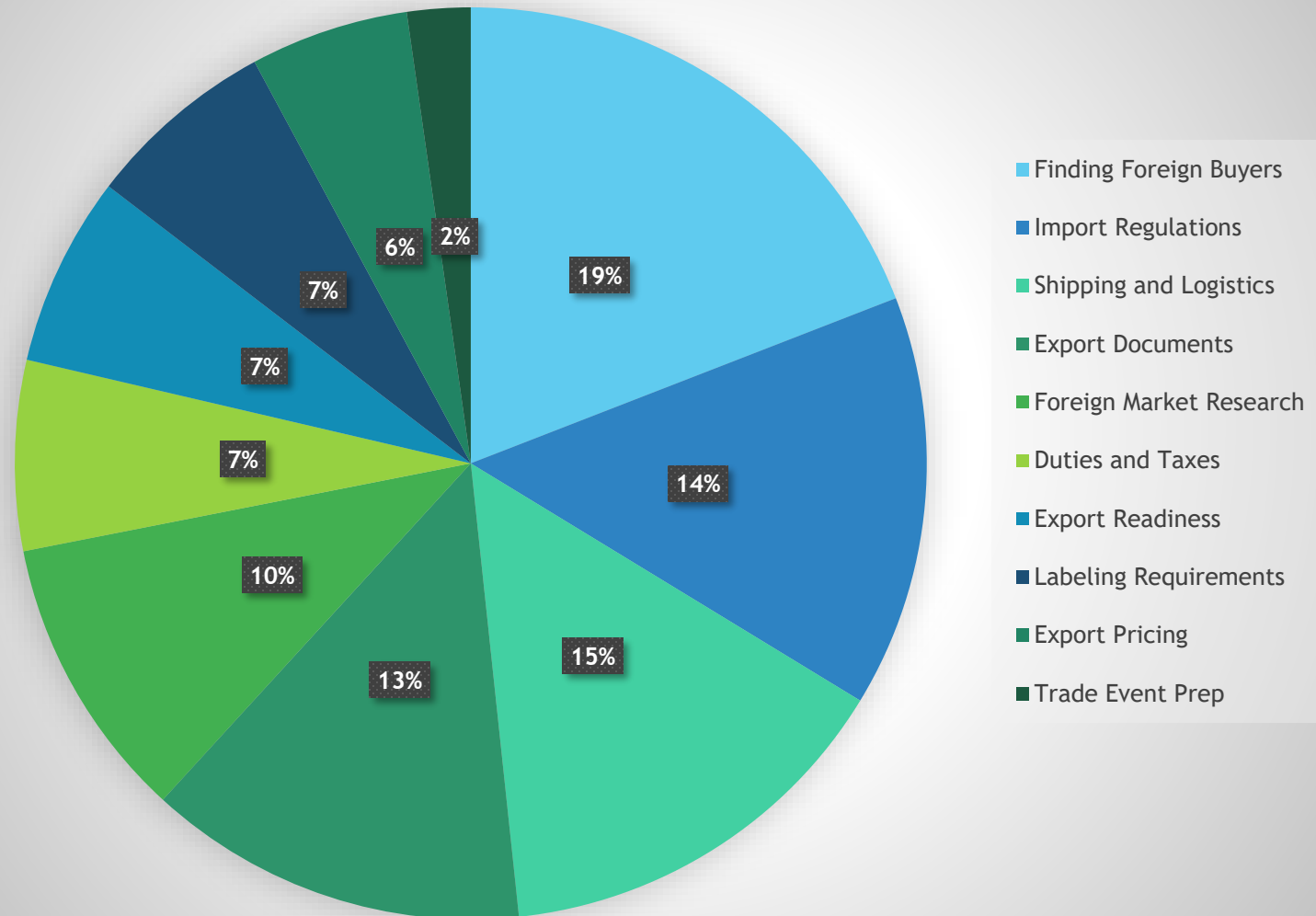


How Can the Helpline Help You?

- ▶ Most popular export questions submitted to the Helpline:

1. Finding Foreign Buyers (19% of questions)
2. Shipping & Logistics (15%)
3. Import Regulations (14%)
4. Export Documents
5. Labeling Requirements
6. Duties & Taxes
7. Export Pricing
8. Foreign Market Research

Most Popular Helpline Questions



Examples of Actual Helpline Queries

from new to export and experienced exporters

- ▶ What certificates or license do I need to export my products to Iceland?
 - ▶ My buyer has disappeared and my shipment is stuck in Customs. I need help.
 - ▶ Seeking guidance on import requirements for ice cream to Japan. Are we required to submit our formula? What is the import process? What are the document requirements?
 - ▶ What are the import regulations for the ingredients, silicone dioxide and liquid smoke, used in our seasonings and sauces to the EU?
 - ▶ What is the product registration process for Indonesia?
 - ▶ I am interested in finding a Distributor in Haiti to export Cornmeal in retail sizes: 12oz, 24oz, and 4 or 5lbs, and bulk (Big Bags 2000lbs).
 - ▶ Seeking help finding buyers/distributors to (various countries requested).
 - ▶ Is there a distinction on proof for alcohol when determining HS Codes?
 - ▶ What is the tariff for my product to Jamaica?
-

Helpline Outcomes



- ▶ Personalized Answers to Export Questions
- ▶ Import regulations
- ▶ Step-by-step instructions forms, certs, programs, etc.
- ▶ Help with foreign buyers
- ▶ Payment options for export sales
- ▶ Referrals to SUSTA programs, USDA services, certification programs

Helpline Webinars

- ▶ Topics for webinars developed from FAQ to Helpline
- ▶ Purpose provide information, strategies, resources to get companies started
- ▶ Recordings of the webinars available to members on SUSTA website
- ▶ Webinar: Evaluating a Target Market
- ▶ Webinar: Identifying Foreign Buyers



SUSTA Step 1: Evaluating a Target Market

Evaluating a Target Market

- ▶ Factors to consider
 1. **Market size & growth** Market size & growth. Domestic Demand, Consumer Habits, Distribution Channels
 2. **Competition** - domestic & foreign competition and their market share. Comparable domestic & foreign products already selling in market.
 3. **Price** - your price vs. competition
 4. **Import Regulations**
 5. **Other Factors**
- ▶ Most companies have finite resources that they can devote to exporting so choosing the right market(s) to target is important

Evaluation Criteria	Country A	Country B
Market Size & Growth		
Competition		
Price		
Import Regulations		
Other Factors		

MORE VIDEOS

2:20 / 31:42

CC

Accessing the Helpline

- ▶ www.susta.org/resources/helpline/



The screenshot displays the SUSTA (Southern United States Trade Association) website. The header features the SUSTA logo with five stars and the text "Southern United States Trade Association". Navigation links include "WHO WE ARE", "WHAT WE DO", "EVENTS", "RESOURCES", and "CONTACT". A secondary navigation bar lists "Market Research", "Videos", "GAIN Reports", "News, Facts, and Stats", "Success Stories", "MAP & FMD Study Results", "Trade Leads", and "Export Helpline". The "Export Helpline" link is highlighted with a mouse cursor. Below the navigation bar, a large banner image shows a close-up of a red crayfish on a newspaper. Overlaid on the banner is a white box with the text "Your first step in export success is creating your MySUSTA account." and a link "MySUSTA Account" with an external link icon. The footer of the website reads "The Southern United States Trade Association".

SUSTA
Southern United States Trade Association

WHO WE ARE WHAT WE DO EVENTS RESOURCES CONTACT

Market Research
Videos
GAIN Reports

News, Facts, and Stats
Success Stories
MAP & FMD Study Results

Trade Leads

Export Helpline

Get Started

Your first step in export success is creating your
MySUSTA account.

MySUSTA Account

The Southern United States Trade Association

Members Login



[Home](#) → [Resources](#) → Export Helpline

Export Helpline

SUSTA's participants often have questions that are specific to their company and products. Through SUSTA's Export Helpline, participants can now ask a specialist, with over 15 years of experience in agribusiness exporting, questions related to import regulations, shipping, finding buyers and more. Our export specialist not only responds quickly but also thoroughly - explaining the process so that our participants increase their depth of knowledge. SUSTA's complimentary Export Helpline is one more service designed to ease your export process. This service is available to all companies with an eligible **MySUSTA account**.

Complete the form below and you will hear from **Victoria Mejia**, SUSTA's Helpline specialist.

Questions about SUSTA's programs should still be directed to **SUSTA staff**.

Send Us a Message

What is the topic of your Inquiry?

First Name

Last Name

Job Title

Phone Number

Please login to submit a question.

LOGIN

Resources



Submitting a Question

[Home](#) → [Resources](#) → [Export Helpline](#)

Export Helpline

Whether you are new to exporting or have years of experience, specific issues will arise where you could use some help from a trusted resource. Through SUSTA's Export Helpline, you can ask an industry-recognized expert with 77 years of experience questions related to the export process, from how to do market research to pricing your product for export (and everything in between). SUSTA's complimentary Export Helpline is one more service designed to ease your export process.

Complete the form below and you will hear from **Victoria Mejia**, SUSTA's Helpline expert.

Send Us a Message

Beer Bakers Inc.

What is the topic of your inquiry?

First Name

Veronica

Last Name

Hawbaker

Job Title

President

Phone Number

(615) 775-3329

Email

veronica@soberdough.com

Certificate of Free Sale
Duties and Taxes
Export Documents
Export Pricing
Export Readiness
Finding Foreign Buyers
Foreign Market Research
Free Trade Agreements
Shipping and Logistics
Trade Event Prep

SUBMIT

Resources



Market Research

Videos

GAIN Reports

News, Facts, and Stats

Success Stories

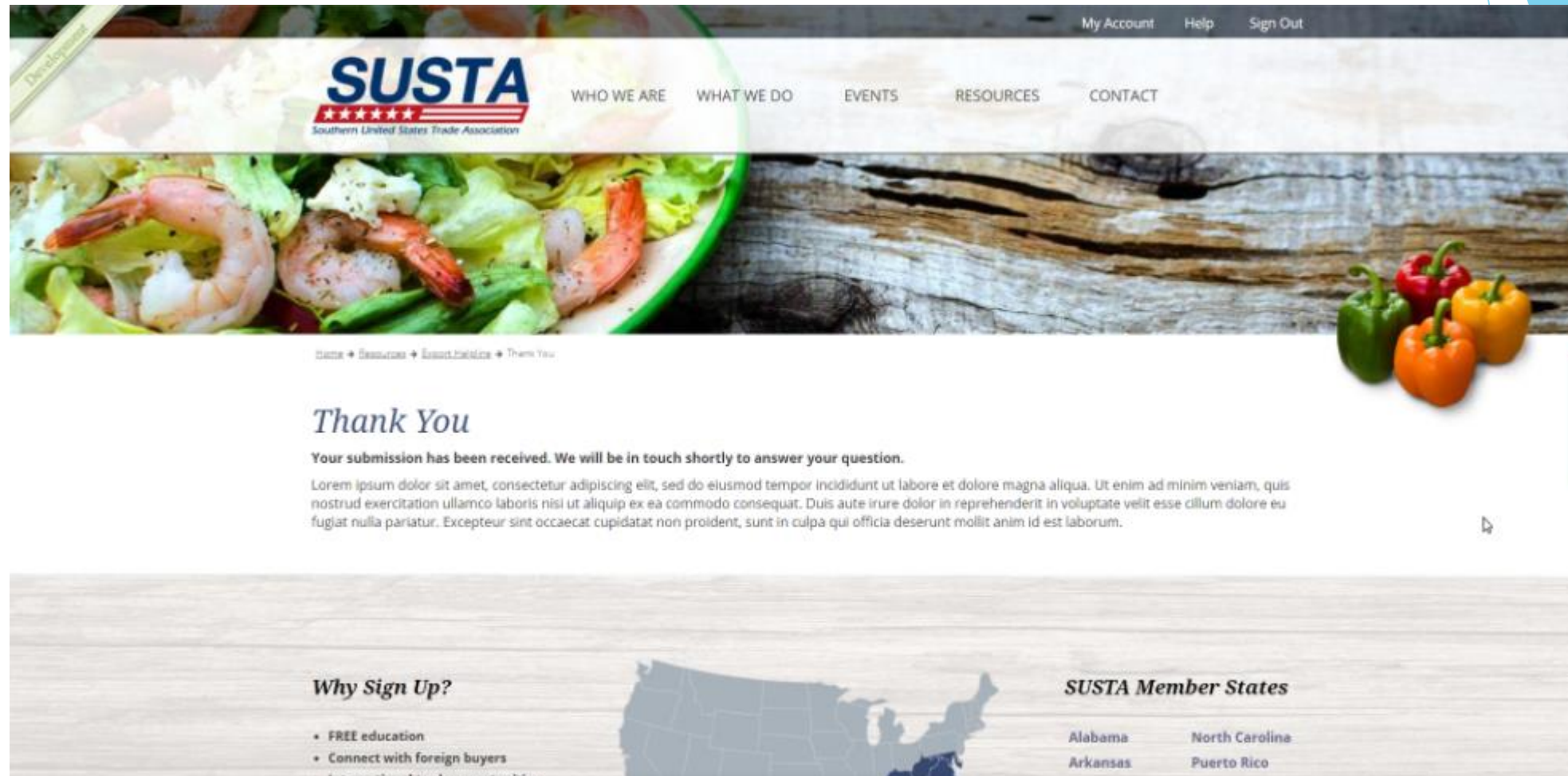
MAP & FMD Study Results

Trade Leads

→ [Export Helpline](#)

My SUSTA

Confirmation



Thank you!

► Questions?

► www.susta.org/resources/helpline/



The screenshot displays the SUSTA (Southern United States Trade Association) website. The header features the SUSTA logo and a navigation menu with links: HOME, WHO WE ARE, WHAT WE DO, EVENTS, RESOURCES, and CONTACT. Below the header, a section titled 'Export Helpline' is highlighted. This section includes a breadcrumb trail: Home → Resources → Export Helpline. The main heading for this section is 'Export Helpline'. The text below the heading states: 'SUSTA's participants often have questions that are specific to their company and products. Through SUSTA's Export Helpline, participants can now ask a specialist, with over 15'. On the right side of the page, there is a dark blue button with the text 'Resources' and an upward-pointing arrow icon.

SUSTA
Southern United States Trade Association

HOME WHO WE ARE WHAT WE DO EVENTS RESOURCES CONTACT

Trade Leads Market Research
Videos GAIN Reports News, Facts, and Stats
Success Stories Trade Data Export Helpline

Home → Resources → Export Helpline

Export Helpline

SUSTA's participants often have questions that are specific to their company and products. Through SUSTA's Export Helpline, participants can now ask a specialist, with over 15

Resources ↑



REMARKS FROM EXPORTERS

Threats to the Agriculture Industry



FBI Louisville Field Office
Special Agent: Rob Spelbrink
Special Agent : Lisa Heath

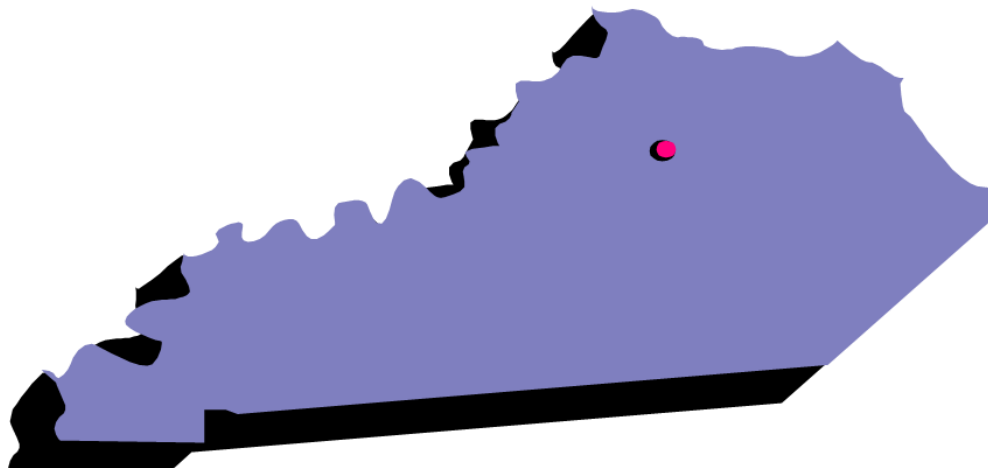


FBI Top Priorities



Protect the Commonwealth...

1. Prevent terrorist attacks
2. Counterintelligence and counter espionage
3. Cyber-based attacks and high tech crimes





We are all Targets



- The United States is a target
 - Technology
 - Military
 - Political influence
- Our Companies are targets
 - Technology
 - Business plans, processes etc
- As Individuals we are targets
 - Access
 - Influence



Threats to Agriculture

- Loss of technology
- Theft of data
- Illicit release of data
- Disruption to farm system
- Cyber attacks

Liaison is Critical



SA Rob Spelbrink
FBI Louisville
Phone: 502-263-6120
Email: rgspelbrink@fbi.gov

SA Lisa Heath
FBI Louisville
Phone: 502-263-6446
Email: lmheath@fbi.gov



BON APPETITE!



KENTUCKY **DEPARTMENT OF** **AGRICULTURE**

Dr. Ryan F. Quarles, Commissioner

Kentucky Small Business Development Center



Overview of the Kentucky SBDC Export Services



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of SBA.



Kentucky SBDC International Trade Mission

Support small businesses across Kentucky looking to start or scale their exporting strategies by providing trade certified export education, resources, and coaching.



Kentucky SBDC International Trade Team

Trade Finance



Lisa Brann
Covington

Market Research



Devanny King
Lexington

Mode Selection



Lee Goatley
Lexington

eCommerce



Kevin Yates
Bowling Green

Export Readiness



Michelle Spriggs
Eastern KY



1-888-414-7232
KentuckySBDC.com



Export Services Provided

Export Readiness Assessment

Export Business Plan Support

Trade Financing Guidance

Export Documentation and Licensing Education

Market Research

Connecting with other Export Assistance Organizations



Resources/Tools

Export Readiness Assessment

Trade Passport

Export Business Plan Software

Documentation Templates

Financial Forecasting



KSBDK Export Readiness Assessment

Global Edge: MSU

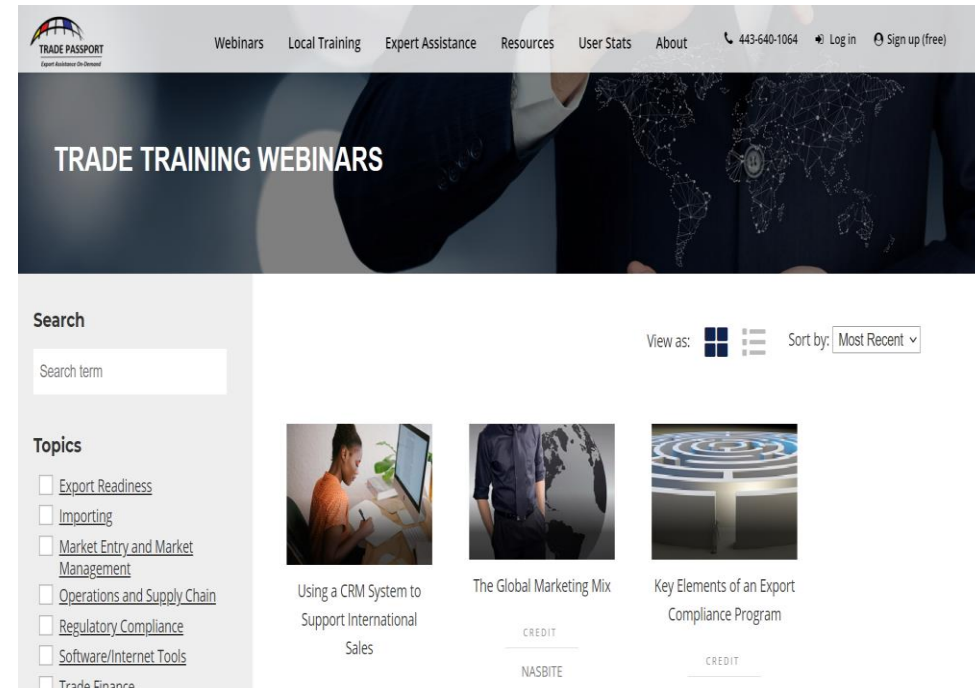
- CORE™ is a self-assessment tool that will allow a client to determine the company's readiness to expand its operations internationally and ascertain its ability to export a particular product.
- Upon completion of the questionnaire one will be able to systematically and objectively identify the company's strengths and weaknesses concerning exporting.



What is Trade Passport?

An online resource that provides:

- On-demand training videos
- 20 free training video credits



Export Planning

Customized Export Business Planning

Cloud-based

An export plan helps:

- understand the facts, constraints, and goals around their international effort.
- decide on implementation schedules,
- give a clear understanding of specific steps that need to be taken
- help assure and reflect a commitment to exporting over the longer term.

INSTRUCTIONS






Objectives
Why are you pursuing export markets? (Increased sales volume, diversifying customer base, stabilizing domestic instability, etc.) Refer to the reasons you listed in the Export Decision Factors Chart in Are You Export Ready section to complete.

Management commitment
This section should illustrate that your top management is committed to your export venture.

Management expectations
What are the expectations of your leadership for your export venture? How quickly does management expect operations to become self-sustaining? What level of return on investment is expected?

Objectives & Management...

☒ Do not print header

B I U     

Resource: [Export Readiness for New Exporters Tutorial](#)

Resource: [Export Motivations Growth Wheel Decision Sheet Y1/71](#)

16 words

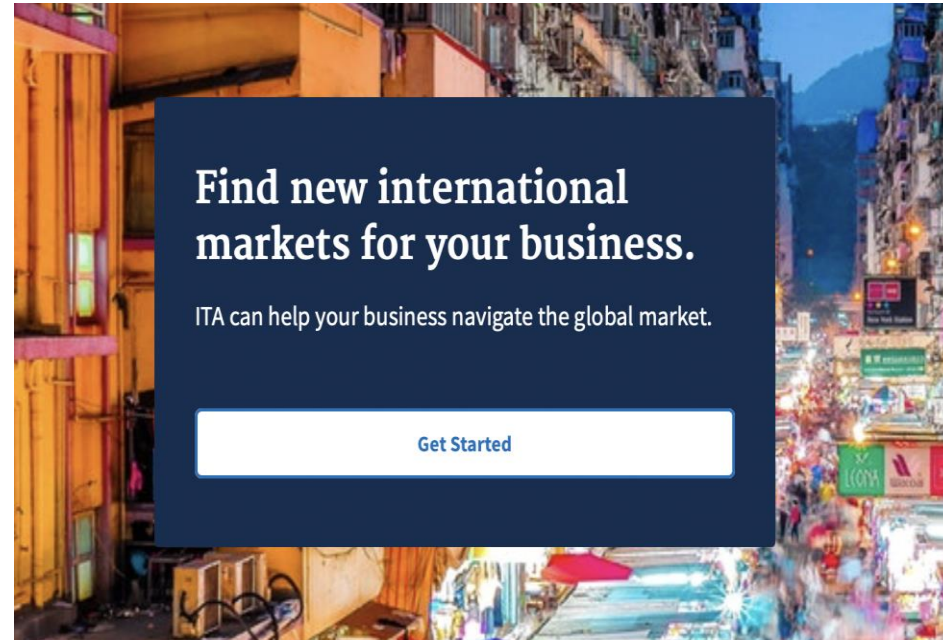
All changes saved

I'm Done

Market Research

Based on specified Schedule B:

1. Compares potential export markets to the market where you are already exporting, based on the premise that it may be easier to export to similar countries
2. Examines product-specific trade data to see whether potential markets are primed for more exports from the U.S. of the product(s) in question; and
3. Considers data that reflects whether potential export markets are generally good markets for exporting and doing business



SBA Export Finance Programs

Export Express

- Capital for export development
- **Financing up to a maximum loan limit of \$500,000**

Export Working Capital

- Fulfill export orders
- **Support a single transaction, multiple contracts, or revolving sales over the year**
- **Financing up to a maximum loan limit of \$5,000,000**

International Trade Loan

- Expanding exporter capacity
- **Financing up to a maximum loan limit of \$5,000,000**



Export and Trade Assistance Community

- U.S Commercial Service
- U.S Foreign Ag. Service
- SUSTA
- International Banking
- Kentucky Export Initiative (KEI)
- World Trade Center Kentucky
- SBA
- Freight Forwarders
- International Legal Resources
- Export Import Bank
- Website Localization Providers
- Translation Services
- Chamber of Commerce Representatives
- Kentucky Cabinet for Economic Development
- Bluegrass Economic Advancement Movement Representative
- Northern Kentucky International Trade Association
- Appalachian Regional –Export Trade Advisory Council
- Kentucky Association of Manufacturing



Thank you!

Questions & Answers

Email: Devanny.king@uky.edu
kentuckysbdc.com/exporting



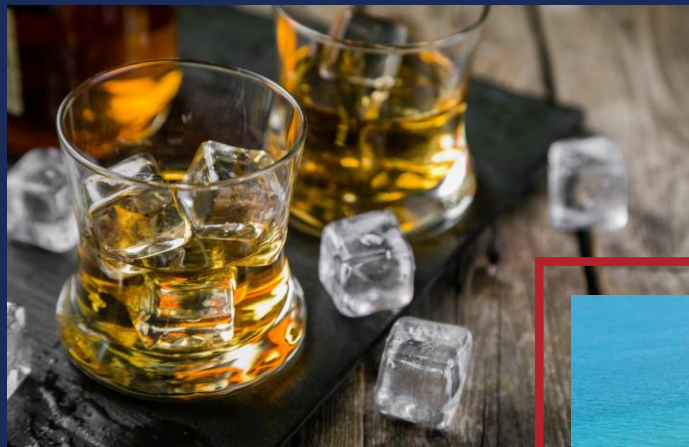
Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of SBA.

2022

Southern U.S. Trade Association

International Opportunities For The Bluegrass State

SUSTA
Southern United States Trade Association



Intro to SUSTA

Education

Export Readiness Training

- Assess capacity for exporting
- Identify key foreign markets
- Learn practical export fundamentals
- Create solid international marketing plan

SUSTA
Southern United States Trade Association



Education

Recording Victoria Newake is talking...

Topic 1: Developing an Export Plan

Marketability: Matching Your Products with a Global Trend or Need

Now it is time to identify the most profitable foreign markets for those products

Identifying countries with the largest and fastest-growing markets in your product

Step 1: Classify your product (We will Cover Later)

Step 2: Find countries with the best-suited markets for your product

Step 3: Determine which foreign markets will be the easiest to penetrate

Consider: How does the quality of your products compare with goods available?

Is your price competitive in the markets you are considering?

YES NO

Who could your major customers be?

Unmute Stop Video Participants Chat Share Screen Record Reactions

REGISTER → [SUSTA.ORG/EVENTS](https://susta.org/events)

September 28: Developing Export Readiness Skills

October 5: Export Tools of the Trade

October 12: Export Documents and Certificates

October 26: Getting Products to Global Customers

Participation Fee: \$150

Early Bird Fee: \$125 if you register before August 28, 2022

Export Helpline

ADMIN

EDIT

Send Us a Message

SUSTA

What is the topic of your inquiry?

First Name

Alistar

Last Name

Perez

Job Title

Marketing Coordinator

Phone Number

(504) 568-5986

Email

Alistar@susta.org

☒ Duties and Taxes
☐ Export Documents
☐ Export Pricing
☐ Export Readiness
☐ Finding Foreign Buyers
☐ Foreign Market Research
☐ Free Trade Agreements
☐ Shipping and Logistics
☐ Trade Event Prep

SUBMIT



HOME

WHO WE ARE

WHAT WE DO

EVENTS

RESOURCES

CONTACT

Home → Resources → Export Helpline

Export Helpline

Whether you are new to exporting or have years of experience, specific issues will arise where you could use some help from a trusted resource. Through SUSTA's Export Helpline, you can ask an industry-recognized expert with over 15 years of experience questions related to the export process, from how to do market research to pricing your product for export (and everything in between). SUSTA's complimentary Export Helpline is one more service designed to ease your export process. This service is available to all companies with an eligible **MySUSTA account**.

Complete the form below and you will hear from **Victoria Mejia**, SUSTA's Helpline expert. Questions about SUSTA's programs should still be directed to **SUSTA staff**.

ADMIN

EDIT

Resources



Virtual Consultations

Conduct market research and receive direct feedback from experts in the market. Sample topics may include:

- With approved MySUSTA account, register for free
- Market specific background and information
- Labeling requirements
- Market trends
- Your products' possibilities in the market!



Webinars

- Presentations from foreign consultants, FAS offices or other industry experts
- In-depth market overview and analysis on current trends
- Question & answer session



CostShare

Eligible CostShare Activities

- Advertising (including digital ads, influencers, hiring an ad agency)
- Website development
- Packaging/labels for foreign market
- In-store displays
- Freight (samples, marketing materials)
- Direct mailing to foreign buyers
- In-store demonstrations and food service promotions
- Exhibition at international trade shows & approved U.S. trade shows (your distributor can exhibit on your behalf)
- Travel expenses (when exhibiting at international trade show or outbound trade mission)
- International trade seminars sponsored by company
- Part-time contractors for trade seminars, in-store demos and trade shows
- Promotional give away items (up to \$2/item) Printed sales materials
- Public relations - Press kits

Exhibiting at international trade shows



- Booth fee
- Travel expenses
- Marketing materials
- Promotional giveaways
- Advertising in show directory
- Freight to ship samples and materials to show
- Wages of host or translator



Domestic Trade Shows

- No travel can be reimbursed for domestic shows



50% CostShare:

USDA/FAS Approved Domestic Trade Shows

International trade shows that take place in the U.S. allow you to promote your products to qualified foreign buyers without leaving the country. In recognition of these benefits, the USDA's Foreign Agriculture Service has determined that certain domestic shows are eligible for reimbursement.

Your company can seek reimbursement for domestic trade shows only if:

1. The show is listed as a USDA/FAS approved domestic trade show (See list below)
2. Booth space is full cost and not already reduced

USDA/FAS Approved Domestic Trade Shows

American Pet Products Manufacturers Association, Global Pet Expo
Americas Food and Beverage Show, <i>USA Pavilion</i>
BrewExpo America
Dairy-Deli-Bakery Show
Duty Free Show of the Americas
IFT Food Expo
International Baking Industry Expo
International Builders' Show
International Flight Services Association Expo
International Floriculture Expo
International Home and Housewares Show
International Production and Processing Expo
Kosherfest
MAGIC International Sourcing Show
NASFT/Fancy Food Show-Summer
NASFT/Fancy Food Show-Winter
National Association of Convenience Stores (NACS) Show
National Confectioners Association, All Candy Expo
National Restaurant Association (NRA) Show, <i>USA Pavilion</i>
Natural Products Exposition- East
Natural Products Exposition- West
NCA Sweets and Snacks Expo
Nightclub and Bar Trade Show
North American Veterinary Conference
Organic Trade Association, All Things Organic
Pet Food Forum
PMA Fresh Summit Convention and Expo
Private Label Manufacturers Association, Private Label Trade Show
Seafood Expo North America/Seafood Processing North America
Snack Food Association, SNAXPO
Southern Nursery Association, SEGGreen
Specialty Coffee Association of America Annual Exposition
USMEF Product Showcase
World Floral Expo
World Nut and Dried Fruit Congress

**If there is a USA Pavilion, your company must exhibit within that pavilion to receive reimbursement. If there is not a USA pavilion, your company is free to exhibit anywhere on the show floor.*

Interested in exhibiting outside of the USA Pavilion?

You will need pre-approval by contacting SUSTA's 50% CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the 50% CostShare Director. Contact us with any questions.

Do you qualify for 50% CostShare?

- Is your company small by U.S. Small Business Administration (SBA) guidelines?
- Do your products contain at least 50% U.S. agriculture content/ingredients?
- Do your products' packaging and/or labels identify a brand?
- Do your products' packaging and/or labels identify an eligible U.S. origin statement?

www.susta.org

Create a MySUSTA account online to get started!

Advertising Targeting Foreign Market

11

SUSTA
Southern United States Trade Association



Cost Share

Producing Foreign Packaging/Labels



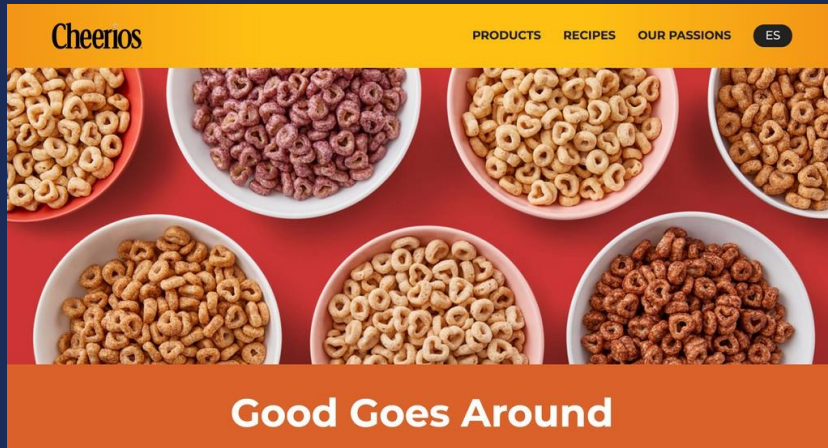
In-Store Sampling



Additional Eligible Promotions

14

Translate Website



In-Store Displays



50% CostShare Application

Step 1:

First Step: Approved MySUSTA account & CostShare consultation (if new to program)

Step 2:

Apply annually for funds to implement your international marketing strategy.

- Minimum annual request: \$2,500
- Maximum annual request: \$300,000
- \$250 CostShare application fee
- Pay SUSTA 6% administrative fee on reimbursement request
- Both fees are non-refundable.

Step 3:

- Sign your contract!
- Promote your products internationally, collect required documents and submit expense claims.



TEAM
KENTUCKY

CABINET FOR ECONOMIC DEVELOPMENT

Secretary Jeff Noel



STEP

STATE TRADE EXPANSION PROGRAM

Presented by Mary NeCamp, Program Manager
Kentucky Cabinet for Economic Development



GO INTERNATIONAL WITH STEP

STATE TRADE EXPANSION PROGRAM

Who can STEP Funds help?

- Any *eligible*, **export-ready** Kentucky-based small to mid-size businesses interested in exporting products/services internationally and becoming more globally competitive
- Woman-owned, rural enterprises, socially and economically disadvantaged, veteran or service-disabled veteran businesses are especially encouraged to apply for STEP funding

ALLOWABLE EXPENSES

The Kentucky State Trade Expansion Program (STEP) grant assists existing, successful Kentucky-based businesses with their new-to-exporting and market expansion plans to sell their products into international markets

STEP financial support helps eligible small to mid-size businesses:

- Learn to export through training workshops
- Pay for services provided by the U.S. Commercial Service such as website globalization review (WGR), international partner search (IPS), Gold Key services, B2B matchmaking and much more
- Pay for Rural America's Intelligence Service for Exporters (RAISE) which provides one-on-one market intelligence of customized industry-specific insights and contacts
- Support website globalization and e-commerce capabilities
- Design international marketing products and campaigns
- Participate in export trade show exhibits
- Pay for export credit insurance premiums and foreign buyer credit reports



STEP IN KENTUCKY

- Since 2011, over **230** Kentucky small businesses have utilized STEP funds directly receiving over **\$2.7** million in reimbursements
 - STEP applicants have come from 51 of KY's 120 counties
 - **Goal is to get a STEP company in every Kentucky county**



IS MY BUSINESS ELIGIBLE FOR KY STEP?

- Must be based/headquartered/controlled in Kentucky
- Must have been in business for at least one year
- Must have sufficient resources to bear the costs associated with exporting
- Have a product/service to export that contains at least **51% U.S. Content**
(there is a formula to help calculate this!)
- Select your 6-digit NAICS code at <https://www.census.gov/naics/>
then use the SBA Size Standards Tool <https://www.sba.gov/size-standards>



FEDERAL GOVERNMENT SIZE STANDARDS

According to the SBA Table of Small Business Size Standards Matched to NAICS many mid-size businesses may qualify for STEP by average annual receipts or average employment of a firm.

Examples:

NAICS codes	NAICS U.S. industry titles	Size standards in millions of dollars	Size standards in number of employees
112310	Chicken Egg Production	\$16.5	
112320	Broilers and Other Meat Type Chicken Production	\$3.0	
112330	Turkey Production	\$3.25	
112340	Poultry Hatcheries	\$3.5	
112390	Other Poultry Production	\$3.25	
112410	Sheep Farming	\$3.0	
112420	Goat Farming	\$2.25	
112511	Finfish Farming and Fish Hatcheries	\$3.25	
112512	Shellfish Farming	\$3.25	
112519	Other Aquaculture	\$3.25	
112910	Apiculture	\$2.75	
112920	Horses and Other Equine Production	\$2.5	
112930	Fur-Bearing Animal and Rabbit Production	\$3.25	
112990	All Other Animal Production	\$2.5	
113110	Timber Tract Operations	\$16.5	
113210	Forest Nurseries and Gathering of Forest Products	\$18.0	

NAICS codes	NAICS U.S. industry titles	Size standards in millions of dollars	Size standards in number of employees
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing ⁶		1,000
336340	Motor Vehicle Brake System Manufacturing ⁶		1,250
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing ⁶		1,500
336360	Motor Vehicle Seating and Interior Trim Manufacturing ⁶		1,500
336370	Motor Vehicle Metal Stamping ⁶		1,000
336390	Other Motor Vehicle Parts Manufacturing ⁶		1,000
336411	Aircraft Manufacturing ⁶		1,500
336412	Aircraft Engine and Engine Parts Manufacturing ⁶		1,500



KY STEP SUCCESS STORIES FELTLOOM, INC.

*“The **STEP Grant** helped **FeltLOOM Inc.** do business in the international markets. It helped **pay for** our **compliance testing** to ship into foreign markets and raised awareness for our business opportunities that are available in the world. It has been **important** to our small company. We’ve currently sold into 21 countries.”*

- LANETTE FREITAG
PRESIDENT, FELTLOOM, INC.
SHARPSBURG, KY

KY STEP SUCCESS STORIES

SKISKOOTYS

*“We have utilized **STEP** grant funding **since 2014**. With Valley Vista Ski Products being a **small family-owned business**, we **would not be in business without the help of the grant**.*

*Over the years, we have used the grants **to help fund trade shows, ship samples to distributors and Olympic Snow Ski teams, pay for due diligence reports for companies who want exclusive rights in a particular country and pay for Gold Key Services.**”*

- SALLY LAWLER

OWNER, VALLEY VISTA SKI PRODUCTS LLC DBA SKISKOOTYS
LOUISVILLE, KY

WHERE DO I START?

BE EXPORT-READY VS. EXPORT-CAPABLE

KEY STEPS:

- Develop a business plan
- Participate in export training
- Have an existing website that can be adapted for international audiences

Services and resources through STEP program can **pave the way!**



FAQs

When can I apply for the STEP grant and how do I get reimbursed?

- Apply for the STEP grant when you have a plan to convey and are ready to grow into foreign markets
- Applications for the next round of funding are expected to become available around the **end of August**
- Once a business is admitted to the STEP program, they will receive an award letter stating the limit amount they can potentially use on export development activities defined by the SBA
- Certain activities must be pre-approved
- Perform activities within the time frame of the grant period, submit reimbursement request and get reimbursed

ACCESSIBILITY

The Cabinet for Economic Development is dedicated to serving *all* business owners.

The STEP grant overview is available in **English and Spanish** on the Kentucky Export Initiative (KEI) website kyexports.com:

The screenshot displays the Kentucky Export Initiative (KEI) website. The top navigation bar includes links for ABOUT KEI, EXPORT ASSISTANCE, STEP GRANT, and KY EXPORT FACTS. The main header features the text "SUBVENCIÓN STEP" over a background image of a shipping port with large cargo containers and cranes. Below the header, the "STEP GRANT" section is highlighted, with a sub-header "STEP EN ESPAÑOL". The text explains that since 2011, the KEI has provided financial assistance to over 200 Kentucky companies through the State Trade Expansion Program (STEP). It lists eligible activities for reimbursement, including participation in training workshops, international trade expertise, website fees, marketing media design, trade show exhibitions, and EXIM Bank export credit insurance premiums. A button labeled "STEP GRANT APPLICATION" is visible. The bottom of the page features the SBA U.S. Small Business Administration logo.

KENTUCKY EXPORT INITIATIVE

ABOUT KEI EXPORT ASSISTANCE STEP GRANT KY EXPORT FACTS

SUBVENCIÓN STEP

Para las pequeñas empresas de Kentucky que buscan asistencia en exportación internacional, la subvención del Programa de Expansión Comercial Estatal (STEP, por sus siglas en inglés) está disponible. La subvención STEP reembolsa gastos de desarrollo permisibles.

Siga este enlace para llenar una aplicación.

[STEP GRANT APPLICATION](#)

Desde 2011, la Iniciativa de Exportación de Kentucky ha proporcionado asistencia financiera a más de 200 empresas en Kentucky gracias a la subvención STEP. La subvención STEP reembolsa a las pequeñas empresas por actividades de desarrollo de exportación permisibles, las cuales incluyen:

- Participación en Talleres de Instrucción que directamente benefician a la empresa con conocimientos de normas de exportación, regulaciones, y/o prácticas adecuadas;
- Asistencia en comercio internacional proporcionada por el Servicio Comercial de los Estados Unidos para expandir o entrar a un mercado;
- Pago de gastos para construir o mejorar una plataforma de comercio electrónico, puede incluir traducciones de páginas web a otros idiomas;
- Diseño de publicidad para fortalecer esfuerzos de exportación internacional y llegar a ciertas audiencias;
- Participación en ferias comerciales para exhibir internacionalmente productos y servicios;
- Primas de seguro de crédito a la exportación a corto plazo del Banco de Exportación e Importación de los EE. UU, primas anuales de seguro de crédito a la exportación, reportes de crédito de compradores extranjeros

STEP GRANT

For Kentucky small businesses seeking international export assistance, the State Trade Expansion Program (STEP) grant is available to reimburse for allowable development expenses.

Click below to fill out a KY STEP Grant application.

[STEP GRANT APPLICATION](#)

[STEP EN ESPAÑOL](#)

Since 2011, the Kentucky Export Initiative (KEI) has provided financial assistance to over 200 Kentucky companies through the State Trade Expansion Program (STEP). The STEP grant provides reimbursement to eligible small businesses for allowable international export development activities including:

- Participation in Training Workshops to directly benefit the company while gaining credible knowledge of export policies, regulations, and/or best practices.
- International trade expertise and assistance provided by the U.S. Commercial Service to expand or enter a market based on demand;
- Payment of website fees to build and/or enhance a robust online e-commerce platform; may include website translations into foreign languages;
- Design of Marketing Media to strengthen international export potential and reach target audiences;
- Trade show exhibitions to showcase and demonstrate products and services internationally;
- EXIM Bank export credit short term insurance premiums, private export credit insurance annual premiums, foreign buyer credit reports

SBA U.S. Small Business Administration

EXPORTER BENEFITS

HIGHER PRODUCTIVITY

- Exporting plants with fewer than 250 employees had 1.9 times more revenue than non-exporting plants, according to the U.S. Census Bureau

STRONGER WORKFORCE

- Firms that export have been shown to be more skilled and productive, as well as paying higher wages than non-exporting firms, regardless of their size

EXPEDITED GROWTH & INCREASED INNOVATION

- Whether they deal in services or manufacturing, exporting businesses show higher total revenues, faster total revenue growth and higher labor productivity than their peers that focus exclusively on domestic markets

About 95% of consumers and 84% of spending power reside outside the U.S.

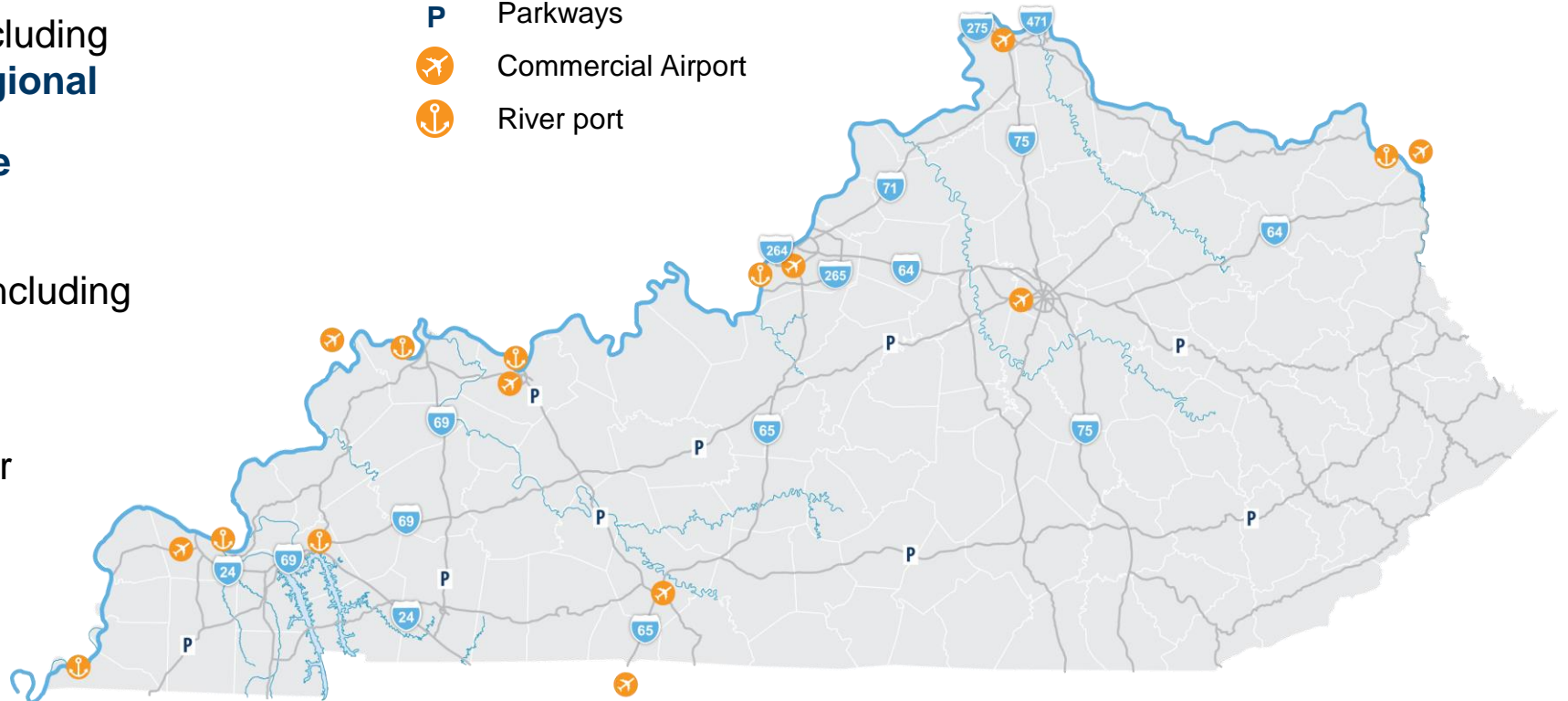
Source: International Trade Association

GLOBALLY CONNECTED

- **3 worldwide air cargo hubs**
(UPS, DHL and Amazon)
- **2nd in total air cargo**
- **6 commercial airports**, including
2 international and **60+ regional**
- **10 interstates** and **10 state parkways**
- **2,760 miles of rail track**, including
2,600 miles of freight rail
- **2,000 miles of navigable waterways** and 12 active or
developing river ports

LEGEND

- Interstate Highways
- Navigable Waterway
- P Parkways
- ✈ Commercial Airport
- ⚓ River port



KENTUCKY'S GLOBAL LOGISTICS CAPACITY

BE SURE YOUR PRODUCTS ARE ON THE PLANE



DHL's global hub in Kentucky handles about 90% of DHL shipments entering the U.S.

80+ aircraft and **148,000** packages pass through each day.



Fed Ex recently expanded its ground facilities in Louisville and Northern Kentucky.



UPS Worldport in Kentucky is the largest fully automated package-handling facility in the world.

160+ aircraft and **2 million** packages pass through daily.



When fully operational, the Amazon Air Hub in KY will handle **100 planes** per day.

The **KY** Innovation Team



Monique Kuykendoll Quarterman
Deputy Executive Director



David Brock
Director of Operations



Marilyn LeBourveau
Project Manager



Mary NeCamp
Program Manager



Kristine McNiel
Project Manager



Victoria Wood
Program Manager



Connor Wall
Project Manager



KY INNOVATION
CABINET FOR ECONOMIC DEVELOPMENT

MISSION

To enable a sustainable and active entrepreneurial ecosystem throughout the Commonwealth that is designed to identify, develop, retain and attract talented entrepreneurs utilizing a #TeamKentucky approach that focuses on inclusivity, connectivity, positivity, and a “give first” culture.





Q & A

mary.necamp@ky.gov

502.234.4383

CED.ky.gov

Visit the Kentucky Export Initiative (KEI) website <http://www.kyexports.com/>



WELCOME!

SARA BOWMAN
ECONOMIC DEVELOPMENT MANAGER
SARA.BOWMAN@LOUISVILLEKY.GOV



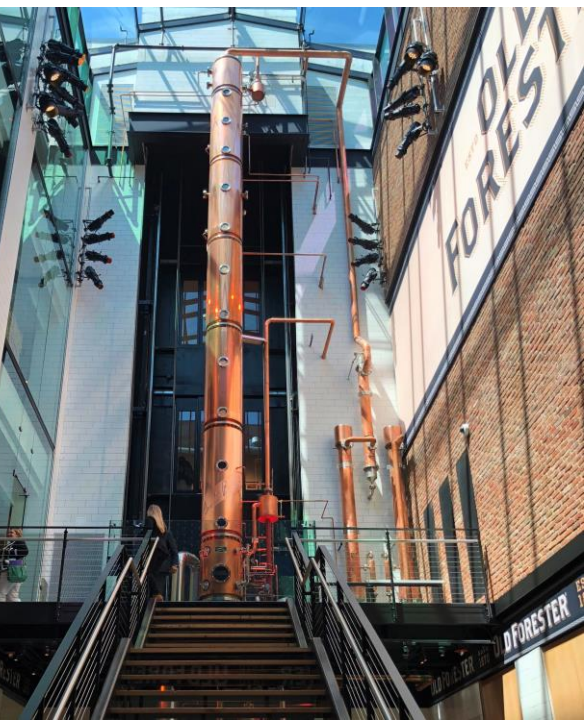


Louisville Forward is an integrated approach to economic and community development, combining business attraction, expansion and retention activities, and talent and workforce attraction, with the city's real estate development, land use, planning and design functions to present a unified solution for job growth and quality of place.





INVESTING IN BOURBONISM



**\$150
million in
investments**



INVESTING IN DOWNTOWN



FOOD & BEVERAGE

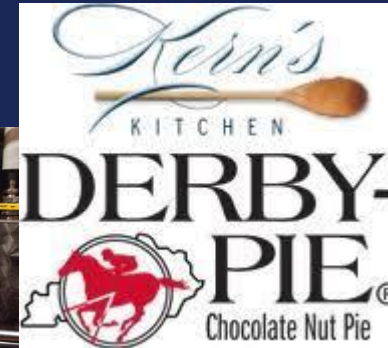
LOUISVILLE FOOD AND BEVERAGE AT A GLANCE

Bourbon is a
\$8.6 billion
signature industry
in Kentucky,
generating
20,100 jobs
with an annual
payroll of
\$1 billion

95%
of the world's
bourbon
is made in
Kentucky

More than
125
food and
beverage
companies
are located
in the
Louisville area

Employs well over
15,000
individuals
in food &
beverage
HQ operations



BROWN-FORMAN



AIR CONNECTIVITY



**4TH BUSIEST
CARGO
AIRPORT IN
THE WORLD**

**2ND BUSIEST
CARGO
AIRPORT IN
THE U.S.**



AFFORDABLE HOUSING



Price:

\$227,500

Type:

Condo/APT

Size:

2BR/2BA – 2,007 sqft

Neighborhood:

Highlands



Price:

\$245,000

Type:

Single Family

Size:

3BR/2BA – 1,725 sqft

Neighborhood:

Lyndon



Price:

\$299,000

Type:

Single Family

Size:

3BR/3BA – 2,264 sqft

Neighborhood:

Old Louisville



Price:

\$270,000

Type:

Single Family

Size:

3BR/2BA – 1,400 sqft

Neighborhood:

Germantown



WORKFORCE PIPELINES

P-12



Higher Education



Workforce Development



WORKFORCE DEVELOPMENT



THE ACADEMIES OF LOUISVILLE

PREPARED. EMPOWERED. INSPIRED.

- Increased high school graduation rates
- Increased academic achievement
- Improved college and career preparation
- Increase earning potential
- Increased talent pipelines
- Greater community prosperity



WORKFORCE DEVELOPMENT



Workforce Development Board

- Support for in-person and virtual hiring events
- Interview certified graduates of training programs
- Promote open positions in Job Seeker Update e-newsletter
- Hire ages 16+ through summer jobs programs



Talent Attraction

- Free community job board
- Connect candidates to community ambassadors
- Customized talent attraction and marketing campaigns





CHEERS!

SARA BOWMAN
ECONOMIC DEVELOPMENT MANAGER
SARA.BOWMAN@LOUISVILLEKY.GOV



Closing Remarks

Tim Hughes



KENTUCKY
DEPARTMENT OF
AGRICULTURE