

Why Export?

- ★ **Profitability** as 95% of the world's consumers live outside the U.S.
- ★ **Competitive Advantage** using the U.S. reputation for high quality goods and services.
- ★ **Risk Mitigation** helping you ride out fluctuations in the U.S. economy.
- ★ **Innovation** from international markets makes you more competitive.



Why SUSTA?

- ★ SUSTA has offered export assistance to Southern companies since 1973.
- ★ Over the last several years, SUSTA companies, on average, realized a return of \$65 in export sales for every \$1 invested in SUSTA's programs.
- ★ SUSTA works with the USDA's Agriculture Trade Offices all over the world to get you the most up-to-date information on the market.
- ★ Most foreign countries have similar programs to promote their products internationally, including in the U.S. to compete with you!

Are You Eligible?

- ★ Do your products' packaging and/or labels identify a brand?
- ★ Do your products contain at least 50% U.S. agriculture content/ingredients?
- ★ Do your products' packaging and/or labels identify an eligible U.S. origin statement? Examples: "Made in USA" or "Product of USA"
- ★ Are you headquartered in the SUSTA region?

How to Get Started:

- ★ Create your company's MySUSTA account at susta.org
- ★ In your account, check off the programs of interest (Global Events and/or CostShare)
- ★ If approved for Global Events, you can sign up for events online at susta.org/event
- ★ If approved for CostShare, you will be given access to the CostShare application



Southern United States Trade Association

701 Poydras Street, Suite 3845
New Orleans, LA 70139-7774 USA
P: (504) 568-5986 • F: (504) 568-6010

susta@susta.org
www.susta.org

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternate means for communications of program information should contact us.

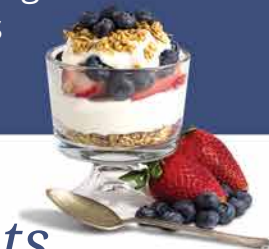


**Kentucky
Department
of Agriculture**





The Southern U.S. Trade Association administers the **Market Access Program** and **Agricultural Trade Promotion** program to help southern companies meet qualified foreign buyers and promote their products internationally.



Ryan Quarles

Kentucky Commissioner of Agriculture

When you think of Kentucky, don't think just of race horses, bourbon and fried chicken. While we are proud of those agricultural products, the Kentucky Department of Agriculture is focused on finding new markets for all sorts of Kentucky products, from beef to soybeans and even hemp. We appreciate SUSTA and their partnership for helping us advocate for Kentucky farm families across the globe.

Tim Hughes
Senior Trade Advisor
(502) 782-9265
Timd.hughes@ky.gov

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132
Jonathan.VanBalen@ky.gov

www.kyagr.com

50% CostShare

SUSTA can reimburse Kentucky businesses 50% of eligible marketing expenses.

Benefits of Participation

- ★ Promote your brand internationally at half the cost
- ★ Get reimbursed up to \$300,000/year

Eligible Expenses

- ★ Advertising
- ★ Direct Mail
- ★ Exhibiting at International Trade Shows
- ★ Exhibiting at USDA-Approved U.S. Trade Shows
- ★ Freight (shipping samples & marketing materials)
- ★ In-Store Demonstrations/Food Service Promotions
- ★ In-Store Displays
- ★ International Travel Expenses
(when exhibiting at international trade shows or approved trade missions)
- ★ Packaging/Label Changes
- ★ Point of Sale Materials
- ★ Promotional Giveaway Items
- ★ Public Relations
- ★ Website Development



Global Events

SUSTA connects Kentucky businesses with international buyers at trade shows and trade missions around the world. Find events here: susta.org/event

Benefits of Participation

- ★ Exhibition costs are often less expensive
- ★ Interpreters and chefs provided as needed
- ★ Foreign industry experts "match make" you with pre-vetted buyers
- ★ Events managed start to finish so your focus is making sales

Annually, SUSTA hosts more than 30 events all around the world.

