

Branded Program

Double Your International Marketing Budget

The Branded Program helps new and seasoned exporters tap into funding provided by the Foreign Agricultural Service of the USDA for up to 50% reimbursement of approved international marketing and promotional activities.

What Qualifies?

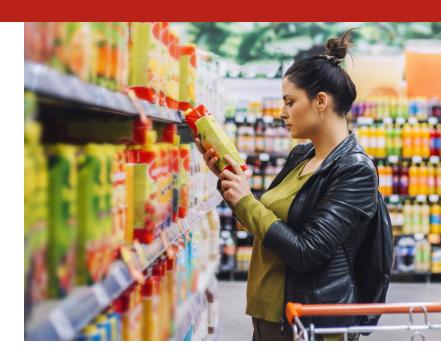
- International and select domestic trade show exhibits
- In-store demonstrations and merchandising
- Digital/print advertising and marketing materials
- Retail and foodservice promotions
- Social media, website design and ecommerce
- Foreign market-compliant packaging and labeling
- Shipment of samples, and more!

Who Qualifies?

- Any small business* headquartered in the Midwest or Northeast regions of the United States
- Have products with at least 50% U.S. agricultural content by weight (minus water and packaging)

Qualified companies can request reimbursement funding from \$2,500 - \$300,000 per year and can continue to apply for funding for existing and new export markets annually. Promotions conducted by a U.S. supplier's overseas importer are eligible, too!

*According to Small Business Administration Guidelines (generally 500 employees or less)



To learn more or see if you qualify, go to: foodexport.org/brandedprogram



We're Here to Help. Scan for contact information.





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