

## 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](https://foodexport.org/brandedprogram)



We're Here to Help.

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