



Market Promotion

Expand Your Wood Product Exports!

Eligible Commodity Products:

- Logs & Timber
- Wood and Boards
- Cooperage (Staves, Barrels, Hoops, Chips)
- Poles/Piles/Posts
- Flooring
- Log Homes
- Windows/Doors/Siding/Fencing/Decking and Parts
- Plywood, Chipboard, Particle Board, Veneer, Panels
- Sawdust, Shavings, Pulp
- Shingles and Shakes
- Tools and Parts
- Molding, Siding
- Pallets and Skids
- Boxes, Crates, Drums, Containers

Pre-Qualify for the Branded Program Today!



<https://www.foodexport.org/programs/market-promotion/branded-program/>



TAKE YOUR PRODUCTS GLOBAL WITH FOOD EXPORT:

- **Virtual Consultations:** Get real-time answers from in-market experts for your market-specific questions
- **Market Builder:** Flexible, customized research to uncover new potential in international markets
- **Branded Program:** Secure 50% cost reimbursement for international marketing activities

WHAT IS THE BRANDED PROGRAM?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. companies' international marketing efforts by reimbursing 50% of approved international marketing and promotional activities such as:

- International website development and ecommerce
- Digital and print advertising
- Technical seminars
- International trade show expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Exhibit booth cost for select U.S. trade shows including:
 - International Builders' Show
 - International Mass Timber Conference
 - The Inspired Home Show
 - The International Surfaces Show

IS YOUR COMPANY ELIGIBLE?



A company headquartered in the U.S.

Midwest or Northeast regions



Meet SBA Guidelines

of a small business



Promote products

with at least 50% U.S. agricultural content by weight



Contact Us to Learn More!

***Please include your HS code in your pre-qualification application.**