









# Eligible Value-Added and Retail Products:

- Furniture
- Decorative
- Sporting Goods (Snowboards, Sleds, Hockey Sticks, Bats, Bows, etc.)
- Tools
- Casks, Barrels and Hogsheads
- Brushes
- Boxes/Cases (Trunks, Bags, Decorative, and Household)
- Bread Boards, Cutting/Chopping Boards, Butcher Blocks
- Tableware and Kitchenware
- Musical Instruments
- Stocks and Parts
- Caskets

## 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 social media, website development, and ecommerce
- Digital and print advertising
- 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:
  - 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 brand

name products with at least 50% U.S. agricultural content by

weight

Contact Us to Learn More!

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export-Midwest and Food Export-Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (funding gender expression), sexual orientation, disability, age, martial status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retailation for prior viol rights activity. To file a program emissimilation complaint, go to https://www.ascr.usda.gov/primag-program-discrimination-complaint-usda-complaint-

<sup>\*</sup>Please include your HS code in your pre-qualification application.