Serving Current and Emerging Business Strategies: SUSTA (Southern United States Trade Association)

Scott Hansen

Mission Statement
The SUSTA mission is to increase the export of southern U.S. food and agricultural products in order to enhance the economic well-being of the region.

SUSTA States
Alabama         Oklahoma
Florida          South Carolina
Georgia          Tennessee
Kentucky         Texas
Louisiana        Virginia
Maryland         West Virginia
Mississippi      also including
North Carolina   Puerto Rico

SUSTA Relationships

Congress
United States Department of Agriculture
Foreign Agricultural Service
State Regional Trade Groups
SUSTA
State Departments of Agriculture
MAP: Generic           MAP: Branded
Industry Groups        Regional Companies

SUSTA Services
Acts as a liaison between the federal and state governments and private industry to foster U.S. agricultural exports.

Administers FAS export development programs
* Market Access Program (MAP)
* Foreign Market Development Program (FMD)

Stimulates awareness of and demand for high-value food and agricultural products
* Market Research
* Trade Seminars
* Trade Shows
* Promotions (consumer and trade)
* Trade Missions/Reverse Trade Missions

Provides information to SUSTA regional companies
* FAS product marketing reports
* FAS export statistics
* Newsletter insight
* Education and outreach programs
* Trade leads, contacts, and export market info
* Trade show and exporter database

Market Access Program (MAP)
Created by the Federal Agricultural Improvement and Reform Act of 1996 (FAIR)

* Renames the Market Promotion Program (MPP) to better reflect program goals.
* Administered by FAS and SUSTA.
* Caps expenditures at $90 million annually
* Focuses on small businesses, farmer-owned cooperatives, and nonprofit export promotion associations, such as SUSTA

Scott Hansen is Executive Director of the Southern U.S. Trade Association, a nonprofit agricultural development association.
MAP: Generic

Provides funds to industry groups for the promotion of an entire industry.

Generic Activities
Market Research
Market Entry Programs
  Mexico
  South East Asia
  Europe
Trade Seminars
In-Store Promotions
Trade Missions
Reverse Trade Missions
Targeted Promotional Activities
Trade Shows

SUSTA Generic Activities
Product Promotions
  Freshwater Aquaculture
  Ornamental Horticulture
  Pecans
  Southern Tomatoes
  Sweet Onions
  Alligator Hides
  Keitt Mangoes
  Southern Sweet Potatoes
  Southern Peaches
Research
  South China Food Market
  Kenaf
  Crawfish
  Rattes
  Ostrich
  Emu

MAP: Branded

The MAP branded program provides matching funds to individual companies to promote high-value food and agricultural products marketed under brand names.

Branded Eligible Companies
* Processors
* Packers
* Manufacturers
* Export Agents
* Wholesalers

Branded Eligible Products
* At least 50% U.S. agricultural origin by weight excluding added water and packaging
* Products must be marketed under a "brand" name and be identified as a "product of the USA"

Branded Eligible Product List
* Branded Foods
* Beverages
* Seafood/Aquaculture Products
* Food Ingredients/Supplements
* Fresh Fruits and Vegetables
* Ornamental Horticulture
* Intermediate Products
* Pet Foods

Branded Eligible Expenses
* Advertising
* Promotional
* Trade Shows

Eligible Advertising Expenses
* Translation, production and placement of media advertising
  Print
  Electronic
  Billboard
* Production and distribution direct mail advertising for retail and trade

Eligible Promotional Expenses
* In-store and food service promotions
* Product demos to the trade and consumers
* Production and distribution of promotional brochures and POS materials
* Freight cost of promotional samples
* International technical trade seminars
* Inexpensive gift or promotional items

Eligible Trade Show Activities
* Booth construction, freight, participation fees for foreign retail, trade, and consumer exhibits and shows
* Hiring translators or demonstrators for trade show activities
Renting audio visual equipment or other decorations for trade show booth

MAP Branded Label Requirements

"...all product labels, promotional material and advertising will identify the origin of the agricultural commodity as "Product of the U.S.", Product of the U.S.A.," "Grown in the U.S.A.," or "Made in America," or other U.S. regional designation if approved in advance by the CCC; that such origin identification will be conspicuously displayed, in a manner that is easily observed; and that such origin identification will conform, to the extent possible, to the U.S. standard of 1/6' (.42 centimeters) in height based on the lower case letter 'o'."