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

Scott Hansen

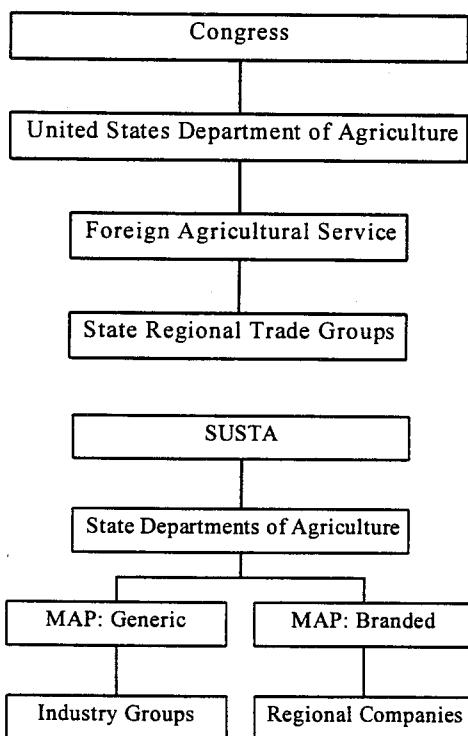
Mission Statement

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



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

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

Ratites

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

- * Export Trading Companies
- * Farm Cooperatives

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’.”
