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2024 FUNDING AVAILABLE FOR FOOD & AGRICULTURE PRODUCTS

Cost-Share Funding Assistance Helps Market U.S. Products Overseas

CHICAGO, Ill., Aug. 30, 2023: [Food Export Association of the Midwest USA](#) (Food Export–Midwest) is now accepting applications for the 2024 Branded Program year. The Branded Program enables U.S. suppliers of food and agricultural products to increase their overseas marketing budgets to maintain and expand their share of export markets, as well as encourage new market exploration.

Made possible through the [Market Access Program](#) (MAP) from the USDA’s Foreign Agricultural Service (FAS), this cost-share funding program assists small- and medium-sized U.S. suppliers as defined by U.S. Small Business Administration (SBA) to promote their U.S. origin food and agricultural products in foreign markets.

Once approved, participants receive 50% cost reimbursement on eligible marketing and promotional activities such as exhibiting at international and select U.S. trade shows, advertising, public relations, in-store promotions and merchandising, marketing and point-of-sale materials, freight costs for samples, foreign market-compliant packaging and labeling, international web site development, online marketing and more. Projects may range in size from a few thousand dollars to several hundred thousand in scope.

“If you’re looking to grow your business in an affordable way, now is the perfect time. The 2024 Branded year is opening, and all small- and medium-sized suppliers are welcome to apply for this 50 percent cost share program,” said Food Export-Midwest Branded Program Manager Molly Burns. “Your business can save half the cost on freight costs for product samples, foreign market-compliant packaging and labels, in-store promotions, product demonstrations and more. Take advantage of all the services we have to offer at a cost that fits your company’s budget.”

These marketing opportunities help U.S. companies remain competitive in the exporting industry and gain exposure for their brands in countries around the globe. In 2022, Food Export–Midwest helped 587 companies explore new markets that supported more than 10,200 jobs and 320 new sales opportunities across food and agricultural businesses.

“The Branded Program is an excellent way for small- and medium-sized food and agricultural businesses to explore foreign market expansion and grow their business,” said Brendan Wilson, Executive Director/CEO of Food Export–Midwest. “We’ve helped a diverse group of suppliers, including snack food, animal feed businesses, honey, popcorn, pet food and more find new international market opportunities thanks to our Branded Program and market access tools.”

Applications can be submitted starting Aug. 16 and will be taken until all dollars are distributed. Questions about the [Branded Program](#) and the application process can be directed to Food Export–Midwest at 312.334.9200. Additional information is available at www.foodexport.org/branded-program. The 2024 Branded Program runs from Jan. 1 through Dec. 31, 2024.

[Food Export–Midwest](#) accepts applications from suppliers headquartered in its 13-state Midwest region: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota and Wisconsin.

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Food Export Association of the Midwest USA is a private, non-profit organization that promotes the export of food and agricultural products from the Midwest region of the United States.