Funding For Your International Marketing Budget
The Branded Program provides 50% cost reimbursement for a wide variety of international marketing activities.

Are you eligible? You must:

- Be a company headquartered in the U.S. (Midwest or Northeast regions)
- Qualify as a small business
- Promote products with at least 50% U.S. agricultural content by weight
- Include a U.S. origin statement (such as "Product of the USA") in your promotions.

"Bassetts has made a huge splash in South Korea in part with the support of the cost-share funds available from Food Export-Northeast. We keep our brand awareness fresh and vibrant in South Korea by using local social media influencers, sponsored posts and sampling events. With the program funding, we can expand our impact without stretching our budget."

Brian Beebee
Bassetts Ice Cream Company
Philadelphia, PA
New Packaging & Sample Shipments

Many businesses use the Branded Program for marketing efforts beyond trade shows. With up to 50% reimbursement on international marketing expenses, it’s pretty easy to see why. Explore some of these common and possibly overlooked costs below.

**Foreign Compliant Packaging & Label Development**

- Labels for new products
- Updates to non-compliant labels
- Plate fees
- Graphic design work
- Labor to re-label products

**Something New!** Food Export can now reimburse for the printing of your company’s export packaging every year! If we have reimbursed for your export packaging, labeling, and/or stickers in the past, you can also submit this year for printing runs of the same SKU.

**Shipping Samples Overseas**

- Freight expenses
- Containers & supplies

**A Few Other Ways to Use the Branded Program**

- Retail displays
- Print ads
- Brochures & sell sheets
- Billboards
- Trade shows
- Select international travel costs

"With an extensive product line providing premium care and feeding for a variety of small pets, Oxbow has found the benefits of Food Export-Midwest’s cost-sharing support for package and label modification for export markets to be a tremendous resource for our company. It has enabled us to expand the number of product lines we offer our international importers much quicker than if we had to fund the package change costs on our own."

Melissa Ross
Oxbow Animal Health
Omaha, NE

We're Here to Help. Call or Email.

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