



Market
Promotion

Branded Program Eligibility for U.S. Wood Products

What is the Branded Program?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. food and agricultural companies' international marketing efforts by reimbursing 50 percent of approved international marketing and promotional activities such as:

- International web site development
- Foreign market-compliant packaging and labels
- Advertising and public relations
- In-store promotions and product demonstrations
- Fees for exhibiting at select overseas and domestic trade shows
- Marketing and point-of-sale materials
- Freight costs for product samples

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

The following products may be eligible for inclusion based on Chapter 44 of the Harmonized System Codes:

- Poles, Piles, Posts (utility poles and fencing) (4403part and 4404)
- Wood Wool and Wood Flour (4405)
- Railway Ties (4406)
- Densified Wood (4413)
- Picture, Mirror, and Other Wood Frames (4414)
- Pallets and Crates (4415)
- Cooperage products (4416)
- Tool and Tool Handles of Wood (4417)
- Builders Joinery items, including Doors, Windows, and Shingles (4418part)
- Tableware and Kitchenware of Wood (4419)
- Statuettes and Other Ornaments of Wood and Jewelry and Similar Boxes (4420)
- Miscellaneous Wood Products (4421)
- Log Homes and Other Prefab Wood Homes (traditional 2x4 construction)

“U.S. hardwood lumber is a high quality product that can be marketed to numerous places around the world. It was good to attend the Vietnam Wood Show and speak directly to potential new customers. Setting up direct communication with these potential customers is much more efficient, and potentially more profitable than using lumber middle-men.”

Larry Krueger
Krueger Lumber

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