



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 social media, web site development, and ecommerce
- Foreign market-compliant packaging and labeling
- Digital and print advertising
- In-store promotions and product demonstrations
- Public relations and seminars
- International tradeshows expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Fees for exhibiting at select domestic tradeshows including:
 - International Builders' Show
 - International Mass Timber Conference
 - The Inspired Home Show
 - The International Surfaces Show

“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

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

Contact Us.
**We're here to
help.**

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