

Exporter Manual



Market Promotion

Market Your Products Internationally and Receive 50% Reimbursement While You Do It!

Your complete guide to managing the **2025 BRANDED PROGRAM**

Guide Includes:

- Program Calendar
- Step by Step Program Checklist
- Program Contact Information
- Program Term Glossary
- Company Eligibility Requirements
- Eligible U.S. Trade Shows
- Frequently Asked Questions
- Terms and Conditions



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast



The Branded Program is a cost-share funding program that provides financial assistance to help U.S. food and agricultural exporters promote their products in international markets. Participants in this program receive 50 percent cost reimbursement for a variety of approved international marketing and promotional expenses.

2023 BRANDED PROGRAM YEAR RESULTS

407
companies
assisted

53
new
companies

PRODUCTS PROMOTED
IN MORE THAN
64
countries

OVER
\$1
BILLION
ACTUAL EXPORT SALES

OVER
\$1.4
BILLION
IN PROJECTED
EXPORT SALES

Dear U.S. Exporter:

Your company's decision to market your products internationally through Food Export–Midwest and Food Export–Northeast's Branded Program benefits your small business by growing your export marketing budget, helping to engage greater export growth. On a grander scale, your participation helps offset the American trade deficit and supports over 800,000 American jobs. We are proud to offer the 2025 Branded Program to assist you in this endeavor.

Food Export–Midwest and Food Export–Northeast are non-profit organizations comprised of state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Midwestern and Northeastern food and agricultural products. We are dedicated to supporting U.S. suppliers whose business strategy includes promoting their branded food and agricultural products in overseas markets.

Through Exporter Education, Market Entry, and Market Promotion strategies, Food Export–Midwest and Food Export–Northeast can help your company understand and discover new exporting opportunities by providing 50% reimbursement for costs incurred to execute eligible marketing and promotional activities. These services are made possible through funding from the USDA's Foreign Agricultural Service (FAS).

We provide this manual to make your participation in the Branded Program as easy as possible. You must review the policies, procedures, and guidelines of the program to take full advantage of all its benefits. See Pages 34-35 for a complete list of state departments of agriculture and contacts. Additionally, should you need further assistance, contact the Food Export Liaison team at 312.334.9200 in the Midwest and 215.829.9111 in the Northeast.

You can easily manage your entire 2025 Branded Program participation using My Food Export Portal at foodexport.org.

We appreciate your interest in the 2025 Branded Program. We look forward to working with you throughout the year to help you promote and sell your products internationally.

Molly Burns

Branded Program Director
Food Export–Midwest &
Food Export–Northeast

Howard Gordon

Branded Program Manager
Food Export–Northeast

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SYMBOL KEY



The symbol noted here indicates **IMPORTANT INFORMATION**.



The symbol noted here indicates **REQUIRED INFORMATION** necessary to process, complete, or approve your request.



The symbol noted here indicates a new **REGULATION**.

2025 Program Calendar – Important Dates

Apply Early



The Branded Program can assist you in:

- Funding assistance to promote your products overseas
- Entering new markets



Tip

The Food Export Advisor Program can help you create an export marketing plan and identify your exporting goals to get the most out of the Branded Program. Contact your Liaison for more information.



Reimbursement claims must be submitted to Food Export within 60 days after the completion of the activity.

Reimbursements are subject to denial if submitted after 60 days.

Spending that occurs before you submit your application will not be reimbursable (except for specific trade show booth and international travel expenses). Apply early to avoid lost opportunity.



The USDA's Foreign Agricultural Service (FAS) may issue new regulations and revised interpretations or make other changes without notice. If this happens, Food Export–Midwest and Food Export–Northeast may be required to amend further or restrict these guidelines and, in some cases, amend program agreements accordingly.

2024

2025 Branded Program Year Opens for Pre-qualifications AUGUST 1, 2024

Application deadline for January approvals OCTOBER 31, 2024

(Application acceptance beyond this date is contingent upon available funds.)

2025

Start of 2025 program year JANUARY 1, 2025

End of the 2025 program year DECEMBER 31, 2025

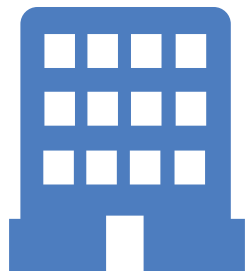
Deadline to submit contract change requests (amendments) DECEMBER 31, 2025

2026

Deadline to submit reimbursement claims and corresponding documentation requests FEBRUARY 28, 2026

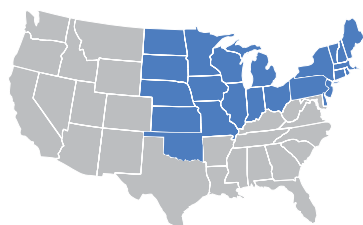
Evaluations due FEBRUARY 28, 2026

Is Your Company Eligible For The Branded Program?



* The Company Must Be Small or Medium in Size or a Cooperative

Only companies defined as “Small” or “Medium” by the U.S. Small Business Administration (SBA) are eligible to participate. Agricultural producer cooperatives are also eligible and exempt from size restrictions. The SBA utilizes the North American Industry Classification System (NAICS) to determine a company’s size status. Generally, the total number of full-time employees determines your size. Total number of employees includes all subsidiary employees, all parent company employees, and employees of all subsidiaries of the parent company. For more information, go to [sba.gov](https://www.sba.gov).



* Companies Must Be Based in the United States and Headquartered in the Midwest or Northeast Regions

Each participating company must be a registered business entity in the United States. Companies must be headquartered in one or more of the following states in the Midwest (Food Export–Midwest) and/or Northeast (Food Export–Northeast) regions and can document a positive economic impact to the states listed on Page 6. A company’s headquarters is defined as the physical location of the business’ main management/operations office.



* Participants Must Have Adequate Resources and Product Supply for Export Market Development

Each eligible company must provide adequate management and financial resources for export market development. Likewise, companies must furnish adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.



* Participants Must Have Sufficient Gross Sales and Resources

Each participant must have at least \$100,000 in gross sales during the previous year and adequate management and financial resources for export market development.

Is Your Company Eligible For The Branded Program? CONTINUED

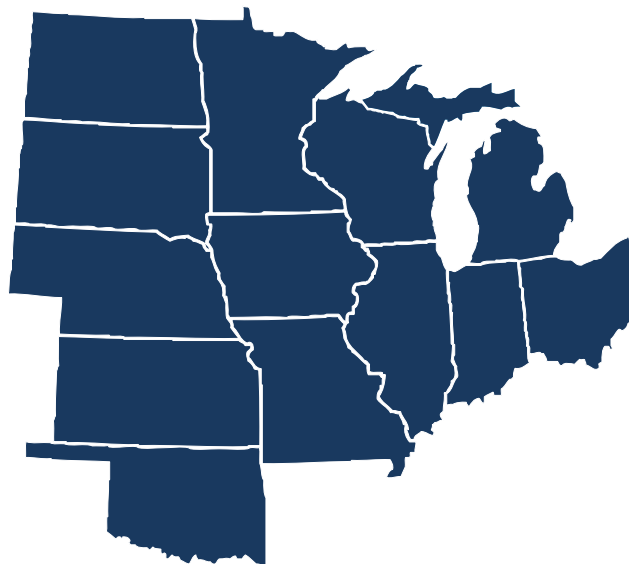


If You Are Outside the Midwest and Northeast Regions

Companies not headquartered in the Midwest or Northeast can still apply for the Branded Program through other State Regional Trade Groups (SRTGs). Food Export–Midwest and Food Export–Northeast are two of four SRTGs in the United States. Companies in or impacting the Southern region can contact the Southern U.S. Trade Association (SUSTA) at susta.org or by phone at 504.568.5986. For companies in or impacting the Western region, contact the Western U.S. Agricultural Trade Association (WUSATA) at wusata.org or 360.693.3373.

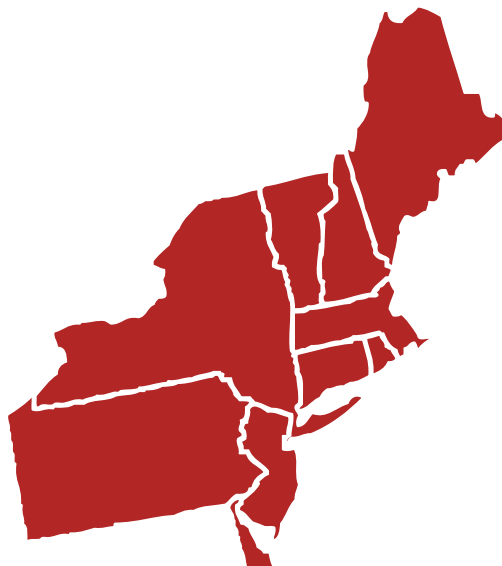
Midwest Region

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
Oklahoma
South Dakota
Wisconsin



Northeast Region

Connecticut
Delaware
Maine
Massachusetts
New Jersey
New Hampshire
New York
Pennsylvania
Rhode Island
Vermont



Are Your Products Eligible For The Branded Program?



Products Must Be Value-Added Agricultural Products Including But Not Limited To:

- Consumer Food Products
- Food Ingredients
- Hemp*
- Pet Food Products
- Specific Wood Products
- Feed Ingredients
- Foodservice Products
- Other Agricultural Products
- Seafood**

** Hemp products and hemp ingredients must comply with all local, state, federal or international country laws and regulations to conduct eligible marketing activities and seek reimbursement. Please [click here](#) to review the requirements. Products explicitly promoting/marketing CBD are NOT eligible in the program.*

*** Eligible seafood products must be of 100% U.S. origin unless they are processed or used as an ingredient. Please contact us for more information about seafood products.*

Products Must Contain at Least 50% U.S. Agricultural Content/Ingredients

The U.S. content of food and agricultural products is determined by the percentage of the finished product (measured by weight) that originates in the United States, excluding water, packaging, and minerals (including salt).

Please remember that ingredients grown in a foreign country are not U.S. agricultural products, even if purchased from a U.S. company.

Package Must Have a Clearly Visible Statement Indicating U.S. Origin

Brand names with U.S. or America in the title do not fulfill the origin statement requirement. Identifying your brand's origin as a product of the USA, America, New Jersey, Minnesota, Connecticut, etc., meets this requirement.

Note, if you use your state name as your origin statement, you must use the full name (e.g., Vermont, not VT.). See Page 17 for examples of eligible USA-origin statements. This requirement does not apply to countries on the "U.S. Origin Exemption List" on Page 16.



A U.S. origin statement is recommended, but not required for activities taking place in the United States.

If you are a pet food company and face restrictions on your U.S. origin statement, contact your Branded team and we will work with you to find a solution.



You may still be eligible if your product does not fall into one of the categories but still meets the 50% agricultural content standard. Contact us to see if your product qualifies.

Important Fraud Information



Products Cannot Be Covered By Another Commodity Group

Companies can participate in the Food Export Branded Program only if funding assistance is unavailable for their product(s) through another commodity group.

The product (s) affected might include chocolate, confections, and meat. If a company has multiple product lines (for example, roasted almonds and snack chips), that company can apply for Food Export–Midwest’s or Food Export–Northeast’s Branded Program.

Cooperators who have Branded Programs are:

- Blue Diamond Growers (BDG)
- California Prune Board (CPB)
- Cal-Pure Produce (CP)
- Cranberry Marketing Committee (CMC)
- Food Export Association of the Midwest USA
- Food Export Association USA Northeast
- National Confectioners Association (NCA)
- Raisin Administrative Committee (RAC)
- Southern United States Trade Association (SUSTA)
- Sunkist Growers, Inc.
- U.S. Livestock Genetics Export (USLGE)
- U.S. Meat Export Federation (USMEF)
- Welch’s Foods
- Western United States Agricultural Trade Association (WUSATA)



Important Fraud Information

All Branded Program participants are expected to comply with the laws of the countries they are doing business with, as are the agents representing them. Failure to obey these laws is grounds for being dropped from the program. If participants knowingly commit an act of fraud, we are authorized to inform the USDA Foreign Agricultural Service (FAS), and the participant will be dropped from the program. Additional legal action may be taken.

Food Export–Midwest and Food Export–Northeast have a zero-tolerance policy regarding fraud. Participants will not engage in fraud, which, for this program, is defined as:

- The taking or obtaining, by deception, of money or any other benefit from—when not entitled to the benefit or the attempt to do so
- The intentional misrepresentation of information leading to financial loss
- **The alteration of claim documentation.**

Food Export will report all suspected fraud and allegations to the USDA Foreign Agricultural Service (FAS), which could result in being dropped from the program and legal action being taken.

Branded Program Checklist: Understanding the Program Step by Step

Step 1



Pre-Qualification worksheet submission and review

(Allow for 72 hours for approval)

All companies must submit a pre-qualification, even those that have previously participated in the Branded Program. A company cannot start an application until the pre-qualification has been approved.

Step 2



The application contains the following sections

- Application Summary
- Country Marketing Plan
- U.S. trade shows eligible for reimbursement to be included in U.S. Country Marketing Plan
- Electronic Certification Page
- Application Fee (early US\$300, late US\$350), nonrefundable/nontransferable

Costs incurred before the date you submit your application will NOT be eligible for reimbursement. An exception may be made for certain trade show booth and travel expenses.

Approvals are based on the quality of the application and the overall level of funding available. Accordingly, Food Export–Midwest and Food Export–Northeast reserve the right to accept or reject any application or limit allocations to any applicant.

A nonrefundable application fee (early US\$300, late US\$350) is paid upon submission of the application online. Food Export can only process the application once this fee is paid.

First-Time Applicants: First-time applicants who do not have previous export experience will be limited to a maximum initial allocation of US\$25,000. First-time applicants with export experience will be limited to an initial maximum allocation of US\$50,000. Requests for additional funds, if available, will be considered if initial funding is fully utilized.

Step 3



Step 3 – Application Approval

Application approval can take up to four weeks

When your application is approved, Food Export will notify you via email. You will then receive an approval email indicating your contract effective date, contract agreement(s) for signature, an invoice for the 6% administrative fee, a “Product of the USA” sign, a W9 Tax Form, and a form to enroll in ACH reimbursement payments.

Branded Program Checklist: Understanding the Program Step by Step CONTINUED

Step 4



Remittance of the program fees and signed agreements

Within 30 days after receipt of the approval confirmation letter

All program participants are charged a non-refundable administrative fee equal to 6% of the approved funding request. The company must return all items (completed W9, signed agreement(s), and payment of the administrative fee) to Food Export within 30 days. Applicants who do not return all required items within 30 days will be dropped from the program so Food Export can release funds to the next eligible applicant.

Step 5



Making changes to your plan

Deadline: December 31, 2025

Participants can change their Country Marketing Plans online. All changes must be submitted prior to December 31 of the program year. This includes changes such as adding activities, brands, increasing funding levels, or creating new country marketing plans. Allocations cannot be lowered via a contract change. Food Export–Midwest and Food Export–Northeast review and approve contract changes on a case-by-case basis.

Step 6



Reimbursements submission

*Deadline: **within 60 days after the activity**, final deadline: February 28, 2026*

Reimbursement claims should be submitted through your company portal at **foodexport.org**, under the Branded Program tab. When you submit the claim, you will be prompted to submit your backup documentation on our website.

Step 7



Reimbursements disbursement

Food Export can now make reimbursement payments through check or ACH. If you want to receive your reimbursements via ACH, contact the Branded Program team or fill out **this form** and send it to the Branded team.



You cannot file for reimbursement until the program agreement is signed, the administrative fee has been paid, and we receive your completed W9 Tax Form.



Contracts and changes to your agreement require executive level signatures.

Branded Program Checklist: Understanding the Program Step by Step CONTINUED

Step 8



Submission of the end of year program evaluation

Deadline: February 28, 2026

Program evaluations are vital to the success and improvement of the Branded Program and are mandatory for all participating companies. Evaluation forms are available online. All information is regarded as strictly “business confidential” and only reported in aggregate with other program participants.

Step 9



Step 9 – Get ready to apply for the 2026 program year

Recommended application submission deadline: October 31, 2025

It is recommended to submit your Branded application by October 31, 2025 to have the best chance of funding approval. Applications submitted by December 31, 2025 will have 365 days (Jan 1 – Dec 31) of eligibility.



Reimbursements and future allocations will be withheld for companies failing to complete evaluation forms.



Note: We can answer your questions or provide assistance at any time during the application process at 312.334.9200 for Food Export–Midwest or 215.829.9111 for Food Export–Northeast.

First Step to Applying: Pre-Qualification



All companies will be cross-checked with the System for Award Management (SAM) database online to ensure participants can receive federal funding. We reserve the right to independently verify the accuracy of all information provided during the prequalification.



The pre-qualification is a self-certifying form that we use to determine whether your company and products are eligible for the program. If, after our research, we are not satisfied with your company's or your product's eligibility, Food Export-Midwest and Food Export-Northeast reserve the right to deny your pre-qualification.



Food Export-Midwest and Food Export-Northeast may reject applications from past participants if they are deemed to have not complied with previous Branded Program Agreements, MAP, RAPP, or FAS regulations, or any other laws of the United States or Food Export Association policy or if there is an outstanding question regarding the validity of their claims, applications, or evaluations.

My Food Export Portal: Need Help?

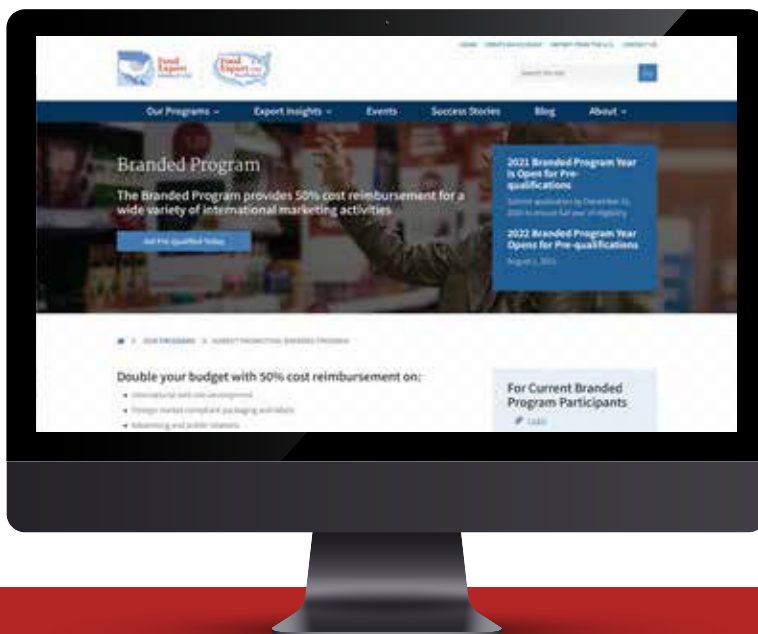
Before logging into your account, you should have the following materials ready:

- Total number of full-time employees, including the parent company and all its subsidiaries
- Gross sales revenue
- Dunn & Bradstreet number (if you have one)
- North American Industry Classification System (NAICS) code.
Determine your NAICS code here: <https://www.census.gov/naics/>
- Your Federal Tax ID number

The application process begins with pre-qualification, which applicants can access at foodexport.org. For returning participants, log in and proceed directly to your Branded Program Portal. If you do not have an account on our website, you will first need to complete the New Visitor Registration. Once you are logged in, click on "My Portal" and click on the tab labeled "Branded Program." Select the link "Submit a Pre-Qualification" under the appropriate program year.

Once your pre-qualification is approved, you will receive an email confirmation with instructions for submitting your application. The approval of your pre-qualification will automatically open your access to the application. You can access the application by clicking "Submit Application," which will appear directly under your approved pre-qualification for the program year. Remember, you cannot begin the application until your pre-qualification is approved.

If you were in the program in past years, you can perform a search to view records from previous years. Using the Branded Program tab on "My Food Export Portal," you can search for your pre-qualifications, program applications, reimbursements, evaluations, and previously requested changes to your contract.



Completing The Application

Before starting the application, please be sure to collect the following:



Sales Figures

Confirms total sales and gross export sales for four individual calendar years. We require your actual sales for two years prior to the application, projected sales for the year of the application, and projected sales for the following year.



Brand Name Products

Please include all products to be promoted and the contact information of the brand owner for any branded products promoted but not owned by the applicant.



Country Information

Refer to list of eligible activities on Pages 18-24 to develop a marketing plan for each country. Obtain details for each activity you will conduct (names, dates, and costs). Determine the amount of matching funds you will request per country.



Applicants without Internet access may request hard copies of the necessary application forms.

Tip

For international trade shows, you must submit a plan for the country where the show takes place.



Companies that submit a plan only for a trade show held in the U.S. may receive Branded funding for two years. At that time, they must demonstrate international activity to continue receiving funding for U.S. activities. Failure to demonstrate international activity can affect future participation in the program, which is reviewed year to year by the Branded Program Manager.

The application includes the following sections:

· Application Summary

Basic company contact information, any previous use of funds through other groups, and your company's sales information.

· Country Marketing Plan

Be prepared to provide cost estimates for all of your promotional plans. If you have an importer in place, you must include the full contact information of your importer/distributor in that country.

Note: Since June 5, 2018, Federal regulations prohibit funding Branded Program activities in the following countries: the Crimea Region of Ukraine, Cuba, Iran, North Korea, and Syria. Certain restrictions apply when exporting to Sudan; please contact us for more information. Note: The USDA is suspending approval for all activities in Russia and Belarus that are supported by FAS market development program funding.

Please contact the Midwest or Northeast Branded Program teams regarding the eligibility of activities in these countries.

· Trade Shows Held in the U.S.

Expenses associated with select USDA approved trade shows in the United States (Pages 32-33) are eligible for reimbursement.

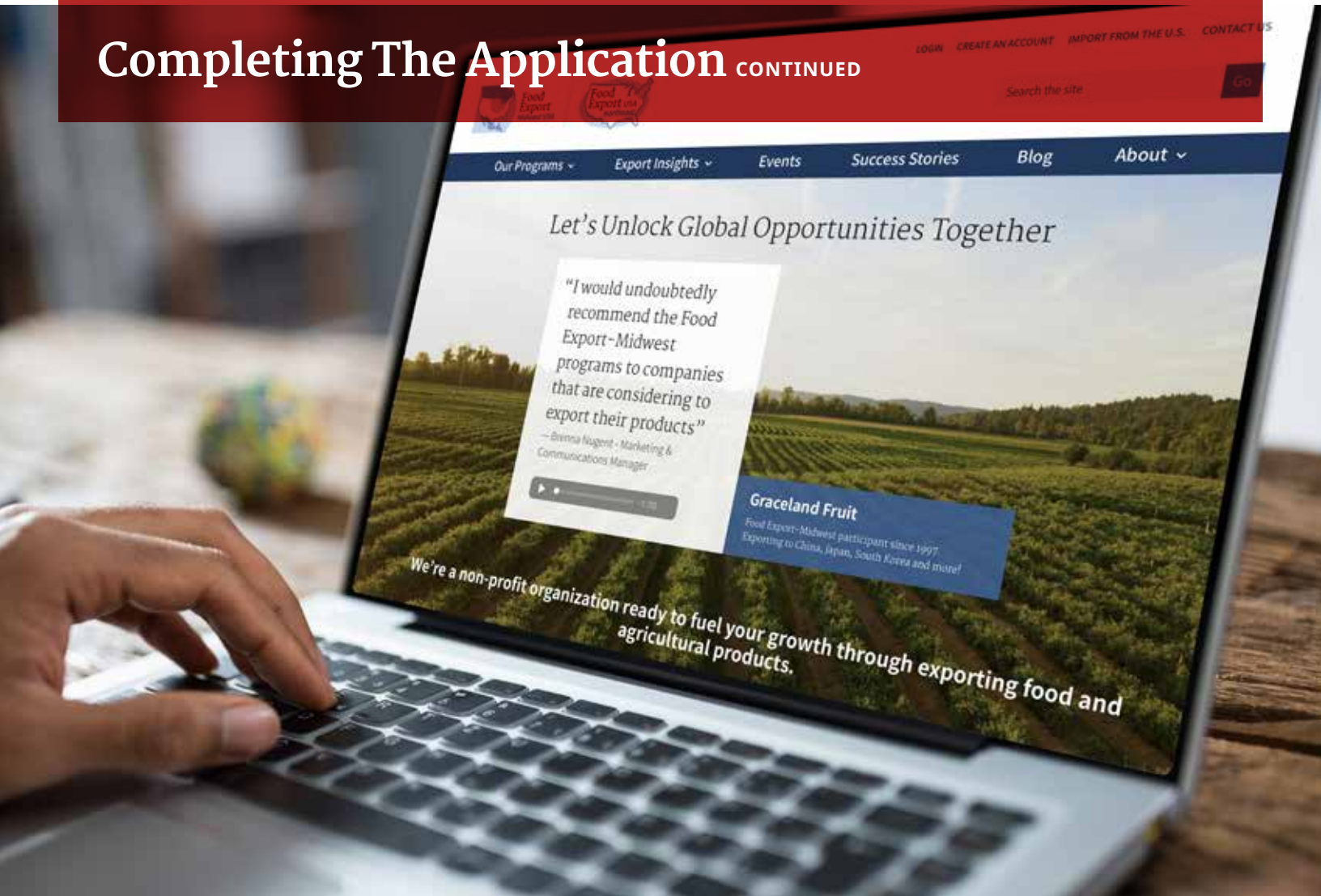
· Product

During the application, you'll provide information on your products. We must confirm that your products meet our standards for U.S. origin. See Page 7 for more information.

· Certification Page

The certification page is the last page of the application summary. This page must be digitally signed and submitted online.

Completing The Application CONTINUED



Please note that certification of exclusivity is used for Branded Program purposes only and provides exclusive rights for the company to obtain Branded Program funding to promote the products in the countries listed in the Brand Permission.

• Application Fee

A non-refundable application fee must be paid at the time of submission. The fee is US\$300 if paid on or before December 31, 2024, and US\$350 if paid on or after January 1, 2025, of the program year to which you are applying.

• Brand Owner Permissions Form

If you promote a brand your company does not own because you are an export trading company or supplying products for a private label, you must submit a **Brand Owner Permissions form**.

• Conflict of Interest Form

When a participant administers the program for more than one Branded Program Application, a **Conflict of Interest form** must be completed. This form discloses the relationship between the applicant and the company to which they are submitting the application and claims on behalf. The form details the contractual work, ownership, investment, and relationships.

Note: The minimum amount of reimbursements a company can request is US\$2,500, and the maximum amount is US\$300,000. Producer-owned agricultural cooperatives may request up to a maximum of US\$350,000. This maximum includes any Branded Program (MAP) funding a participant may receive from other cooperators in addition to the Branded Program.

Making Changes to Your Program Agreement (Amendments)

Companies often have to change their budget and allocation after signing the Program Agreement and paying the administrative fee. The examples below include the most commonly requested changes to existing Program Agreements.

Your company is responsible for alerting Food Export–Midwest or Food Export–Northeast of any changes to your product during the program year that may change your eligibility for Branded Program Promotion. These changes include changes to the ownership of the Brand, modifications to an exclusivity agreement, changes to a private label agreement, or changes to the product itself, which would decrease its U.S. Agricultural content below the minimally acceptable content as outlined by the Market Access Program and Regional Agricultural Promotion Program.

Adding a New Country

When requesting additional funds, participants wishing to add a new country to their application must submit a new country marketing plan. Participants can potentially shift existing funds from another country in their approved application.

Moving Funds Between Existing Approved Countries

It is possible to move funds between existing approved countries. You may need to submit a contract amendment request. Please contact your Branded team with any questions.

Requesting Additional Funds

Reimbursement for spending beyond your original allocation may be granted only after Food Export approves the request. Thus, it is critical to track your expected utilization and request additional funding before December 31 of the program year.

- A 6% administrative fee will accompany requests for additional allocation on any additional funding approved.
- The deadline to submit contract change requests is December 31 of the program year.
- Total allocations generally may not exceed US\$300,000 per company in a single program year, or US\$350,000 for a producer-owned agricultural cooperative. However, it may be possible to receive funding above this limit. Contact the Branded team to see if your company is eligible.

- If requesting additional allocation, please contact the Midwest or Northeast offices to check on **fund** availability.

Adding a New Overseas Agent

Whenever a new overseas agent is appointed, a participant company must add it to the appropriate Country Marketing Plan, including that agent's company name, address, and other contact information of that importer.

Adding One or More New Products to a Country Marketing Plan

Promotions of products not in your application will result in denial of your reimbursement. You should request new products to be added as necessary.

CHANGING PLANS ONLINE

- Log into "My Food Export Portal" at **foodexport.org** and select the Branded Program tab.
- Select the appropriate program year. *Note: If you are active in only one program year, this step is not required.*
- Click on "Submit/Review Contract Changes" beneath the application data.
- Complete all the relevant fields and submit.
- Allow two to three weeks for your change request to be processed.

You can contact us if you need assistance with the contract change submission process.



Approval of Program Agreement Changes must be granted prior to beginning the related new activity. Participants are advised to submit requests for additional funds as early in the year as possible. Food Export–Midwest and Food Export–Northeast cannot guarantee approval of additional funding requests for that program year. No changes of any type will be approved if submitted after the end of the program year.



Need help navigating our website? Click "Need Help?" in the upper right corner of **foodexport.org to find detailed instructions on using our website to manage your activities.**

Eligibility of Your Expenses



Reimbursements Are 50% of Invoiced Cost

Food Export–Midwest and Food Export–Northeast pay 50 cents per dollar of eligible expenses (with the exception of giveaway items priced above US\$4.00 each and certain travel expenses). Participating companies are paid on a reimbursement basis only.

Dates of Expenses Must Be Eligible

All program activities and related expenses must occur and be paid for between January 1, 2025, and December 31, 2025. However, no reimbursements will be made for expenses incurred before you submit your application (with the exception of certain trade show booth and travel expenses which must be paid in advance). This rule applies to Reimbursement Claims and Amendments. Your Approval Date is clearly stated in the Approval Letter and Program Agreements.

USA Origin Statement Must Be Present

All activities and materials (including product labels, promotional materials, advertising, booth signage, etc.) must identify the origin of the agricultural commodity as being of U.S. origin. Some examples of this are:

- “Product of USA,” “Grown in the USA,” “Made in America,” Full name of a U.S. state, no abbreviations, can substitute for “U.S.,” “USA,” or “America” in the above statement.

Note: If your U.S. origin statement is not listed, please contact the Branded team to verify eligibility.

Note: Brand names that include “USA” or “American” do not qualify as the U.S. origin statement.

The print size of the origin identifications must conform to the U.S. standard of 1/8th inch (.42 cm) in height based on the lowercase letter “o.” For large format promotional signage, the USA origin identification must be visible at standard viewing distance.

Food Export–Midwest and Food Export–Northeast cannot, under any circumstances, reimburse your expenses if you do not comply with the USA origin identification requirement.

U.S. companies are granted exemption from the U.S. origin labeling requirement for activities conducted in countries listed on the U.S. Origin Exemption List. These countries are currently on that list: Saudi Arabia, Yemen, Egypt, Jordan, Lebanon, Bahrain, Kuwait, Oman, Qatar, Morocco, Algeria, Libya, Tunisia, and the United States.

Note: The UAE is no longer exempt from the U.S. origin labeling requirements as of January 1, 2017.

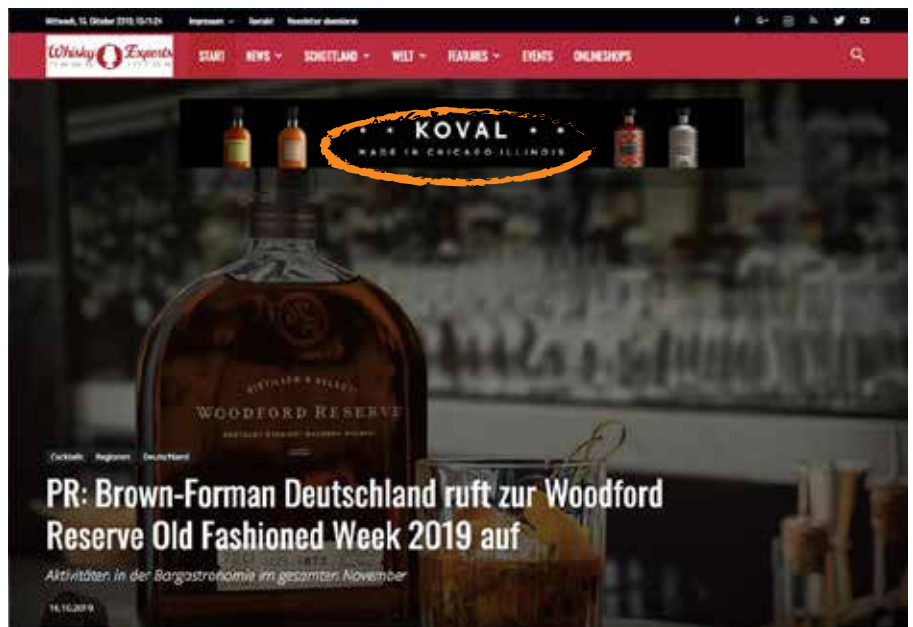
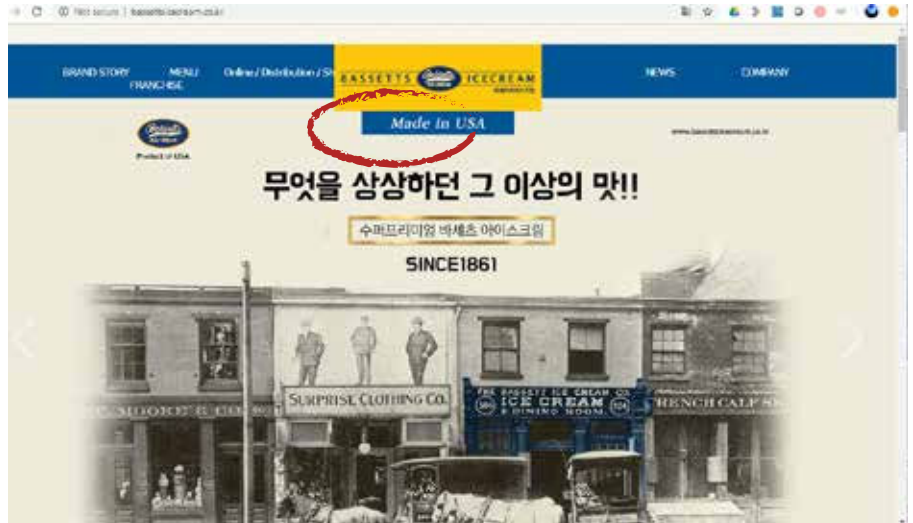
Note: A U.S. origin statement is recommended, but not required for activities taking place in the United States.

Note: Since June 5, 2018, Federal regulations prohibit funding Branded Program activities in the following countries: Crimea Region of Ukraine, Cuba, Iran, North Korea, and Syria. Certain restrictions apply when exporting to Sudan, please contact us for more information.

Note: The USDA is suspending approval for all activities in both Russia and Belarus that are supported by FAS market development program funding.

Please contact the Midwest or Northeast Branded Program teams regarding the eligibility of activities in these countries.

Examples of Accepted U.S. Origin Statements



#productofusa



Eligible Expenses: Domestic



Marketing and Point-of-Sale Materials

The Branded Program reimburses for these marketing materials within the USA only if they are created in conjunction with and pertain to your approved trade show(s) held in the U.S.

Public Relations and Advertisement

We will only reimburse for marketing materials and advertisements within the USA if they are created in conjunction with and pertain to your approved trade show(s) held in the U.S.

Note: All Public Relations materials and advertisements must promote your presence at the approved trade show held in the U.S.; the exhibition dates; your booth number; the brand name and the product to be eligible.

Related Expenses for Trade Shows Held in the U.S.

A list of approved trade shows held in the U.S. is available on Pages 32-33.

- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (i.e., booth furnishings, utilities, badge scanners, etc.) setup charges, and electricity rental are examples of eligible expenses for trade shows held in the U.S.
- The cost of design and construction of a booth for the purposes of temporary exhibition.
- Travel and lodging expenses are not eligible for U.S. trade shows.
- Product showcases at the trade shows are eligible for reimbursement.

Part-time Contractors

Costs for part-time contractors that assist with product demonstrations at approved trade shows held in the U.S. are eligible. The maximum reimbursement amount for part-time contractors is determined by the U.S. government. The maximum eligible expense for 2024 is US\$76.64 per hour or US\$613.12 per day. 2025 contractor fees will be set by the U.S. government and will be announced at a later date.

Note: Employee wages and those of your overseas agent are not eligible.

Freight Costs

Costs for shipping samples and trade show materials to and from approved trade shows held in the U.S. are eligible.

Note: The actual cost of the samples is not eligible.

Seminars and Educational Training

Non-travel related expenses related to the production of seminars and educational training for international audiences are also eligible for reimbursement. Please be aware that in addition to the standard proof of activity for this event, you will be required to provide a list of attendees.



At this time, giveaway items such as pens, key rings, T-shirts, and caps are limited to a maximum reimbursement of US\$2.00 per individual item. Moving forward this amount can change. A statement identifying the U.S. origin of your product must be visible. Giveaway items must be free and not tied to a sale.

Eligible Expenses: International

Below is a description of the promotional activities eligible for reimbursement in the Branded Program. If you have questions about eligibility for certain expenses, please contact Food Export–Midwest or Food Export–Northeast.

All forms of marketing must promote the brand name and have the U.S. origin statement visible to be eligible for reimbursement.

ELIGIBLE EXPENSES

All domestic expenses MUST be associated with or created for an approved U.S. Trade show. A list of these shows can be found on Pages 32-33.

TYPE OF EXPENSE	DOMESTIC	INTERNATIONAL
Point of sale materials	■	■
Other marketing materials Including giveaway items and uniforms	■	■
Print advertisements		■
Website costs		■
Social media advertisement		■
Other online marketing Online marketing done domestically must also have circulation in a foreign market	■	■
Podcasts, radio, television marketing Podcast, radio, and television marketing done domestically must also have circulation in a foreign audience	■	■
Foreign market compliant packaging/labeling		■
Freight for samples	■	■
Domestic trade show related expenses	■	
International trade show related expenses		■
Part-time contractors	■	■
Travel expenses See Travel guidelines for eligibility of international travel expenses		■
Pre-approved international trade missions		■
Demonstrations/merchandising Including in-store promotions and demonstrations		■
Public relations & advertisement	■	■
Seminars and educational training Seminars held domestically must be for an international audience	■	■

Eligible Expenses: International CONTINUED

Marketing and Point-of-Sale Materials

Production and distribution costs of sell sheets, brochures, catalogs, shelf-talkers, banners, posters, recipe cards, and related materials, including the cost of translation, are eligible for all overseas marketing activities. Materials that include product discounts or coupons are not eligible.

Public Relations

Production and distribution of press releases, press kits, and other materials and information directed at the media, trade, and consumers are eligible.

Advertising

The cost of production and placement of advertisements in magazines, newspapers, posters, billboards, direct mail, transit, and on TV, radio, and international websites is eligible. Requirements for the U.S. origin statement also apply to all digital marketing, including websites.



Online Marketing

Online marketing such as advertisements on Facebook, Google, WeChat, etc., and search engine optimization (SEO) are eligible for reimbursement. We will require proof of activity in the form of a screenshot of the advertisement or social media posts clearly showing it targets a foreign audience. A U.S. origin statement must be visible.

Social Media: We reimburse for content creation, social media management, and developing social media pages that clearly target a foreign audience. We can also reimburse for advertising your brand on other social media sites or by KOLs or influencers. Since social media is ever-changing, contact your Branded Program team with questions on the eligibility of other platforms or types of online advertisement.

Social media websites could include: Facebook, Instagram, and Twitter. Social media advertising must target a foreign audience, and visibly demonstrate the U.S. origin statement.

Website Development

Costs associated with developing, servicing, and updating websites that clearly target a foreign audience are eligible for reimbursement.

Videos

The production, translation, recording, and editing of videos used to advertise or promote your product to international customers is eligible for reimbursement. See this [example](#) from one of our participants.



Demonstrations/Merchandising

Eligible activities include in-store and foodservice promotions, consumer and trade demonstrations, shipment of promotional samples, temporary displays, and rental of temporary space for displays, such as end-of-aisle and gondola displays.

You must provide pictures or demo reports with your request for reimbursement.

Eligible Expenses: International CONTINUED



Label modification sample



Foreign Market-Compliant Packaging/Labeling

Costs associated with the design, production, and printing of foreign market-compliant labels used within the program year and any labor costs to attach or sticker (if outsourced) are eligible for reimbursement.

Participants must demonstrate:

- Packaging must clearly have been produced to create compliance with laws of the importing country.
- The company intends to use the new package/label(s) during the activity plan year.
- All reimbursable packaging and labeling must include an eligible U.S. origin statement unless the packaging and labeling are for countries listed on the U.S. Origin Exemption List on Page 16.



Food Export-Midwest and Food Export-Northeast reserve the right to contact vendors, Foreign Third Parties, and your financial institutions to verify transactions and payments. If we are unable to verify payments or participants are unwilling to assist us in the verification, we are under no obligation to provide reimbursement.



Booth expenses sample

International Trade Show Related Expenses

Most international trade shows are eligible including those supported or sponsored by Food Export-Midwest or Food Export-Northeast. If a trade show has a USDA-sponsored USA Pavilion you must exhibit in that pavilion or contact us to request exemption from the U.S. Pavilion before the show begins.

- Exhibit fees, freight charges to and from the show, equipment and furnishings rented at the show (e.g., booth furnishings, utilities, badge scanners, etc.), setup charges, electricity rental, and limited travel expenses are eligible. Find more travel information on Pages 28-30.
- Design, creation, and construction costs for a temporary booth for trade-only exhibits and shows are eligible.
- Booth must display the U.S. origin statement. The U.S. origin statement must be imprinted on the booth and be clearly visible.



Virtual Trade Shows

The booth cost or registration fee for many international virtual trade shows is eligible for reimbursement. Please check with the Branded Program staff to see whether the virtual show you plan to attend is eligible. Marketing materials created for a virtual trade show are eligible. A U.S. origin statement must be present.

Note: Food Export recognizes that companies must pay some trade show-related expenses before the start of the Program Year. To help cover those expenses, keep records of payments for booth deposits, airline tickets, and hotel reservations to be eligible for reimbursement even if the payments were made prior to the start of the Program Year or your documented application approval date.

Eligible Expenses: International CONTINUED



Travel Expenses

International travel expenses (flight, hotel, meals, and incidentals) are eligible for reimbursement **ONLY WHEN**:

- Flying on an eligible airline
- Travel is associated only with exhibiting at approved, eligible trade shows or trade missions

See Pages 28-30 for specifics on eligible international travel expenses. For more information on travel expense eligibility, see our [7 Things to Remember When Submitting Claims for Reimbursement](#) blog. **Certain restrictions apply.**

International Trade Seminars Related Expenses

Eligible seminars are those designed to inform industry representatives about U.S. brand names and products. Site rentals, interpreters, translation, and duplication of seminar materials are eligible.

Part-time Contractors

- Costs for demonstrators, interpreters, and translators that assist with eligible promotional activities such as in-store demonstrations, trade shows, and seminars are eligible.
- The U.S. government determines the maximum reimbursement amount for part-time contractors. The maximum eligible expense for 2024 is US\$76.64 per hour or US\$613.12 per day. The U.S. government will set the 2025 contractor fees and announce them at a later date.

Freight Costs

Costs for shipping samples to overseas agents, consumer and trade demonstrations, and for shipping trade show materials and samples to eligible trade shows and seminars are eligible.

Note: The actual cost of the samples is not eligible.

Trade Missions

If a trade mission is pre-approved by the Foreign Agricultural Service (FAS) of the USDA and the State Regional Trade Groups (SRTGs), participants may qualify for reimbursements on travel expenses (i.e., hotel, meals, and airfare). Please check with us in advance. Participation fees for trade missions are not eligible for reimbursement.

Loyalty Point Promotions

Fees to participate in loyalty point promotions may be eligible for reimbursement on a case-by-case basis. These should be requested in advance to the Branded Program Manager. Be sure to include a U.S. origin statement in any shelf talkers or advertisements featuring the product.



Ineligible Expenses



Many marketing-related expenses are considered “costs of doing business” or, for other reasons, fall outside the regulations of the Branded Program and therefore are not eligible for reimbursement. This list should not be considered complete. If you have questions concerning your company’s specific marketing plans and eligible reimbursements, contact Food Export–Midwest or Food Export–Northeast before incurring the expense.

General Ineligible Expenses

- Expenditures for activities and materials that do not carry U.S. origin statements.
- Any activity or product not explicitly included or approved as part of the participant company’s Program Agreement or Approved Amendment
- Travel expenses, catering, and attendance fees related to international trade seminars are not eligible.
- Travel and lodging expenses related to trade shows held in the U.S. are never eligible for reimbursement.
- In-store demonstrations and merchandising in the U.S. are not eligible
- Expenses incurred for an activity prior to submission of the application or after December 31 of the program year are not eligible for reimbursement.
- Any activities and functions held within the U.S. (not including certain costs for approved trade shows held in the U.S.), its possessions, and in ineligible countries as listed on Page 16.
- Vehicle rental and fuel to transport trade show materials and samples are not reimbursable.
- Airline flight credits are not eligible.
- Trade show badges are not eligible.



A company's promotions and advertisements cannot disparage any other company or product either directly or indirectly.

Business-Related Ineligible Expenses

- Salaries, living expenses, office costs, allowances, office parking fees
- Administrative expenses including communications costs (phone, fax, internet) including those related to travel (hotel and cellphone charges)
- Expenses paid to a vendor or foreign third party if we determine that a relationship exists between your company and the vendor/foreign third party in which one or more company employees, owners, partners or associates are also employees, owners, partners or associates of said vendor/foreign third party
- Capital expenditures including purchases of anything with usable shelf-life of one year or more
- Rental, lease, or purchase of warehouse space
- Purchase, construction, or lease of space for permanent displays (i.e., displays lasting beyond a one year activity plan)
- Meals, reception refreshments, entertainment, or gifts
- Business cards, seasonal greeting cards
- Membership and Program fees
- General company literature that does not include product promotion information
- Routine translation and interpretation services not related to eligible promotional materials
- All international travel costs not associated with exhibition at an international trade show or not pre-approved for a trade mission
- Management consultant fees
- Product-related ineligible expenses
- Product research and development
- Package and label design/production and origin identification stickers not specifically required by importing country (see Page 21 for details)
- Shelf trays
- Product samples
- Parking costs at U.S. trade shows
- Company branded shoes/sneakers worn as a uniform item are not eligible for reimbursement.

Marketing-Related Ineligible Expenses

- Slotting and shelf-space fees, licensing fees, product registration, and similar sales expenses
- Coupons, redemptions, price discounts, and any other activity to reduce the selling prices of an agricultural product. Printing, distribution, and promotion of coupons are not eligible.
- Advertisements or any other marketing and promotional items that feature a coupon that reduces the cost of the product
- Fees for participating in Food Export–Midwest and Food Export–Northeast programs and services (including Food Show PLUS!™ Buyers Missions, Market Builder, Focused Trade Missions, etc.)
- Sexual enhancement products and products of a sexual nature
- Promotions or products that are deemed offensive
- Promotion or conduct of betting/gambling is not eligible
- Promotions or materials that portray a political theme or message are not eligible

Documentation Required For Reimbursement

To protect against fraud and other improper activities, we require specific documentation submitted for all reimbursement claims. If your company submits reimbursement claims with incomplete documentation, Food Export will contact you for additional materials. You will have 14-30 days from notification to provide the requested documents, or Food Export will deny reimbursement. Food Export requires additional participant documentation for travel reimbursement; see Page 31. **Altering claim documentation, including photoshopping images, is strictly prohibited.**

Required Materials

All reimbursement requests require the following four documents:

* 1. Invoice

- Document from the vendor stating charges and details of the services rendered.

* 2. Proof of Payment

- Reimbursement is based on your payment, so we must have the proper documentation.
- Accepted proofs of payment include:
 - **Cash Receipt** – Must be marked “paid,” and show a zero balance (only acceptable for payments under US\$1,000).
 - **Check** – We must see the canceled version of the check (a copy of the front and back of check), or a copy of the check accompanied by a bank statement showing it was posted.
 - **Bank/Credit Card Statement** – Credit card statement must show the charge. Signature slips are not acceptable. We do not need to see payment to the credit card company.
 - **Wire Transfer** – We must see the wire transfer confirmation or the bank statement showing the posted transaction. The request alone is not sufficient.

- **Credit Memo** – If you are paying an overseas agent in product you must provide the invoice for the product and corresponding credit memo. If there is a remaining balance after applying the credit to the invoice, we must see that the vendor/overseas agent paid the balance as well as a freight or airway bill indicating the product was shipped.
- Overseas Agent expenses are eligible if they are submitted through the U.S. participant. We need to see all invoices that the Overseas Agent incurs and their corresponding proof of payment. We then need to see the U.S. participant reimburse the Overseas Agent for at least 50% of the total invoiced amount.

Note: When sending sensitive financial documents, it is recommended that you redact account numbers (except for the last four digits) and line items irrelevant to the claim. Please do not send originals – only photocopies.



All foreign language documentation must be translated into English or else it will not be processed.



Payments must be made by December 31 of the program year.



A payment received via email from the vendor is not sufficient for proof of payment.



You are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export-Midwest, Food Export-Northeast, and the USDA's Foreign Agricultural Service (FAS).

Documentation Required For Reimbursement CONTINUED

* 3. Proof of Activity

This form of documentation is dependent upon the activity. This document should be an example of the promotional activity that was conducted.

- **Marketing and Point-of-Sale Materials** – You must submit samples of the materials, either originals or photographs of the originals, and the U.S. origin statement must be clearly visible. Giveaway items such as key chains, pens, and shirts must also have the origin statement. The giveaway item does not have to be manufactured in the U.S.; however, it must have the U.S. origin statement and the brand name listed on the item.
- **International Trade Shows** – Expenses related to exhibiting at an international trade show require a photo of your booth with a valid U.S. origin statement. If the expense is for photos, banners, signage, or other graphics used to decorate your booth, we will need photos of each item that clearly shows the U.S. origin statement on each. If you seek reimbursement for a product showcase, please submit a separate photo of your product showcase with a visible U.S. origin statement.
- **Demonstrations/Merchandising** – For in-store demonstrations, foodservice promotions, and temporary displays, we require a list of stores/locations and dates as well as representative photos of the events or displays with a valid U.S. origin statement. We recognize that some stores do not allow photography; in these cases we will accept demonstration reports that include the dates, stores, locations, and summary of customer feedback/sales generated.
- **International Trade Seminars** – We require photos from the events and any literature printed for distribution at the seminar that includes a valid U.S. origin statement. (OPTIONAL) Copies of literature



If the payment is made in a foreign currency, we will determine the U.S. Dollar equivalent by checking the exchange rate on the date of payment according to historical rate provided by oanda.com. If your proof of payment includes an applied exchange rate (e.g. a credit card statement or wire transfer), we will use the effective rate provided by the third party financial institution.

distributed to attendees that include a valid U.S. origin statement, dates, location, list of attendees, and summary of activity.

- **Part-time Contractors** – When part-time contractors are utilized at trade shows, seminars, or in-store tasting and demonstrations, a photograph from these events must be provided as proof of activity that includes a valid U.S. origin statement. In addition, the invoice must include the dates and hours worked as well as the hourly or daily rate.
- **Freight Costs** – A freight or airway bill must be submitted and must clearly show the destination address of the shipment, as well as indication that promotional samples are being shipped. Freight bills will indicate shipment of sample materials (not applicable for shipments sent via tracked courier such as FedEx, UPS, or USPS).



* Foreign Market-Compliant Packaging/Labeling

For all charges related to creating foreign market compliant packaging/labeling (translation, design, compliance consulting, and production of a one-year supply), we require photos or mock-ups of the foreign market compliant labels/packaging clearly showing the elements in the design which were done to create compliance with the importing regulations of the foreign market and a valid U.S. origin statement must be present on all product packaging/labeling. A BOL or airway bill showing packages/product being shipped if modifications are not easily recognizable.



All trade show-related expenses require booth photos as proof of activity (as opposed to a trade show guide listing). Photos will provide detail of products on display in addition to U.S. origin statement.



Product showcases at trade shows require photos of the showcase specifically. If it is an international trade show, a clear origin statement is also required.

Documentation Required For Reimbursement CONTINUED

Advertising

- * A valid U.S. origin statement must be visible or audible on all advertising.
- * **Print Ads** – Original or photocopy of cover page publication clearly showing the date and name of the publication. Original or photocopy of publication or page from the publication clearly showing the date and name of the publication in which ad appears that includes a valid U.S. origin statement. A circulation statement needs to be submitted as well to show country subscriptions. If not immediately recognizable, proof that the publication is in circulation in the respective market in which reimbursement is being claimed. Subscription availability or statement from publisher is sufficient.
- **Billboards** – A clear photo of the billboard(s) advertisement that includes a valid U.S. origin statement, as well as a list with the billboard's locations and the dates of the promotional campaign.
- **Radio/TV Ads** – A video or audio recording of the commercial that includes a valid U.S. origin statement. If the expense is for broadcasting of the ads and not just the production, we must also receive a broadcast schedule issued by the TV/Radio station that includes the dates, times, and station(s) on which the promotion aired or confirmation from vendor verifying the broadcast (date, time, and length).
- **Online Advertising** – Screenshots of the advertisement showing U.S. origin statement on the screen. A link to the advertisement is also acceptable as long as the link remains live (cannot be deleted or a temporary advertisement). For SEO activities, the analytics or a screenshot of the search page with U.S. origin statement are sufficient.
- **Social Media** – Screenshots of the social media posts and/or social media main page. A valid U.S. origin statement must be present in either the posts themselves or on the main account page/information. This can be a comment, hashtag, in packaging within the photo, etc. Each post must contain a valid U.S. origin statement. For influencer videos, we require screenshots of the video showing the brand targeting a foreign audience and the U.S. origin statement, or

a copy of the video. Influencer posts must specifically mention the foreign audience. If not immediately recognizable, proof that the posts/page targets the respective market in which reimbursement is being claimed. Analytics of page views may suffice.



* Website Development

- * Screenshots or a link to the website are required that includes a valid U.S. origin statement.
- * Screenshots or a link to the website are required that includes a valid U.S. origin statement. Screenshots must clearly demonstrate that the website is targeting a foreign audience. For example, the web pages in a foreign language, a separate portal for foreign buyers, listing of distributors, prices in foreign currency, analytics of website visitors, or be associated with a foreign market extension (e.g. ".co.uk" for the United Kingdom or ".ca" for a Canadian website), etc.

* Public Relations

- * Samples or copies of ALL press materials created (i.e., press kits, press releases, etc.) (itemized in invoice) that include a valid U.S. origin statement.

Note: If a press materials are created for an eligible trade show held in the U.S., the press release must promote your exhibit at the show by indicating the dates, locations of the trade show and your booth number. No other domestic press releases are eligible.

- * Copy or partial sample of mailing/distribution list

4. Proof of USA

The activity must promote the product as "Product of the USA"; therefore, a USA origin statement must be visible. Eligible USA origin statements are listed on Page 16. Some markets are exempt from this requirement; see Page 16 for a list of these markets.

Eligible International Travel Expenses



International travel can be difficult to reimburse. Please call the Branded Program staff to discuss your travel plans and any questions. We are happy to help!



For travel expenses to be eligible, a pre-travel notification must be issued prior to the start of the foreign trade show or trade mission. To do this, make sure you have included the event in your Branded Program Application or Contract Change Request. The pre-travel notification will automatically generate upon activity approval. Participants are required to confirm a pre-travel notification is issued for their travel to an approved activity, such as a foreign trade mission or foreign trade show. If the system does not auto-generate the pre-travel notification, it is the company's responsibility to ensure the pre-travel notification requirement is complete. Contact your Branded Program team if you need assistance in confirming that your pre-travel notification was issued.

The Branded Program allows for the reimbursement of some travel expenses related to international trade shows and approved trade missions. Branded Program participants are subject to U.S. federal travel regulations for international travel.

• Exhibiting at an International Trade Show/USA Pavilion

Branded Program participants are required to exhibit inside the USDA-sponsored USA Pavilion (when there is one) to qualify for travel reimbursement. If a USA Pavilion does not exist, participants may arrange for booth space anywhere.

- Participants may request exemption from the "USA Pavilion" rule if exhibiting in a product-specific pavilion or in their distributor's booth. This request for exemption must be submitted in writing in advance of the show to Food Export–Midwest or Food Export–Northeast. Requests for exemption will be reviewed on a case-by-case basis.

• Advance Approval of Country Marketing Plan

Company must have an approved Country Marketing Plan for the country where the international trade show physically takes place prior to exhibiting at the show.

• Attending an Approved Trade Mission

Travel on trade missions that meet specific criteria are eligible for reimbursement. If you would like travel reimbursement for a trade mission, please contact us in advance to ensure the trade mission is eligible for reimbursement.

• Must Fly on an Eligible Carrier

- Flights on U.S. carriers are eligible for reimbursement
- Flights on EU carriers are eligible if you are traveling to, traveling from, or stopping in the EU.
- Flights on Japanese, Australian, and Swiss carriers are eligible if you are traveling to or from those markets and there is no City Pair Rate.
- See Page 30 for a guide to further help you determine if the airlines you are using are eligible for reimbursement by the Branded Program.
- As of January 2021, British Airways is no longer an eligible carrier.

Eligible International Travel Expenses CONTINUED



The cost of "Economy Plus," "Economy Comfort," and other upgraded seating are not eligible for reimbursement.



On-the-side vacations and/or business meetings are not eligible for reimbursement when traveling and exhibiting at shows. When booking travel, make sure to obtain an itinerary that states the cost of the flight without side trips. Submit both the invoice and itineraries for reimbursement.

Branded Program Video Tutorials

Take a deep dive into some of the more in-depth types of claims and documentation, which will help you take full advantage of the program.

You'll also find examples and links to further information on the Branded Resources Page.

- **Eligible days of lodging and per diem reimbursement are two days before the start of the show through one day after the show. Your flights can be within a reasonable travel window.**

- **Must Have Same Origin and Destination**

All additional stops in the itinerary must be for eligible, approved trade shows and/or trade missions. If not, see directions below on providing a quote.

Extending your trip? Flying Business/First Class? When you book your flight, pull and save a comparable quote showing the cost for your trip in Economy class, within the reasonable travel window, and without side trips (e.g. flying in and out of the show cities). Include this quote with your claim submission for travel reimbursement. We will reimburse the lesser of the actual ticket flown or the quote for eligible travel.

Note: A stop is a chosen destination, not a layover.

- **Travel Reimbursement**

We can reimburse for visas, passport expenses, and required inoculations.

- **The Program Reimburses for Travel of Two People**

Travel reimbursements will be made for no more than two company representatives per event. A "Company Representative" can be a full-time employee or any agent hired by the participant company. Please be advised that additional documentation for non-employees may be required, such as a copy of their contract or agreement with you.

- **Per Diem Expenses for Meals and Lodging**

Per diem rates are published for both "lodging" costs and "meals and incidentals" (M&IE) and are based on the local city and country. Federal per diem rates are updated monthly and are available at https://aoprals.state.gov/web920/per_diem.asp.

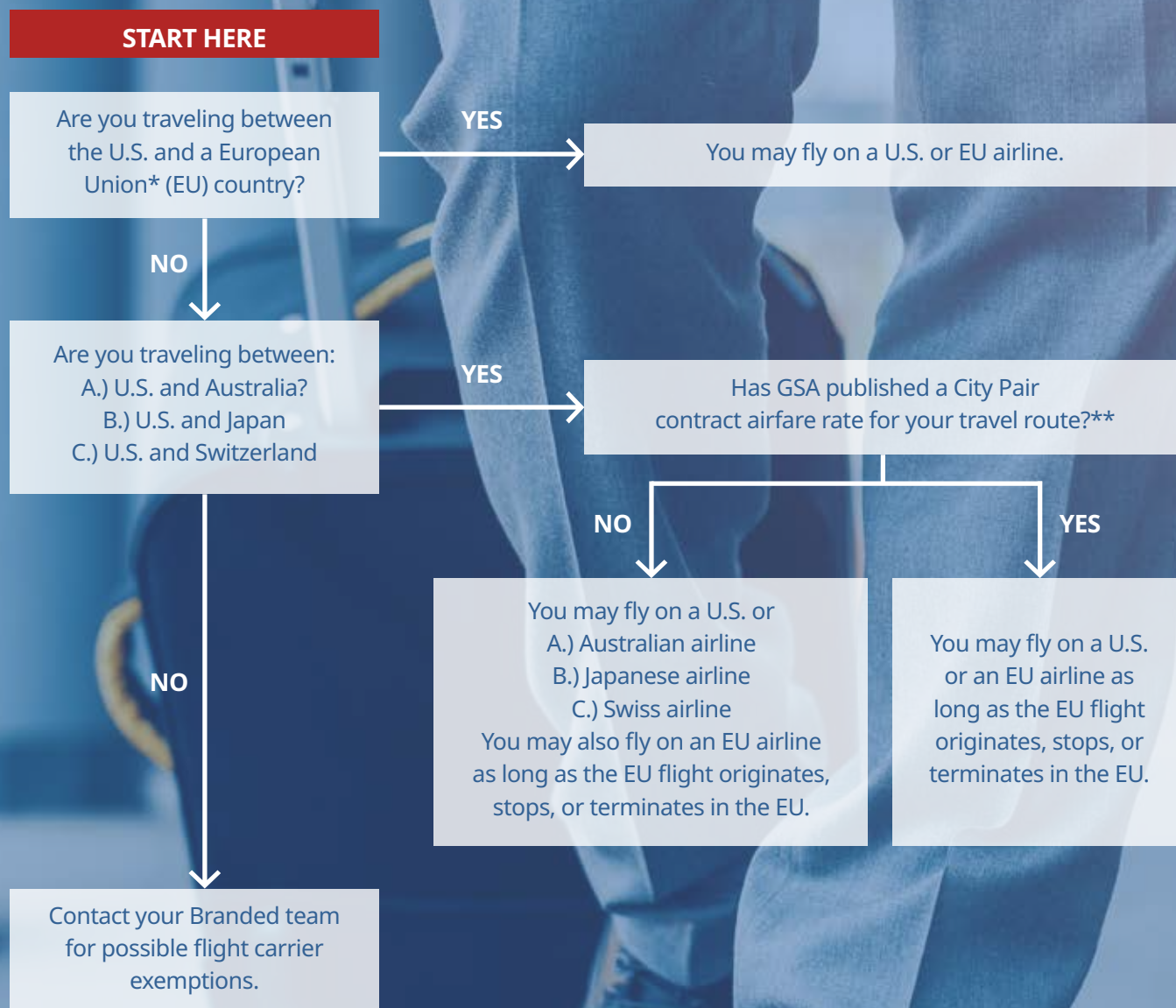
- **Lodging:** Travelers are reimbursed 50% for eligible lodging costs.

Reimbursements are based on the actual lodging costs up to the maximum per diem allowance. Dates must correspond with trade show exhibit or trade mission dates. The per diem rate for the location of lodging, not the location of the trade show or trade mission, is utilized to calculate reimbursement.

- **Days of Travel:** The eligible lodging and per diem days include two days prior to the trade show and one day after.

- **Meals and Incidentals Expenses (M&IE):** Meals and incidentals expenses are reimbursed based on the Federal per diem rate only, no receipts need to be submitted. On the first and last eligible days (travel days), the reimbursement is based on 75% of the per diem rate. For the remaining days, the reimbursement is based on the full per diem rate. The per diem rate for the location of lodging, not the location of the trade show or trade mission, is utilized to calculate reimbursement. Meals and Incidental Expenses (M&IE) can only be reimbursed with the submission of lodging expenses.

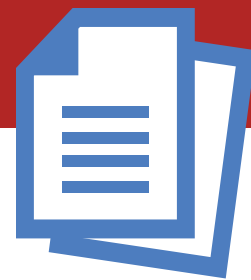
Eligible Flight Decision Matrix



**Iceland and Norway are considered part of the EU for the purposes of the EU Open Skies Agreement. Croatia, however, is excluded from the Agreement.*

***To determine if your route has an established GSA City Pair contract airfare, search your route here: <https://cpsearch.fas.gov/>*

Required Documentation for Travel Reimbursements



Travel claims require ALL of the documentation below. It is also recommended that you retain boarding pass documents in case they are requested. If any of the above documentation is in a foreign language, please translate the details of the document into English (i.e., what services are being charged).



Booking through a third-party booking site? Your reservation email is not enough to receive reimbursement. Please obtain a folio/receipt from the hotel upon checkout, indicating that your stay matches the reservation information.



Booking through Airbnb or similar site? Please obtain a certification that your stay matches your reservation from the apartment owner. This can usually be done through the app or website. The apartment owner's review of your stay suffices as well. This document must be dated after your stay.

* Trip Report

Following your exhibition at the trade show, you must fill out a trip report detailing the experience. This may be done through our website as you are completing your travel reimbursement worksheet, or you can request the form from Food Export–Midwest or Food Export–Northeast.

* Airline Itinerary/Invoice

We must have a detailed itinerary/invoice from either a travel agent or airline. We are specifically looking for the ticket number, origin of travel, destination of travel, travel dates, fare class for each flight, and the total ticket cost. It is advised that all participants retain copies of their boarding passes in case further documentation is needed.

* Itemized Hotel Bill

We must receive a document from the hotel that shows your check in/out dates as well as the nightly room rate. If you were charged by a travel agency, travel website, or similar service provider, we require that you still obtain documentation from the hotel itself dated after your stay that verifies your check in/out dates, name of guest, and nightly room rate with tax.

* Proof of Payment

You must provide a copy of your proof of payment for hotel and airfare. Any of the previously mentioned approved forms of payment are acceptable (see Page 25 for more information).

* Proof of Activity

For a trade show, we require a booth photo (see Page 26) and a list of contacts made. For a trade mission, please include your schedule and a list of contacts made.

U.S. Trade Shows Eligible for Reimbursement

This is a permanent list authorized by the Foreign Agricultural Service (FAS) of the USDA. Additional shows will not be added.

Travel and per diem expenditures for trade shows held in the U.S. are not eligible.

The following list and dates may be subject to change. Please check show websites for exact dates.

TRADE SHOW	DATE	LOCATION
VMX: Veterinary Meeting & Expo navc.com/vmx	Jan 25-29, 2025	Orlando, FL
Specialty Food Association's Winter Fancy Food Show specialtyfood.com/shows-events/winter-fancy-food-show-25	Jan 19-21, 2025	Las Vegas, NV
International Builder's Show / Surfaces buildersshow.com / intlsurfaceevent.com	Jan 28-30, 2025	Las Vegas, NV
International Production and Processing Expo ippexpo.org	Jan 28-30, 2025	Atlanta, GA
International Home and Housewares Show theinspiredhomeshow.com	March 2-4, 2025	Chicago, IL
Natural Products Expo West expowest.com/en/home.html	March 4-7, 2025	Anaheim, CA
World Floral Expo hppexhibitions.com/wfe	March 10-12, 2025	New York, NY
Seafood Expo North America seafoodexpo.com/north-america	March 16-18, 2025	Boston, MA
Nightclub and Bar Trade Show barandrestaurantexpo.com	March 24-26, 2025	Las Vegas, NV
International Mass Timber Conference oregoncc.org/en/events/2025/03/mass-timber-conference-2025	March 25-27, 2025	Portland, OR
Global Pet Expo globalpetexpo.org	March 26-28, 2025	Orlando, FL
IAADFS Summit of the Americas 2025 iaadfs.org/page/summitmain	TBD	Miami, FL
Specialty Coffee Association of America Global Specialty Coffee Expo coffeeexpo.org/future-expo-dates	April 25-27, 2025	Chicago, IL

U.S. Trade Shows Eligible for Reimbursement CONTINUED

TRADE SHOW	DATE	LOCATION
Pet Food Forum petfoodforumevents.com	April 28-30, 2025	Kansas City, MO
BrewExpo America craftbrewersconference.com	April 28-May 1, 2025	Indianapolis, IN
NCA Sweets & Snacks Expo sweetsandsnacks.com	May 13-15, 2025	Indianapolis, IN
Taste of the States – Chicago (USA Pavilion) at the National Restaurant Association Show nationalrestaurantshow.com	May 17-20, 2025	Chicago, IL
Dairy-Deli-Bakery Show iddba.org/iddba-show/about/iddba	June 1-3, 2025	New Orleans, LA
International Floriculture Expo hppexhibitions.com/wfe	June 4-6, 2025	Fort Lauderdale, FL
Specialty Food Association's Summer Fancy Food Show specialtyfood.com/shows-events/summer-fancy-food-show	June 29-July 1, 2025	New York, NY
IFT First Expo iftevent.org	July 13-16, 2025	Chicago, IL
Taste of the States - Miami (USA Pavilion) at the Americas Food and Beverage Show americasfoodandbeverage.com	TBD	Miami, FL
Superzoo https://www.superzoo.org/	August 13-15, 2025	Las Vegas, NV
International Baking Industry Exposition (IBIE) bakingexpo.com	Sept 14-17, 2025	Las Vegas, NV
Newtopia Now newtopianow.com	TBD	Denver, CO
World Dairy Expo worlddairyexpo.com	Sept 30-Oct 3, 2025	Madison, WI
National Association of Convenience Stores (NACS) Show convenience.org/events/CalendarofEvents	Oct 14-17, 2025	Chicago, IL
Global Produce and Floral Show freshproduce.com/events/the-global-produce-and-floral-show/future-dates	Oct 16-18, 2025	Anaheim, CA
SupplySide West https://west.supplysideshow.com/en/home.html	Oct 27-30, 2025	Las Vegas, NV
Private Label Manufacturers Association Show plma.com/events	TBD	Chicago, IL

Who to Contact for Further Assistance: Food Export–Midwest

Illinois Department of Agriculture

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Who to Contact for Further Assistance: Food Export–Northeast

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Rhode Island Commerce Corporation


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Vermont Agency of Agriculture, Food and Markets

Trevor Lowell

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Frequently Asked Questions



This section contains a collection of the most frequently asked questions by program participants, and the answers to those questions. If you have a question that is not answered in this section, do not hesitate to contact Food Export–Midwest or Food Export–Northeast.

Q Should I submit all of my original reimbursement documentation to Food Export–Midwest or Food Export–Northeast?

A No. Always keep original documents for your files and submit copies of all documentation to Food Export–Midwest or Food Export–Northeast. We may require original documentation at our discretion. Also, you are required to maintain your Branded Program files for five years following the end of the Program Year. These files are subject to audit by Food Export–Midwest, Food Export–Northeast, or the Foreign Agricultural Service (FAS) of the USDA.

Q How long does it take to get reimbursed?

A Once a request for reimbursement is received, we process it in the order received. If no other additional information/documentation is needed, we strive to reimburse all approved expenses within 30 business days. This takes into account the time it takes to request and receive your company's funding from the Foreign Agricultural Service (FAS) of the USDA. If additional documentation is needed, you will be notified and given 10 business days to acknowledge our request. All claims will be denied if they are still missing the requested information 14-30 days after the request has been made. Your reimbursement request can be processed more quickly if you:

- Upload all documents in a complete and orderly way in our online portal when submitting your reimbursement claim.
- Provide English translations for all foreign language documents.
- Do not wait until the end of the year to submit all of your reimbursement claims.
- Claims must be submitted within 60 days after the expense is incurred.

Frequently Asked Questions CONTINUED

Q Do I have to wait until February to submit claims?

A You don't! February is the deadline to submit claims. It is advised that you submit your claims as soon as you have completed the activity and have all of the documentation in hand. Remember, Food Export is under no obligation to reimburse claims that are submitted after 60 days of completion of your activity.

Q Why didn't I get paid my full reimbursement?

A You can always find the reason why your claim was denied or partially denied in your Branded Program Portal. Some frequent reasons for full or partial denial are:

- U.S. origin statement is missing from the proof of activity documentation
- Insufficient or missing documentation
- No response to multiple follow-up attempts for clarification on unclear expenses
- Expenses were for ineligible activities
- Expenses were incurred for an ineligible or non-approved country
- Transactions were not documented by canceled check, wire transfer, bank statement, or credit card statement (Invoices paid with off-invoicing are not reimbursable)
- Payment was made before your program approval date

Q Why do I have to submit an evaluation?

A The evaluation is a requirement of your participation in the Branded Program and helps us continue to offer this program year after year. This form compares results with stated goals and allows you to make comments about the impact of the Branded Program. The form is required, kept strictly confidential, and used to determine the effectiveness of the Branded Program in raising the level of U.S. exports. This form is available online in your Branded Program Portal. Reimbursements and future allocations may be withheld until complete evaluations are submitted.

Q Can my overseas agent be reimbursed for expenses?

A Yes, but not directly. The overseas agent must be paid by the U.S. company by check, wire transfer, bank transfer, credit card, or credit memo for at least 50% of the total invoiced amount. After paying the agent, the U.S. company can submit the agent's expenses for Branded Program reimbursement. Also, all agent expenses are subject to the same eligibility requirements as the U.S. company.

Q Can I exhibit at a show in my overseas agent booth?

A You may exhibit in your distributor's booth, but if there is a USA Pavilion at the show, you must request an exemption, in writing, in advance of the show.

Q Will my overseas agent travel cost be reimbursed?

A Yes, but you are only eligible for travel reimbursements for the cost of two travelers.

Q Our company decided to change its logo. Will the program reimburse us for a new label?

A No, only foreign compliant packaging is eligible for reimbursement. We cannot reimburse you for any packaging intended for use in the U.S.

Q If we hire a taxi or rental car to take product samples or booth decorations from our hotel to the trade show convention center, is this eligible?

A No, travel costs are not eligible for trade shows held in the U.S. In this case, your packages are traveling with you, so it is seen as transport of you. For overseas shows, the meals and incidentals allowance covers your daily show transportation. A freight cost for shipping samples or booth materials via a common carrier (UPS, USPS, etc.) is eligible for domestic and international trade shows.

Q Are product samples, costs of labels, or packaging for samples eligible for reimbursement?

A The cost of labels and packaging for samples is eligible, but the cost of the actual samples is not.

Frequently Asked Questions CONTINUED

Q Our importer conducted in-store tastings but did not provide any photos as proof of activity. We know the tastings took place—what else can we provide?

A Most demonstration companies have their demo assistants fill out a demo report for each tasting. We will accept copies of the demo reports, along with detailed information on the location, dates, and times of the tasting as proof of activity.

Q Will I only be reimbursed for Food Export–Midwest or Food Export–Northeast sponsored international trade shows? For a maximum of three years?

A No and no. All international trade shows are eligible for reimbursement. Please make sure you exhibit in the USA Pavilion if one exists at the show.

Q What if a show does not have a USA Pavilion? How do I find out?

A You should always contact the show organizers. Log onto the Foreign Agricultural Service (FAS) of the USDA website for a current list of trade shows.

Q My booth posters didn't carry a USA origin statement but I displayed a "Made in the USA" sign. Why didn't I get reimbursed for the design and printing of the posters?

A The U.S. origin statement must be incorporated into the design of all graphic and printed materials to be eligible for reimbursement.

Q We created our promotional literature in-house. Why can't we get reimbursed for the cost of the design software, ink cartridges, and the paper? It is cheaper than using an outside vendor.

A We can never reimburse for office supplies since there is no way to document that paper, ink cartridges, etc., were used only for the creation of eligible literature and graphics.

Q Does the statement of origin have to be printed on give-aways to be eligible for reimbursement?

A Yes, and your company name/brand name must be printed on the item.

Q Can I be reimbursed for advertising and similar promotions in the USA?

A No. The only reimbursable expenses in the U.S. or its possessions are those related to exhibiting at an approved trade show held in the U.S.

Q When the trade show or trade mission activity is over, can I extend my trip and stay a little longer than the actual dates of the activity?

A 1) Eligible days for reimbursement of lodging and per diem expenses are two days before the start of the show, and one day after the show. Your flights can be within a reasonable travel window.

2) If you wish to deviate from the eligible travel dates of the activity, when you book a flight, kindly save a comparable flight quote showing the cost of your trip without side travel. Submit the comparable quote with your claim submission of travel reimbursement. Food Export will reimburse the lesser of the actual ticket flown or the quote for eligible travel.

3) When in doubt of travel claims, please contact the Branded Program team to discuss your trip before you book. We are happy to review your proposed travel itinerary and answer any questions you may have.

Glossary



Contract Changes (Amendments)

Changes to your plans can be made throughout the course of the year. In some cases (adding funds, adding new countries, adding new brands) the changes will result in the need to amend your contract. If that occurs, an agreement outlining the changes to your existing contract will be mailed to you. Like the contract it will require an Executive Level signature (President, CEO, Owner, etc.).

Approval Date(s)

The approved date of the application and/or contract change request, as stated in your approval letter(s), Program Agreement, and any Program Contract Changes. Expenses incurred before the approval date will not be reimbursed. All requests to add countries must be submitted before activities in those countries are conducted. Remember the February 28 deadline is for reimbursements requests and evaluations. Any changes to your original Country Marketing Plans (Program Agreement Changes) must be submitted before the program year ends on December 31.

Branded Funds

This term refers to the amount of reimbursements received by the participating company. Example: If a company submits a claim for US\$100, the US\$50 reimbursement the company receives is considered Branded Funds.

Business Confidentiality

The information in this application may be subject to disclosure under the Freedom of Information Act (FOIA). Only information that would likely impair the government's ability to obtain necessary information or cause substantial competitive harm may be withheld under exception 4 of the FOIA, 5 U.S.C. 552, 7CFR, Part 1, Subpart A. If this application is requested from the Foreign Agricultural Service (FAS) of the USDA under FOIA, the participant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested.

Brand Owner Permissions Form

The U.S. applicant must own the brand name of the products to be promoted or have the brand owner sign the Brand Owner Permissions Form of the application form. This certifies that the brand owner gives the applicant the exclusive right to seek Branded Program funds to promote the specified product(s) in the specified market(s). This must be done for all products where the applicant does not own the brand name.

Foreign Agricultural Service (FAS) of the USDA

The Foreign Agriculture Service (FAS) of the United States Department of Agriculture (USDA), is the government agency that provides Market Access Program funding to Food Export–Midwest and Food Export–Northeast for their Branded Program.

Incurred Expense

An expense is incurred on the date that the check, wire transfer, credit card, or other bank transaction occurs, not the date on which the goods or services are provided by the vendor. The only exception: trade show booth expenses are considered to be incurred when the show takes place, not when the payment is made.

Market Access Program (MAP)

This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating trade associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under the Foreign Agricultural Service (FAS) of the USDA which is aimed at developing international markets. Today, there are approximately 80 of these groups working with the Foreign Agricultural Service (FAS) of the USDA on a continuing basis in a variety of programs.

Overseas Agent

These can be distributors, agents, brokers, importers, and representatives in international markets where Branded Program funds are being used. Typically, the overseas agents are conducting Branded Program activities on behalf of the U.S. supplier.

Overseas Agent Funds

The portion of the expense that is paid by the overseas agent. For example, if a distributor in Canada pays for an advertisement in full, the U.S. company must reimburse them at least 50% of that expense. The portion they are not reimbursed by the U.S. company is the overseas agent funds.

Participant Funds

The 50% contribution the company makes each time an expense is reimbursed. Example: When a company submits a reimbursement for US\$100, the company has actually contributed US\$50 into their own overseas marketing budget. The US\$50 is considered participant funds.

Regional Agricultural Promotion Program (RAPP)

The USDA created the Regional Agricultural Promotion Program (RAPP) to help exporters tap into new trade opportunities in parts of the world – including South and Southeast Asia, Latin America, the Middle East, and Africa – where the middle class is growing and the desire for high-quality food and farm products is increasing. USDA is utilizing Commodity Credit Corporation (CCC) funds to implement the RAPP program to address the challenges related to trade impacting U.S. farmers and the international community.

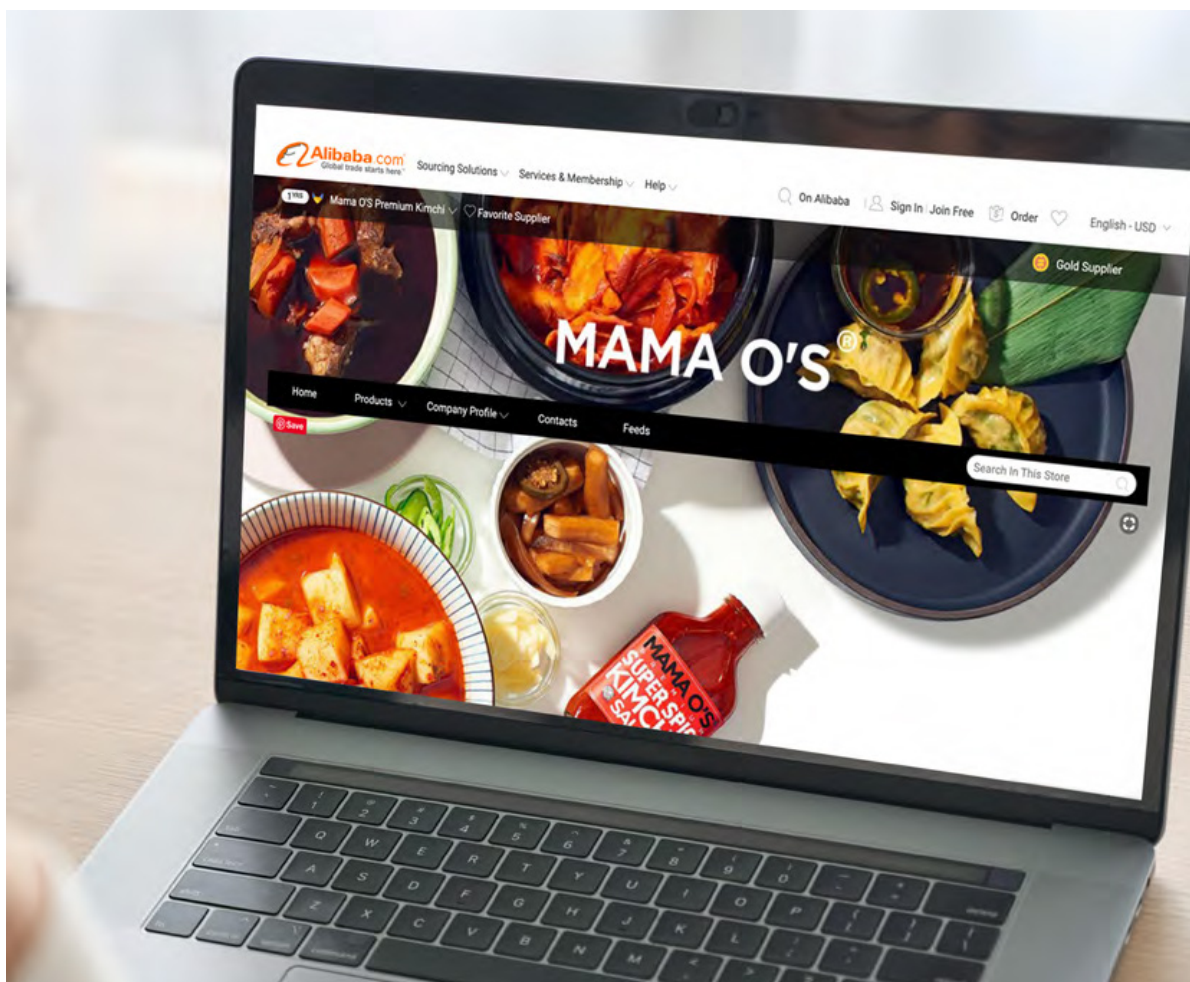
Small Company

A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or annual sales, depending on the SIC industry category).

SRTGs (State Regional Trade Groups)

Food Export–Midwest and Food Export–Northeast are two of the four State Regional Trade Groups (SRTGs) that assist companies with export promotions. Two other regional groups, Southern United States Trade Association (SUSTA) and Western United States Agricultural Trade Association (WUSATA) provide similar services for companies based in or sourcing product from the Southern and Western U.S. regions, respectively. See Page 6 for SUSTA and WUSATA contact information.

Proof of Activity Examples



Proof of Activity Examples CONTINUED



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Program Guide



**Food
Export**
Midwest USA



**Food
Export** USA
Northeast

YOUR CONNECTION TO GROWTH®

The 3 Tracks to Export Growth

Our three program categories enable new and established suppliers to pursue international market opportunities and fuel long-term growth.



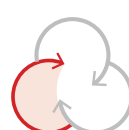
Exporter Education

Enhance your export expertise with ongoing education programs for all experience levels.



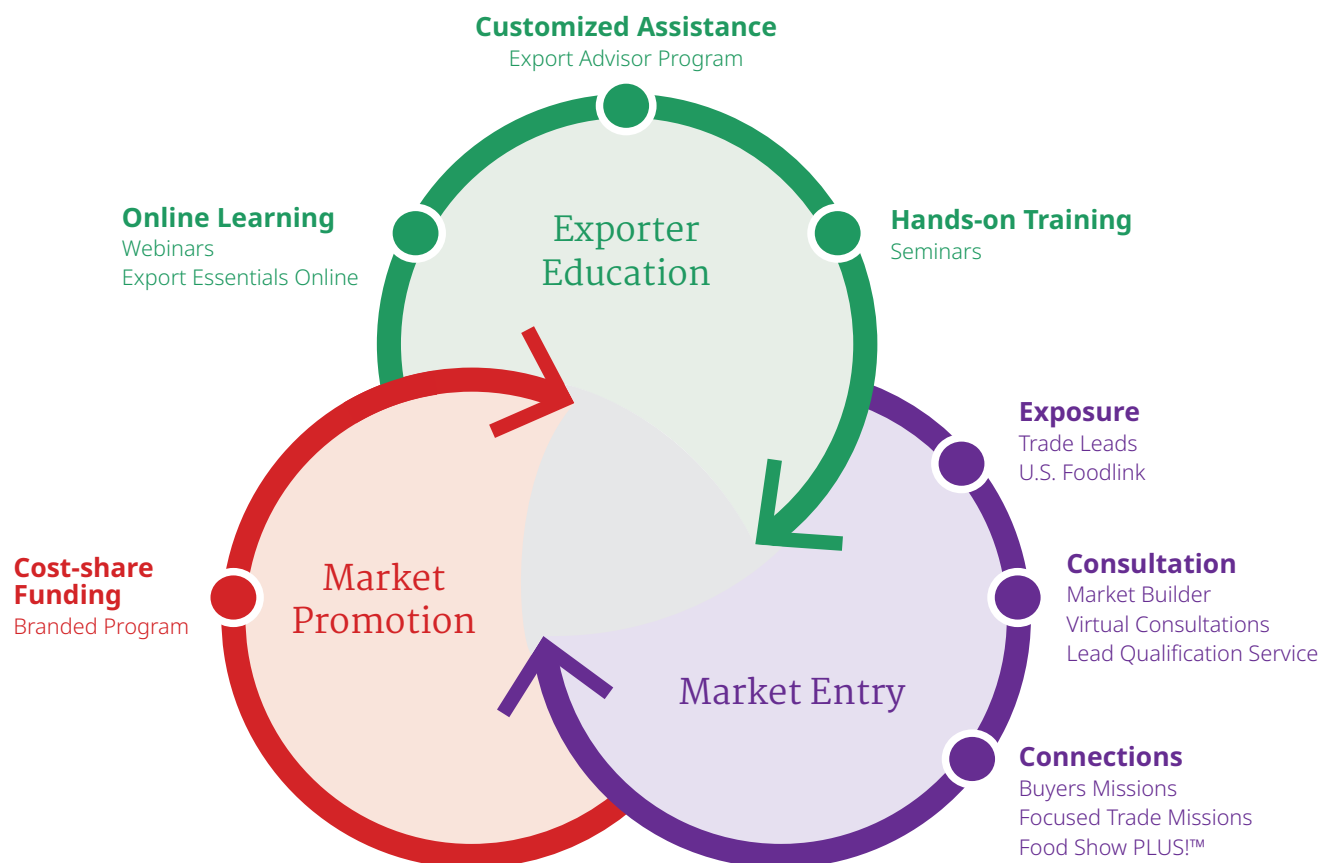
Market Entry

Identify opportunities in international markets and meet potential buyers.



Market Promotion

Strengthen your international presence through the Branded Program.



Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export-Midwest and Food Export-Northeast prohibit discrimination in all their programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. To file a program discrimination complaint, go to <https://www.ascr.usda.gov/filing-program-discrimination-complaint-usda-customer>. Food Export-Midwest and Food Export-Northeast are equal opportunity employers and providers. Food Export-Midwest and Food Export-Northeast do not tolerate fraud and are vigilant in preventing fraud in any of their programs. Food Export-Midwest and Food Export-Northeast reserve the sole right to accept or deny companies into their programs. For complete participation policies and our code of ethics, visit: www.foodexport.org/termsandconditions.



Exporter Education

Webinars

Learn about the export process and the resources available to help expand your business

Export Advisor Program

Year-long assistance from expert advisors to help your company develop and implement an export strategy

Export Essentials Online

Comprehensive online learning modules on the exporting process

Seminars

Live seminars based on key export topics and regional subjects of interest



Market Entry

Trade Leads

Receive targeted trade leads from qualified buyers via our overseas network at no cost

Market Builder

Customized market research from our In-Market Representatives and importer feedback on your product

Lead Qualification Service

Get help qualifying foreign buyer leads following an event or via online introduction

Focused Trade Missions

Travel and explore a market to experience the local food industry landscape and meet with prospective buyers

U.S. Foodlink

Showcase your products and gain exposure with buyers in our internationally-distributed newsletter

Virtual Consultations

Video chat with an In-Market Representative to get first-hand feedback from our industry experts

Buyers Missions

Meet with qualified buyers and promote your products without leaving the U.S.

Food Show PLUS!™

Maximize your trade show success with on-site assistance, market knowledge, and access to qualified buyers



Market Promotion

Branded Program

Receive 50% cost reimbursement on an assortment of international marketing activities including advertising, demos, website development, international trade shows, and more



Find Export Success at Your Fingertips.

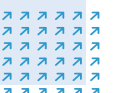
Scan to see our program overview.
www.foodexport.org/program-overview

Midwest 312.334.9200

E-mail info@foodexport.org

Northeast 215.829.9111

Visit www.foodexport.org



Terms and Conditions

As a participant in any Food Export–Midwest or Food Export–Northeast program or activity, I agree to abide by the following terms and conditions:

Non-Discrimination

Food Export–Midwest or Food Export–Northeast does not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities, or who otherwise require alternate means for communication of program information can contact us.

Participation Eligibility

Ensuring broad company participation and access to Food Export–Midwest or Food Export–Northeast programs and services is an important component in achieving our mission. Food Export programs are open to those appropriate entities that have expressed interest in exporting and exhibit potential of increasing exports of food and agricultural products, and therefore impacting our regions' agriculture, improving the regions' prosperity and creating jobs. Participation is open to those entities that can demonstrate such impact, either through the presence of corporate headquarters, facilities or significant sourcing from documented suppliers within our regions, and to all otherwise-qualified individuals and entities on an equal basis and without regard to any non-merit factors.

Food Export–Midwest or Food Export–Northeast recognize that other export-focused organizations may also offer resources that are appropriate for entities considering participation in our programs. We view collaboration as an essential component to success, (as evidenced by our own strategic alliance) and strongly advocate any such effective complementary resources, while at the same time avoiding duplication. Food Export–Midwest or Food Export–Northeast make it a priority to inform current or potential participants about other

relevant export service providers, including providing them with specific contact information. These include our member state agencies, other State Regional Trade Groups, other Cooperator agricultural groups, U.S. Department of Commerce Export Assistance Centers, Small Business Administration or Small Business Development Centers or other similar organizations.

Maintaining the integrity and public support for Food Export–Midwest's or Food Export–Northeast's mission is one of our highest priorities. Food Export–Midwest or Food Export–Northeast reserve the right to approve participation in any of our programs based upon the participant's prospects to help us in our mission of increasing U.S. exports, positively impacting U.S. agriculture and creating prosperity and U.S. jobs.

We reserve the right to deny participation, including Branded Program reimbursement, to any company or for any product which, in Food Export–Midwest's or Food Export–Northeast's sole opinion, may cast a negative or controversial light on Food Export–Midwest, Food Export–Northeast, our member state agencies, the Foreign Agricultural Service (FAS) of the USDA, the Market Access Program (MAP) or taxpayer support for any of the above; to any firm or individual which, in the sole opinion of Food Export–Midwest or Food Export–Northeast does not comply with FAS, MAP, RAPP, or Food Export–Midwest or Food Export–Northeast regulations or policies, or otherwise offer the best opportunity to achieve our mission of increasing food and agricultural exports; or for any failure to comply with our Code of Ethics. (foodexport.ethicspoint.com)

Food Export–Midwest and Food Export–Northeast reserve the right to deny services. Submission of any false or misleading information may be grounds for rejection or subsequent revocation of any application or participation.

Code of Ethics

This Code of Ethics (“Code”) of Food Export–Midwest and Food Export–Northeast is a statement of the organizations’ common values and of our common commitment to promote the highest possible standards of professional business conduct for the mutual benefit of the industry and for the ultimate benefit of the consumer.

Ethics Goal

Food Export–Midwest and Food Export–Northeast, by adopting and enforcing this Code, seek to maintain and enhance the reputation of our Organizations and of our participants within the industry.

Code of Ethics

It is expected that Food Export–Midwest and Food Export–Northeast staff, members, contractors, and participants in our activities:

- Strive to maintain the highest standards of business conduct by using only legal and ethical means in all business activity.
- Actively promote and encourage the highest level of integrity within the trade.
- Cooperate in every reasonable and proper way with other related organizations, as appropriate, and work with them toward the advancement of the food and agricultural exporting industry.
- Be fair, equitable, and respectful to employer(s), employees, associates, competitors, customers, the public, and all business or professional relationships arising through contact with Food Export–Midwest and Food Export–Northeast.
- Adhere to honesty in advertising and in representations to the public, including in any application or reimbursement claim to Food Export–Midwest and Food Export–Northeast.
- Treat customers and suppliers honestly, fairly and objectively.
- Observe all applicable state, federal, foreign or international laws and regulations.
- Provide a safe working environment.

- Avoid any unfair or deceptive practice and always present our products, programs, or services in an honest and forthright manner.
- Refrain from discriminatory practices in dealing with employees, contractors, participants, customers and vendors.
- Respect the rights of others concerning their intellectual property such as patents, copyrights, trademarks, trade secrets, or any other proprietary business information and, if any innocent breach occurs, promptly address and rectify any such breach.
- Recognize that other participants will compete for business within lawful, reasonable and customary practice.
- Comply in good faith with contractual obligations.
- Never pay any bribe, kickback or other corrupt payment in any form directly or indirectly to or for anyone for the purpose of obtaining or retaining business or obtaining any other favorable action, nor offer or extend any gift or entertainment that is illegal, known to be in violation of the rules of the recipient’s organization, or likely to result in a feeling or expectation of personal obligation on the part of the recipient.
- Act in a manner consistent with, and make every effort to uphold this Code of Ethics.
- This Code of Ethics does not set forth all aspects of good conduct and ethical behavior. Acceptance of, and adherence to this Code is a condition of participation with or employment by Food Export–Midwest & Food Export–Northeast.

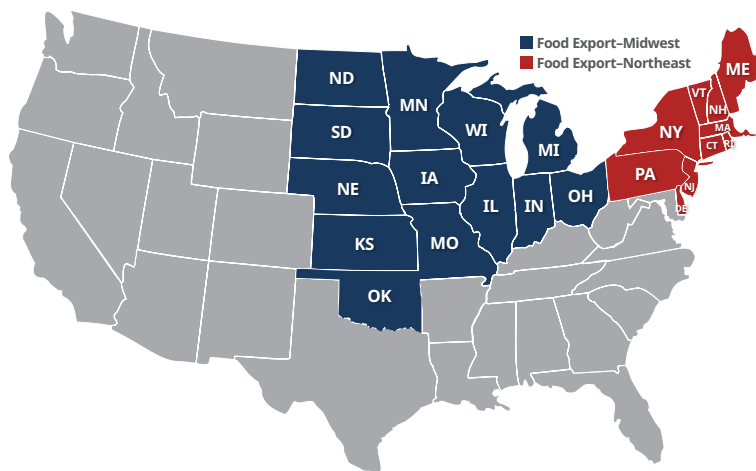
Food Export–Midwest and Food Export–Northeast do not tolerate fraud in the operation of its programs. Any incident of suspected fraud can be reported (anonymously) by:

- **Calling 1.855.727.6715 (domestic toll-free, international calling rates apply)**
- **Filing a report online at foodexport.ethicspoint.com**

State Affiliations and Information



**Food
Export**
Midwest USA



Food Export Association of the Midwest USA®

Illinois Department of Agriculture
Indiana State Department of Agriculture
Iowa Economic Development Authority
Kansas Department of Agriculture
Michigan Department of Agriculture & Rural Development
Minnesota Department of Agriculture
Missouri Department of Agriculture
Nebraska Department of Agriculture
North Dakota Department of Agriculture
Ohio Department of Development
Oklahoma Department of Agriculture, Food and Forestry
South Dakota Department of Agriculture and Natural Resources
Wisconsin Department of Agriculture, Trade,
and Consumer Protection

Food Export USA®-Northeast

Connecticut Department of Agriculture
Delaware Department of Agriculture
Maine Department of Agriculture, Conservation and Forestry
Massachusetts Department of Agricultural Resources
New Hampshire Department of Agriculture, Markets and Food
New Jersey Department of Agriculture
New York State Department of Agriculture and Markets
Pennsylvania Department of Agriculture
Rhode Island Commerce Corporation
Vermont Agency of Agriculture, Food and Markets

ABOUT US

Food Export-Midwest and Food Export-Northeast are non-profit organizations comprising 23 Midwestern and Northeastern state agricultural promotion agencies that use federal, state, and industry resources to help companies increase product sales overseas. Food Export-Midwest and Food Export-Northeast administers many services through the Market Access Program (MAP) and Regional Agricultural Promotion Program (RAPP) funding from the USDA's Foreign Agricultural Service (FAS).

Food Export Association of the Midwest USA®

309 W. Washington, Suite 600
Chicago, IL 60606
tel 312.334.9200
fax 312.334.9230
web foodexport.org
email info@foodexport.org

Food Export USA®-Northeast

One Penn Center
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103
tel 215.829.9111
fax 215.829.9777
web foodexport.org
email info@foodexport.org

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) and Regional Agricultural Promotion Program (RAPP) funding from the Foreign Agricultural Service (FAS) of the USDA. Persons with disabilities who require reasonable accommodations or alternate means of communication of program information should contact us. Additionally, program information may be made available in languages other than English. Food Export-Midwest and Food Export-Northeast prohibits discrimination in all its programs and activities on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public

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