

## Funding For Your International Marketing Budget

The Branded Program provides 50% cost reimbursement for a wide variety of international marketing activities.



### Company Videos

- Facility tour
- Product introduction
- Company overview



### Social Media Content

- Influencer marketing
- Ads
- Content management
- International dedicated accounts



### Digital Collateral

- Digital sell sheets & brochures



### Website Optimization

- Export-targeted landing pages
- Translation of landing pages
- Search engine optimization
- Product locator



### E-commerce

- Online storefronts
- Advertisements for Amazon, Momo, TMall, Alibaba

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

**Brian Beebee**

Bassetts Ice Cream Company  
Philadelphia, PA

### Are you eligible? You must:

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



# New Packaging & Sample Shipments

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

## Foreign Compliant Packaging & Label Development



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

## Shipping Samples Overseas



- Freight expenses
- Containers & supplies

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

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

**Melissa Ross**  
Oxbow Animal Health  
Omaha, NE

## A Few Other Ways to Use the Branded Program



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

## We're Here to Help. Call or Email.

**Food Export Association  
of the Midwest USA**  
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**Food  
Export**  
Midwest USA



**Food  
Export USA**  
Northeast

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