

Learn More About Cost Share Programs to Grow Export Markets

Branded Program Overview for Hemp Suppliers

Hemp suppliers are just starting to explore international markets for their products. As you get started, remember that marketing is key to starting and expanding your international sales. Consider using the Branded Program for costs related to international marketing.

What is the Branded Program?

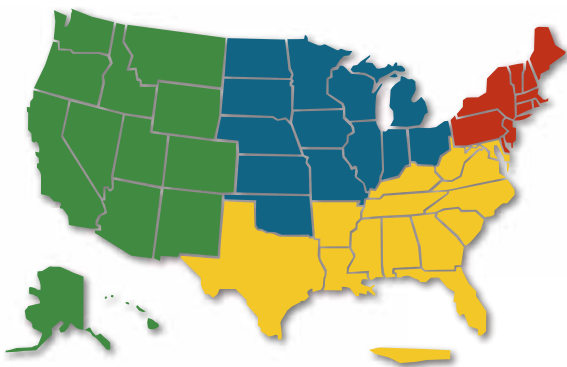
- The Branded Program provides 50% reimbursement for a wide variety of international marketing activities.
- Funding comes from the US Department of Agriculture's Foreign Agricultural Service (FAS).

What costs are eligible for reimbursement?

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

Any hemp-specific regulations in the Branded Program?

- Yes! USDA has published specific regulations for hemp-derived products. You can work with the Branded Program contacts to ensure your products meet these guidelines.*
- Marketing activities are not reimbursable if they promote cannabidiol (CBD), hemp cigarettes or hemp intended for smoking, including product labelling with overt recreational imagery and/or slogans, or wellness claims unrecognized by the U.S. Food & Drug Administration.
- Any hemp, hemp products, and products containing hemp ingredients promoted through the Branded Program must comply with local, state, federal, or international country laws and regulations.



How can you participate?

Where can you go for questions?

Reach out to the following organization in your region with questions and to apply:

- **Northeast:** Branded Program
- **Midwest:** Branded Program
- **South:** CostShare Program
- **West:** FundMatch Program



Food Export Association of the Midwest USA

foodexport.org



Food Export USA-Northeast

foodexport.org



The Southern United States Trade Association (SUSTA)

susta.org



Western United States Agricultural Trade Association (WUSATA)

wusata.org

Click the website link for your corresponding regional trade support organization for contacts and more information.

The SRTGs administer many services through Market Access Program (MAP) funding from the Foreign Agricultural Service (FAS) of the USDA. The SRTGs prohibit discrimination in employment and services. Persons with disabilities who require alternate means of communication of program information or to request a full non-discrimination policy, please contact us.