

Want to Develop International Markets for Your Products?



*If so, consider
USMEF's branded
products promotion
program*

The U.S. Meat Export Federation (USMEF) is accepting applications for its branded products promotion program for U.S. companies interested in receiving matching funds to promote their products in foreign marketplaces. To qualify, companies must be small (500 or fewer employees), or be a cooperative or an association. USMEF's fiscal year begins on July 1st and runs through June 30th. Applications will be accepted as long as funds are available. Branded funds can be used to conduct the following activities:

Trade Fairs and Exhibits

- ♥ Booth rental and construction, displays, decorations
- ♥ Set-up costs
- ♥ Overseas travel expenses for one staff person to attend show
- ♥ Shipment of materials to foreign countries in conjunction with an approved branded promotion
- ♥ Cost of demonstrators and translators
- ♥ Promotion/education materials used at shows

Merchandising

- ♥ Promotion manuals
- ♥ Production/creation of POS to be used in connection with the promotional activity
- ♥ Cooking demonstrations - fees for chef, costumes, signs, displays
- ♥ Fees for demonstration staff, unless employed by participating company

Public Relations/Seminars

- ♥ Supporting advertising for promotions
- ♥ Costs of seminars including interpreter, seminar materials, set-up costs/room rental, slides and educational materials

This list is not inclusive. Please contact USMEF for more program details, including participation fees (there is a 5% administrative fee for the program), program guidelines and information on how to apply. The address is:



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Questions Frequently Asked About The USMEF Branded Products Program

So you want to export your product, but you aren't sure how the branded products promotion program works. You don't want to call USMEF because you're afraid you might get in deeper than you intended. Listed below are a few typical questions asked about the program that might ease your mind.

- Do I have to be a member of the USMEF to participate in the branded products promotion program?

Membership in USMEF is not required to participate in the program. Participation is open to any U.S.-based, small company that produces a product that is more than 50% meat.

- Is there a fee to participate in the program?

There is a 5% administrative cost to participate in the program. This fee is based on the total funds awarded by USMEF to the company, i.e., \$5,000 award would result in an administrative fee of \$250. There is also an application fee of \$100 that is counted toward the administrative fee. If, for some reason, a company does not receive an award, the application fee will be refunded.

- Why is participation limited only to small companies?

This is a USDA Foreign Agricultural Service (FAS) requirement. It is intended to head off any criticism that USDA subsidizes large companies that can afford to pay for their own promotions.

- What is the definition of a "small" company?

The "small" designation refers to companies that have fewer than 500 employees as defined by the Small Business Administration (SBA). There is an exception to the "small company" requirement if an applicant is a cooperative or an association, otherwise, the company must meet this requirement.

- Isn't the application process exceedingly long and cumbersome?

USMEF has strived to make the application procedure more "user friendly" by omitting long market discussions and other extraneous information requirements. The present application format is one page.

- Why do I have to get in contact with USMEF? Why can't I get the application over the internet?

Although USMEF has taken every effort to make the application process as painless as possible, we believe that potential applicants will still have questions about the program procedures or the guidelines. Moreover, USMEF is able to offer assistance to companies that wish to receive advice from its market experts and specialists around the globe.