



Go from Local to Global

SUSTA participants are southern U.S. companies that want to grow their brands internationally



New to exporting?

SUSTA's support starts with export education.

- Learn export fundamentals during Export Readiness Training.
- Lean on a network of professionals who will guide your export journey.
- Take advantage of reports, webinars and data that will inform your strategy.
- Contact SUSTA's Helpline when you encounter an export obstacle.

Want to meet qualified foreign buyers?

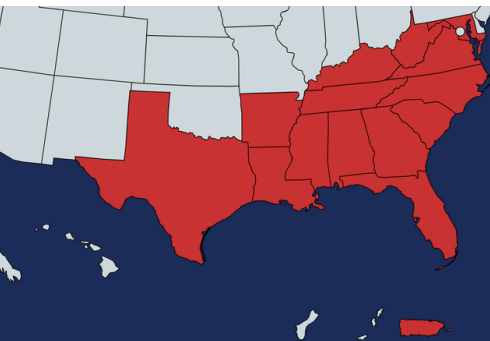
SUSTA's Global Events are a click away: susta.org/events

- **Trade missions** facilitate one-on-one meetings with foreign buyers in the U.S. or abroad.
- **Trade shows** offer opportunities to be seen at major international food/agricultural events.
- **CONNEX 365** is a new online platform to showcase your products to foreign buyers

Interested in doubling your international marketing budget?

Apply for 50% reimbursement through CostShare.

Details on next page



Eligibility

Your company must be:

- Headquartered in the SUSTA region.
- A U.S. business entity in good standing with your Secretary of State.
- Small by Small Business Administration (SBA) size standards.
- In business at least a year with adequate resources and product supply.

Your products must:

- Have a brand, which can be the name of your company or farm.
- Contain at least 50% U.S. agriculture. This is determined by weight, excluding water and packaging.

MySUSTA Account

If you meet the eligibility criteria, create your MySUSTA account to get started.

50% CostShare

Through 50% CostShare, SUSTA participants can apply annually for 50% reimbursement of eligible promotional activities to promote your products and brands internationally. Consider this an opportunity to double your international marketing budget!



Eligible Promotional Activities:

1. Advertising
2. In-Store demonstrations/sampling
3. Website development
4. Packaging/labels to meet country's labeling requirements
5. Exhibiting at international trade shows
6. Participating in SUSTA, USDA or SRTG outbound trade missions
7. Travel expenses for numbers 5 and 6
8. Exhibiting at approved domestic trade shows (travel is not eligible)
9. Point of sale (POS) materials
10. Freight to ship POS materials and samples for promotions
11. Promotional giveaway items

Key information for your annual CostShare application

Products: List the brand products you plan on promoting using CostShare. Packaging/labels must be submitted every 5 years. Packaging/labels must have an eligible U.S. origin statement. (Examples: Made in America, Product of Kentucky - name of state must be spelled out)

Marketing Plans: For each country in which you will promote your brands using CostShare, you will let SUSTA know which promotional activities are included and the estimated total cost.

CostShare Fees

There is a flat fee* when you submit your application. There is also a 6% administrative fee on the amount you request in reimbursement.

*For the 2026 program year, the application fee is \$350 if you apply after January 1, 2026.

Southern United States Trade Association

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