

MAKE THE WORLD YOUR CUSTOMER



The Western United States Agricultural Trade Association

FundMatch Webinar: February 15,
2024, **California Wine Institute Export
Program**

Getting to Know WUSATA

We are...



Non-Profit Trade Association



40+ Years of Exporting Focus



Global Network of Resources



Partner & Advocate

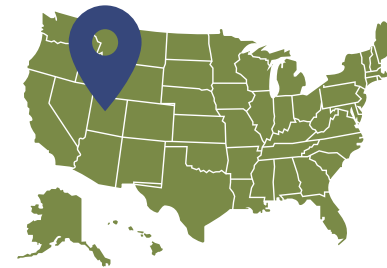


Funded by the USDA's
Market Access Program



- Alaska
- Arizona
- California
- Colorado
- The CNMI
- Guam
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming

Our Members



MISSION & VISION

Mission:

Our Mission is to increase International growth of western agribusinesses by providing financial support, export readiness, and business development services.

Vision 2033:

Western Agribusinesses Thrive in World Markets



What is the FundMatch Program?

FundMatch is the funding program of WUSATA which assist eligible small western agribusinesses and agricultural suppliers compete internationally by providing 50% reimbursement for eligible marketing expenses and activities to promote the Brands and Products of the USA.



DO YOU QUALIFY FOR FUNDMATCH?

- ✓ Headquartered in the Western U.S Region
- ✓ Small to Medium Agribusiness
- ✓ Products are at least 50% U.S. Grown
- ✓ Operating business of one year



OUR PARTICIPANTS

Eligible FundMatch Activities Specific to California Wine Institute

Approved California Wine Institute Tastings

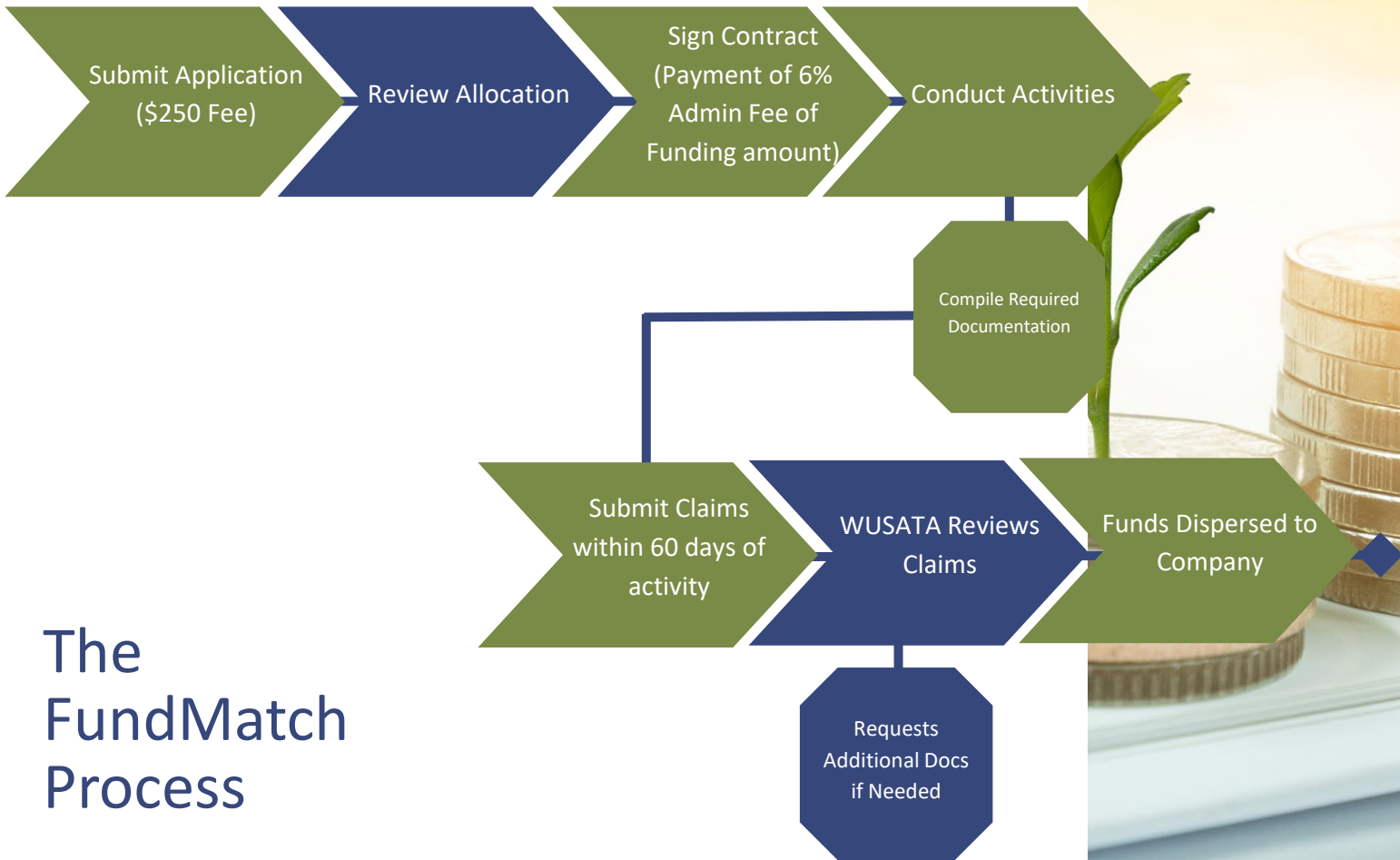
- Alive Tastings Japan & South Korea:
02/20/24 - 02/26/24
- Vancouver International Wine Festival:
02/24/23 - 03/03/24
- Dublin, Ireland Summer Party: 06/11/24
- London UK Summer Party: 06/13/24

Eligible International Trade Shows:

- Vinexpo Paris: February 2024
- Prowein 2024, Dusseldorf: March 2024
- Vine Expo Asia, Hong Kong: May 2024



Note: All international activities must display brand name and U.S. Origin Statement.



The FundMatch Process

*Application must be submitted and finalized prior to the activity

FundMatch provides a **50% cost reimbursement** on eligible international marketing expenses



2022 AVERAGE ROI

57 : 1

First Year Applicant's

First time exporters can receive up to **\$25,000**

Experienced exporters can receive up to **\$50,000**

After the First Year

Starting your 2nd year in the program, you can receive up to **\$300,000** in reimbursement

*Minimum allocation of \$2,500



U.S ORIGIN STATEMENT

U.S. Origin Examples	Eligible	Ineligible
Product of the USA or Product of America	✓	
Grown in the USA or Grown in America	✓	
Made in the USA or Made in America	✓	
Product of California, Grown in Oregon, Made in Montana	✓	
Seals with state name or U.S. agency, American flag, USA Pavilion Sign   		✗
Product that includes part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Physical address line that includes state's name and USA		✗
"Distributed by," "Manufactured in" "Produced in," "Handcrafted by," "Packed in," "Imported From," "Origin From"		✗
Product of CA, Grown in OR, Made in MT		✗

Important Points:

- Brand/Company names with U.S., America, and/or State in the title do not fulfill the origin statement requirement.
- "Bottled by" or "Produced in" statement is acceptable for wine or spirits only.
- Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS, State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).

U.S. Origin Statement & Brand Promotion – International Activities

To avoid ineligible claims, include:

- Brand Name
- U.S. Origin Statement

Please note a photo is required in the claim as proof of activity.



INTERNATIONAL TRADE SHOWS

Trade Shows with a USA Pavilion

Companies are required to exhibit within the USA Pavilion to receive reimbursement on eligible expenses. If the trade show has no USA pavilion, your company is free to exhibit anywhere on the show floor as long as 30% or more of the exhibitors sell food or agricultural products, the international show may be eligible.

Exhibiting Outside USA Pavilion

Pre-approval from the USDA is needed to exhibit anywhere outside of the USA Pavilion. Requests must be submitted in writing to fundmatch@wusata.org at least 60 days prior to the start of the show.

Wine Tastings/Events (only for wineries/wine promoted companies)

Pre-approval from WUSATA/USDA is needed to conduct a wine tasting activity. Requests must be submitted in writing to fundmatch@wusata.org at least 60 days prior to the start of the activity



USA Pavilion: A pavilion at specific shows where USDA has purchased a group of booths. Exhibiting within the USA Pavilion is a requirement if you will be seeking reimbursement through FundMatch. A complete list of shows with USA Pavilions can be found this Guide, page 37.

INTERNATIONAL TRADE SHOWS

Eligible Expenses

- Exhibition fees/booth space rental expenses
- Rental of temporary booth displays
- Uniforms that promote the brand name and valid U.S. origin statement:
 - Shirts, Aprons, t-shirts, caps, etc.
- **Temporary labor wages:**
 - Demonstrators
 - Chefs
 - Interpreters
 - Translators
 - Host/hostess
 - Booth design
 - Booth construction/set up
- **Demonstration supplies:**
 - Disposable cups, spoons, napkins, etc.
 - Food purchased to enhance your product
- Equipment rentals
- **Freight:**
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- **Travel:**
 - Airfare for two company representatives. Round Trip Economy Rate for the eligible dates of travel. 2 days before the show and 1 day after. See International Travel section for detailed information.
 - Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative for representation in sales transactions for a specific event.
 - Meals & Incidentals for two company representatives at the per diem rate.
 - Lodging for two company representatives up to the per diem rate. International Travel section for detailed information
- **Printed sales materials:**
 - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products
 - Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
 - Sales material that targets a foreign audience
 - Temporary labor for printed sales material design
- **Giveaways:**
 - Eligible amount is up to \$4 per unit
 - Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item

INTERNATIONAL TRADE SHOWS

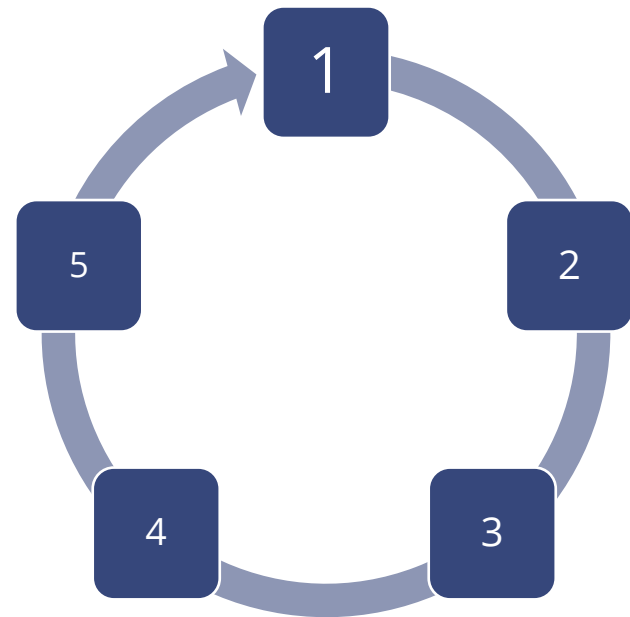
Claim Documentation



- Invoice
- Proof of payment
- For Wine Tastings a copy of the announcement, invitation or Program.
- Travel notification is required, it is automated in the application on your dashboard – Travel ATO
- **The following booth photos are required:**
 - A large scale, all-encompassing photo of the entire booth, after set-up displaying your **brand name** and **valid U.S. origin statement**.
 - Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth.
 - A high-quality video on DVD/CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
- A list of **ALL products displayed** and promoted in the booth (All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show)
- Photos of employees/representatives/temporary labor manning the booth during the trade show.

Claims Process Timeline

1. Participant submits reimbursement claim online within 60 days after the completion of the activity
2. WUSATA receives the claim electronically and will review within 30 days of submission
3. If the claim is incomplete, WUSATA will request documentation. Company has 15 calendar days to provide the requested documentation or claim will be denied/processed as is.
4. If claim is complete WUSATA will approve
5. Payment may take up to 14 days to be disbursed to company from the time of approval



1

Prior to your activity, Sign onto your WUSATA account and verify that the country market of your activity is listed and that the products exhibited at the activity are approved.

2

Any updates or changes must be submitted online and approved prior to your event

3

When ready to submit your claim. Save some time. Upload your documents onto your computer or laptop for easy use in the claims process, our online program accepts several document types.

4

Please contact our office if you need assistance in the online claim submission.



TIPS FOR
SUCCESS



MEET WITH FUNDMATCH LIAISON

Diana Buswell provides tailored
Consultations - diana@wusata.org



READ THE FUNDMATCH GUIDE

Found on website under FundMatch



REVIEW EXAMPLE CLAIMS & TUTORIALS

Found on website under FundMatch

TIPS FOR
SUCCESS



Maximize Your
Benefits

Sign Up Today!

1

Head to www.wusata.org and click sign up

2

Fill out details of your company

3

WUSATA team will vet and approve company

WUSATA Accounts are
Free, Easy, and Confidential!

Thank You!

For Questions, please contact:
export@wusata.org

Or visit: www.wusata.org



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