



MAKE THE WORLD YOUR CUSTOMER

The Western United States Agricultural Trade Association

FundMatch Program Overview

AGENDA

- WUSATA
- WUSATA Blueprint
- FundMatch
- Success Stories
- Tips for Success
- MyWUSATA Account Creation
- Contact Info



Getting to Know WUSATA

Trust – Service – Integrity – Excellence – Accountability



Non-Profit Trade Association



40+ Years of Exporting Focus



Global Network of Resources



Partner & Advocate

Funded by the USDA's
Market Access Program



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:

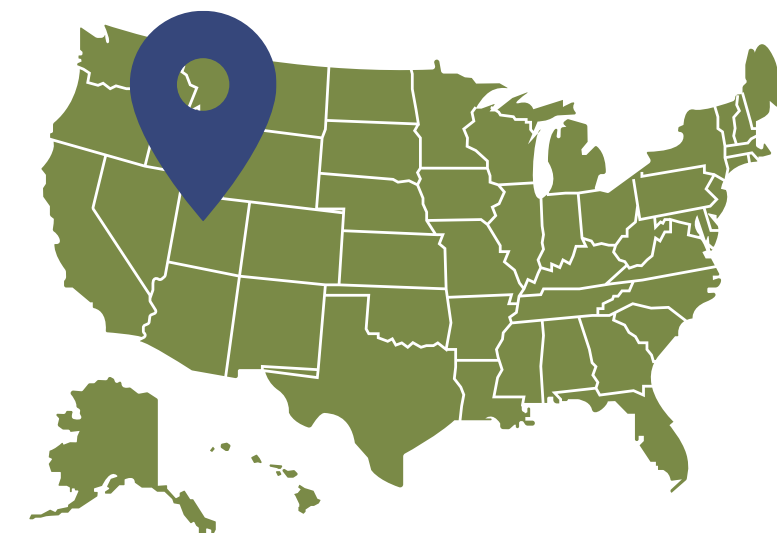
Western Agribusinesses Thrive in World Markets





Our Members

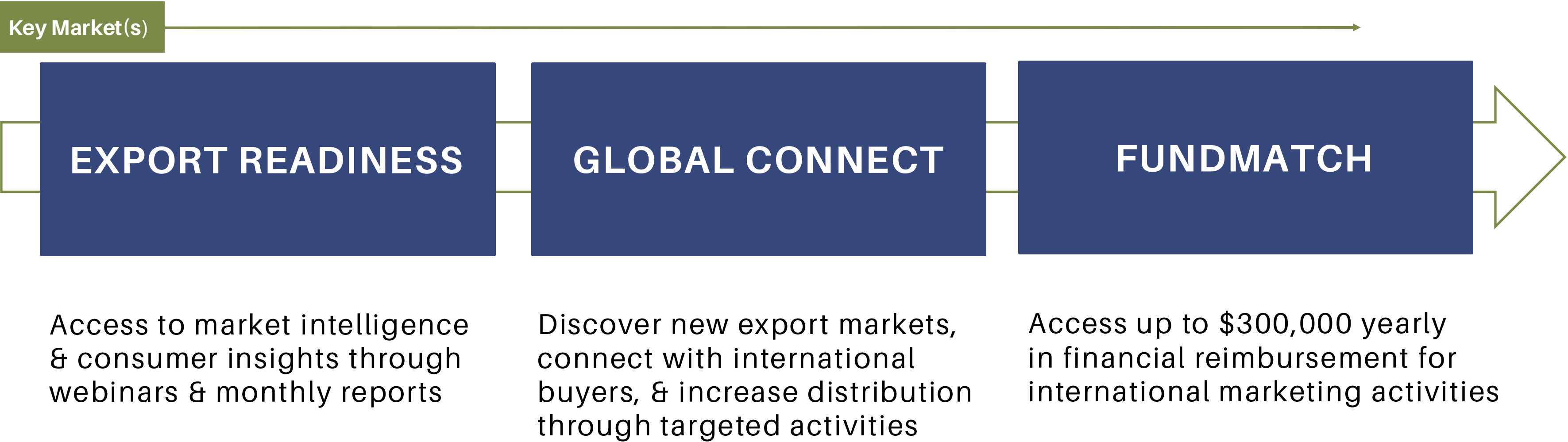
- Alaska
- Arizona
- California
- Colorado
- The CNMI
- Guam
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming



THE WUSATA BLUEPRINT

LEARN, CONNECT, COMPETE

Experience our guided process designed to meet you at any stage of your export journey and systematically help you identify markets, connect with buyers, and promote your brand.



FUNDMATCH



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



Eligibility

- Headquartered in the Western U.S Region
- Small company in accordance with SBA guidelines
 - NAICS Code - Wineries - 1,000 employees MAP (3x size 3,000 for RAPP)
- U.S. Business entity, legally licensed and operating for at least one year
- Meet all product and packaging requirements
 - Products are at least **50% U.S. grown** by weight
 - Farmed, fished or forested
 - Brand ownership
 - U.S. origin statement clearly labeled as a **product of the USA (international markets only)**



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		✗

- "Bottled by" or "Produced in" statement is acceptable for wine or spirits only.
- State or territory of the United States must be spelled out in its entirety, or other U.S. regional designation if approved in advance by Foreign Agricultural Service (FAS).



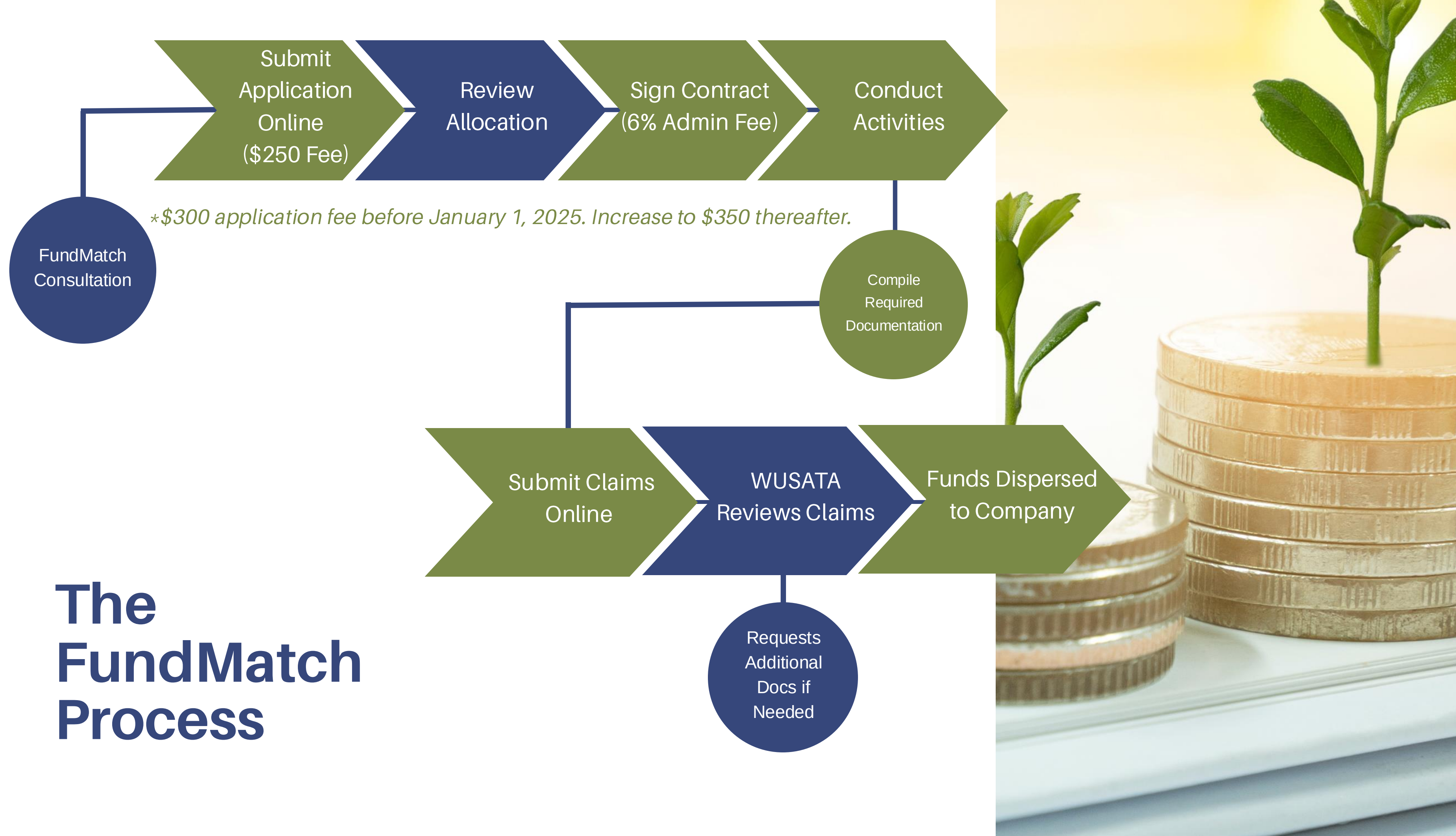
International Expenses

- Advertising
- Website Production
- Freight/Shipping
- Giveaways
- In-Store Demo's
- In-store Display
- International Trade Seminars
- International Trade Shows
- Outbound Trade Missions
- International Travel
- Virtual Promo Events
- Label/Packaging Modifications
- Printed Sales Materials
- Translation
- Uniforms
- Wages for Temp Labor

- **Freight/Shipping:** To potential international customers and/or eligible domestic/international trade shows
- **Label/Packaging Modifications:** Making changes to your packaging and labels to meet a foreign country's requirements
- **Advertising:** Newspapers/Magazines/Grocery Circulars, Billboard/Signs (non-digital), Moving Ads (non-digital) (taxi, bus, subway, airplane, etc.)
- **Past Wine Institute Events:** CWI Alive Tastings in Japan, Korea, and Vietnam, EUREKA! California Wine Discovery, West Sonoma Coast Wines to UK, CWI Summer Party to Ireland/UK.
- **International Trade Shows:** Booth fee, Airfare, Lodging, and Meals/Incidentals
 - London Wine Fair, ProWein, Vinexpo Paris, Wine & Gourmet Taipei and more!
- & More! (See pages 34-78 in FundMatch Guide)



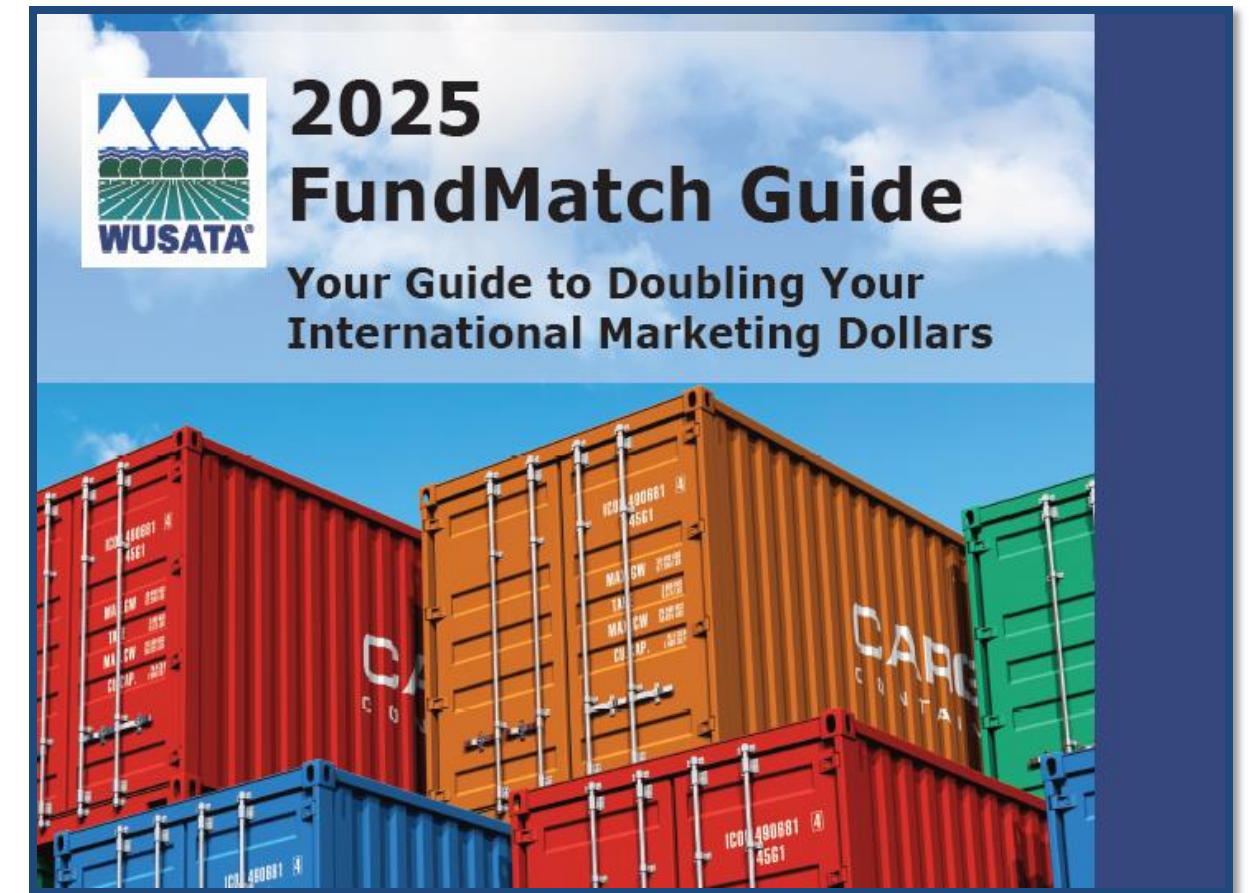
REIMBURSABLE EXPENSES



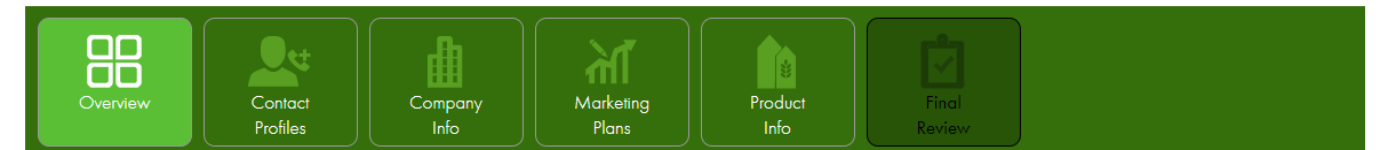
The FundMatch Process

2025

- 2025 FundMatch Applications go live Thursday, August 1st!



2025 Application

[BACK TO DASHBOARD](#)

Navigating Your Application

Welcome to the FundMatch application. Please fill out each of the following sections completely.

Note that you will need to apply for the FundMatch program prior to activities occurring rather than after they have been completed.

After completing each section, please take time to review your entries. After final submission, you will not be able to make any changes.

Add Note to WUSATA

Notes (optional)

[SAVE](#)

Crimson Wine

Napa, California

Wine Group Expands Global Reach with New Products and Markets: A Testament to Strategic Growth and WUSATA Support

Crimson Wine Group had a successful year expanding its international marketing in 2023. They introduced **14 new products** and **entered two new markets**.

WUSATA's FundMatch program helped them generate new trade leads at international shows. Abigail Smyth represented the company at ProWein Dusseldorf in Germany, where she connected with importers from **Brazil** and **Japan**, leading to wine exports from Pacific Northwest wineries.

**SUCCESS
STORY**



Emeritus Vineyards

Sebastopol, California

Sustainable Winery makes Norway their Largest Export Market

The FundMatch Program halved Emeritus Vineyards tradeshow costs to Norway, making their **return on investment 8:1**. The sales they made in Norway expanded a part-time role to full-time to support international activities and manage WUSATA programs. Mari Jones, President of Emeritus Vineyards, highlights the program's **crucial role in their international success**.

**SUCCESS
STORY**



PacRim Wines & Spirits

San Rafael, California

Winery returns to Singapore Market Thanks to WUSATA Trade Mission

PacRim Wines & Spirits focuses on bringing U.S. crafted wine and spirits to Asian markets. Despite travel restrictions, they had productive sessions during Virtual Buyer Meetings with buyers in the ASEAN region, coordinated by WUSATA's Global Connect program. As a result, PacRim re-opened the Singapore market with placements for two Napa wine labels. The **initial order from a high-quality retail chain is valued at \$20,000**, a notable achievement in Singapore's competitive wine market.

**SUCCESS
STORY**





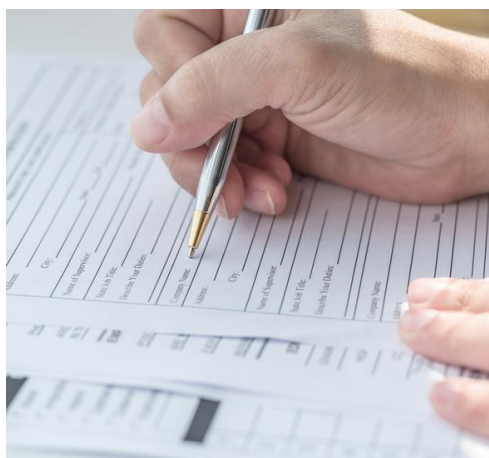
MEET WITH FUNDMATCH CONSULT

Provides tailored FundMatch
Consultations



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:

Chloe Moesch, Engagement Executive NorCal
chloe@wusata.org

Hayden Romig, Engagement Executive SoCal
hayden@wusata.org

Or visit: www.wusata.org



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