



MAKE THE WORLD YOUR CUSTOMER

The Western United States Agricultural Trade Association

FundMatch Program Overview

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

EXPORT READINESS



Make Sense of Global Markets



In-Country Experts

Korea, ASEAN, Japan, China, Latin America, Africa



Market Intelligence Reports



Tailored Market Data



**What is Export
Readiness?**

FUNDMATCH



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



2023 AVERAGE ROI

85: 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	✓	
Wine of California, is acceptable for U.S origin statement. State or territory must be spelled out in its entirety. 	✓	
Seals and logos 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		✗
The company name includes a geographic origin statement (e.g., Florida Orange Juice, Fancy Washington Apples Co.)		✗

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



U.S ORIGIN STATEMENT EXAMPLES





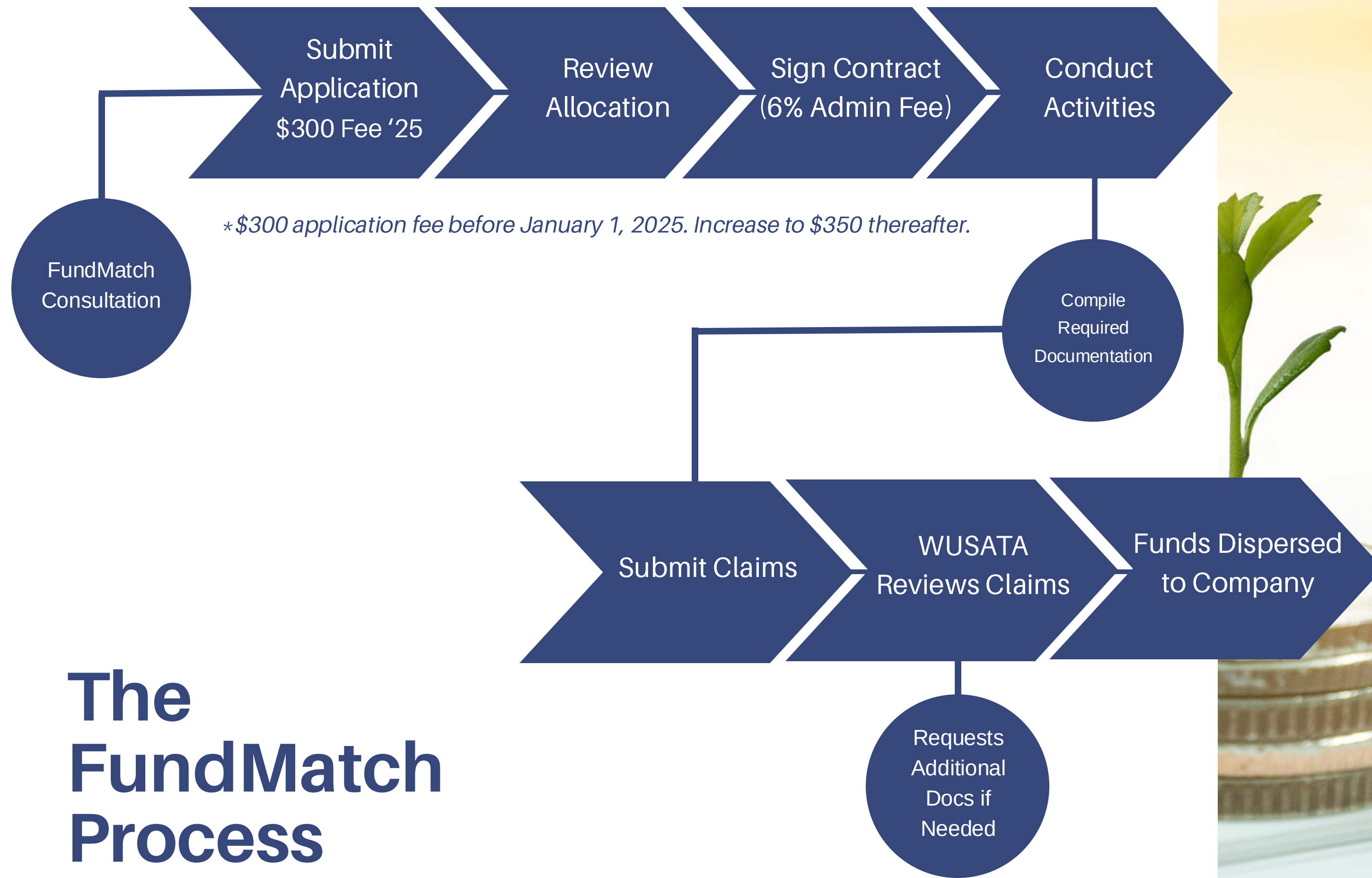
International Expenses

- 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, VineExpo Asia and more!
- & More! (See pages 34-78 in FundMatch Guide)



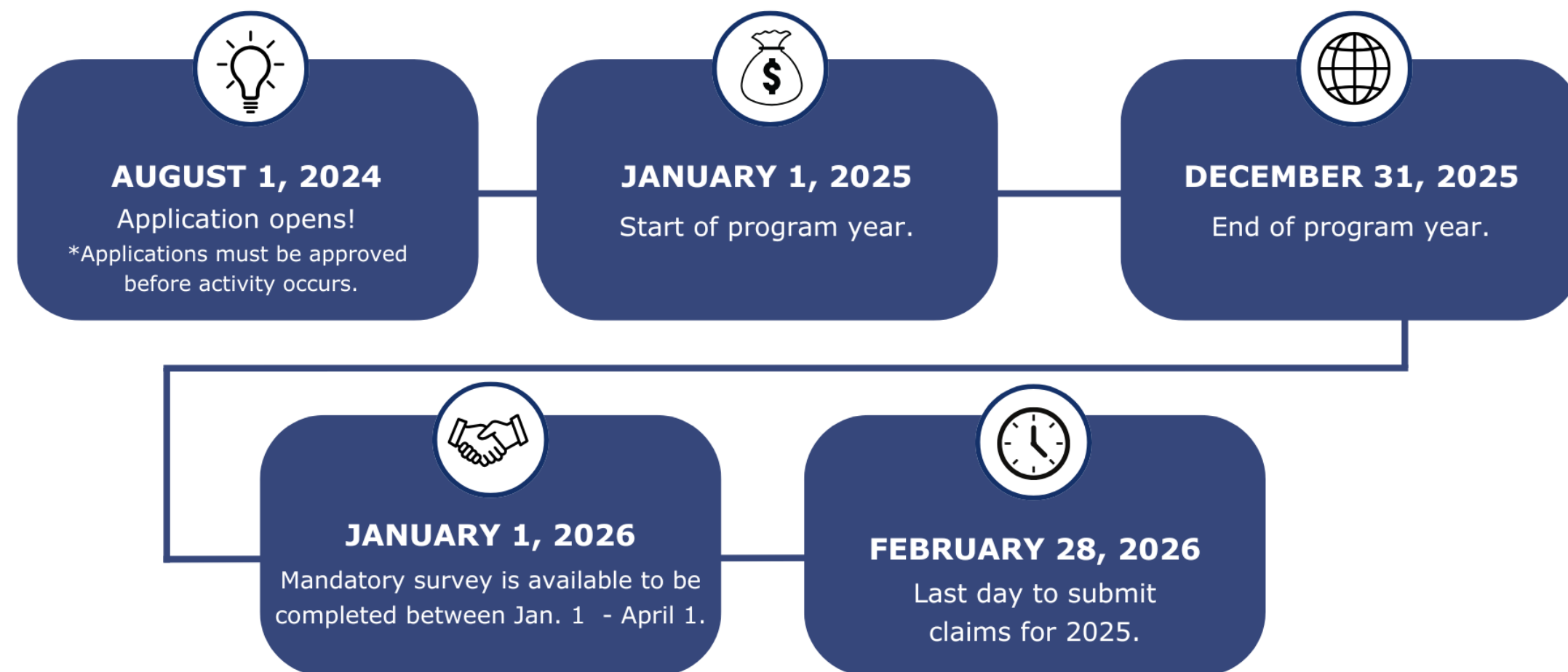
REIMBURSABLE EXPENSES



The FundMatch Process



2025 Applications





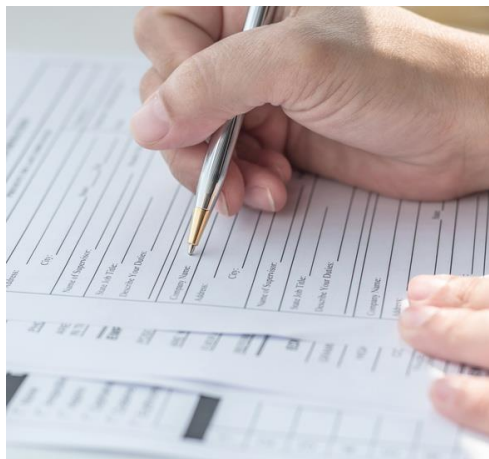
FUNDMATCH CONSULT

Provides tailored FundMatch One-on-One Consultations



READ THE FUNDMATCH GUIDE

Found on website under FundMatch



REVIEW EXAMPLE CLAIMS & TUTORIALS

Found on website under FundMatch

TIPS FOR SUCCESS

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**





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:

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Or visit: www.wusata.org



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