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The MAP FundMatch Program Helps Small Food and Agricultural Companies Export

Small Western U.S. food and agricultural businesses can apply now for international marketing funds!

August 1, 2016 Vancouver, WA - WUSATA's FundMatch Program offers financial assistance of 50 percent reimbursement for international marketing expenses to small Western U.S. food and agricultural businesses. The program can effectively double a company's overseas marketing budget and empower them to successfully export, growing the global demand for U.S. food products. Western U.S. products are especially sought after, due to their quality and proximity to the growing Asian and SE Asian markets.

The 2017 FundMatch year opened on August 1, 2016, and for the 13 Western States is administered by the Western United States Agricultural Trade Association (WUSATA). Funding is provided through MAP and the United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS).

FundMatch is available to companies that meet the definition of a small business, as defined by the U.S. Small Business Administration. Agricultural cooperatives of any size are welcome to apply, as well.

To be eligible for the program, products must contain at least 50 percent U.S. agricultural ingredients by weight and be labeled with an origin statement, for example "Product of the USA." Eligible products are agricultural goods, such as: food ingredients, consumer foods, foodservice products, pet food and animal feeds, certain wood products, and some non-food items made from agricultural ingredients.

Reimbursable marketing expenses through the program include, but are not limited to: expenses associated with exhibiting at international and some domestic trade shows, international labeling and packaging, and advertising.

The application process can easily be completed on-line and should only take prepared companies approximately 20 minutes.

Companies interested in more information on FundMatch should visit WUSATA's website www.wusata.org, or contact Tricia Stein, WUSATA's FundMatch Manager, at 360.693.3373 or FundMatch@wusata.org.

About WUSATA

WUSATA® is changing the way food and agricultural companies in the Western US connect with the international marketplace. The non-profit organization exists to develop, grow and create access to export markets for food and agriculture products from the Western United States. Working closely with its Members, the 13 Western State Departments of Agriculture, WUSATA's team of experts produce measurable and significant results for companies that participate in one or more of its popular programs.

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