

Bringing the Foods of Mid-America to the World



Presented by Teresa Miller

Who is MIATCO?

- **Non-Profit Trade Association**
- **Founded in 1969, based in Chicago**
- **12 Midwest state members**
- **One of four “State Regional Trade Groups”**
- **Partner with Foreign Agricultural Service of U.S.D.A.**

Performance Measures

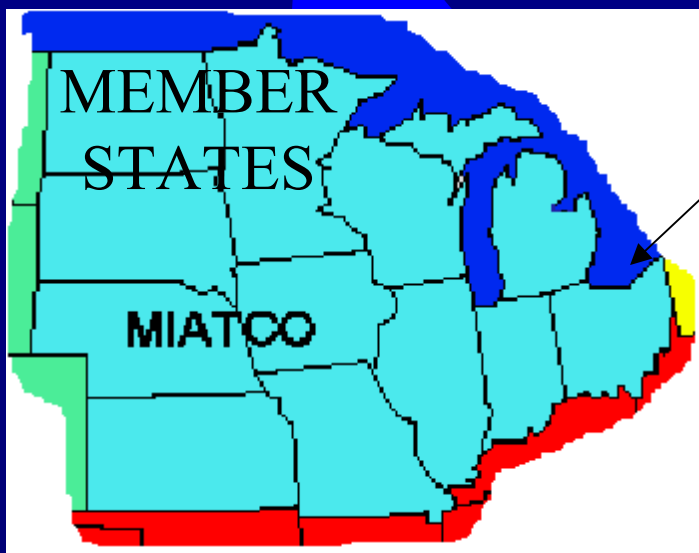
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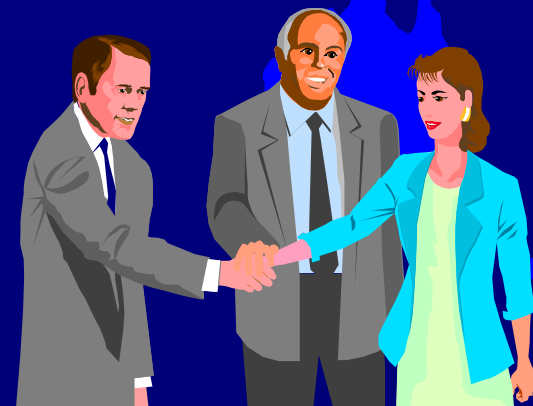
◆ Actual sales increase	\$367 Million
◆ Projected sales increase	\$493 Million
◆ Participating companies	2,833
◆ Company w/ 1 st time exports	399
◆ Assisted companies	19,051
◆ Buyer-seller introductions	26,825
◆ # of distributors established	1,650

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COMPANIES





General Services Overview

- **Exporter Education and Training**
- **Assistance with Market Access**
- **Market Promotion**

Exporter Education and Training



- Newsletter: *Global Food Marketer*
- E-mail Updates
- Educational Seminars
- Web Site, (www.miatco.org)
- Food Export HelplineSM

Food Export HelplineSM

Customized export assistance is just a phone call away!

- Assessing your company readiness
- Top 25 markets
- Finding and responding to trade leads
- Assisting with export pricing and quotations
- Explaining export documentation and correspondence
- Payments and collections
- Export shipping, packing and transportation



Market Access

- www.agexportlinks.org
- Distributor Development Service
- Food Show PLUS!SM
- Buyers Missions
- Trade Leads

Distributor Development Service

Determine your product's export potential!

- Available in Mercosur, Mexico, Canada and Southeast Asia, Western and Central Europe, Japan, Korea and the Caribbean
- Store check and competitive product shopping
- Importation analysis
- Distributor referrals
- In-market assistance

Food Show PLUS!SM

Make the most of overseas trade shows!

- One-on-one meetings with targeted, invited buyers
- Translator at booth for duration of show
- Translation of company profile and product data
- Site visits, industry tours, pre-show briefing
- Qualification of leads at the show
- Follow-up letter to leads in local language



Buyers Missions

- Meet with pre-qualified international buyers here in the U.S.
- Meetings are one-on-one
- Excellent opportunity to get live feedback about your products

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Market Promotion

- Retail and Foodservice Promotions
- Branded Program

Branded Program

- Cost share assistance for brand products in foreign markets
- 50% cost reimbursement of eligible promotional expenses
- U.S. food & agricultural products only (min. 50%)
- Application from a U.S. Company
 - Small companies only (<500 employees)
 - Agricultural producers cooperatives
- Products not covered by another industry group

Details of the Program



- All products promoted as “Made in USA”
- Activities approved in advance
- Company incurs all expenses up front
- Funds released on a reimbursement basis, subject to documentation
- Importer/distributor expenses also eligible

Other Details:

- Maximum request is \$250,000
Minimum request is \$2,500
- \$200 application fee
- 6% administrative fee (based on approved allocation)
- Expenses incurred before approval are **NOT** eligible (except for pre-payment of booth/travel expenses)
- Five year country limit (additional 5yrs for specific shows)

What Are Eligible Expenses?



- **Advertisements and publications**
 - TV, radio, billboards
 - Newspapers, magazines
 - Brochures, pamphlets, sell sheets
- **International trade shows**
 - Floor space, rented equipment, interpreters and giveaways
 - Certain international travel costs
- **Promotions & demonstrations**
 - End-of-aisle displays
 - Posters, banners and shelf talkers

What Are Eligible Expenses?

- Public relations and seminars
 - Editorial placements
 - Space and equipment rental
- Freight costs for samples
- Package and label changes
 - Design, translation and production costs
 - Printing for a one year supply
- Certain domestic trade shows
 - No travel expenses

Costs That Are NOT Eligible:

- Salaries, meals, contractors
- Product development costs
- Product costs, slotting fees, price incentives
- Capital expenditures
- Market research
- Normal administrative “costs of doing business”
- Internet web site development

Application Process

- Step 1: Pre-Qualification Worksheet to determine eligibility
- Step 2: Complete application (www.brandedprogram.org)
- Step 3: Approval and allocation
- Step 4: Submit claims
- Step 5: Get reimburse



MIATCO

400 West Erie Street, Ste. 100

Chicago, Illinois 60610

Tel: 312.944.3030

Fax: 312.944.1144

web site: www.miatco.org

Email: info@miatco.org