

2022

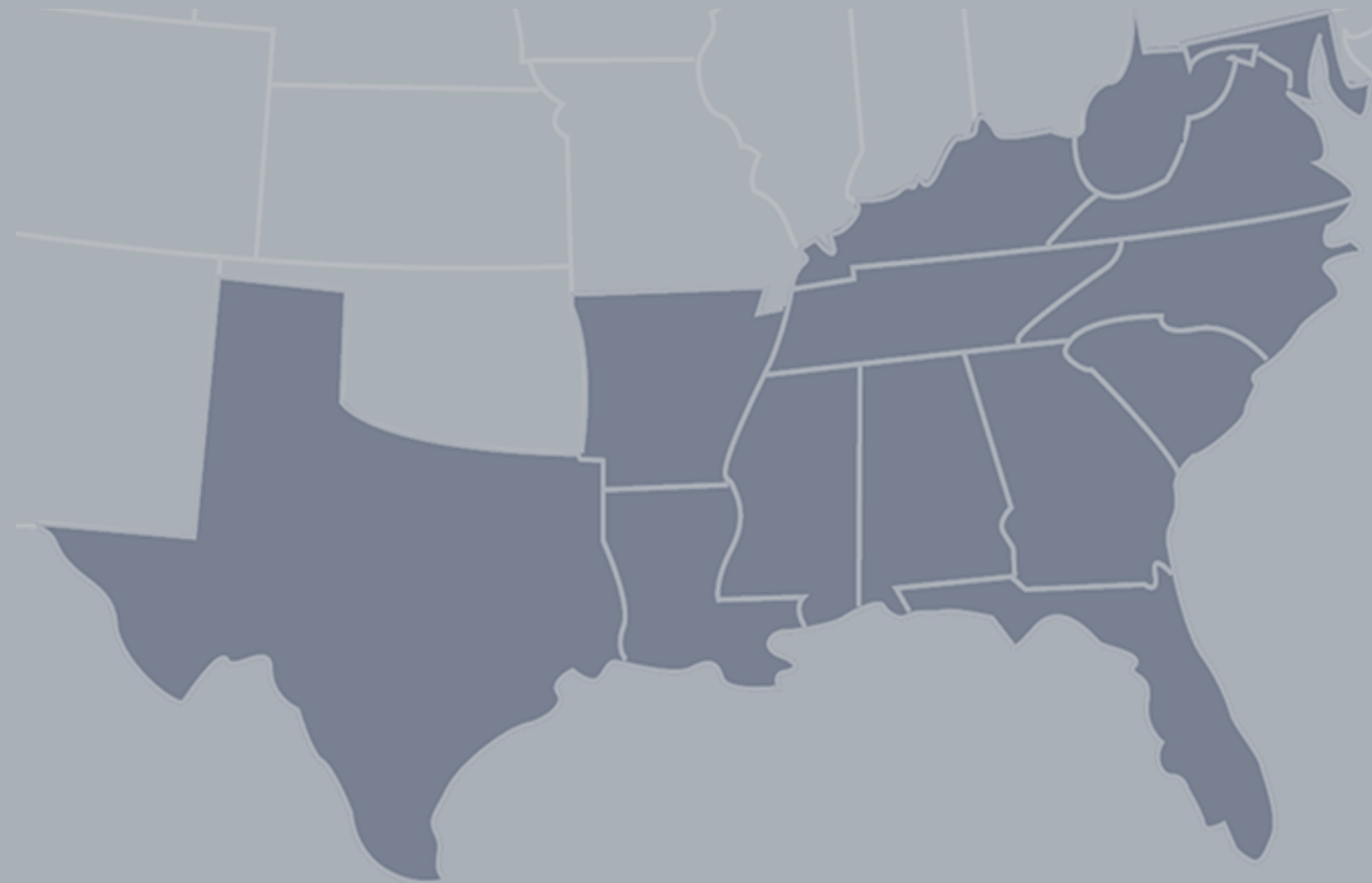
Southern U.S. Trade Association

SUSTA
Southern United States Trade Association

Intro to SUSTA



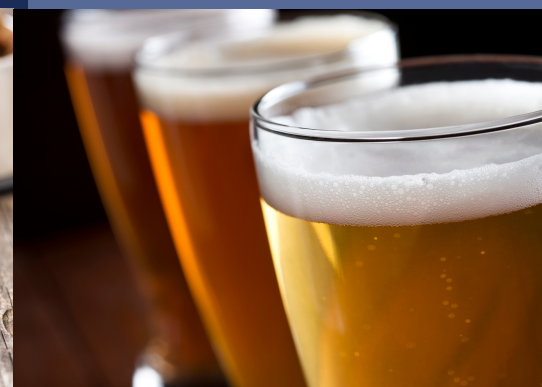
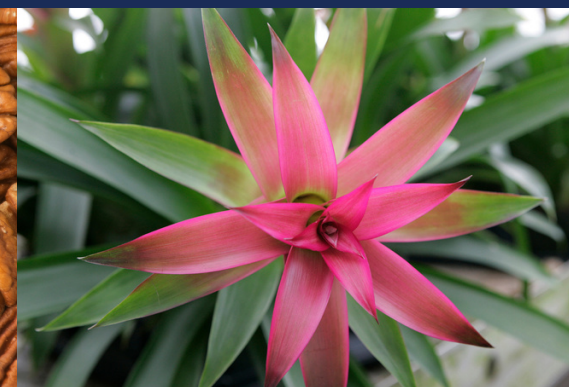
SUSTA's Mission is to increase
agricultural exports from the South.



Foreign Agricultural Service
(FAS)

Product eligibility requirements:

- Products have a brand name on them
- Product at least 50% U.S. agriculture content



Global Events

Inbound & Outbound Trade Missions

- Meet one-on-one with qualified foreign buyers
 - Inbound Missions are in the U.S. and cost ~\$25
 - Outbound Missions are in the foreign marketplace and include tours, presentations...



Global Events

Pavilions at International Trade Shows



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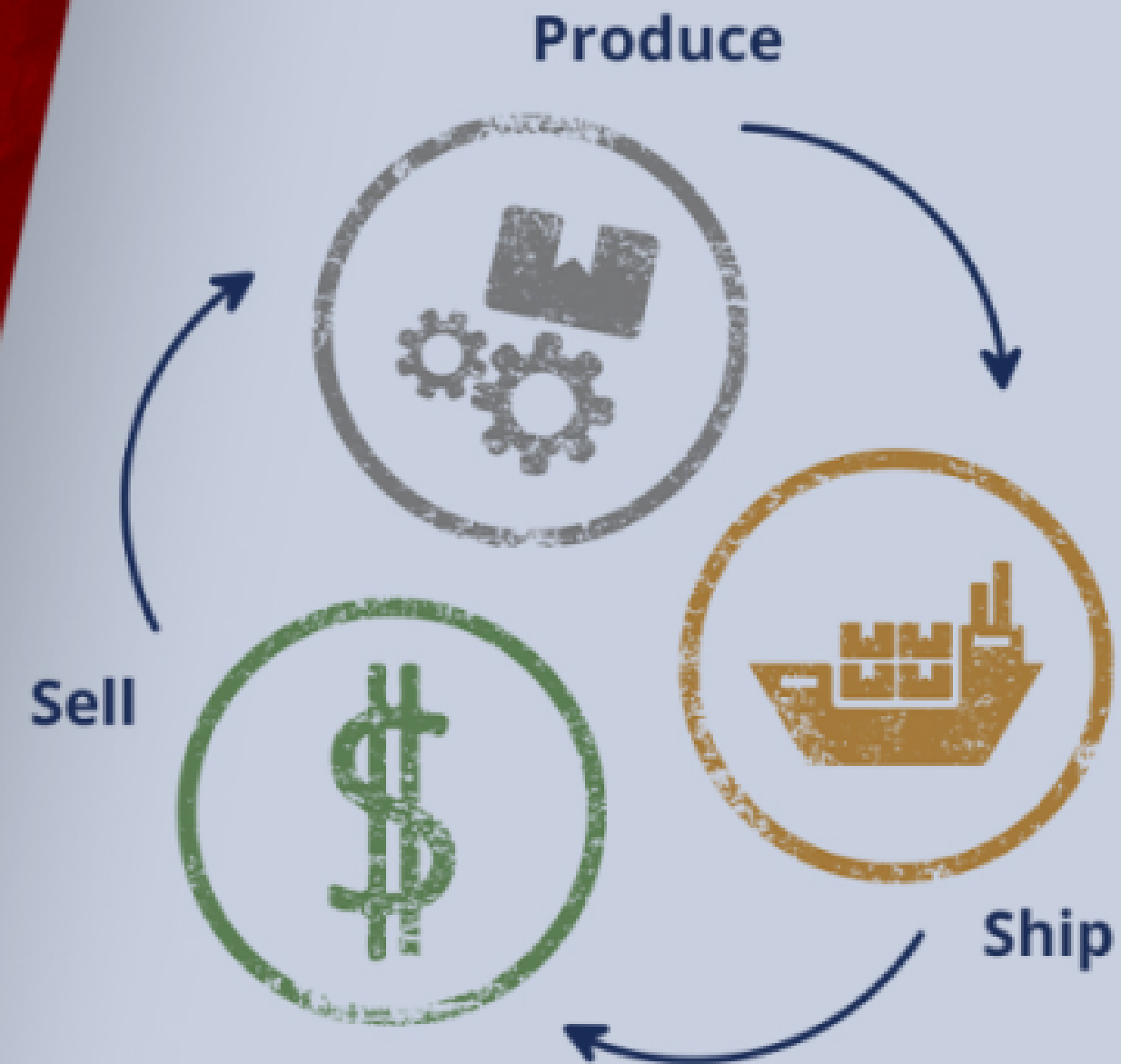
Global Events

50% CostShare

WHAT COULD YOU DO WITH

**50%
MORE
MONEY**

FOR INTERNATIONAL
MARKETING?



Exhibiting at international trade shows



- Booth fee
- Travel expenses
- Marketing materials
- Promotional giveaways
- Advertising in show directory
- Freight to ship samples and materials to show
- Wages of host or translator



Advertising Targeting Foreign Market

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CostShare



Producing ForeignPackaging/Labels



In-Store Sampling



Export Education

- Export Readiness Training
- Export Helpline
- Educational Webinars
- Consultations with In-Country Representatives

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Education

Recording Victoria Nwasike is talking...

Topic 1: Developing an Export Plan

Marketability: Matching Your Products with a Global Trend or Need

Now it is time to identify the most profitable foreign markets for those products

Identifying countries with the largest and fastest-growing markets in your product

Step 1: Classify your product (We will Cover Later)

Step 2: Find countries with the best-suited markets for your product

Step 3: Determine which foreign markets will be the easiest to penetrate

Consider: How does the quality of your products compare with goods available?

Is your price competitive in the markets you are considering?

YES NO

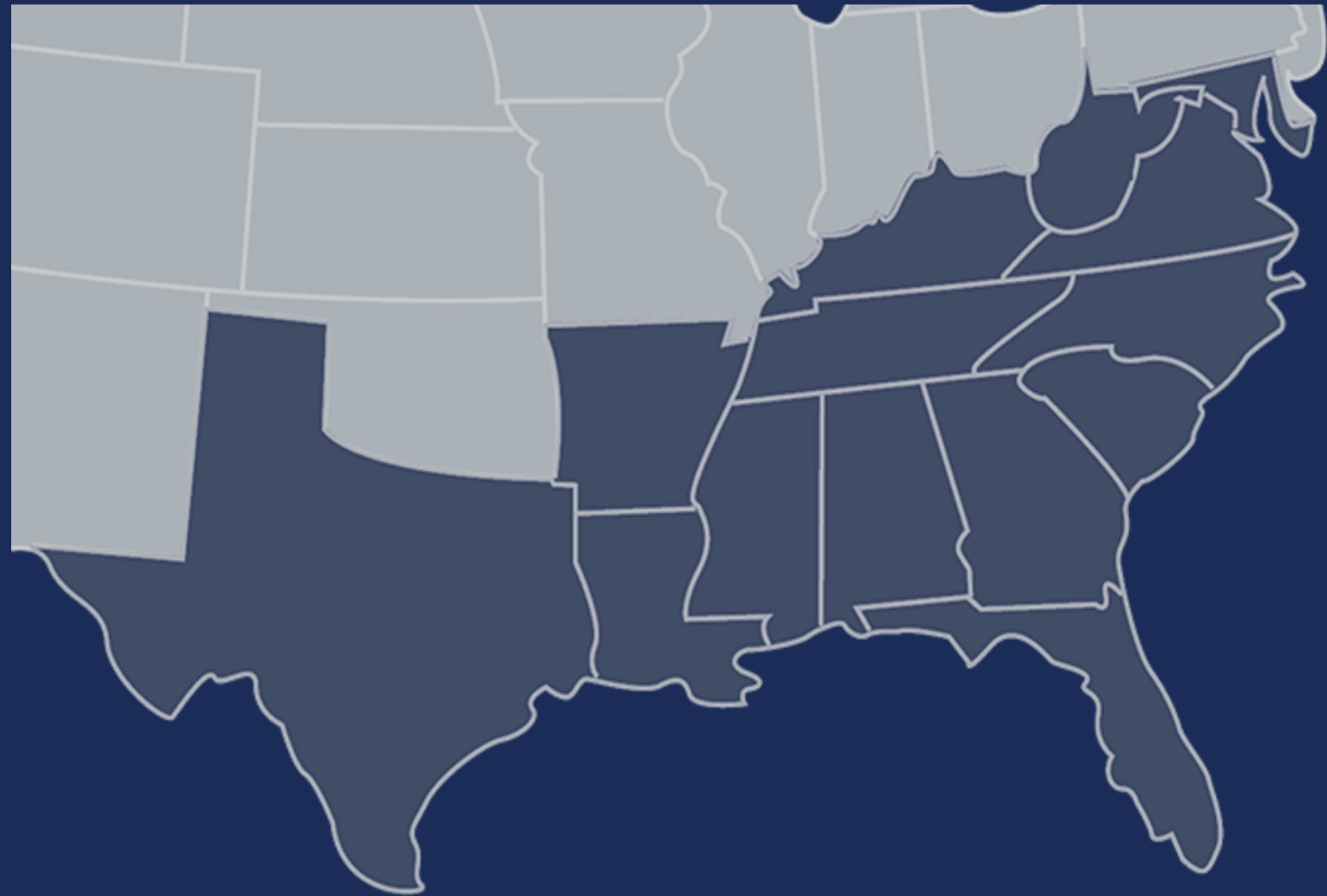
Who could your major customers be?

Unmute Stop Video Participants 20 Chat Share Screen Record Reactions



SUSTA's Members are the State Departments of Agriculture

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky
- Louisiana
- Maryland
- Mississippi
- North Carolina
- Puerto Rico
- South Carolina
- Tennessee
- Texas
- Virginia
- West Virginia



SUSTA & LDAF are Great Partners



MIKE STRAIN, DVM
LOUISIANA COMMISSIONER OF AGRICULTURE & FORESTRY

Louisiana food and agriculture is easy to market



SUSTA Support



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