

USMEF's Accepting Applications for Branded Program

The U.S. Meat Export Federation (USMEF) is now accepting applications for its FY08 fiscal year from U.S. companies interested in receiving matching funds to promote their branded U.S. meat products in international markets.

The USMEF branded products program is a matching funds program for small U.S. meat companies that wish to promote their products in overseas markets. USMEF's branded products promotion program is designed to help small companies break into the international market by helping share the cost of promotions for their brand-name products.

Funds from this program can help companies: attend trade fairs and exhibits, offset costs of promotional materials used in connection with a promotion, help pay for costs of retail promotions, including fees for chefs, costumes, signs, displays and fees for demonstration staff, help cover the cost of seminars, including interpreters, seminar materials, set-up costs/room rental, slides and production, translate educational materials such as company brochures and product sheets...and much more.

Promotions funded under this program must be conducted between January 1 and December 31, 2008. Applications will be accepted as long as funds are available. Eligible companies must have 500 or fewer employees, or be a producer cooperative or association. Companies that receive funding from USMEF will be charged a 5 percent administrative fee for participation in the program. USMEF also requires a \$100 application fee to accompany the company's request for funding. These funds will be applied towards the 5 percent fee.

Companies interested in the program should contact Barbara Watson at (303) 623-6328 or by e-mail bwatson@usmef.org. Or see the [Brochure](#) and [Application](#).

Want To Develop International Markets For Your Products?

Consider the USMEF Branded Products Promotion Program

The U.S. Meat Export Federation's (USMEF) branded products promotion program provides matching funds to companies that wish to promote their products in foreign markets. The USMEF is now accepting applications for its 2008 fiscal year branded promotion program for U.S. companies to promote their meat products.

To qualify, companies must be "small," having 500 or fewer employees, or be a cooperative or association.

The USMEF fiscal year is January 1 through December 31, 2008 and applications will be accepted as long as funds are available during this time. These funds can be used to conduct activities such as:



Trade Shows and Exhibits

- Booth fees, displays and decorations
- Promotion manuals
- Registration and setup costs
- Point-of-sale materials
- Travel expenses for one staff person

Merchandising

- Cooking demonstrations
- Shipment of materials
- Demonstration and translation costs

Public Relations and Seminars

- Promotion and education materials
- Supporting advertising
- Seminar costs
- ... and much more

Companies do not have to be members of USMEF to participate in the program. A 5 percent administrative fee is charged on funds awarded and there is a \$100 application fee, which is returned if no funds are awarded.

Contact USMEF Branded Programs Manager Barbara Watson at bwatson@usmef.org or at the phone and address below for program details, including participation fees, program guidelines and information on how to apply.

U.S. Meat Export Federation

1050 17th Street, Suite 2200

Denver, CO 80265

Tel: (303) 623-6328

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U.S. MEAT EXPORT FEDERATION BRANDED PROGRAM APPLICATION OUTLINE

Background

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture, under its Market Access Program (MAP) agreement with the U.S. Meat Export Federation (USMEF), currently administers a branded products promotion program for U.S. red meat and red meat products. Program authority is Section 203 of the Food, Agriculture, Conservation, and Trade Act of 1990.

Who is Eligible

The export promotional assistance will be available to all U.S. exporters of private labeled red meats in the United States that are identified as "small companies" i.e., the company who owns the label must have 500 or fewer employees.

Reimbursement

USMEF will reimburse 50 percent of the costs of the participating firms' approved reimbursable promotional activities for red meats for the FY2008 marketing year. These funds are separate from a 5 percent administration fee levied by USMEF on the monies that it allocates.

Activities to be reimbursed under this program may not be undertaken prior to written approval by USMEF, nor may they extend beyond the effective dates of the company's branded products contract.

Marketing Year

The marketing year begins January 1, 2008 and ends December 31, 2008.

Evaluation

Following the completion of the activity and/or the fiscal year, USMEF will distribute standardized evaluation sheets to gauge the success of individual activities. Failure to provide evaluation information will result in company's exclusion from the program in future funding cycles.

Eligible Activities

The following promotions are examples of activities that may be eligible for reimbursement when specifically described and budgeted in an activity plan:

- Advertising – limited to trade advertising or in support of specific local promotion
 - Production and distribution of promotional information
 - In-store merchandising and demonstrations
 - Food service activities
 - Educational trade seminars
 - Trade Shows – booth construction, freight, participation fees, product sample shipments
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Ineligible Expenses

Expenditures not eligible for reimbursement include, but are not limited to:

- Salaries, living expenses and office costs
- Selling costs, including slotting fees
- Travel and per diem, except to approved trade shows
- Coupons, “price-off” deals and giveaways (i.e. pens, t-shirts, hats, etc.), awards or prizes
- Capital expenditures such as permanent displays
- Market research
- Cost of product samples
- Consultant fees
- Product development costs
- Expenses for design and product of packaging and labeling

Labeling Requirements

All advertising and promotion copy, posters, brochures, etc., shall prominently display:

- A registered brand of the participating firm (or another brand approved in advance by USMEF)
 - The words “Product of the United States”, U.S., U.S.A or the USMEF logo
 - To demonstrate compliance with labeling requirements, copies of brochures and/or posters and photos must be submitted to USMEF
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APPLICATION for BRANDED PRODUCTS PROGRAM

Company Name:
Contact Name:
Address:
Telephone Number:
Fax Number:

Small Business Criteria

Does your company meet the SBA requirement of a small business (i.e. less than 500 employees, a cooperative or association).

YES

NO

If the answer is no, your company is not eligible for Branded Products Program funds

Target Market:

Target Market Segment (*highlight all that apply*):

Trade

Hotel/Restaurant

Retail

Consumer

Country Activity Plan

1. U.S. Origin of Product(s) to be Promoted

Product Description	Brand/Label Names	% of Product that is of U.S. Origin*

* U.S. origin must be determined on the basis of the weight of the agricultural components, excluding added water.

2. Strategic Market Plan & Promotional Activity Description (*What are your strategic plans for introducing and/or promoting your product in this market? How will you implement your strategic plan? If applicable, please include previous activities in the market and their results?*)

3. Benchmarks and Activity Goals (A separate table should be completed for each country for which you request funds. USMEF and the USDA will carefully review these goals during the application and evaluation periods.)

Year	Total Production (MT)	Total Sales Value (USD\$)	Export Volume (MT)	Export Sales Value (USD\$)
2006				
2007				
2008				

4. Promotion Budget

Item(s)	Cost (USD\$)
Total	

Where to Send Applications

Firms interested in participating in this program should send a completed application, which serves as an activity plan, using the attached format to the following address:

Ms. Barbara Watson
U.S. Meat Export Federation
1050 17th Street, Suite 2200
Denver, Co 80265
Phone: (303) 623-6328; Fax: (303) 623-0297
