

## How to Submit your 2018 Branded Program Evaluation?

Evaluations are due no later than 60 days after each program year ends and are mandatory **for all participating companies. Reimbursements, future allocations and contracts will be held from companies failing to complete evaluation forms.**

Before you begin completing the evaluation, make sure you have all the information listed below available:





1. The total amount you spent to promote your brands in export markets for which you were not reimbursed.
  - a. This refers to activities or expenses that may have been denied, ineligible, or not submitted for reimbursement, such as:
    - i. the cost of product used in samples or promotions, ineligible packaging changes, in country travel to U.S. shows, Foreign travel unrelated to tradeshow exhibition, etc.
2. Have the total hours you and your staff spent on the Branded program.
  - a. This includes time spent filling out the Branded program paperwork (applications, reimbursements, etc.) but also time spent planning, conducting, and managing the activities you were reimbursed for.
3. Target Market achievements such as:
  - a. Actual sales you attribute to activity in your application
  - b. Projected sales as a result of the activities in your application
  - c. Foreign contacts made (*count the business cards you collected*)
  - d. New Agents formed (*which of those cards resulted or will result in a deal?*)
4. For U.S. tradeshows answers should be based on export results.

This process should take 10 minutes to complete.






PLEASE FOLLOW EXAMPLE SCREENSHOTS (**Please Note: Example dates are different below**)

The screenshot displays a user dashboard with the following navigation tabs: My Home, My Profile, My Organization, My Products, My Activities, and Branded Program. The main content area is divided into two columns, one for the year 2018 and one for 2019.

**2018 Column:**

- Review Prequalification**  
Status: Approved  
Submit Date Aug 04, 2015
- Review Application**   
Status: Contracted  
Submit Date: Sep 14, 2015  
Application Fee Received Date: Sep 14, 2015  
Contract Date: Mar 06, 2016  
Effective Date: Jan 01, 2016  
Admin Fee Received Date: Feb 17, 2016  
**Submit Contract Changes**
- Review Contract Changes**  
Status: Contract Amended  
Submit Date: May 04, 2016  
Contract Date: Jul 12, 2016  
Effective Date: Jan 02, 2016  
Admin Fee Received Date: Jul 12, 2016
- Invoices**
- Edit Evaluation**
-  Download Quarterly Account Status Report
-  Download Graduation Report
-  Branded Exclusivity Form

**2019 Column:**

- Review Prequalification**  
Status: Approved  
Submit Date Aug 12, 2016
- Review Application**   
Status: Contract Pending  
Submit Date: Nov 01, 2016  
Application Fee Received Date: Nov 01, 2016  
Contract Date: Pending  
Effective Date: Pending  
Admin Fee Received Date: Pending
- Invoices**
-  Calendar Reminder
-  Download Quarterly Account Status Report
-  Download Graduation Report
-  Branded Exclusivity Form

Navigate to your Branded Portal home page at [www.Foodexport.org](http://www.Foodexport.org). Under the appropriate program year click on the link that **says "SUBMIT OR EDIT Evaluation"**.

The first section you come to displays all of the markets which you included in your application and/or added with an amendment. Clicking on the plus sign next to the flag will open the market. Even if your answers are zero please don't leave any questions blank (**use N/A**)

**\*\*PLEASE NOTE THAT YOUR MARKETS WILL BE DIFFERENT\*\***

**Evaluation**






Name: FY16 - Branded Program (Northeast)

Description:

Dates: Jan 01, 2016 - Dec 31, 2016



Based on the services provided by Food Export – Midwest / Food Export - Northeast, please answer to the best of your ability the following questions regarding contacts and sales made. Bolded questions are required.

Country	
+ 	MEXICO
+ 	COLOMBIA
+ 	PANAMA
+ 	CHILE
+ 	CANADA

CANCEL SAVE & EDIT LATER NEXT

To clarify the first two questions; Foreign buyer contacts literally means how many buyers did you have in front of you, not necessarily did (or will) they turn into customers.

- New agent relationships, however refers to actual customers.
- If you enter an amount under actual export sales three Yes or No questions will appear:
- Does the sales figure you entered represent a sales increase in this country of at least 20%?
- Was this your first sale to this country?

What are your **Actual Export Sales** as a result of your participation in our Branded Program for 2018?

Does your company's total sale increase by 20% or more as a result of this activity? (YES or NO)

EXAMPLE: \$700,000

Does this sale represent your company's first time export sale to a new market? (YES or NO)

What are your **Projected Export Sales** for 2019?

EXAMPLE: \$1,000,000

Remember; if you exhibited at a U.S. tradeshow, or if you exhibited at a foreign tradeshow, be sure to include all the exports you achieved (or believe you will achieve) as a result of the show. For Example, ANUGA in Germany has many buyers from multiple markets. If you met a buyer from the UK at this show and ended up selling to them, include those sales under your Germany results.

If you click on "Cancel", you will be returned to the Branded Home page and any information you have entered will be lost.

Clicking "Save and Edit Later" will also take you back to the Branded home page but preserve the data you have entered thus far.


Once you have completed all of market information you can click on "Next" to continue.

The next section refers to **Contributions:**

### **HOW MANY HOURS HAVE YOU AND YOUR STAFF SPENT AS A RESULT OF CARRYING OUT THIS PROGRAM?**

How many hours have you and your staff spent as a result of carrying out this program/service?

# of hours

What costs have you incurred as a result of your participation in this program/service? 

\$

### **Hours Spent**

**For example,** "if you have (1) staff employee that is dedicated to enhancing your international export sales for the year, that number would be **2,080 hours** or more" 40 hours a week x 52 week a year

Plus,

- Time spent administering the branded program. Time spent talking with staff, website and filling out paperwork
- Time spent planning, participating in (including attending, traveling to and from show, and follow up) any activities.
- If the company did a marketing campaign this would also include that time, the time spent planning the campaign and administering it.
- Time is for their company, not just the person working on the branded program.
- If two or more employees attended a tradeshow it would include hours for all of them

**COST INCURRED:**

How much in (USD) have you and your company spent in preparing for and attending this program/service? (*Ineligible expenses or any expenses submitted that were denied*)

**Finally you are asked to rate the program on various aspects:**

The last page will ask you about the overall performance of the program:

Overall Performance of Food Export Staff.

**“Excellent, Good, Satisfactory, Fair, or Poor”**

After rating us, please give us comments as to how we can better service you and make this program and better one in the comments section

- The last page will show you a summary of the answers you gave and afford you a final chance to make edits by clicking “Modify” or if you are satisfied with your responses click on “Submit”.

Overall performance of Food Export Staff

Excellent    Good    Satisfactory    Fair    Poor    N/A