



Market Promotion

# Expand Your Wood Product Exports!

## Eligible Value-Added and Retail Products:

- Furniture
- Decorative
- Sporting Goods (Snowboards, Sleds, Hockey Sticks, Bats, Bows, etc.)
- Tools
- Casks, Barrels and Hogsheads
- Brushes
- Boxes/Cases (Trunks, Bags, Decorative, and Household)
- Bread Boards, Cutting/Chopping Boards, Butcher Blocks
- Tableware and Kitchenware
- Musical Instruments
- Stocks and Parts
- Caskets

Pre-Qualify for the Branded Program Today!



<https://www.foodexport.org/programs/market-promotion/branded-program/>



## TAKE YOUR PRODUCTS GLOBAL WITH FOOD EXPORT:

- **Virtual Consultations:** Get real-time answers from in-market experts for your market-specific questions
- **Market Builder:** Flexible, customized research to uncover new potential in international markets
- **Branded Program:** Secure 50% cost reimbursement for international marketing activities

## WHAT IS THE BRANDED PROGRAM?

Through the USDA, Foreign Agricultural Service, the Branded Program supports U.S. companies' international marketing efforts by reimbursing 50% of approved international marketing and promotional activities such as:

- International social media, website development, and ecommerce
- Digital and print advertising
- International trade show expenses
- Marketing and point-of-sale materials
- Freight costs for product samples
- Exhibit booth pricing for select U.S. trade shows including:
  - The Inspired Home Show
  - The International Surfaces Show

## IS YOUR COMPANY ELIGIBLE?



**A company headquartered in the U.S.**  
Midwest or Northeast regions



**Meet SBA Guidelines**  
of a small business



**Promote brand name products**  
with at least 50% U.S. agricultural content by weight



Contact Us to Learn More!

\*Please include your HS code in your pre-qualification application.