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FOR IMMEDIATE RELEASE

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Food Export's 2025 Branded Program Year to Open August 1, 2024

Food Export-Midwest and Food Export-Northeast are excited to announce that the 2025 Program Year is now open, including the application portal for the 2025 Branded Program year. Suppliers in Food Export's 23 member states can now access funding opportunities, activities, and more.

"We are thrilled to launch the 2025 program year. Food Export has worked hard to create new events in emerging markets in areas such as Southeast Asia, South America, and Africa. We have an updated Branded Program manual to better serve our suppliers. Most importantly, we anticipate strong funding for the 2025 program year, which Food Export will share with the small- and medium-sized food and agricultural companies we represent," Food Export Chief Program and Partnership Officer Teresa Miller said.

Food Export's Branded Program provides 50 percent cost reimbursement for a wide variety of international marketing activities. Here's what's new for 2025:

- Early bird discount for applications completed and submitted by Dec. 31, 2024. Application received before the year's end will save \$50. Application fees for the 2025 program year are \$300 (filed by Dec. 31, 2024) and \$350 (filed on or after Jan. 1, 2025).
- A new Branded Program manual for 2025 updated with the latest information, rules, and more. This booklet will be available Aug. 1 on foodexport.org.
- Improved communications regarding deadlines to enable quicker turnaround of Branded Program reimbursements. For the 2025 program year, the Branded Program team will send reminders throughout the program year. Food Export asks for all claims to be filed within 60 days of the event ending.
- For past participants who have solely focused on domestic activities for two or more years, Food Export is encouraging those suppliers to begin international activities for the 2025 program year. Suppliers who have a clear international focus will be given priority consideration.
- Eligible suppliers will be considered for 50 percent cost reimbursement on international website development; foreign market-compliant packaging and labels; advertising and public relations; in-store promotions and product demonstrations; fees for exhibiting at select overseas and domestic trade shows; marketing and point-of-sale materials; and freight costs for product samples.

For a complete list of Focused Trade Missions, Buyers Missions, and approved Trade Shows, please visit foodexport.org.

"The Branded Program provides invaluable funding to small- and medium-sized food and agricultural businesses in our region. Helping companies with a clear international focus mitigate their exporting risk is a key focus of our mission," Miller said. Applications for the 2025 program year will be evaluated based on performance history, return on investment, international markets, and other factors. Begin your prequalification application here: <https://www.foodexport.org/programs/market-promotion/branded-program/>.

Food Export's dedication to delivering outstanding value remains stronger than ever. Food Export is committed to continuous improvement and providing suppliers with value that exceeds the price. Should you have any questions, please don't hesitate to contact your Branded Program Team. You can reach the Branded team in the Midwest at MW_claims@foodexport.org, and in the Northeast at NE_claims@foodexport.org.

About Food Export:

Food Export Association of the Midwest USA (Food Export-Midwest) and Food Export USA-Northeast (Food Export-Northeast) are non-profit organizations that assist U.S. companies looking to start or expand export sales. Food Export aims to maximize their success through programs and services in Export Education, Market Entry, and Market Promotion. The organizations cooperate with the agricultural promotion agencies of its 23 member states to facilitate trade between suppliers and worldwide importers, and to promote the export of food, agricultural and seafood products from those states. The organization is funded through the Market Access Program (MAP) and the Regional Agricultural Promotion Program (RAPP), administered by the USDA's Foreign Agricultural Service (FAS). To become a supplier or to learn more, please visit foodexport.org or email info@foodexport.org.