

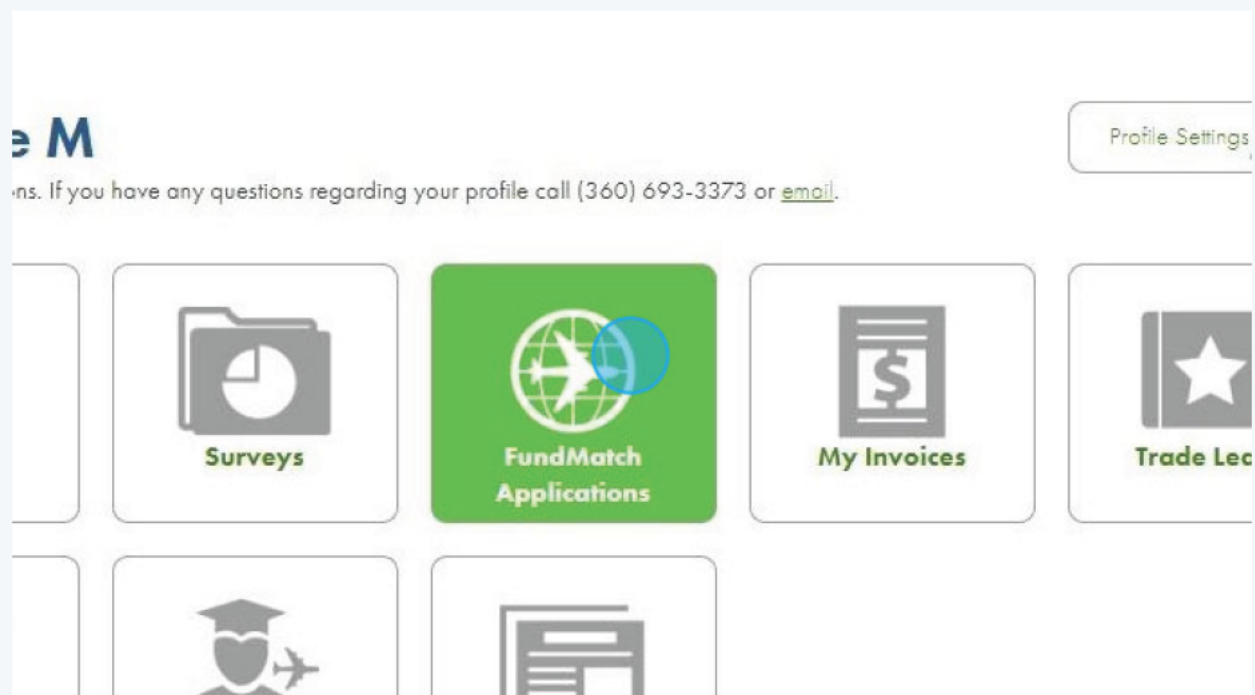
# FundMatch Application Guide



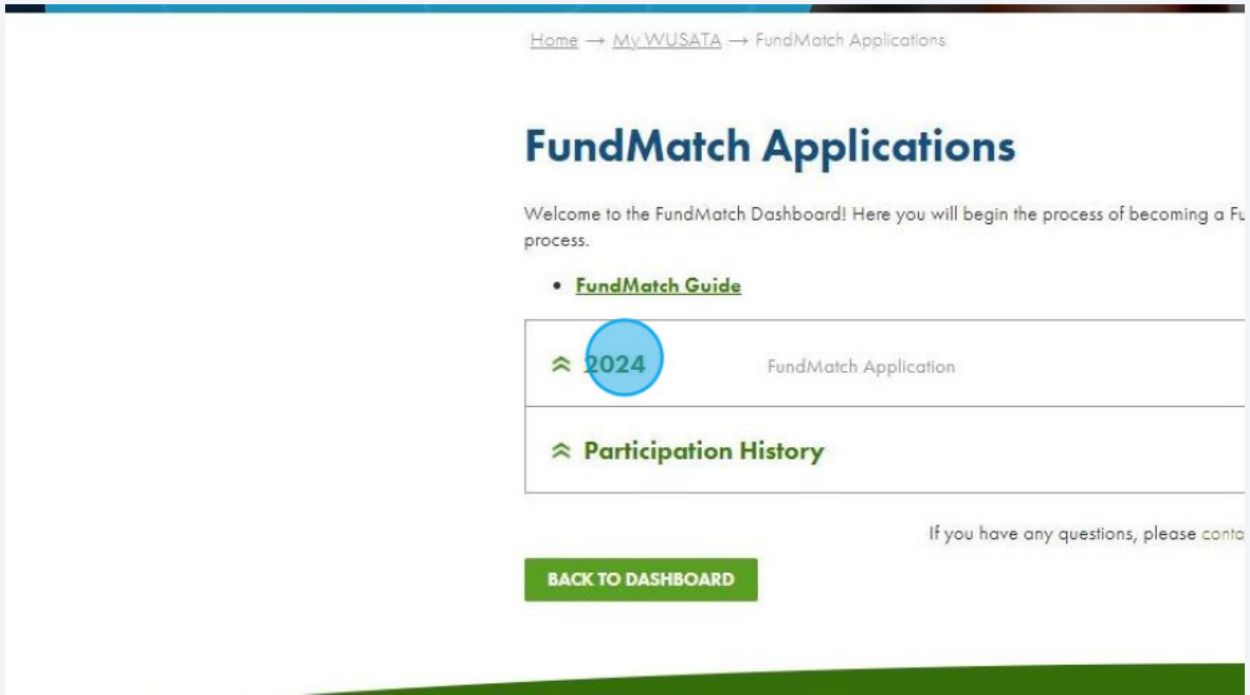
## How to Apply

1 Navigate to the <http://wusata.org> to login.

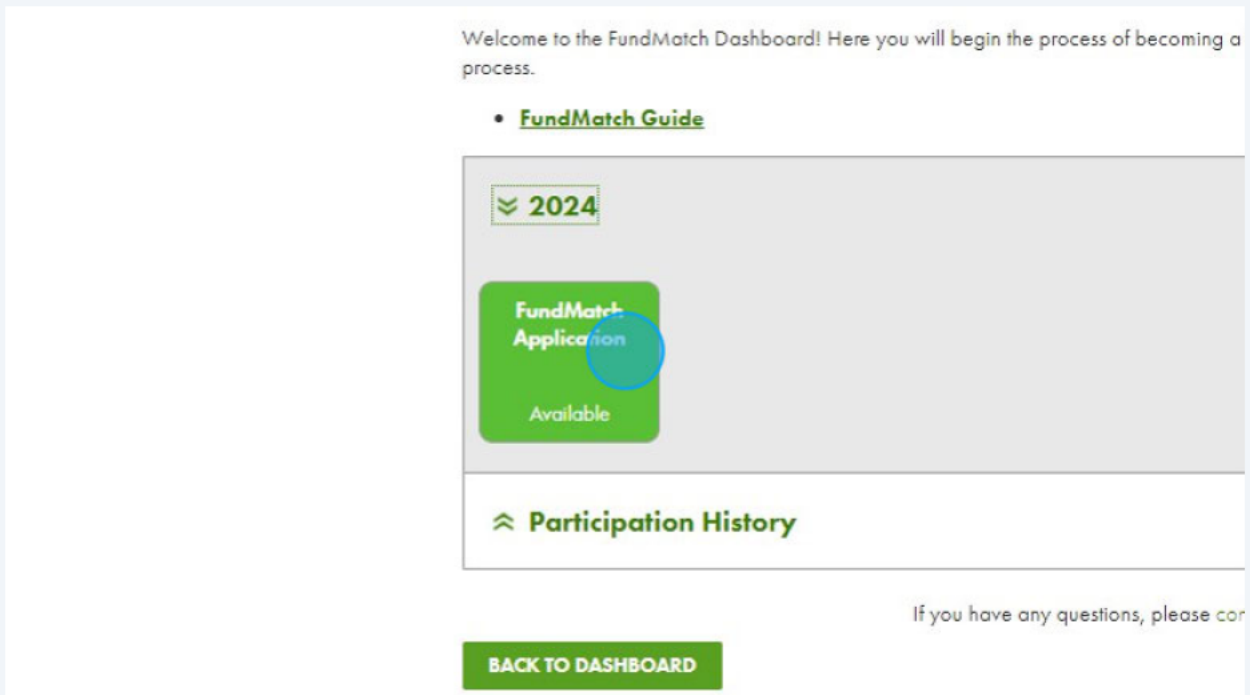
2 Click "FundMatch Applications"



3 Click "2024"



4 Click "FundMatch Application"



5 Click "Contact Profiles" to begin the application process.

**2024 Application** BACK TO DASHBOARD

Overview Contact Profiles Company Info Marketing Plans Product Info Final Review

**Navigating Your Application**  
Welcome to the FundMatch application. Please fill out each of the following sections completely.  
Note that you will need to apply for the FundMatch program prior to activities occurring rather than after they have been completed.  
After completing each section, please take time to review your entries. After final submission, you will not be able to make any changes.

Add Note to WUSATA  
Notes (optional)

SAVE

If you have any questions, please contact the FundMatch Program or call (360) 693-3373

6 A company will need to dedicate a claims contact, authorized signer, and back-up. A contact can have multiple roles, but we always recommend that a company has at least two contacts listed.

If the contact isn't listed, please select the "invite a new profile" to start the process of adding a contact profile.

**Contact Profiles** BACK TO DASHBOARD

Overview Contact Profiles Company Info Marketing Plans Product Info Final Review 20% 29:57 To Save

To maintain confidentiality, WUSATA requests a list of authorized FundMatch Program contacts within your company. Please enter as many contacts as possible.  
Please specify at least one Authorized Signer Contact for contract signing and at least one FundMatch Claims Contact.

Add Profiles

USE EXISTING PROFILE Or INVITE A NEW PROFILE  
Only Primary and Administrative users can Invite Contacts

Current Application Profiles  
You do not have any FundMatch profiles added yet.

CONTINUE TO COMPANY INFO

If you have any questions, please contact the FundMatch Program or call (360) 693-3373

WESTERN UNITED STATES AGRICULTURAL TRADE ASSOCIATION

7

Click this dropdown to view the approved contact profiles on the My WUSATA account.

Overview Contact Profiles Company Info Marketing Plans Product Info

To maintain confidentiality, WUSATA requests a list of authorized FundMatch Program contacts within your company. Please specify at least one Authorized Signer Contact for contract signing and at least one FundMatch Claims Contact.

### Use Existing Profile

Select Profile

Role (select all that apply)

- FundMatch Back-up Contact *i*
- FundMatch Claims Contact *i*
- Authorized Signer Contact *i*

CANCEL

8

Define the role of the contact.

Overview Contact Profiles Company Info Marketing Plans Product Info Final Review

To maintain confidentiality, WUSATA requests a list of authorized FundMatch Program contacts within your company. Please enter as many contacts as possible. Please specify at least one Authorized Signer Contact for contract signing and at least one FundMatch Claims Contact.

### Use Existing Profile

Select Profile

Chloe M

Role (select all that apply)

- FundMatch Back-up Contact *i*
- FundMatch Claims Contact *i*
- Authorized Signer Contact *i*

CANCEL



9 After adding the roles to the contact, select "Add This Profile" button.

(that apply)

h Back-up Contact 

h Claims Contact 

d Signer Contact 

**ADD THIS PROFILE**

ase contact the FundMatch Program or call (360) 693-3373

S AGRICULTURAL TRADE ASSOCIATION

10 After completing the contact profiles tile, select the "Continue to Company Info" button.

Only Primary and Administrative users can Invite Contacts

Roles	Edit	Delete
Back-up Claims Authorized Signer		



**CONTINUE TO COMPANY INFO**

Program or call (360) 693-3373

11 The "Company Info" tile will require a few more details about your company.


Business Entity: Is the company considered a corporation or limited liability company (LLC)?

Please fill out the company information below. This form will not overwrite comp  
All fields are required except those listed as (optional).

Company Info	Contact I
Company Name Chloe's Cookies	Address 1 4601 NE 7th
Business Entity 	Address 2 (optional) Suite 240
Business Type 	City Vancouver
Year Company Was Founded	State Washington
Years of Export Experience	Postal Code 98662

12 Business Type: The options include distributor, grower, manufacturer/processor, packer and trading company.

All fields are required except those listed as (optional).

Company Info	Contact
Company Name Chloe's Cookies	Address 1 4601 NE 7th
Business Entity Limited Liability Company (LLC)	Address 2 (optional) Suite 240
Business Type 	City Vancouver
Year Company Was Founded	State Washington
Years of Export Experience Distributor Grower Manufacturer/Processor Packer	Postal Code 98662
	Phone (123) 456-

**13** Input the "Year Company Was Founded" field.

Company Name	Chloe's Cookies	Address 1	4601 NE 7th A
Business Entity	Limited Liability Company (LLC) ▼	Address 2 (opti	Suite 240
Business Type	Manufacturer/Processor ▼	City	Vancouver
Year Company Was Founded		State	Washington
Years of Export Experience		Postal Code	98662
		Phone	(123) 456-789
		Website	http://www.w

**14** Input the "Years of Export Experience" field.

Business Entity	Limited Liability Company (LLC) ▼	Address 2 (opti	Suite 240
Business Type	Manufacturer/Processor ▼	City	Vancouver
Year Company Was Founded	2011	State	Washington
Years of Export Experience		Postal Code	98662
		Phone	(123) 456-789
		Website	http://www:

Is your company an Agricultural Cooperative?  Yes  No

15 Input the "Owners of the Organization" field.

write company information in any other portion of My WUSATA or our internal records.

Contact Information

Address 1  
601 NE 7th Ave

Address 2 (optional)  
Suite 240

City  
Vancouver

State  
Washington

Postal Code  
8662

Owners of the Organization

(For co-ops, please add president's information)

Owner 1

First Name

Last Name

Owner 2

First Name (optional)

Last Name (optional)

16 Please indicate if the company is an agricultural cooperative, woman owned, veteran owned, and minority owned.

98662

Phone

Website

Is your company an Agricultural Cooperative?  Yes  No

Woman Owned?  Yes  No (optional)

Veteran Owned?  Yes  No (optional)

Minority Owned?  Yes  No (optional)

Additional Info  
[Get a Dun & Bradstreet](#)  
Dun & Bradstreet Nur

NAICS Code


State of Company He


17 Input the "Dun & Bradstreet Number" field.


Link: <https://www.sba.gov/federal-contracting/contracting-guide/basic-requirements>


123) 456-7891

Website  
http://www.wusata.org

Yes  No 


Yes  No (optional) 


Yes  No (optional) 

Yes  No (optional) 

### Additional Information

[Get a Dun & Bradstreet Number](#)

Dun & Bradstreet Number  
 

NAICS Code  
 


State of Company Headquarters


Notes (optional)


## 18 Input the "NAICS Code"


To find your NAICS code, view the NAICS code list at the <https://www.census.gov/naics/>

ite  
//www.wusata.org

Yes  No  


Yes  No  (optional) 


Yes  No  (optional) 

Yes  No  (optional) 

### Additional Information

[Get a Dun & Bradstreet Number](#)

Dun & Bradstreet Number  
123-45-978 

NAICS Code  
 


State of Company Headquarters


Notes (optional)


## 19 Select the "State of Company Headquarters"

### Additional Information


[Get a Dun & Bradstreet Number](#)


Dun & Bradstreet Number  
123-45-978 

NAICS Code  
311821 - Cookie and Cracker Manufacturing 

State of Company Headquarters  
 

Notes (optional)





**CONTINUE TO MARKETING PLAN**

20

After completing the "Company Info" tile, please click the "Continue to Marketing Plans" button.

123-45-978

No (optional) i

NAICS Code

311821 - Cookie and Cracker Manufacturing i

State of Company Headquarters

Washington

Notes (optional)

**CONTINUE TO MARKETING PLANS**

For more information, please contact the FundMatch Program or call (360) 693-3373

21

Click the "Add Marketing Plan" button to begin adding your promotional activities.

Marketing Plans

Product Info

Final Review

50% i

29:59 To Save

**ADD MARKETING PLAN**

Click the edit button and make any necessary changes.

**CONTINUE TO PRODUCT INFO**

22 Click the "Select the Market" to view the countries.

Information for each eligible activity, being as specific as possible in the description. All field are required unless otherwise noted. Use the "i" icon for more information

Select the market

If you have any questions, please contact the FundMatch Program or call (360) 693-3373

23 Once a country is selected, the system will provide you a new page to begin the marketing plan. The example below is for the United States:

Market

### Eligible Domestic Trade Shows

Please choose from the list of domestic trade shows you plan to exhibit at. In the estimated expenses portion, you can include all eligible expenses for a domestic trade show, please refer to the [FundMatch Guide](#) for specific details on eligible expenses.

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food & Beverage Show
- Bar & Restaurant Expo (Formerly: Nightclub & Bar Beverage)
- BrewExpo America
- Dairy Deli Bakery Show
- Duty Free Show of the Americas
- Global Produce & Floral Show
- National Association of Convenience Stores (NAACS)
- National Confectioners Association (NCA) Sweets and Snacks Expo
- National Restaurant Association Show (NRA)
- Natural Products Exposition West
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum



**24** Click the trade shows the company is exhibiting at for the program year.

- Americas Food & Beverage Show
- Bar & Restaurant Expo (Formerly: Nightclub & Bar Beverage)
- BrewExpo America
- Dairy Deli Bakery Show
- Duty Free Show of the Americas
- Global Produce & Floral Show
- Global Trade Exchange
- Institute of Food Technologists (IFT)

**25** Input the "Estimated Trade Show Expenses:" field.

Note: Please input as accurately as possible.

- Magic International Sourcing Show
- NASFT/Fancy Food Show - Summer
- NASFT/Fancy Food Show - Winter

**Estimated Trade Show Expenses:**

**Trade Seminar Activity**

Describe the trade seminar activities your company plans to conduct. Then, enter your total est

Describe Each Individual Activity...If "none", leave blank.

26

After selecting the trade shows, and inputting the estimated trade show expenses. Please select the "Add Domestic Marketing Plan" button.

\$2,500.00

\$5,000.00

**ADD DOMESTIC MARKETING PLAN**

If you have any questions, please contact the FundMatch Program or call (360) 693-3373

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27

Need to add an international marketing plan? Select the "Add Marketing Plan" button again to add another country.

Home → My WUSATA → FundMatch Program → 2024 Application → Marketing Plans

✓ The marketing plan has been updated successfully.

**Marketing Plans** [BACK TO DASHBOARD](#)

Overview ✓ Contact Profiles ✓ Company Info ✓ **Marketing Plans** Product Info Final Review 65% 29:59 To Save

**ADD MARKETING PLAN**

Current Marketing Plans

Please review the following information. If you need to change anything, click the edit button and make any necessary changes.

Market	Estimated Total	Applicant Funds	In-country Partner Funds	WUSATA Funding	Edit	Delete
United States	\$5,000.00	\$2,500.00	N/A	\$2,500.00	✓	X
<b>Totals:</b>	<b>\$5,000.00</b>	<b>\$2,500.00</b>	<b>\$0.00</b>	<b>\$2,500.00</b>		

[CONTINUE TO PRODUCT INFO](#)

If you have any questions, please contact the FundMatch Program or call (360) 693-3373

WESTERN UNITED STATES AGRICULTURAL TRADE ASSOCIATION

28 Click the "Select the Market" to view the countries.

Company Info Marketing Plans Product Info Final Review 30:00 To Save

Enter all detailed information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon for more information in the sections.

Select the market

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have an In-country Partner?  Yes  No

**What constraints or obstacles does your company face when selling your products in this country?**

I don't know how to establish a foreign distributor for product(s)  Inadequate financial resources to invest in export marketing

I don't know how to begin exporting  Inadequate knowledge of foreign markets

I don't know how to locate foreign buyers  No foreign market demand for my product(s)

I don't know how to begin competition  No time to develop export markets

29 Once a country is selected, the system will provide you a new page to begin the marketing plan. The example below is for France which will require a bit more information than the United States marketing plan.

Overview Contact Profiles Company Info Marketing Plans Product Info Final Review 65% 29:52 To Save

Enter all detailed information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon for more information in the sections.

Select the market France

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have an In-country Partner?  Yes  No

**What constraints or obstacles does your company face when selling your products in this country?**

I don't know how to establish a foreign distributor for product(s)  Inadequate financial resources to invest in export marketing

I don't know how to begin exporting  Inadequate knowledge of foreign markets

I don't know how to locate foreign buyers  No foreign market demand for my product(s)

I don't know how to begin competition  No time to develop export markets

30

Please answer the "yes" and "no" questions and include constraints the company faces.

### marketing Plans

BACK TO DASHBOARD

Progress bar with icons for Overview, Contact Profiles, Company Info, Marketing Plans (highlighted), Product Info, and Final Review. A green bar on the right shows 65% completion and 29:52 To Save.

#### Marketing Plan

Please enter all detailed information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon for more information on specific sections.

Select the market:

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have an In-country Partner?  Yes  No

#### What constraints or obstacles does your company face when selling your products in this country?

- Don't know how to establish a foreign distributor for product(s)
- Inadequate financial resources to invest in export marketing
- Don't know how to begin exporting
- Inadequate knowledge of foreign markets
- Don't know how to locate foreign buyers
- No foreign market demand for my product(s)
- Foreign competition
- No time to develop export markets
- Foreign import regulations
- Other U.S. competition
- Product label restrictions

31

Please answer what types of trade activities that produce the best results.

- Foreign competition
- No time to develop export markets
- Foreign import regulations
- Other U.S. competition
- Product label restrictions

#### Please indicate the type of trade activities that produce the best results for your company in this market

- Inbound trade missions
- Outbound trade missions
- Retail promotions
- Technical seminars
- Trade shows

#### Promotion Target Sector

#### Choose any audiences you are targeting

- Consumers
- Food Service

32 Please answer what type of audience the company is targeting.

Retail promotions

Technical seminars

Trade shows

Promotion Target Sector

Choose any audiences you are targeting

Consumers

Food Service

Retailers

Wholesalers, Importers and Distributors

**NEXT**

33 Click "Next" button to continue the process for the France marketing plan.

**NEXT**

Program or call (360) 693-3373

34

Please fill out your marketing plan for France. We have created a plan that includes different categories to guide you through this process. Please note that each section doesn't need to be filled out. Please only complete the sections that the company is conducting promotional activities in and is planning on seeking reimbursement for.

Please ensure to review the [FundMatch Guide](#) for eligible promotional activities.



### Activity Summary

Please fill in information for all promotional activities your company will conduct in this country. Be as descriptive as possible in the space provided for each activity and totals in the "estimated total cost" column. Please check the [FundMatch Guide](#) for a complete list of eligible expenses.

**Note:** If your company does not participate in a category, please leave both fields blank.

Promotional Activity	Estimated Cost	Description of Each Individual Activity
Advertising	Estimated Costs \$ <input type="text"/>	<input type="text"/>
Freight	Estimated Costs \$ <input type="text"/>	<input type="text"/>
In-Store Demonstrations / Promotional Events	Estimated Costs \$ <input type="text"/>	<input type="text"/>

35

Example: Input the "Estimated Costs" field and description of the type of advertising.

### Activity Summary

Please fill in information for all promotional activities your company will conduct in this country. Be as descriptive as possible in the space provided for each activity and totals in the "estimated total cost" column. Please check the [FundMatch Guide](#) for a complete list of eligible expenses.

**Note:** If your company does not participate in a category, please leave both fields blank.

Promotional Activity	Estimated Cost	Description of Each Individual Activity
Advertising	Estimated Costs \$300.00 <input type="text"/>	Flyers, Brochures
Freight	Estimated Costs \$ <input type="text"/>	<input type="text"/>
In-Store Demonstrations / Promotional Events	Estimated Costs \$ <input type="text"/>	<input type="text"/>




36

Example: Input the "Estimated Costs" field and description of the type of expenses.

Trade Seminars	Estimated Costs		
	\$		
Trade Show(s) / Outbound Trade Missions	Estimated Costs		
	\$6000.00	Booth Fee	
		<b>WUSATA Outbound Missions</b> Select WUSATA Outbound Mission	
		<b>Trade Shows</b> Select a Trade Show	

37

Example: Select the trade show the company will be exhibiting at.

<b>WUSATA Outbound Missions</b> Select WUSATA Outbound Mission	
<b>Trade Shows</b> Select a Trade Show	
2024 SIAL Paris	
 Add Another Trade Show	
<b>Can't find your trade show above?</b>  Add a 2024 France Trade Show to the list	
	Airfare, lodging, and meals

38

If the trade show isn't listed, please enter the trade show by selecting the "Add Another Trade Show" button. Once the trade show is added, it will go into a pending status for the FundMatch Manager to review for eligibility.

Booth Fee

**WUSATA Outbound Missions**  
Select WUSATA Outbound Mission

**Trade Shows**  
Select a Trade Show


2024 SIAL Paris

+ Add Another Trade Show

**Can't find your trade show above?**  
+ Add a 2024 France Trade Show to the list

Airfare, lodging, and meals

Please select the Trade Shows that apply, or enter the Trade Show name in the description field. In the case of two Trade Shows with a similar name, please select both.



39

Example: Input the "Estimated Costs" field and description of the type of travel expenses.

**WUSATA Outbound Missions**  
Select WUSATA Outbound Mission

**Trade Shows**  
Select a Trade Show

2024 SIAL Paris

+ Add Another Trade Show

**Can't find your trade show above?**  
+ Add a 2024 France Trade Show to the list

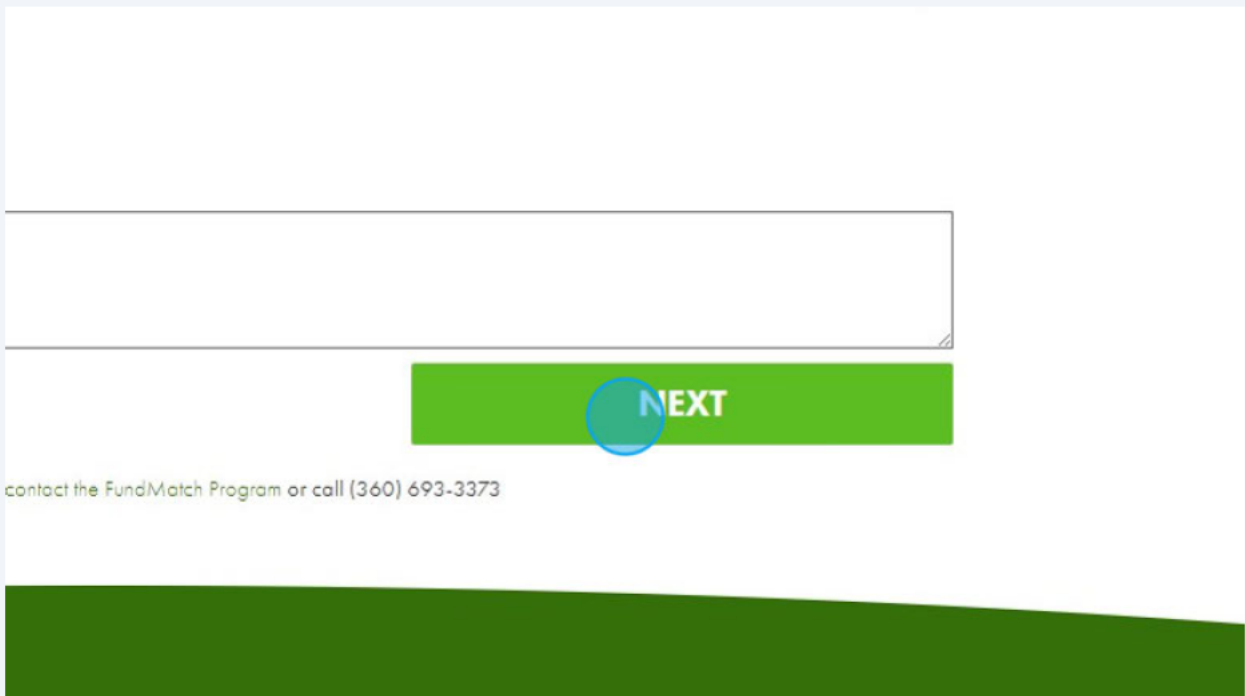
Travel Expenses Estimated Costs

\$1500.00

Airfare, lodging, and meals

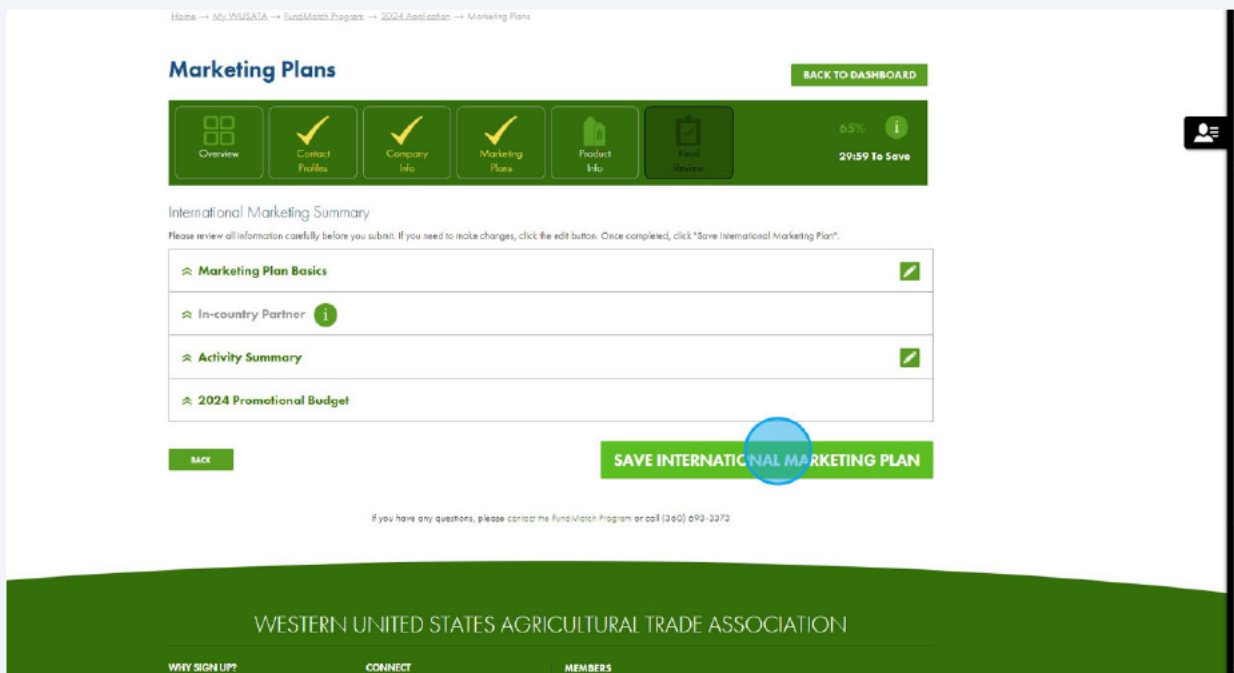


40 Click "Next" button once finished with adding expenses.



41 Review the marketing plan summary to ensure all information is accurate and select the "Save International Marketing Plan" button.

Need to add an in-country partner? Go back to the "Marketing Plan Basics" by selecting the pencil on the right-hand side.



**42** Click "Yes" if your company has an in-country partner.

Information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon

Select the market

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have an In-country Partner?  Yes  No

**Challenges does your company face when selling your products in this country?**

Do you wish to establish a foreign distributor for product(s)  Inadequate financial resources to invest in export marketing

Are you having difficulty in exporting  Inadequate knowledge of foreign markets

Do you have difficulty selling to foreign buyers  No foreign market demand for my product(s)

**43** Please answer "yes" or "no" to help us determine the next step. If answered yes, please scroll to the bottom of the page and select "Next".

Information for each eligible activity, being as specific as possible in the description. All fields are required unless otherwise noted. Use the "i" icon

Select the market

Has your company conducted prior promotional activities in this country?  Yes  No

Does your company have an In-country Partner?  Yes  No

Will WUSATA be paying the partner directly?  Yes  No

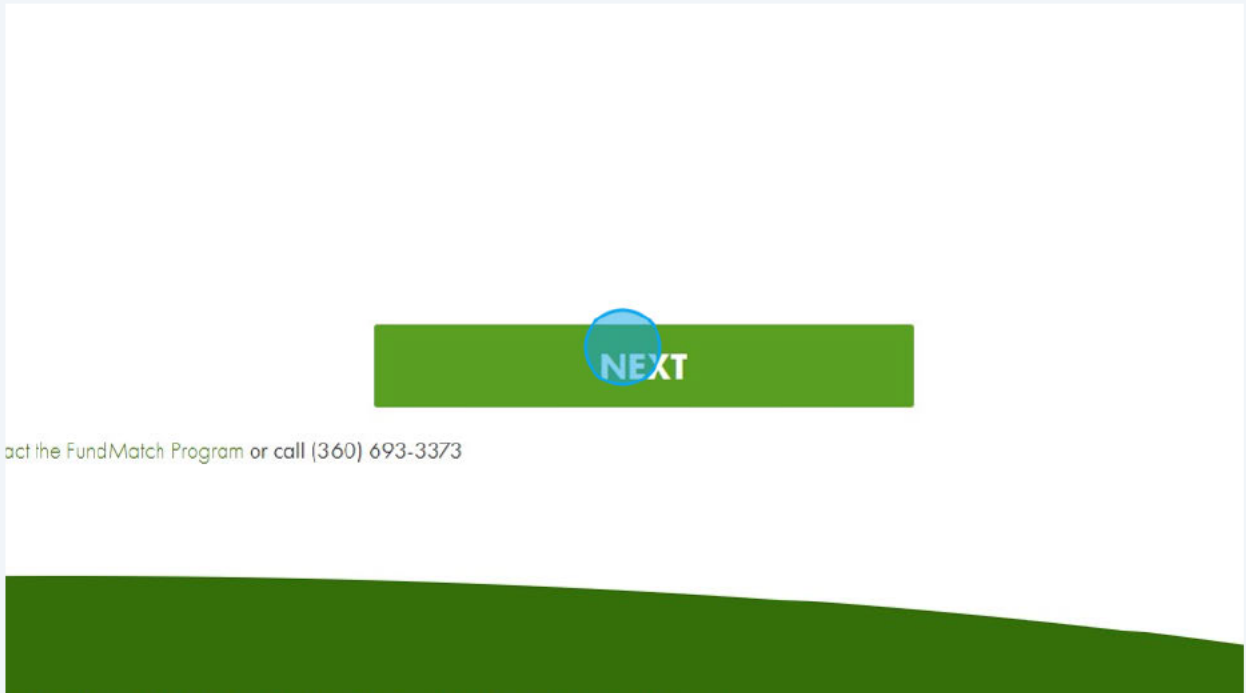
**Challenges does your company face when selling your products in this country?**

Do you wish to establish a foreign distributor for product(s)  Inadequate financial resources to invest in export marketing

Are you having difficulty in exporting  Inadequate knowledge of foreign markets

Do you have difficulty selling to foreign buyers  No foreign market demand for my product(s)

44 Click the "Next" button.



45 Input the "Estimated Costs" field of the in-country partner.

A screenshot of a web form titled "In-country Partner Information". Below the title is the instruction: "Please enter your In-Country partner's information here." and a note: "All fields are required except those listed as (optional)". The form contains several input fields. The "Estimated Costs" field is highlighted with a blue circle. It is a text input field with a dollar sign (\$) on the left and an information icon (i) on the right. Below it are three more input fields: "In-country Partner 1", "Company Name", "Contact First Name", and "Contact Last Name".

**46** Input the in-country partner information in the fields required.

All fields are required except those listed as *(optional)*.

### Estimated Costs

Estimated Costs



### In-country Partner 1

Company Name



Contact First Name

Contact Last Name

Email

47 Click the "next" button to go back to the marketing plans.

Please note that after submitting the application, the in-country partner will receive an email from WUSATA to confirm the information is correct. The email will contain a link that will provide the information inputted in this section, and request for approval.

**NEXT**

48 Click "Current Marketing Plans" to review.

Progress bar with steps: Overview, Contact Profiles, Company Info, Marketing Plans (highlighted), Product Info, Final Review. Progress: 80%. Time: 29:55

**ADD MARKETING PLAN**

### Current Marketing Plans




Please review the following information. If you need to change anything, click the edit button and make any necessary changes.

Market	Estimated Total	Applicant Funds	In-country Partner Funds	WUSATA Funding	Edit
France	\$0.00	\$0.00	\$5,000.00	\$0.00	
United States	\$5,000.00	\$2,500.00	N/A	\$2,500.00	
<b>Totals:</b>	<b>\$5,000.00</b>	<b>\$2,500.00</b>	<b>\$5,000.00</b>	<b>\$2,500.00</b>	

**CONTINUE TO PRODUCT**

If you have any questions, please contact the Enrollment Program or call (240) 409-2279

49 Click the "Continue to Product Info" button once ready for next step.

Applicant Funds	In-country Partner Funds	WUSATA Funding	Edit	Delete
\$3,900.00	\$0.00	\$3,900.00		
\$2,500.00	N/A	\$2,500.00		
<b>\$6,400.00</b>	<b>\$0.00</b>	<b>\$6,400.00</b>		

**CONTINUE TO PRODUCT INFO**

ct the FundMatch Program or call (360) 693-3373

50 Click the "Add Product" button.

Marketing Plans **Product Info** Final Review **29:59 To Save**

ed for FundMatch. Products must contain at least 50% U.S. grown agricultural content/ingredients. The U.S. content of food and shed product (measured by weight) that originates in the U.S., excluding water, packaging, and minerals (including salt).

products. We consider each flavor and size to be its own separate product.

**ADD PRODUCT**

above.

**CONTINUE TO FINAL REVIEW**

51

Click the "Brand/Private Label (e.g. Acme Foods)" field to enter the brand name or private label.

Please add all company products that you wish to have approved for FundMatch. Products from agricultural products is determined by the percentage of the finished product (measured by weight).

Please add each product separately and include all sizes of the products. We consider each

### Add New Product

Brand/Private Label (e.g. Acme Foods)

Product Size (e.g. 12 oz.)

Product Flavor (e.g. cinnamon)

Product Description (e.g. chocolate chip)

Notes (optional)

Please add each product separately and include all sizes of the products. We consider each

52

Add "Product Flavor" (e.g. cinnamon, blueberry,)"

Please add all company products that you wish to have approved for FundMatch. Products from agricultural products is determined by the percentage of the finished product (measured by weight).

Please add each product separately and include all sizes of the products. We consider each flavor

### Add New Product

Brand/Private Label (e.g. Acme Foods)

Product Size (e.g. 12 oz.)

Product Flavor (e.g. cinnamon)

Product Description (e.g. apple pie)

Notes (optional)

Please add each product separately and include all sizes of the products. We consider each separate product.

Origin Calculation 

**53** Add the "Product Size (e.g. 12 oz.)" field.

Please add all company products that you wish to have approved for FundMatch. Products must contain at least 50% U.S. grown agricultural products. The percentage of U.S. grown agricultural products is determined by the percentage of the finished product (measured by weight) that originates in the U.S., excluding water.

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

### Add New Product

Brand/Private Label (e.g. Acme Foods)  
Chloe's Cookies

Product Flavor (e.g. cinnamon)  
Apricot

Notes (optional)

Product Size (e.g. 12 oz.)

Product Description (e.g. apple chips)

Do you own this brand?  
 Yes

File Uploads  
Product Labels (From FundMatch)  
**ATTACH FILE**

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

**54** Add the "Product Description (e.g. apple chips, apricot cookies)" field.

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

### Add New Product

Brand/Private Label (e.g. Acme Foods)  
Cookies

Product Flavor (e.g. cinnamon)

Notes (optional)


Product Size (e.g. 12 oz.)  
12 oz

Product Description (e.g. apple chips)

Do you own this brand?  
 Yes  No

File Uploads  
Product Labels (From FundMatch)  
**ATTACH FILE**

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

Calculation 

Ingredient	Ingredient % of Weight	% Grown in U.S.	Grow



**55** Does the company own the brand?

If yes, the company will not need to complete the certificate of exclusivity form.

If no, the company will need to input the brand owner information.

idMatch. Products must contain at least 50% U.S. grown agricultural content/ingredients. The U.S. content of food and product (measured by weight) that originates in the U.S., excluding water, packaging, and minerals (including salt).

We consider each flavor and size to be its own separate product.

Size (e.g. 12 oz.)

Description (e.g. apple chips)

chocolate cookies

Do you own this brand?

Yes  No

File Uploads

Product Labels (Front & Back)

ATTACH FILE



Add each product separately and include all sizes of products. We consider each flavor and size to be its own separate product.

**56** If selected "no".

idMatch. Products must contain at least 50% U.S. grown agricultural content/ingredients. The U.S. content of food and product (measured by weight) that originates in the U.S., excluding water, packaging, and minerals (including salt).

We consider each flavor and size to be its own separate product.

Size (e.g. 12 oz.)

Do you own this brand?

Yes  No

Description (e.g. apple chips)

12 cookies

File Uploads

Product Labels (Front & Back)

**ATTACH FILE**  

Test\_1.pdf



Add each product separately and include all sizes of products. We consider each flavor and size to be its own separate product.

**57** Click this dropdown to add the brand owner.

We consider each flavor and size to be its own separate product.

Size (e.g. 12 oz.)

Do you own this brand?

Yes  No

Description (e.g. apple chips)

12 cookies

Manufacturer / Brand Owner

Markets Promoted In


- France
- United States

Add each product separately and include all sizes of products. We consider each flavor and size to be its own separate product.

**58** Input the information of the brand owner in the required fields.

Manufacturer / Brand Owner



First Name Brand Owner	Company Brand Owner
Last Name Brand Owner	Phone 123-456-7891
Title Owner	Email 

Origin Calculation   
**Meets 50% origin requirement**

Ingredient	Ingredient % of Weight	% Grown in U.S.	Grown Total
Egg	20 %	100 %	20 %
Flour	40 %	100 %	40 %
Apricot	10 %	100 %	10 %

**59** After inputting the brand owner information, please select the markets you will be promoting that product in.

Please note that after submitting the application, the brand owner will receive an email from WUSATA requesting approval for the products to be promoted by the FundMatch participant.

Product Size (e.g. 12 oz.) 12 oz	Do you own this brand? <input type="radio"/> Yes <input checked="" type="radio"/> No
Product Description (e.g. apple chips) Apricot cookies	Manufacturer / Brand Owner Add Manufacturer / Brand Owner
Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.	Markets Promoted In <input checked="" type="checkbox"/> France <input checked="" type="checkbox"/> United States
	File Uploads Product Labels (Front & Back) ATTACHE FILE  

60

If selected "yes", continue with the product information. Click the "attach file" to upload front and back images of the products. The files accepted include PDF, JPEG, and PNG.

cts. We consider each flavor and size to be its own separate product.

Product Size (e.g. 12 oz.)

oz

Do you own this brand?

Yes  No

Product Description (e.g. apple chips)

Apricot cookies

File Uploads

Product Labels (Front & Back)



Please add each product separately and include all sizes of products. We consider each flavor and size to be its own separate product.

Weight

% Grown in U.S.

Grown Total

61

Click the "Ingredient" field to start inputting the ingredients that make up the products.

Apricot

Apricot cookies

Notes (optional)

Please add each product separately and include all sizes of products. We consider each flavor and size to be its own separate product.

Origin Calculation

Ingredient

Ingredient % of Weight

Total (Must equal 100%)

0%

I agree that the above product ingredient and percentage information is correct.

62

Click the "Ingredient % of Weight" field to input the percentage of ingredient weight.

Apricot

Notes (optional)

Apricot cookies

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

**Origin Calculation** i

Ingredient	Ingredient % of Weight	% Grown in U.S.
Egg	<span style="color: blue; font-size: 2em;">●</span> %	
	%	
Total (Must equal 100%)		
0%		

I agree that the above product ingredient and percentage information is correct.

63

Click the "% Grown in U.S." field to input the percentage of ingredient grown in the U.S.

Apricot cookies

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

File Uploads

Product Labels (Front & Back)

ATTACH FILE

i ✓

[Test\\_1.pdf](#)

Ingredient % of Weight	% Grown in U.S.	Grown Total
100 %	<span style="color: blue; font-size: 2em;">●</span> %	0%
	%	%
Total (Must equal 100%)		Total (50% or more)
100%		0%

I agree that the above product ingredient and percentage information is correct.

64

The below is an example of a complete product. To finish adding the product, click "I agree that the above product ingredient and percentage information is correct".

**Add New Product**

Brand/Private Label (e.g. Acme Foods)  Product Size (e.g. 12 oz.)  Do you own this brand?  Yes  No

Product Flavor (e.g. cinnamon)  Product Description (e.g. apple chips)  File Uploads  
Product Labels (Front & Back)

Notes (optional)

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

**Origin Calculation**  **Meets 50% origin requirement**

Ingredient	Ingredient % of Weight	% Grown in U.S.	Grown Total
<input type="text" value="Egg"/>	<input type="text" value="20"/> %	<input type="text" value="100"/> %	<input type="text" value="20"/> %
<input type="text" value="Flour"/>	<input type="text" value="40"/> %	<input type="text" value="100"/> %	<input type="text" value="40"/> %
<input type="text" value="Apricot"/>	<input type="text" value="10"/> %	<input type="text" value="100"/> %	<input type="text" value="10"/> %
<input type="text" value="Milk"/>	<input type="text" value="20"/> %	<input type="text" value="100"/> %	<input type="text" value="20"/> %
<input type="text" value="White Chocolate"/>	<input type="text" value="10"/> %	<input type="text" value="0"/> %	<input type="text" value="0"/> %
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total (Must equal 100%)			Total (50% or more)
100%			90%

I agree that the above product ingredient and percentage information is correct.

**SAVE PRODUCT**

65

Click the "save product" button.

<input type="text" value="0"/> %	<input type="text" value="0"/> %
<input type="text"/>	<input type="text"/>
Total (50% or more)	
90%	

**SAVE PRODUCT**

the FundMatch Program or call (360) 693-3373

66

If you have other products to add, please click on the "Add Product" button. All products you are planning to promote within the activities specified in your marketing plans must be added and approved before the activities occur.

Once finished, click the "Continue to Final Review" button.

h flavor and size to be its own separate product.

**ADD PRODUCT**

of	Last Uploaded	Ingredients	Files	Copy	Edit	Delete
	02-29-2024	5	1			

**CONTINUE TO FINAL REVIEW**

at the FundMatch Program or call (360) 693-3373

**RICULTURAL TRADE ASSOCIATION**



## 67 Please review the application, and certification statement.

### Marketing Plans

#### Certification Statement

Acknowledging and accepting the consequences set forth by any applicable law or agreement for false information contained in this application, I certify that:

- I have determined that my company is defined as "small" according to the Small Business Administration (SBA) Guidelines or is an Agricultural Cooperative, and meets the other WUSATA Funding eligibility requirements.
- I certify that this company meets the Small Business Administration (SBA) size standards published at 13CFR part 121.
- Each product cited in Section III is 50% greater U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural product as set forth in the MAP regulations section 1485.11, Definitions.
- Any FundMatch funding received will supplement, but not supplant, any applicant or In-Country Partner funds or any other contributions that would be used for company marketing and promotional activities.
- All product labels, promotional material, and advertising will identify the origin of the eligible commodity as "American," "Product of the United States of America," "Product of the U.S.," "Product of the U.S.A.," "Product of America," "Grown in the United States of America," "Grown in the U.S.," "Grown in the U.S.A.," "Grown in America," "Made in the United States of America," "Made in the U.S.," "Made in the U.S.A.," "Made in America," or product of, grown in, or made in any state or territory of the United States of America spelled out in its entirety, or other U.S. regional designation if approved in writing in advance by WUSATAB. Origin identification will be conspicuously displayed in a manner easily observed as identifying the origin of the product; and that such origin identification will conform, to the extent possible, to the U.S. standard of 1/8 inch (.42 centimeters) in height based on the lower-case letter "o," and be clearly visible on all product labels, promotional materials, and advertising.
- I have examined all information contained in this 2024 application and any additional or subsequent documentation provided to the FundMatch promotion program is true and accurate.
- I have read the [2024 FundMatch Program Guide](#), including eligibility and reimbursement requirements. I understand the requirements and agree to comply.

By affixing my signature hereto, I understand and agree to the information and provisions contained in this application and acknowledge that I am authorized to sign it.

**CONFIDENTIALITY STATEMENT:** The information in this application may be subject to disclosure under the Freedom of Information Act. Only information that would be likely to impair the Government's ability to obtain necessary information or cause substantial competitive harm to the applicant may be withheld under Exception 4 of the FOIA, 5 U.S.C.552(b)(4). If this application is requested by FAS under FOIA, the applicant will be notified and may fully explain, in writing, any objections to the disclosure of any specified portion of the information requested.

Persons with disabilities who require alternative means for communication of program information ("Braille, large print, audio file, etc.) should contact the WUSATA Executive director at (360) 252-3373.

I, Chloe M of Chloe's Cookies understand and agree to the above Certification Statement on 02-29-2024.

I certify that the information that I am submitting in my FundMatch application is true, accurate and complete to the best of my knowledge.

CONTINUE TO PAYMENT

## 68 Click the "Continue to Payment" button.

on and any additional or subsequent documentation provided to the FundMatch promotion program is true and

sibility and reimbursement requirements. I understand the requirements and agree to comply.

on and provisions contained in this application and acknowledge that I am authorized to sign it.

ay be subject to disclosure under the Freedom of Information Act. Only information that would be likely to impair the al competitive harm to the applicant may be withheld under Exception 4 of the FOIA, 5 U.S.C.552(b)(4). If this 'ed and may fully explain, in writing, any objections to the disclosure of any specified portion of the information

on of program information ("Braille, large print, audio file, etc.) should contact the WUSATA Executive director at (360)

Certification Statement on 02-29-2024.

application is true, accurate and complete to the best of my knowledge.

CONTINUE TO PAYMENT



69 The company has different payment options for the \$250 application fee.

Click "Credit Card" or "Bill Me". Please note the "Bill Me" option is for check payments.

### Complete Application & Make Payment

[BACK TO DASHBOARD](#)

Overview

Contact Profiles

Company Info

Marketing Plans

Product Info

Final Review

90% i

**29:58 To Save**

Please review payment details. The application fee is non-refundable and all applications are subject to approval. The transaction is not complete until you submit the final payment and review.

#### Choose Your Payment Method

Credit Card    Bill Me

You will be charged a \$250 non refundable application fee in order to move forward with review of your application.

[BACK TO REVIEW APPLICATION](#)

[CONTINUE TO FINAL REVIEW](#)

70 After selecting the payment option, please click "Submit Application" button.

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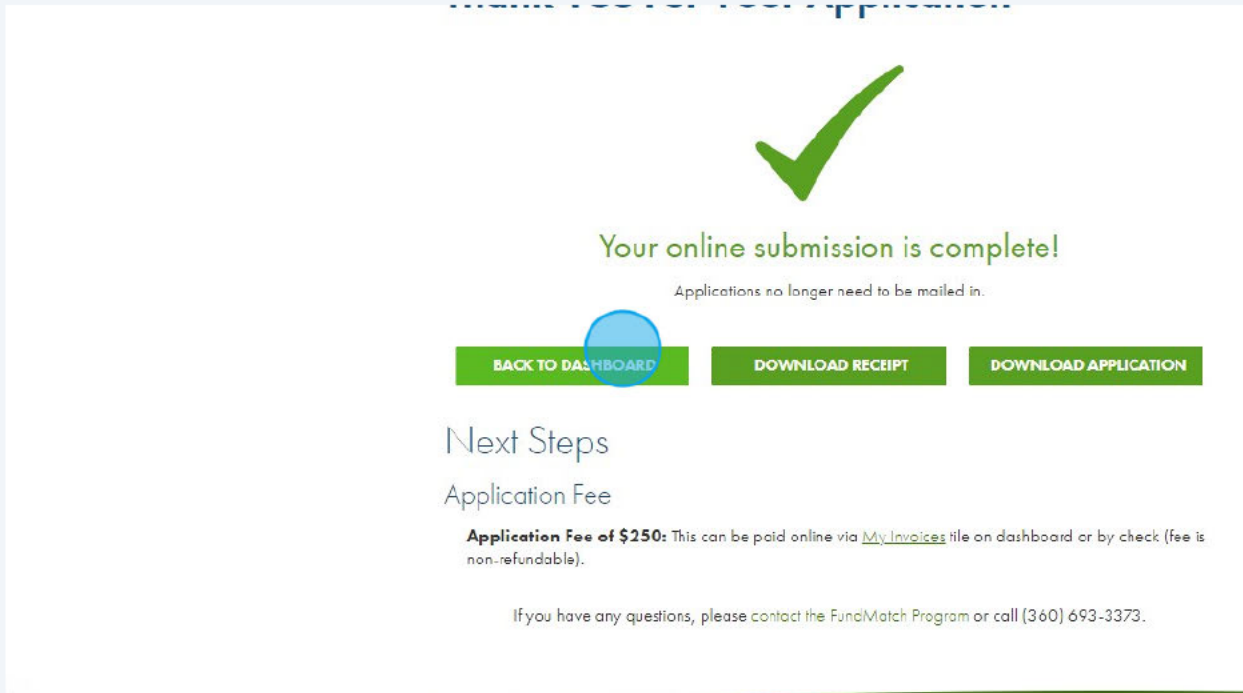
[SUBMIT APPLICATION](#)

estions, please contact the FundMatch Program or call (360) 693-3373

71

If you decided the "bill me" option, the invoice will be available under the "invoices" tile once you click the "Back to Dashboard" button.

After submitting the application, the FundMatch Manager will review, and let you know if there are any questions!



The screenshot shows a confirmation page with a large green checkmark at the top. Below the checkmark, the text reads "Your online submission is complete!" followed by "Applications no longer need to be mailed in." There are three green buttons: "BACK TO DASHBOARD" (with a blue circle highlighting it), "DOWNLOAD RECEIPT", and "DOWNLOAD APPLICATION". Below the buttons, the heading "Next Steps" is followed by "Application Fee" and a paragraph explaining the \$250 application fee. At the bottom, there is a contact information line.

**Your online submission is complete!**  
Applications no longer need to be mailed in.

[BACK TO DASHBOARD](#) [DOWNLOAD RECEIPT](#) [DOWNLOAD APPLICATION](#)

### Next Steps

#### Application Fee

**Application Fee of \$250:** This can be paid online via [My Invoices](#) tile on dashboard or by check (fee is non-refundable).

If you have any questions, please contact the FundMatch Program or call (360) 693-3373.