



2022 FundMatch Guide

Your Guide to Doubling Your
International Marketing Dollars



2022
v.6.2022



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Note: Each section is linked accordingly



Benefits of Having a MyWUSATA Account

Should I get an account?

Yes! Once you create an Company Account, there are additional resources and services available to you, including personalized trade leads, educational resources, and registering for domestic and international events.

Are there any costs or obligations if I create an account?

No, there are no fees or costs with signing up for an account. WUSATA will never sell or rent your company or personal information. You can opt out of communications at any time by visiting your personal Contact Profile Settings or Company Settings (if you are a primary user).

What information is needed to create an account?

WUSATA needs general information about your business including:

- Where the company is located
- If products meet the 50% U.S. agricultural content requirement
- Contact information for the company and individual creating the account
- Product information

What if I have staff members that need contact profiles?

No problem! Input company name, your name, email, CAPTCHA and follow the prompts. Creating profiles for additional staff members is quick and easy!

What other requirements are there for creating an account?

- Be headquartered in one of the 13 western states or American Samoa (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, or WY) (Required for FundMatch only)
- Products need to be at least 50% U.S. grown by weight, excluding water, salt, minerals and packaging
- Company needs to be legally licensed and operating in the U.S. for at least one year
- Company will either own a brand or have the exclusive right to represent the brand

50% U.S. Agriculture content by weight. What does this mean?

At least 50% of the ingredients in your products have to be farmed, fished, or forested in the U.S. Packaging, Water, Salt, Minerals, etc. cannot be used to meet the requirement of 50% U.S. grown ingredients by weight.



Introducing the FundMatch Reimbursement Program

FundMatch Specific Questions

What is FundMatch?

FundMatch is a 50% reimbursement program for eligible international marketing expenses. Participants will conduct activities throughout a program year and complete claims for each activity.

Is there an application fee?

Yes, FundMatch applicants are charged a non-refundable application fee of \$250.

Are there other associated fees?

Yes, after the application has been approved and participant has reviewed allocation notice, a contract and non-refundable administrative fee of 6% of the approved allocation amount will be issued and available through the participant's Contact Profile under the "My Invoices" tile.

How can I best utilize FundMatch?

To get maximum benefit from participation in FundMatch, we recommend that you read the online FundMatch Guide carefully and register for a WUSATA Program Overview Consultation. Taking an active role in learning how the program works will help ensure a successful claims process when you are ready to submit your claims. In addition, FundMatch has coordinators available via phone and email to answer any questions.

What is the Program Year for FundMatch?

The Program Year for activities is January 1st through December 31st. Your approval date for the program is based on when your application is complete and we can send you a contract. Only activities after your approval date will be eligible, so make sure and apply early so you don't miss out on being able to submit claims.

How much funding can a company request within one program year?

Companies can request \$2,500 to \$300,000 per program year. First year FundMatch applicants are limited to \$50,000.





Introducing the FundMatch Reimbursement Program

Cont.

Where do I find forms for the FundMatch Program?

Please go to the WUSATA website, in the upper banner under “Programs” and “FundMatch” is the “**Important Forms**” page. Here you will find the required Claim Form and other documents needed for the FundMatch claims process.

What photos are needed for my claim?

Please take several and make sure that the photos encompass a full view of the booth or banner etc. and includes the traveler(s) and temporary staff at your activity. A complete list of the types and amounts of photos needed can be found under the specific activity in the year’s FundMatch guide.

I’m going to travel to a trade show, what do I need to do before I go?

File a Travel Notification form and email it to the ATO of the country you will be visiting at least 14 days prior to traveling. This is a federal requirement and without filing that form, WUSATA will not be able to reimburse you for your airfare costs. Travel Notification forms are located on the WUSATA website under “Important Forms”.

Can I submit my claim by email?

No, all claims and documentation must be submitted by USPS, FedEx and/or UPS to the WUSATA office.

When will my claim be processed?

All claims are processed in the order that they are received in the office. Throughout the program year the volume of claim submissions varies. Therefore, the timing of processing may vary as well. You can check the status of your claim process on your Contact Profile dashboard under the “Fund-Match Program” tile.

When will my claim be paid?

Approximate time is 12-16 weeks, however can vary depending on volume of claims.

Why is my reimbursement “Prorated?”

All activities need to include approved products from your current FundMatch Application. If you market other brands or products that are not approved, the activity will be prorated. For example, you go to a trade show and market 4 approved products in the booth, and you also market 2 new products that do not qualify for FundMatch. The booth expense and shipping would be prorated to 4/6 of 50% based on the approved products. You may add new products for approval at any time during the year. Sign-in to your Contact Profile and add the product, complete a U.S. Origin Calculation Sheet form and submit the form and the label/packaging by mail for approval and reimbursement.





The Western U.S. Agricultural Trade Association (WUSATA) is a non-profit organization aimed at increasing the export of U.S. food and agricultural products. WUSATA works closely with each state department of agriculture in the West to enhance the economic well-being of the region.

For 42 years, we have offered programs and services to assist exporters of food and agricultural products. WUSATA is funded by the USDA's Foreign Agricultural Service (FAS), dues from its member states, and administrative fees paid by private companies.

WUSATA Programs

Our organization promotes U.S. food and agricultural products through three intersecting program tracks: FundMatch, Global Connect, and Export Education:

- **FundMatch** helps eligible western U.S. food and agricultural suppliers remain competitive internationally by providing 50% cost reimbursement for eligible marketing activities. The program gives companies the ability to break into new markets, expand their existing shares, and maximize their marketing budgets to make their efforts go further. Small agribusinesses can apply now to offset future international marketing costs.
- **Global Connect** provides eligible food and agricultural businesses with multiple opportunities to explore overseas markets and connect with foreign buyers while expanding their global distribution. Registered companies receive a wide variety of information about buying missions and international trade shows; introductions to qualified importers; free interpreters at activities; and much more.
- **Export Education** is designed to bring you up to speed on the how-to's and benefits of exporting. It covers important topics through webinars and seminars that are held throughout the year. Companies who register for the MyWUSATA account have access to valuable market research and timely consumer insights, plus are encouraged to visit WUSATA's website for additional resources to help them reach their exporting goals.

Visit www.wusata.org to take advantage of our many online resources:

- FundMatch Guide
- International trade activities
- Upcoming events
- Program Overview Consults
- And more!

Contact our team any time to learn more about FundMatch or other programs:

FundMatch Department —
fundmatch@wusata.org

**Outreach & Communications
Department —**
export@wusata.org



About FundMatch MAP/ATP

Through the **Market Access Program (MAP)**, WUSATA can reimburse up to 50% of eligible international marketing expenses. The marketing assistance that is provided through FundMatch is made possible from the United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS).

Washington, Jan. 31, 2019 – U.S. Secretary of Agriculture, Sonny Perdue, announced that the U.S. Department of Agriculture (USDA) awarded \$200 million to 57 organizations through the **Agricultural Trade Promotion Program (ATP)** to help U.S. farmers and ranchers identify and access new export markets.

In 2019, WUSATA was awarded additional funding through the Agricultural Trade Promotion (ATP) program. The funding can flow over a three-year period, to give WUSATA additional resources to assist companies within our 13 Western States and American Samoa with their exporting efforts.

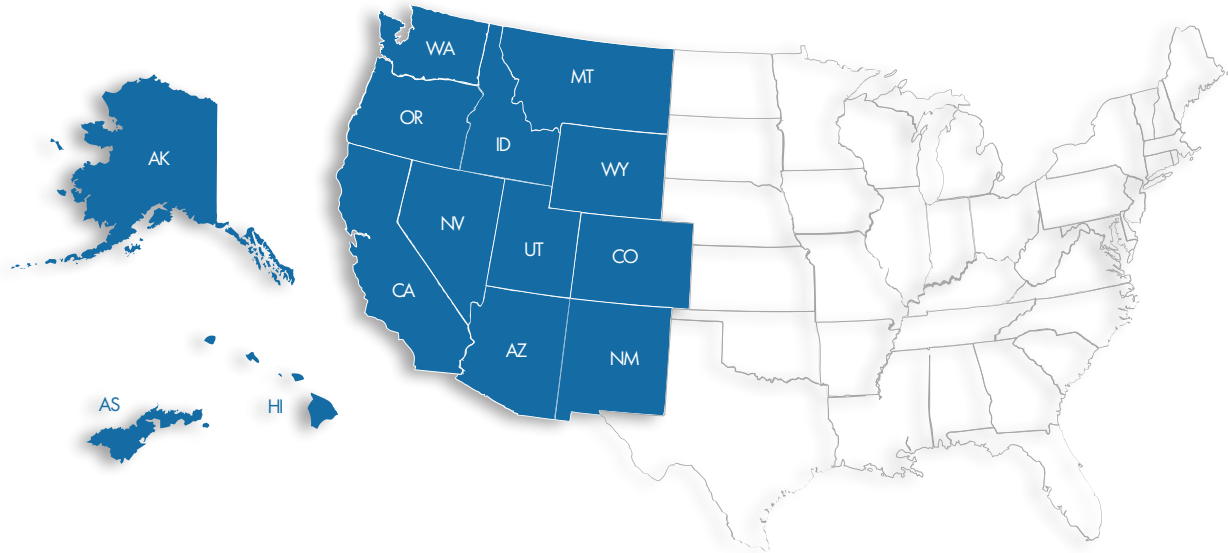
There are three differences between the current MAP cost reimbursement program, and the ATP cost reimbursement. Please note that when MAP is referenced in the Guide the reference includes ATP as well, unless otherwise indicated.





WUSATA Member States

WUSATA's Members are the 13 Western States and American Samoa Departments of Agriculture



Alaska Department of Natural Resources
www.dnr.alaska.gov/ag

Arizona Department of Agriculture
www.agriculture.az.gov

California Department of Food and
Agriculture
www.cdfa.ca.gov

Colorado Department of Agriculture
www.colorado.gov/ag

Hawaii Department of Agriculture
www.hawaii.gov/hdoa

Idaho State Department of Agriculture
www.agri.state.id.us

Montana Department of Agriculture
www.agr.mt.gov

Nevada Department of Agriculture
www.agri.nv.gov

New Mexico Department of Agriculture
www.nmda.nmsu.edu

Oregon Department of Agriculture
www.oregon.gov/oda

Utah Department of Agriculture & Food
www.ag.utah.gov

Washington State Department of
Agriculture
www.agr.wa.gov

Wyoming Business Council
www.wyomingbusiness.org

American Samoa Department of Agriculture

Companies participating in WUSATA's FundMatch are seeing concrete, measurable results.

2020 FundMatch Results



- Number of participating companies: **139**
- Number of companies with increased export sales: **26**



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Section 1: Program Information





Company Eligibility

1. Your company is headquartered in the WUSATA region:

The WUSATA region includes Alaska, American Samoa, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

If your company is located outside of the WUSATA region, you may apply through one of our sister organizations, known as State Regional Trade Groups (SRTG).

Northeast: Food Export USA Northeast

Midwest: Food Export Association of the Midwest USA

South: Southern United States Trade Association (SUSTA)



2. Your company will need to be a “small” company:

All participants must be considered “small” under the U.S. Small Business Administration (SBA) definition (www.sba.gov/content/table-small-business-size-standards). All employees of affiliates, such as parent companies, subsidiaries, etc., are included in employee totals to determine size eligibility. Agricultural farm cooperatives are exempt from size restrictions.

Agricultural Trade Promotion (ATP):

Company size can be 3x that of the Small Business Administration (SBA) size standard.

3. Your company needs to be a U.S. business entity:

A participating company must be a legally licensed, independently owned, and registered business entity in the U.S. for at least 12 months.



4. Is WUSATA the right MAP Cooperator for your company?

Some specific agricultural commodities have reimbursement programs through other MAP Cooperators and you'll need to apply for funding assistance through those Cooperators first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another MAP cooperator, you may be able to participate in WUSATA's FundMatch.

- **Almond Board of California**
- **California Pistachio Export Council**
- **California Prune Board**
- **Cranberry Marketing Committee**
- **National Confectioners Association**
- **New York Wine and Grape Foundation**
- **Raisin Administrative Committee**
- **U.S. Livestock Genetics Export**
- **U.S. Meat Export Federation**

If your company does not meet ALL of the eligibility requirements listed above, you're not eligible for FundMatch; however [Global Connect](#) may be right for you.



Product Eligibility

1. Are your ingredients from the United States?

- Products need to contain at least 50% U.S. grown ingredients by weight, excluding water and packaging. This means the products need to be farmed, fished, and/or forested in the U.S.
- **Minerals, salt, etc...and can't be used to meet the 50% requirement.**
- Examples of eligible products include: consumer food products, fresh produce, snack foods, condiments, sauces, specialty food items, beverages, some wood products, hides and skins, pet foods, ornamental horticulture, and more.
- For **hemp** derived products please reference the FAS Program Notice [here](#). Any hemp, hemp products, and products containing hemp ingredients promoted through the FundMatch program must comply with local, state, federal, or international country laws/regulations to conduct promotional activities and seek reimbursement.

Ineligible:

1. Sexual enhancement products and products of a sexual nature are not eligible.
2. Products containing CBD are not eligible.

To calculate the U.S. content of each product, please use the [Origin Calculation Sheet form](#).

Example: Product — Cookies

Ingredients	Ingredient as percent of total product weight	Percent of ingredient sourced the in U.S.	MULTIPLY column 2 by column 3, then total sums in column 4
Flour	50%	80%	40%
Sugar	45%	100%	45%
Eggs	3%	100%	3%
Spices	2%	0%	0%
Totals	100%		88% -- Qualifies

2. Does your company own a brand name product?

Product labels/packaging must promote a brand name. Your company either:

- Owns the brand of the products and all property rights to its name,
- or -
- Has a sole agency agreement with the owner of the brand to utilize FundMatch dollars to promote the branded products in the country market(s) identified in the approved Marketing Plan.

A **Certificate of Exclusivity** form needs to be signed by the brand owner for each branded product and your company, and must be on file at WUSATA's office before marketing activities take place in each program year a company participates in FundMatch.



3. Do your products have a valid U.S. origin statement?

As a program to promote the export of U.S. goods, all product labels, promotional material, and advertising needs to have an eligible printed U.S. origin statement that is clearly visible.

U.S. Origin Examples	Eligible	Ineligible
Product of the USA or Product of America	✓	
Grown in the USA or Grown in America	✓	
Made in the USA or Made in America	✓	
Product of California, Grown in Oregon, Made in Montana	✓	
Seals with state name or U.S. agency or American flag   		✗
Texas style chili, Bob's American Pizza		
Product that includes "U.S.," "America," or the state name as part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Address line that includes state's name and USA		✗
"Distributed by," "Bottled by," "Manufactured in" "Produced in," "Hand-crafted by," "Packed in," "Imported From," "Origin From"		✗
Product of CA, Grown in OR, Made in MT**		✗

Important Points:

- "Bottled by" or "Produced in" statement is acceptable for wine or spirits only.
- Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).
- The American Flag is not an eligible U.S. origin statement



Application & Contract Information

- 📍 FundMatch applicants will pay a **non-refundable application fee of \$250.00** at the time of application each year.
- 📍 After application has been approved and participant has reviewed allocation notice, **a contract and non-refundable administrative fee of 6% of approved funding allocation** will be issued and available through the participant's MyWUSATA account.
- 📍 Once contracted, the participant can conduct eligible international marketing activities through December 31st. *Note: activities that occur before approval date are not reimbursable.*
- 📍 After conducting eligible activities, participants will have no more than **90 days after the last day of the activity to submit claims** for reimbursement.



Important Program Information

Approval Dates

If...	Then...
You apply between August 1 and December 31, 2021 ...	your approval date will be January 1, 2022 , as long as your application is found to be complete prior to that date. Otherwise, your approval date will be the first day of the month that your application is found to be complete.
You apply after December 31, 2021 ...	your approval date will be the first day of the month that your application is found to be complete.
If you have missing documentation in your application...	you will receive an approval date based on the month that your application is found to be complete, meaning all documentation has been received and approved. For example: You send your application on April 15th, but all documentation isn't submitted until June 11th. Your approval date for that program year is June 1st.

Program Timeline

	August 1, 2021	<u>FundMatch Application</u> opens for upcoming program year
	Jan 1 - Dec 31, 2022	Participants conduct eligible activities & submit claims within 90 days of marketing activity
	February 28, 2023	Last day to submit year-end claims for the 2022 program year
	April 1, 2023	2022 FundMatch Survey due date



Allocation and Reimbursement Amounts

Annual Funding Request

\$2,500 minimum	First applicants can request between \$2,500 and \$25,000. Experienced exporters can request between \$25,000 and \$50,000 but this must be approved by FundMatch Manager. <i>A company must spend \$5,000 in eligible promotional activities to be reimbursed \$2,500 (50%).</i>
\$300,000 maximum (MAP)	Applicants with 1+ years in the FundMatch program can request between \$2,500 and \$300,000. <i>A company spending \$600,000 in eligible promotional activities could be reimbursed to the maximum of \$300,000 (50%).</i>
\$300,000 maximum (ATP)*	Applicants with 1+ years in the FundMatch program can request between \$2,500 and \$300,000. <i>A company spending \$600,000 in eligible international promotional activities could be reimbursed to the maximum of \$300,000 (50%).</i>

*While ATP funding is available, a company could apply for \$600,000 in reimbursements (\$300,000 through MAP and \$300,000 through ATP).



The Five Year Rule (Graduation Rule) is Eliminated!

- Your company can be reimbursed for expenses incurred in a given country for up to five years. The five years do not have to be consecutive.
- You can conduct activities in multiple markets concurrently.
- Your first year in each country starts when you receive reimbursement for an activity.
- Your company is considered a "graduate" from a given country after you have participated in that country market for a total of five years.
- If a company graduates from a country market, and then reincorporates or reorganizes under the same or different name, it is not eligible to reapply to FundMatch to obtain additional years in that country.
- Some trade shows are exempt from the five-year rule and could be eligible for reimbursement even after graduation. [See page 58.](#)

If your company has been in FundMatch before, check your graduation status on your dashboard by clicking on the "FundMatch" button.

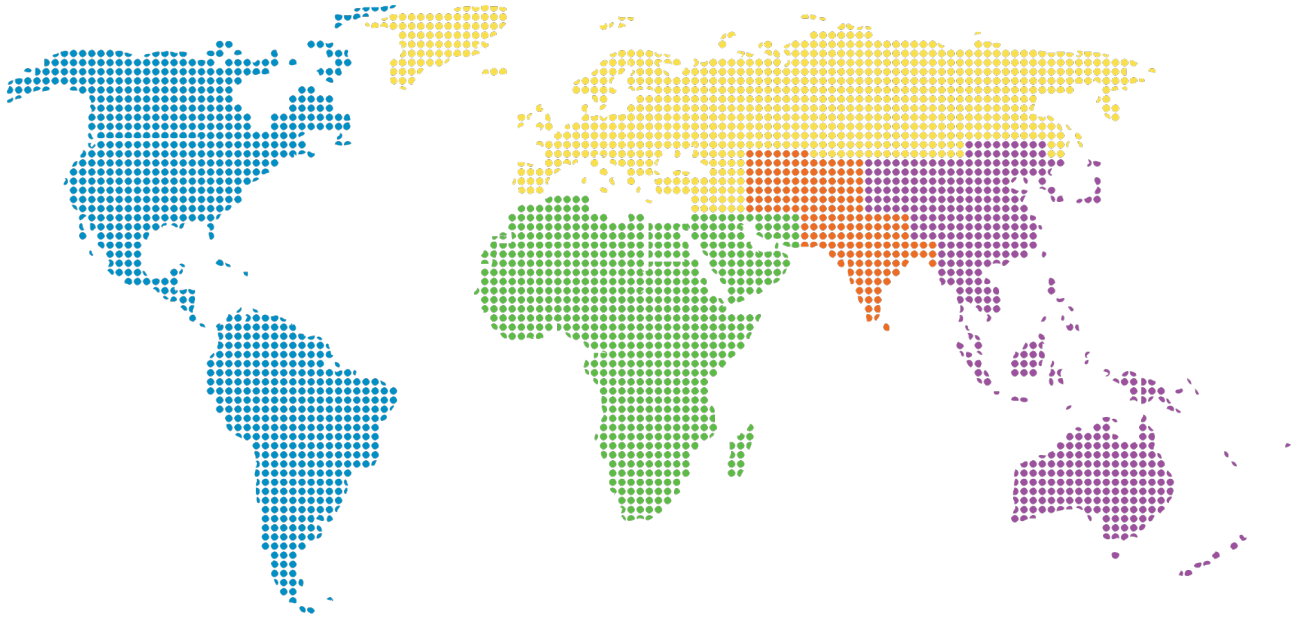
Countries Ineligible for Reimbursement

Federally prohibited countries

- Crimea Region of Ukraine
- Cuba
- Iran
- North Korea
- Syria

U.S. territories and outlying areas

- American Samoa
- Federated States of Micronesia
- Guam
- Midway Islands
- Puerto Rico
- U.S. Virgin Islands





Program Information - Terms

Administrative Fee: A non-refundable fee of 6% of allocated funds paid by FundMatch participants at the time of contract.

Allocation: Funds a company requests from WUSATA in their marketing plan when applying for FundMatch.

Approval Date: The date assigned to your company for a FundMatch year once your application is approved. This date is the basis of your FundMatch year. Anything that happens prior to this approval date will not be eligible to submit a claim. Your approval date can be found on your Allocation Notice or the front page of your contract.

FAS: Foreign Agricultural Service of the United States Department of Agriculture (USDA). U.S. government agency that provides Market Access Program (MAP) funding to WUSATA.

Program Approval Date: This date is based on the month in which your application is approved, not when it is submitted. Any activity that takes place prior to this date is ineligible.

Program Year: The FundMatch is a calendar year program and runs from January 1st to December 31st each year.



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Section 2: How to Apply



Let's Get Started

Ready to apply for 2022? The online application is available at www.wusata.org. Follow the steps below to start the application process now.

1. Login to your MyWUSATA account or create one in three easy steps:



After your company account is created, additional individual profiles may be added to your company record.

2. If you already have an MyWUSATA account, select the “FundMatch Program” tile to start the online application. The below webpage will appear. OR if you have just created an MyWUSATA for your company the account will be in pending status until our internal vetting department reviews the account. Once approved, the company will then have access to the online application as shown below.

FundMatch Program

Welcome to the FundMatch Dashboard! Here you will find current year application and FundMatch information, both for current and past years. Don't forget to review the items below:

- [FundMatch Guide](#)
- [Important Forms](#)

2020

Participant
Application

Available



3. Complete the online application on our [website](#).

4. The final step is to print your online application packet and application summary, and mail those items along with any supplementary materials found on our handy [FundMatch Application Checklist](#) (see next page).

Requests for Information

We request the same basic information from every applicant to verify each company's eligibility to receive FundMatch dollars. WUSATA may request additional information or documentation.

All materials submitted to WUSATA are kept confidential.



FundMatch Application Checklist

Checklist Helps Ensure a Complete Application Submission

☐ **Printed Application Summary**

☐ **Printed Application Packet Includes:**

☐ **Certification Statement with Original Signatures** 

☐ **Origin Calculation Sheet** 

This [sheet](#) will need to be submitted only once for each product in the program.

If applicable, also include:

☐ **Certificate of Exclusivity** 

Does your company own all brands you would like to promote in FundMatch? If not, make sure to include a [Certificate of Exclusivity](#). This document certifies the brand owner has given your company permission to promote their product in specific market countries and that your business will be the sole agent using Market Access Program (MAP) or Agricultural Trade Promotion (ATP) FundMatch dollars to promote the product(s) in the market(s) listed on the certificate.

☐ **In-Country Partner Agreement** 

WUSATA can pay your in-country partner directly! Use this [form](#) only if promotional expenditures are to be paid by WUSATA directly to the foreign importer or distributor.

☐ **Application Fee of \$250**

This can be done online via "Invoices" tile on dashboard or by check (fee is non-refundable).

☐ **Company Brochure/Product Literature**

☐ **Physical Product Labels and/or Packaging** *(Valid U.S. origin statement needed on all labels for international markets not for domestic market)*

1. A label/package is needed for each product you will be promoting through FundMatch. Each size and variety of a product should be entered separately in application.
2. Labels/packaging will need to be submitted for each item you would like approved (artwork/images not acceptable unless approved by FundMatch Manager)
3. After completing #1 and #2, the company will only need to submit labels/packaging for the approved products every 5 years, unless you add new products or have a label redesign.

After completing the online application, send hard copies of these required items to:

 = Signature required

WUSATA
FundMatch Application
4601 NE 77th Ave, Ste 240
Vancouver, WA 98662-6730

Section 2:
How To Apply

WUSATA FundMatch Manager will:

1. Review Application Materials

2. Email Correspondence

The FundMatch Manager will contact you if there are materials missing or to let you know your application is complete. The application is not complete until all materials are received in the office.

3. Email Allocation Notice

You will receive your allocation notice via email. The notice will outline:

- Approval date
- Approved products
- Approved budget
- Approved country markets

Please review this carefully and respond per the instructions on the notice. This is your opportunity to make sure that everything is correct.

4. Email Contract Available For Signature

Your contract will be available to all contacts on the MyWUSATA dashboard. Only the **authorized contact** will be able to sign the contract. The authorized signer must be someone who can enter into a legally binding contract. Your company will be invoiced for a non-refundable administrative fee equal to 6% of the approved funding allocation. This invoice will accompany the program contract.





Changes to Application

After Contracting: Changes to Applications are Accomplished Through Amendments

New opportunities can come up at any time! Amendments can be made anytime during the program year. These revisions need to be reviewed and approved by the FundMatch Manager prior to any eligible activity.

Making an amendment is easy — [Login](#) to your online application to:

- **Add new countries**
- **Add new products** — Send WUSATA the original labels of all the products to be added, along with a completed [Origin Calculation Sheet](#) and [Certificate of Exclusivity](#) form if you do not own the brand.
- **Request additional funding** — Upon request of additional funding, an invoice for 6% of the additional funding amount will be available on your dashboard under the “My Company’s Invoices” tile. Once the invoice is paid, the new amount will be approved.

[Home](#) → [My WUSATA](#) → [FundMatch Program](#) → Marketing Plan Amendments

Marketing Plan Amendments

Here you can amend your domestic or international marketing plans.

- New country markets can be 'added' using the button(s) below.
- Amendments for an existing country market must request additional funding. Amendments for existing country markets **cannot be submitted for less** than the previously approved WUSATA Funding.
- To **move allocation between country markets**, please [contact the FundMatch Program](#) or call (360) 693-3373

[Add New Marketing Plan](#)

ADD DOMESTIC MARKETING PLAN

Or

ADD INTERNATIONAL MARKETING PLAN

[Home](#) → [My WUSATA](#) → [FundMatch Program](#) → Product Information Amendments

Product Information Amendments

Please add any new products you wish to add to your approved products list. Each product is required to be at least 50% US agricultural origin by weight, excluding water and packaging. Please add each product separately and include size. Ex: 17oz, 25lb. Once added, please send in actual packaging and US Origin form for each item.

[Add New Product](#)

Brand/Private Label Name (e.g. ABC Foods)

Product Description (e.g. Frozen Burritos)

Do you own this brand?

☐ Yes ☐ No

Product Flavor (e.g. Beef & Cheddar)

Requires Private Label Agreement?

☐ Yes ☐ No

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

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

SAVE PRODUCT



How to Apply - Terms

Allocation Notice: A notification sent to the company that outlines their Approval Date, their approved markets and budgets, and their approved products for a specific year in FundMatch.

Certificate of Exclusivity: Participant must either own the brand name of the products to be promoted or have the brand owner sign a Certificate of Exclusivity Form. This signature certifies that the brand owner gives the applicant the exclusive right to seek FundMatch funds to promote the specified product(s) in the specified market(s). This form will be submitted for all products for which the applicant does not own the brand.

Certification Statement: A document located in the FundMatch application. This document is signed by the company representative certifying that they have read the FundMatch guide and understand their part of becoming a FundMatch participant.

Contract: A legally binding agreement between WUSATA and prospective participant in FundMatch. This document sets forth the terms and conditions of participating in FundMatch and receiving reimbursement for eligible expenses.

In-Country Partner: A foreign entity that a FundMatch participant works with to promote the export of its products. Distributors, agents, brokers, and representatives in foreign markets where FundMatch program funds are being used. Typically, the in-country partner conducts FundMatch activities on behalf of the U.S. applicant.

Market Amendment: After a company is contracted and is a participant in FundMatch, they may amend their application to add an additional country market. This is done through the MyWUSATA dashboard.

Marketing Plan: The part of a company's application where the company will outline the markets that they will be requesting funding for in the application. Specific questions will be asked about how the funding will be spent (different types of eligible marketing expenses) and how much the company will be requesting for that market.

NAICS Code: The North American Industry Classification System. SBA (U.S. Small Business Administration) uses NAICS codes as a basis for its size standards, a number that is assigned to a category. WUSATA uses that number to determine the maximum number of employees allowed for a company in that given category to be eligible for FundMatch.

Origin Calculation Sheet: Companies participating in WUSATA's FundMatch program will verify they promote products that have at least 50% U.S. agricultural content and are labeled as a product of the U.S. Each product will require an Origin Statement when being submitted for approval for the first time (found under "Important forms" on the WUSATA website).

Private Label Agreement: An applicant packing or manufacturing for a private label must have the retailer/owner of the label certify that the applicant is the exclusive supplier of that product in that country market for the duration of the program year. This form must be returned as part of the Program Application.

Product Amendment: After a company is approved to participate in FundMatch, if the need arises, they may amend their contract to add additional products, keeping in mind all products will need to meet WUSATA qualifications. This is done through your MyWUSATA dashboard.



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Section 3: The Claims Process





The Claims Process

Claims Submissions

For reimbursement of activity expenses:

- If FundMatch participant (U.S. Supplier) seeks reimbursement please prepare: **Claim Form/Expense Summary Sheet** with signature(s), and required documentation.
- If In-Country Partner is seeking reimbursement please prepare: **Claim Form/Expense Summary Sheet, In-Country Partner Agreement** with signature(s), and required documentation.

Each individual expense requires the submission of three items:



1. INVOICES — All invoices submitted for reimbursement needs to contain the following information:

- Date
- Name, address, and contact information of vendor
- All itemized charges (summary invoices are not eligible)
- Name of payer and company contact information
- English translation needed for invoice if in foreign language



2. PROOF OF PAYMENT — Proof of payment is required for all expenses. The following forms of payment and proof are acceptable.

Credit Card/Bank Statement

- ☐ Copy of the official monthly statement in PDF format, 1st page and transaction page, showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Transaction as a line item

Wire Transfer

- ☐ Copy of the wire transfer request or the wire transfer confirmation
- ☐ Copy of the bank statement showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Transaction as a line item

Check

- ☐ Copy of the front of the check
- ☐ Copy of the official monthly bank statement in PDF format, 1st page and transaction page showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Check withdrawal as a line item

CONTINUED on next page:

All above items are required if you choose this method of payment.



The Claims Process

CONTINUED: PROOF OF PAYMENT — Proof of payment is required for all expenses. The following forms of payment and proof are acceptable.

Cash Receipt

- ☐ A signed letter from the vendor stating the invoice has been paid in full for cash expenses less than \$1,000 USD
- ☐ Proof of payment must be marked as paid and show a zero balance

Credit/Debit Memo

- ☐ Copy of the credit/debit memo
- ☐ Copy of the account statement or product invoice showing the corresponding deduction taken
- ☐ Copies of invoices for product shipped to the vendor that equal or exceed the amount of the credit/debit memo
- ☐ If a balance remains after applying the credit, proof of payment for the balance is required
- ☐ If no balance remains after application of the corresponding credit, freight/shipping invoice showing shipped product is required
- ☐ Proof of payment for freight

All above items are required if you choose this method of payment.

Ineligible: WeChat or similar online payment methods are not acceptable as they don't provide an official monthly statement of transactions.

3. PROOF OF ACTIVITY — For a complete list of requirements please refer to the specific page of the activity. Click [here](#) for table of contents.

Requests for Information

We request the same basic information from every applicant to verify each company's eligibility to receive FundMatch dollars. WUSATA reserves the right to request additional information or documentation if needed. WUSATA reserves the right to contact vendors, foreign country agents, and your financial institutions to verify transactions and payments. If we are unable to verify payments or participants are unwilling to assist us in the verification, we are under no obligation to provide reimbursement.

All materials submitted to WUSATA are kept confidential.

90 Day Claim Window

Companies will submit complete claims for eligible activities no later than **90 days** after the activity has ended.

For December's activities, submit complete claims by **Feb. 28** for consideration.

- **Supporting documentation is required for each claim.**
The next section outlines what is needed for each specific activity.
- **Claims not received by WUSATA within the 90-day window will be processed and reimbursed as is.**
- **Please keep a copy of your complete claim,** including everything that you are submitting, before mailing to WUSATA for your company records (or future reference).

If a claim is received after the 90-day period but is incomplete (i.e. missing documentation), we may, in our sole discretion, deny the claim in whole or in part.

If a claim is received within the 90-day time period but it is deficient, then WUSATA shall notify the company of any deficiency. The company shall correct any deficiency within 60 days of the notice of deficiency.

Please note, you are required to maintain your FundMatch files for five years following the end of the program year. Files are subject to audit by the USDA's Foreign Agricultural Service (FAS).

Mail hard copies of the completed claim packet to WUSATA:

WUSATA
Attn: FundMatch Claims
4601 NE 77th Ave, Ste 240
Vancouver, WA 98662-6730



The Claims Process

Helpful Tips for a Complete Claim

- Read this guide and identify documents you will need for claims submission.
- Keep copies of all reimbursement materials, including original copies of vendor invoices.
- Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are not good quality.
- File materials in a folder to keep track of all-things related to your reimbursable expenses.
- Respond to WUSATA requests quickly.
- Check out the [Example Claims](#) on our website!
- Contact us at 360-693-3373 for questions! We're here to help.





The Claims Process - Terms

Activity Code: A unique 5-digit code that changes yearly. Example: Cxxxx or Sxxxx. Found on your Exhibit A, back page of contract.

Claim Form: A form completed and submitted to WUSATA by a company to receive reimbursement on expenses from specific marketing activities. This form will be accompanied by all the needed back-up documentation outlined in the FundMatch guide for the specific activity that was conducted.

Expense Summary Sheet: A form that tracks expenses incurred during the course of promotional event/activity. Examples include expenses for: trade show, demo, advertising, travel, etc. This form is submitted with each claim you provide to WUSATA.

Invoice: An invoice is a commercial document that itemizes a transaction between a buyer and a seller. An invoice needs to be included when submitting claims for reimbursement.

Proof of Activity: Information and documents that show that an activity took place. Each type of activity that you will be submitting claims for has a specific list of items needed for proof of activity. Please refer to the year's FundMatch guide that shows the breakdown of items that will be needed when submitting your claim.

Proof of Payment: Documentation provided in your claim that shows payment of an expense.



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Section 4: International Eligible Expenses



Advertising

Printed/TV/Radio/Moving Ads/Billboards

Eligible Advertising Expenses	Ineligible Advertising Expenses
✓ Ad design/production costs in conjunction with the purchase of radio or television broadcast time or ad placement: • Formatting/professional design/photography expenses • Script writing, voice/talent fee, clip production, music • Printing • Temporary labor for talent/design • Billboard/signage/light box rental expenses • Installation costs ✓ Moveable ad space rentals (taxis, buses, trucks) ✓ Broadcast expense (aired time, purchased spots)	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount for an approved product ✗ Ad in a publication that does not circulate in one of your approved foreign country marketing plans ✗ Ads, media and/or messages that do not target an approved foreign country market or audience ✗ Copyright and licensing fees ✗ Scheduled broadcast that has not yet aired ✗ Advertisements that are defamatory to another U.S. brand ✗ Sponsorships ✗ Media/Press Release items and associated labor ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

Section 4: Eligible & Ineligible Expenses

Reminder: All forms of advertising need to display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable.

[Click here for Example Claims!](#)



Advertising

Printed/TV/Radio/Moving Ads/Billboards

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

1) Newspapers/Magazines/Grocery Circulars

- ☐ Invoice
- ☐ Date of publication
- ☐ Proof of payment
- ☐ Original advertisement: Proof of activity for any printed advertisement cannot be in the form of a PDF proof/draft design. Images of the item produced (e.g. photographs) or original copies must be submitted.
- ☐ Original publication cover page showing the date and name of the publication
- ☐ A current circulation report for the publication showing distribution in the foreign country market
- ☐ English translation needed for above items if in foreign language

2) Billboard/Signs *(non-digital)*

- ☐ Invoice
- ☐ Proof of payment
- ☐ Geographical location
- ☐ Invoice and contract with rental agency showing length of rental
- ☐ Photo of billboard or moving ad at each location per month of run time (i.e. for a 12-month run, submit a photo for each of the 12 months)

3) Moving Ads *(non-digital) (taxi, bus, train, subway, airplane...etc.)*

- ☐ Invoice and detailed contract showing length of campaign
- ☐ Photo of each location of moving ad per month of run time
- ☐ Proof of payment

4) Broadcasting TV or Radio Ads

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name of TV or radio station
- ☐ Country and cities where ad was broadcast
- ☐ Date/run times and number of actual broadcasts with certificate of broadcast dated after activity
- ☐ DVD or CD of the radio/television commercial
- ☐ Transcript of broadcast (English translation)
- ☐ Note: Production costs must be submitted in conjunction with the purchase of the commercial, radio or TV broadcast time

5) Digital Billboards or Monitors *(bus station, subway, airports, hospitals, cinemas...etc.)*

- ☐ Invoice
- ☐ Proof of payment
- ☐ Country and cities where ad was advertised
- ☐ Photo of each digital ad per location/per month
- ☐ Date/run times and number of actual commercial
- ☐ DVD or CD of commercial
- ☐ Transcript of commercial (English translation)
- ☐ Note: Production costs must be submitted in conjunction with the purchase of the commercial, radio or TV broadcast time



Advertising Online/Email Campaigns/E-Newsletters/Social Media

Eligible Expenses	Ineligible Expenses
✓ The website or online platform/portal must clearly target the specific international audience in your approved country market. ✓ Online ads on a third-party website that clearly targets a foreign audience. ✓ Temporary labor expenses for ad design, translation, etc. ✓ Social media ads must clearly target an international market, proven through dated screen shots and analytical data reflecting your specific social media campaign. ✓ Social media influencers/bloggers ✓ E-news Letters/email campaigns ✓ Posts and video clips posted on the social media portals that clearly target your specific approved country ✓ Fees for page or platform management during your media campaign	✗ Any expense related to sexual enhancement products and products of a sexual nature/deemed offensive ✗ Domestic websites ✗ Ads that promote unapproved products or have no brand promotion ✗ Online advertisement with an U.S. origin statement placed within the hashtag ✗ Online advertisement with an origin statement placed within the hashtag ✗ e-Marketing slotting fees or online product listing fees (Ex: Amazon, Ebay, Facebook, etc.) ✗ Hosting fees/Domain purchasing fees ✗ Copyrighting and licensing fees ✗ Online ads posted on your company website ✗ Ad server fees ✗ Online activity measuring fees ✗ Advertisement campaigns tied to a product purchase/Advertising associated with a coupon or price discount for an approved product ✗ Any costs or ads associated with your company's domestic website ✗ Sponsorships ✗ Media/Press release items and associated labor ✗ QR Codes registration/production cost ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

Reminder: All online ads must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design.



Advertising Online/Email Campaigns/E-News Letters/Social Media

Claims Documentation

Important Notes:

Proof of Activity is necessary for each type of the social media claim: It is required that the website, web page or social media platform/portal clearly targets a foreign audience and country market you have selected in your FundMatch application.

The country affiliation must be clearly indicated in the links and foreign social media portal/platform domain. For example: **MX, (Mexico), CA, (Canada), DE (Denmark), IT (Italy)**. (*Domestic Social Media Marketing is not eligible*).

The online ad posted on the website/social media portal with **.com** in the domain name, a page and link showing location of the website/page host that reflects your approved country market will be required.

Required documentation for each online/social media ad campaign must be proven by a screenshot including the brand and U.S. origin statement for the following types: foreign website showing the online advertisement, banner, video commercial, social media post, full website URL address. Each screenshot should have the date for each month the advertisement/banner /video /post is running.

The date stamp within the original post must be present. Dated screenshots/printouts obtained during the online ad campaign will confirm that ad is running as scheduled or planned.

Please refer to the claim samples for examples of acceptable dated screenshots/printouts here:

[Click here for Example Claims!](#)

Reminder: All online ads must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design.



Advertising Online/Email Campaigns/E-News Letters/Social Media

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

Online Advertisement/Banner/Video

- ☐ Invoice
- ☐ Proof of payment
- ☐ A dated printed page or screenshot of the advertisement (refer to the above for requirements on the dated screenshots)
- ☐ Agreement or contract for the advertisement/banner/video placement with the site host/agency
- ☐ For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement
- ☐ English translation needed for above items if in foreign language

Social Media (Facebook, Instagram, Twitter, Google, Yahoo, influencer/blogger's posts)

- ☐ Invoice
- ☐ Proof of payment
- ☐ Dates of social media post/campaign
- ☐ Analytical data from the social media portal/platform (not a media agency) confirming the name/type of the campaign, dates, and country
- ☐ A dated printed page or screenshot of the advertisement/banner/post is running (refer to the above for requirements on the screenshots under important notes)
- ☐ For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement
- ☐ English translation needed for above items if is in a foreign language
- ☐ ↑A dated printed page or screenshot of the advertisement/banner/post (refer to the above for requirements on the screenshots)

Email Campaign/E-Newsletters

- ☐ Invoice
- ☐ Proof of payment
- ☐ Dates of campaign
- ☐ Original email with the advertisement showing the brand and a valid origin statement
- ☐ Original email for each day of the campaign
- ☐ Recipients' list showing the distribution of the email newsletters to the foreign audience



Website/Webpage Production

Eligible Expenses	Ineligible Expenses
✓ Website design, temporary labor expense and content updates ✓ Web pages within a larger site must be focused on international audiences (approved country market in application) ✓ Web page(s) can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (UK, CA, etc.) ✓ All website services need to be performed by a third-party vendor. ✓ The website must be developed bilingually or in a non-English language, unless English is an official language in that country ✓ If website consists of multiple pages in different languages, a valid U.S. origin statement must be present on each page	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Website that targets only U.S. audiences ✗ Website promoting unapproved products or brands ✗ e-Marketing slotting fees on e-commerce platform (Ex: Amazon, Ebay, Alibaba, Rabuten, Facebook, etc.) ✗ Online product listing fees or any other costs associated with placing a product for sale online ✗ Hosting fees ✗ Domain purchasing fees ✗ Copyrighting and licensing fees ✗ Online ads posted on your company website ✗ Ad server fees ✗ Online activity measuring or reporting fees ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount for an approved product ✗ Any costs associated with your company's domestic website ✗ Sponsorships ✗ QR Codes cost and related fees ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

Reminder: All website and online ads must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design.

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

Website/Webpage Production

- ☐ Invoice
- ☐ Proof of payment
- ☐ A printed page of the website/web page showing the full URL address and date of the printout/screenshot
- ☐ Proof of publish/launch date/"go live" date
- ☐ Documentation of the website development showing it clearly targets a foreign audience
- ☐ Agreement and contract for website production/design
- ☐ English translation needed for above items if in foreign language

Reminder: All website and online ads must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design.

[Click here for Example Claims!](#)

Eligible Expenses	Ineligible Expenses
✓ Shipping samples, materials, and equipment to and from an eligible promotional activity on a commercial carrier ✓ Shipping samples and promotional materials to potential international customers on a commercial carrier ✓ Shipping items to/from domestic trade shows on a commercial carrier	✗ Shipping of product orders ✗ Cost of rental vehicle to transport product

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

Freight/Shipping

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of samples or items shipped

Please note: Sample shipments to potential foreign buyers are generally small in amount. Additional materials may be requested during your claim review for larger freight shipments.

[Click here for Example Claims!](#)

Eligible Expenses	Ineligible Expenses
Examples: key chains, pens, shirts ✓ Eligible amount is up to \$4 per unit ✓ Product sample must be significantly smaller than the quantity or size of the actual product. ✓ Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item ✓ All giveaway items must display the brand name (not a company's name if different)	✗ Giveaways that do not promote the brand ✗ Giveaways that are tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaways that promote the company name but not the brand name(s), if the two are different ✗ Giveaways that are not available at promotional activity ✗ Cost of product

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Samples of the materials or legible high resolution photos showing the material in its entirety.
- ☐ Photos of giveaways distributed at event

Giveaway: A free item that is given to prospective and/or current customers. The giveaway often functions as a means of advertising the company and its products and is also a handy way to keep the company name in front of existing customers, helping to build customer loyalty.

[Click here for Example Claims!](#)

In-Store Demonstrations/Promotional Events

Eligible Expenses	Ineligible Expenses
✓ Temporary Labor wages for: • Demonstrators • Chefs • Interpreters • Translators • Host/hostess ✓ Demonstration supplies: • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Rented demonstration stand/space ✓ Freight costs to transport product samples, materials, and equipment to the demonstration location ✓ Management/supervision fees ✓ Promotional materials, that promote the brand name and valid U.S. origin statement ✓ Uniforms that promote the brand name and valid U.S. origin statement: • Aprons, T-shirts, caps, etc. ✓ Promotional Events ie: Wine Tastings ✓ Customer loyalty programs (fees to participate) <i>*May be eligible for reimbursement on a case-by-case basis. These should be requested in advance to the FundMatch Manager</i> Note: Temporary labor fees must be expressed as a "rate per hour." Hourly reimbursement(s) may not exceed the maximum rate of the designated Federal pay scale, GS-15 Step 10.	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Employee wages ✗ Foreign distributor's employee wages and travel expenses (Foreign Third Party) ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours, overtime, bonuses and sales commissions ✗ Training fees ✗ Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. ✗ Freight for a product order ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) ✗ Cost of your product used in demonstration and promotion ✗ Promotional activity tied to product purchase of product or associated with a coupon or price reduction. ✗ Sponsorship ✗ Customer loyalty programs that offer coupons for your product specifically

Customer Loyalty Programs: To encourage repeat customers through a rewards systems are now eligible. The reward cannot be a coupon that would specifically reduce the cost of the participants products.

In-Store Demonstration: A type of promotional marketing aimed at introducing/promoting a company's product in a store setting, for example product sampling.

Reminder: In-store demonstrations/food promotions need to display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design.



In-Store Demonstrations/Promotional Events

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

In-Store Demonstrations

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products demonstrated/promoted
- ☐ Dates, hours, and store location of demonstration/promotion
- ☐ One photo at each demonstration location per demonstration block
- ☐ A demonstration report for each demo performed and written verification from the store confirming the demo event
- ☐ Photos must include the hired demonstrator/temporary laborer

Promotional Events

- ☐ Invoice (translators, exhibition fee, rental fee for equipment)
- ☐ Proof of payment
- ☐ List of products exhibited
- ☐ List of customers
- ☐ Dates, hours, and location of event
- ☐ Photos showing customers, products, hired temporary labor, banners, samples, rental equipment and translators

Reminder: In-store demonstrations/food promotions need to display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design.

[Click here for Example Claims!](#)



In-Store Displays Temporary/Seasonal

Eligible Expenses	Ineligible Expenses
✓ Temporary displays that promote the brand name and valid U.S. origin statement ✓ Demonstration displays constructed of temporary materials with a useful life of less than one year (e.g. cardboard, paper, etc.) ✓ Point of sales materials (all with valid U.S. origin statement): • Posters/banners • Sales sheets/brochures/leaflets • Shelf talkers ✓ Production of cartons that convert to a shelf display ✓ Free standing displays constructed of temporary materials ✓ Cardboard bins/shelving units ✓ Temporary labor for display design/set up ✓ Uniforms that promote the brand name and valid U.S. origin statement: • Aprons, T-shirts, caps, etc. ✓ Giveaways: • Eligible amount is up to \$4 per unit • Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item ✓ Rental of floor space for product promotion • End-of-aisle/gondola displays/island displays ✓ Space rental for promotional materials (freestanding cardboard displays, signage, etc.)	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year ✗ Slotting and listing fees ✗ Product placement fees in non-temporary or seasonal areas ✗ Any activity tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaway items that: • Do not promote the brand • Are tied to a purchase of product • Promote the company name but not the brand name(s), if not one and the same ✗ Cost of product

Section 4: Eligible & Ineligible Expenses

In-Store Display: The placement of a company's product in a store aimed at promoting that product through visual merchandising.

Reminder: In-store displays must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.



In-Store Displays Temporary/Seasonal

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

In-Store Displays

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products being promoted (*If you market other brands or products that are not approved, the activity will be prorated*).
- ☐ Dates and locations of space rental
- ☐ Photos - **see specific photo requirements below**

If Claiming Expenses for Display Space Rental Only

- ☐ Photos of the display at each location
- ☐ At least one photo per month per location required
- ☐ Photos clearly display your brand name and a valid U.S. origin statement

If Claiming Expenses for Display Production and Space Rental

- ☐ Photos of the display at each location
- ☐ At least one photo per month per location required
- ☐ Photos must be large scale all encompassing

If Claiming Expenses for Display Production Only

- ☐ Photo of display unit in its entirety
- ☐ Sampling of photos of display units in use at promotional activities

Reminder: In-store displays must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.

[Click here for Example Claims!](#)



International Trade Seminars

Eligible Expenses	Ineligible Expenses
Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved brand products. ✓ Seminar room or facility rentals ✓ Rental of equipment ✓ Freezer, hot plates, sound/presentation, etc. ✓ Management/supervision fees ✓ Temporary labor wages: • Demonstrators • Chefs • Interpreters/Translators • Host/hostess ✓ Demonstration supplies: • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Freight costs ✓ Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: • Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch-approved products • Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement • Sales materials that target a foreign audience • Temporary labor for printed sales material design For temporary labor, limited wages of independent contractors are eligible <u>one day before the event and during event days only (8 hour max per day).</u>	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Purchase of non-disposable furnishings, containers, supplies, etc. ✗ Cost of product samples ✗ Ineligible temporary labor wages: • Employee wages • Foreign distributor's employee wages and travel expenses (In-country Partner) • Independent contractor's travel costs and meals • Wages over 8 hours • Sales commission • Demonstrator wages for an employee of your company • Training fees • Parking ✗ Ineligible freight costs: • Shipping of product orders • Cost of rental vehicle to transport product ✗ Ineligible printed sales materials: • Sales material that does not promote the brand name and valid U.S. origin statement • Sales material that does not target a foreign audience • Business cards • Seasonal greeting cards • Sales materials for unapproved FundMatch products • Any materials tied to discount of products (e.g. coupons) ✗ Educational seminars, trainings, or conferences that your company would like to participate in or attend are not eligible. ✗ Media/Press release items and associated labor ✗ Business meetings not related to seminar

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

International Trade Seminars

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name, date, and location of the trade seminar
- ☐ List of attendees
- ☐ Photos of the seminar, product, product being promoted (*If you market other brands or products that are not approved, the activity will be prorated*).
- ☐ Photos of all temporary labor, attendees, product samples, translators, and rental equipment at the event

Reminder: International Trade Seminars need to display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design.



[Click here for Example Claims!](#)



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International Trade Shows

- **Trade Shows with a USA Pavilion**

Companies are required to exhibit within the USA Pavilion to receive reimbursement on eligible expenses. If the trade show is not USDA endorsed and it has no USA pavilion, your company is free to exhibit anywhere on the show floor. As long as 30% or more of the exhibitors sell food or agricultural products, the international show may be eligible.

- **Exhibiting Outside USA Pavilion**

You will need to request pre-approval by contacting the FundMatch Manager directly (at least two months prior to the show). We in turn need to get approval from the USDA on your behalf. We can only consider requests submitted directly to the FundMatch Manager. Contact us with any questions at 360-693-3373 or fundmatch@wusata.org. The request may not be granted, so plan accordingly.

- **Wine Tastings/Events** *(only for wineries/wine promoted companies)*

You will need to request pre-approval by contacting the FundMatch Manager directly (at least two months prior to the show/activity). Activity organized by NW Wine Coalition could be eligible (*Washington Wine Commission/Oregon Wine Board/Wine Institute (California)*). We in turn need to get approval from the USDA on your behalf. We can only consider requests submitted directly to the FundMatch Manager. Contact us with any questions at 360-693-3373 or fundmatch@wusata.org. The request may not be granted, so plan accordingly.

USA Pavilion: A pavilion at specific shows where USDA has purchased a group of booths. Exhibiting within the USA Pavilion is a requirement if you will be seeking reimbursement through FundMatch. A complete list of shows with USA Pavilions can be found in the current year's FundMatch guide.



International Trade Shows

Eligible Expenses	Ineligible Expenses
✓ Exhibition fees/booth space rental and booth insurance expenses ✓ Rental of temporary booth displays ✓ Exhibitor's guide/directory listing and advertisement with valid U.S. origin statement ✓ Uniforms that promote the brand name and valid U.S. origin statement: • Aprons, t-shirts, caps, etc. ✓ Temporary labor wages: • Demonstrators • Chefs • Interpreters • Translators • Host/hostess • Booth design • Booth construction/set up ✓ Demonstration supplies: • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Product showcase	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Booth and materials that do not promote the brand name and a valid U.S. origin statement ✗ Purchase of custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) ✗ Purchase of non-disposable furnishings, containers, supplies, etc. ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Country is not listed in your marketing plan ✗ Ineligible travel includes: • Travel expenses for interpreters/temporary labor/contractors • Ground transportation • Travel of applicants for employment interviews • Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory

Reminder: Booth displays must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.



International Trade Shows

Eligible Expenses Cont.

- ✓ Limited foreign travel:
 - Airfare for two company representatives. **See International Travel section for detailed information.**
 - Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative for representation in sales transactions for a specific event.
 - Meals & Incidentals for two company representatives at the per diem rate. **See International Travel section for detailed information**
 - Lodging for two company representatives up to the per diem rate. **See International Travel section for detailed information**
 - Passports
 - Visa
 - Inoculations
- ✓ Management/supervision fees
- ✓ Freight:
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- ✓ Printed sales materials:
 - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products
 - Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
 - Sales material that targets a foreign audience
 - Temporary labor for printed sales material design
- ✓ Giveaways:
 - Eligible amount is up to \$4 per unit
 - Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item

For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day).

Ineligible Expenses Cont.

- ✗ Ineligible travel includes (continued):
 - Travel for any other reason except Outbound Trade Missions and International Trade Shows
- ✗ Freight ineligibility includes:
 - Shipping of product orders
 - Cost of rental vehicle to transport product
- ✗ Ineligible printed sales materials (PSM) as follows:
 - Material that does not promote the brand name and valid U.S. origin statement
 - Material that does not target a foreign audience
 - Business cards
 - Seasonal greeting cards
 - Materials for unapproved FundMatch products will be prorated on approved versus promoted products
 - Any materials tied to discount of products (e.g. coupons)
- ✗ Giveaways ineligible expenses:
 - Items that do not promote the brand
 - Items that are tied to a purchase of product
 - Items that promote the company name if different brand
 - Cost of product
- ✗ Ineligible temporary labor costs
 - Employee wages
 - Foreign distributor's employee wages and travel expenses (In-country Partner)
 - Independent contractor's travel costs and meals
 - Demonstrator wages for an employee of your company or your foreign distributor's company
 - Wages over 8 hours
 - Sales Commission
 - Training fees
 - Parking
- ✗ Media/Press release items and associated labor



International Trade Shows

Claims Documentation

In your claim, please submit the following activity-related materials [within the International Claim Forms Packet](#).

International Trade Shows

- ☐ Invoice
- ☐ Proof of payment
- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide or print screenshot of online listing
- ☐ The following booth photos are required:
 - ☐ A large scale, all-encompassing photo of the entire booth, after setup, with brand name products/valid U.S. origin statement on display. Photos with empty shelves will not be accepted.
 - ☐ Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth.
 - ☐ A high-quality video on DVD/CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
 - ☐ Photos of employees/representatives/temporary labor manning the booth during the trade show.
- ☐ A list of ALL products displayed and promoted in the booth (*All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show*)
- ☐ If you have a product featured in a product showcase, be sure to get a photo.
- ☐ Photos of employees/representatives/temporary labor manning the booth during the trade show.

Section 4: Eligible & Ineligible Expenses

Reminder: Booth displays must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.

Photo Tips: Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are not good quality.



[Click here for Example Claims!](#)



2022 International Trade Shows with USA Pavilions

Companies must exhibit within the USA Pavilion at the eligible trade shows listed below in order to receive reimbursement for trade shows. Please reference page 46 for details.

Note: This is not a complete list of trade shows. USA Pavilions are continuously added throughout the year. To verify whether a USA Pavilion exists for any other shows, please visit fas.usda.gov/topics/trade-shows

ASIA

- Supermarket Trade Show
- FOODEX Japan
- Food Ingredients Asia - China
- VIV Asia
- Seoul Food & Hotel
-  • SIAL China
- Food Ingredients Asia (FI)
- Food & Hotel China
-  • FHA Food & Beverage

AUSTRALIA

- Fine Food Australia

EUROPE/RUSSIA

- Fruit Logistica
- BioFach
- Seafood Expo Global
-  • SIAL Paris

MIDDLE EAST/AFRICA

-  • Gulfood
- Gulfood Manufacturing

NORTH & SOUTH AMERICA

- SIAL Canada
-  • Espacio Food & Service

Pre-Approved Outbound Trade Missions

Eligible Expenses	Ineligible Expenses
✓ Limited foreign travel: Refer to International Travel section for detailed information • Trade Mission airfare and lodging reimbursement is contingent upon what the Global Connect Program covers. For example: if the Global Connect Program is paying for your hotel, you cannot turn in a claim for reimbursement for your room ✓ Freight: • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: • Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale (P.O.S.) materials that promote FundMatch-approved products • Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement • Sales material that targets a foreign audience ✓ Giveaways: • Eligible amount up to \$4 per unit • Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item • All giveaway items must display the brand name	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Trade mission registration or participation fees ✗ Materials that do not promote the brand name and a valid U.S. origin statement ✗ Cost of product samples ✗ Missions to a country is not listed in your marketing plan ✗ Any expense that will be reimbursed by any Global Connect Program or any other generic program ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible printed sales materials as follows: • Material that does not promote the brand name and valid U.S. origin statement • Material that does not target a foreign audience • Business cards • Seasonal greeting cards • Materials for unapproved FundMatch products • Any material tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaways ineligible expenses: • Items that do not promote the brand • Items that are tied to the purchase of product or associated with a coupon or price reduction • Items that promote the company name but not the brand name(s), if not one and the same • Cost of product ✗ Media/Press release items and associated labor

Pre-Approved Outbound Trade Mission: An overseas visit by a group of businesses to meet potential buyers or agents coordinated by a U.S. State Department of Agriculture project manager and WUSATA contractor.

Pre-Approved Outbound Trade Missions

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

Participation Materials

- ☐ Invoice
- ☐ Proof of payment
- ☐ Registration materials
- ☐ List of participating companies
- ☐ Itinerary or agenda
- ☐ List of all products displayed/promoted (*materials will be prorated on approved versus promoted products*)
- ☐ Photos of the following:
 - ☐ Product showcase showing products on display and valid U.S. origin statement
 - ☐ One-on-one business meetings
 - ☐ ATO market briefing
 - ☐ Photos of travelers at the event

Reminder: Materials must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.





FundMatch can reimburse limited foreign travel expenses for two company representatives only if they are traveling to:

- **Exhibit at an eligible international trade show or wine tasting refer page 45**
 - Companies arriving early or staying longer will only be reimbursed lodging and per diem for two days before and the last night of the trade show, in addition to all the days of the trade show.
- **Participate in a Pre-approved Outbound Trade Mission**
 - Eligible travel includes the dates of the trade mission plus one day before the activity begins and departure on the day after the trade mission.

Eligible Expenses	Ineligible Expenses
✓ Passports ✓ Visa ✓ Inoculations ✓ Airfare for two company representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative in sales transactions for a specific event. <i>(Proof of contract and payment will be required at time of claim)</i> ✓ Lodging for two company representatives up to the per diem rate ✓ Meals & Incidentals for two company representatives at the per diem rate, receipts are not required	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Travel expenses for interpreters and temporary labor ✗ Ground transportation ✗ Travel of applicants for employment interviews ✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory ✗ Travel for any other reason except participating in a WUSATA Outbound Trade Missions or exhibiting at International Trade Shows ✗ Airbnb ✗ Any expense related to a trade show at which you are not exhibiting



International Travel

Required Documentation for the below international expenses pg. 53-56:

- ☐ **Required Travel Notification Form** and copy of fax confirmation or email sent to ATO at least 14 days before trade event. If not sent, airfare will be ineligible.
- ☐ **Trip Report Form** with an attached list of contacts made at the show (can be copies of their business cards)
- ☐ **Travel Expense Summary Form (per traveler)**
- ☐ For non-employees, a copy of the contract/agreement on your company letterhead showing that the representative was engaged to promote the participant's product at the event
 - ☐ If the non-employee pays for their own travel expenses, please provide proof they were reimbursed by the participating company (airfare, lodging, meals)

Passport, Visa, and Recommended Inoculations (if needed for an eligible activity)

- ☐ Invoice
- ☐ Proof of payment
- ☐ A photocopy of the first page of the passport showing the name and date of issue;
- ☐ A copy of the regulation stating that a visa is required for the specific country market along with a photocopy of the page in the passport showing the visa;
- ☐ The vaccination record and computer print screens/screenshots from the U.S. State Department website and/or the Travelers' Health Page of the Centers for Disease Control (CDC) website showing the advisory which recommends the inoculations.

Travel Notification: Company representatives traveling to foreign trade show/trade missions are required to notify the ATO (Agricultural Trade Office) located in the destination country. This notification needs to be in writing at least 14 business days prior to travel. Failure to provide advance notification of travel may result in disallowance of travel expense. Confirmation that the travel notification was sent must be submitted with all travel claims. Fax confirmation or sent email can be used as confirmation.

Trip Report: Mandatory report of travel activities and contracts for all overseas travel. Trip Report(s) are required for each international trade show/trade mission claim.



International Travel Airfare

Airfare

- ☐ Travelers must fly on a U.S. or EU member carrier
- ☐ Flight itinerary with E-ticket number that matches proof of payment
- ☐ Boarding Passes - *print version is required referencing E-ticket number*
- ☐ Flight itinerary listing should include each leg of the flight, flight numbers, airports, dates and times, seating category, ticket number, and passenger name. The U.S. or EU member carrier flight numbers are required for flights departing from and arriving in the United States
- ☐ Proof of payment

A dated quote is needed if you have one of the following situations:

☐ **If you fly other than coach economy class**

- Print dated quote the day you purchase your actual ticket. It must:
 1. Be from the same airline
 2. Show the same departure and return date as actual ticket
 3. Must have same origin and destination
 4. Be up to full fare economy class
- **The quote needs to be obtained directly from the airline's website, not from a 3rd party booking website, example: Travel agency, Expedia, Travelocity etc. Be sure to keep a printed copy of the dated quote as outlined above, it will be needed the claim. Without this printout, your airfare will not be eligible.**

☐ **If you fly non-direct (with side trips) or extend your stay, make sure to obtain a quote itinerary that states the cost of the flight without side trips.**

- Print dated quote the day you purchase your actual ticket. It must:
 1. Be from the same airline
 2. Show the same departure/return date as actual ticket to and from Trade Show or Trade Mission location (e.g. flying in and out of the trade show/mission cities)
 3. Be up to full fare economy class
- **The quote needs to be obtained directly from the airline's website, not from a 3rd party booking website, example: Travel agency, Expedia, Travelocity etc. Be sure to keep a printed copy of the dated quote as outlined above, it will be needed for the claim. Without this printout, your airfare will not be eligible.**
(Any changes to the itinerary will require the participant to reproduce the documentation for the above items.)

Fly America Act (EU Membership): Federal travelers are required by 49 U.S.C. 40118, commonly referred to as the "Fly America Act," to use U.S. air carrier service for all air travel and cargo transportation services funded by the U.S. government.



International Travel Lodging

Lodging

- ☐ Detailed copy of the hotel statement showing the occupant's name(s), arrival/departure dates, itemized per night room rate (no average rates), and total charges
 - ☐ If the hotel statement is in a foreign language, please provide the English translation
 - ☐ If two company employees share a room, the statement must show each person's name
 - ☐ If the hotel is reserved and prepaid online or through a travel agent or hotel directly, your reservation email will not be enough to receive reimbursement. Each traveler must obtain a statement from the hotel showing the guest's name(s), arrival/departure dates, and a zero balance to confirm the reservation was kept
- ☐ Proof of payment

For International Trade Shows, WUSATA will reimburse up to two days before the official start of the show, all the days of the show, with departure on the day after the show ends. If you stay longer, you are responsible for the cost of any additional nights of lodging.

[Click here for Example
Claims!](#)



International Travel Meals & Incidentals (M&IE)

Meals & Incidentals (M&IE)

- It is not necessary to submit itemized receipts for meals and ground transportation
 - For **trade shows** you are eligible for up to **two** days before and **one** day after the show
 - For trade missions you are eligible for up to **one** day before and **one** day after the event
- Additional travel days are at your company's expense

For lodging and M&IE, your rate is based on the U.S. Office of Allowances' foreign per diem rates https://aoprals.state.gov/web920/per_diem.asp

Example:

SIAL Paris Trade Show October 18 - 22, 2020
M&IE rate for Paris: \$175.00

Calculate M&IE

October 16 (Arrive in Paris)	$\$175.00 \times 75\% = \$ 131.25$
October 17 Per Diem	\$ 175.00
October 18 •	\$ 175.00
October 19 •	\$ 175.00
October 20 •	\$ 175.00
October 21 •	\$ 175.00
October 22 •	\$ 175.00
October 23 (Depart Paris)	$\$175.00 \times 75\% = \$ 131.25$

Total:	\$ 1,312.50
50% Reimbursement:	\$ 656.25



Virtual Promotional Events

Eligible Expenses	Ineligible Expenses
✓ Exhibition fees/virtual booth space ✓ Virtual promo event fee ✓ Electronic exhibitor's guide/directory listing and advertisement with valid U.S. origin statement and brand ✓ Electronic advertising with valid U.S. origin statement and brand ✓ Electronic point of sales material displayed in booth with valid U.S. origin statement and brand ✓ Shipping/freight of product samples and point of sales material to potential international customer (pg. 37) ✓ Production of electronic point of sales material (pg. 60)	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Booth and materials that do not promote the brand name and a valid U.S. origin statement ✗ Membership / subscription / association fees with the show/event organizer ✗ Sponsorships ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Country is not listed in your marketing plan

Reminder: Booth displays must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the display design.



Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

Important Notes: Remember that the virtual trade show or promo event must clearly target a foreign audience. This is proven if the event appears virtually on the website with a foreign domain as MX, CA, DE, IT, CN, etc. The online activity that is posted on the .com website, a page showing the show/promo event organizer's HQ location is required.

- ☐ Contract/invoice that shows what the costs entail
- ☐ Proof of payment
- ☐ Proof of activity (foreign audience must be targeted):
 - ☐ Video or screenshot of the virtual booth/promo event shown (A high-quality video on flash drive / CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the screenshots)
 - ☐ Dated screenshots of the virtual meetings/communications with customers
 - ☐ An eligible and readable U.S. origin requirement is present during each stage of the virtual promotion (virtual booth, company's video, product video, individual/one-on-one presentations, etc.)
- ☐ A list of ALL products displayed and promoted in the virtual booth/event (All expenses will be prorated based on the number of approved and unapproved products being promoted at the virtual trade show/event)
- ☐ Advertisement in virtual booth:
 - ☐ Video or screen shot of the booth shown for the virtual trade show/promotional event
 - ☐ An eligible and readable U.S. origin statement and brand

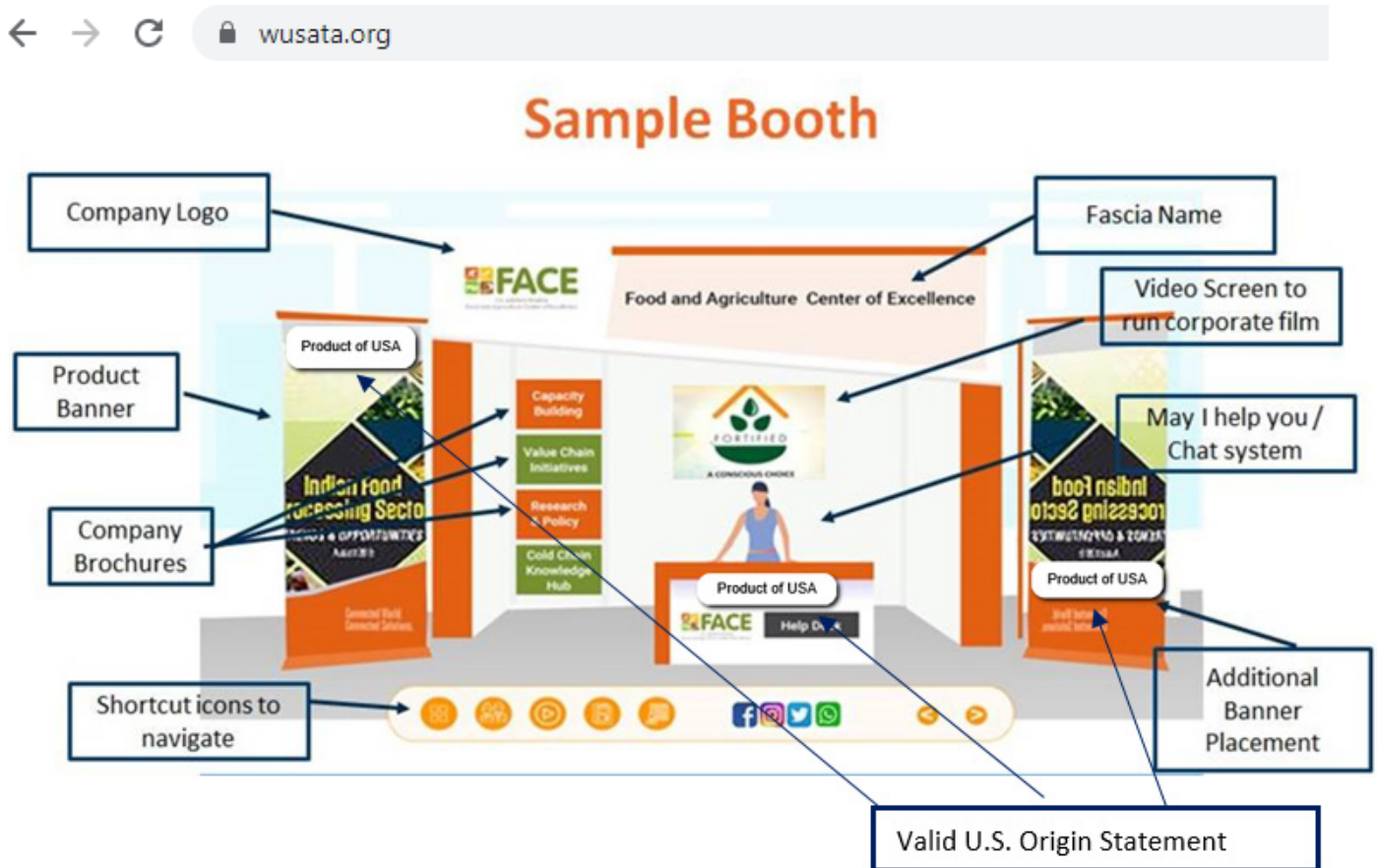
***Please reference image on page 59, this is a sample of what screenshots should look like printed and submitted with the claim.**

Reminder: Must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the design.



Virtual Promotional Events Sample Booth

***Please reference image below, this is a sample of what screenshots should look like printed and submitted with the claim.**



2:27 PM
7/21/2021



Labels and Packaging Modifications

Eligible Expenses	Ineligible Expenses
✓ First printing of a one-year supply* of approved foreign packaging/ labels or stickers. ✓ Temporary labor for: • Design • Translation services ✓ Production of packaging and labels ✓ Plates ✓ Set-up ✓ Graphic design * The year begins with the invoice date of the first printing. ** If the foreign country regulations change after the invoice date of the first printing and require new modifications, the year starts over again. *** Stickers for labels are only eligible if they are to meet the regulations of foreign markets.	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Modifying a label or package to add the U.S. origin statement in order to be eligible for FundMatch is not reimbursable ✗ Changing flavors, varieties, or the size of packaging is considered new product packaging and is not reimbursable ✗ Production of package/labels for new brands, new sizes, or new flavors of products ✗ Aesthetic or marketing changes to the design of a package/label ✗ Any changes made to meet your international distributors requirements ✗ Duty stamps, certification fees, research fees, etc. ✗ Stickers labels to bring them into compliance for the program is not eligible. ✗ Label modifications required by importer, buyer, or distributor.

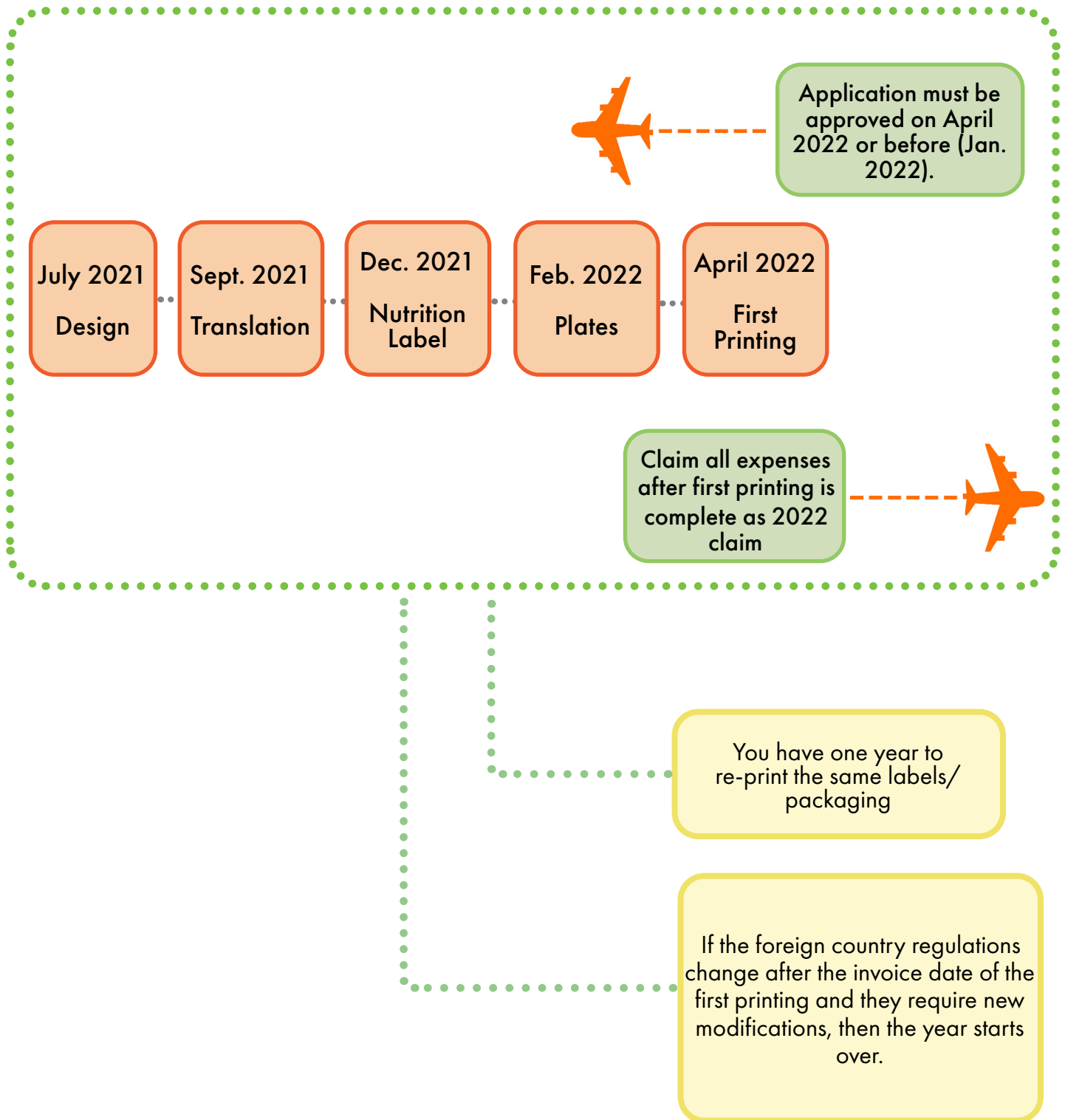
Section 4: Eligible & Ineligible Expenses

Exporting includes making changes to your packaging and labels to meet a foreign country's requirements. To receive reimbursement, your company will need to demonstrate:

1. The changes you are making are for existing FundMatch approved packaging and labels
2. The changes are necessary to meet the labeling requirements of a foreign country
3. All expenses are outsourced
4. New packaging must include a **valid U.S. origin statement**



Labels and Packaging Modifications Example





Labels and Packaging Modifications

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Original label/packaging before modifications and new foreign label/packaging after modifications (**actual labels required**)
- ☐ Foreign label regulations with sections identifying the required changes highlighted (*regulations can be obtained from foreign country's official labeling/packaging government website*)
- ☐ Proof of activity for packaging, cannot be in the form of a PDF proof. Images of the item produced (e.g. photographs) or original copies must be submitted.
- ☐ For temporary sticker's labor expense claim, you will need to provide photos of product(s) with attached temporary sticker as proof of activity.

Reminder: Must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the design.

[Click here for Example Claims!](#)



Printed Sales Materials

Eligible Expenses	Ineligible Expenses
✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch-approved products ✓ Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement ✓ Sales material that targets a foreign audience ✓ Temporary labor for printed sales material design ✓ All forms of printed sales materials must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed), part of the material design, and its size large enough to read without difficulty.	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Sales material that does not promote the brand name and valid U.S. origin statement ✗ Sales material that does not target a foreign audience ✗ Business cards ✗ Seasonal greeting cards ✗ Sales materials for unapproved FundMatch Program products ✗ Any materials tied to the discount of product or associated with a coupon or price reduction ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Proof of activity for any printed materials cannot be in the form of PDF design/draft design. Images of the item produced (e.g. photographs) or original copies must be submitted. For larger items, legible high-quality photo of the material in its entirety, showing brand promotion and valid U.S. origin statement may be submitted.

Reminder: Materials must display your brand name and a **valid U.S. origin statement**. The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed).

[Click here for Example Claims!](#)



Translation

Eligible Expenses	Ineligible Expenses
✓ Temporary labor for the following translation services: • Creation of point of sale materials that promote the brand name and valid U.S. origin statement • Trade Show Booth • Promotional events • Website in foreign language • Trade Seminars ✓ Printed point of sale materials that promote the brand name and valid U.S. origin statement ✓ Printed advertisements in a foreign language ✓ Temporary Labor - Refer to page 58	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Cost of translating any items for the purpose of submitting them with a claim to WUSATA, includes invoices, proof of payment, proof of activity ✗ Translation of items that do not promote the brand name and valid U.S. origin statement ✗ Translation of business documentation ✗ Translation of items not printed or finalized ✗ Translation of items that are tied to the purchase of product or associated with a coupon or price reduction

Section 4: Eligible & Ineligible Expenses

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ A copy of the foreign language material along with the item translated into English.
- ☐ Photos of the translators working for the participant company at the demonstrations, trade show, promotional events, or international trade seminar.

Reminder: All material must promote the brand name and a **valid U.S. origin statement** in a manner easily observed/readable.

[Click here for Example Claims!](#)



Uniforms

Eligible Expenses	Ineligible Expenses
✓ For example: • Aprons • T-shirts • Caps • Etc... <i>Each uniform must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed) and be part of the uniform design.</i>	✗ Items without visible valid U.S. origin statement or brand name ✗ Costumes ✗ Items promoting unapproved brand or product ✗ Items promoting company name if different from a brand)

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Photos of both sides of each uniform item in use during activity showing U.S. origin statement and brand name

Reminder: Uniforms must promote the brand name and a **valid U.S. origin statement** in a manner easily observed/readable.

[Click here for Example Claims!](#)



Wages for Temporary Labor Independent Third Party (Contractors)

Eligible Expenses	Ineligible Expenses
✓ Booth design ✓ Booth construction/setup ✓ Chefs ✓ Demonstrators/promoters ✓ Host/hostess ✓ Interpreters/translators ✓ Printed sales materials design ✓ Set up ✓ Web development for international audiences ✓ For trade shows, temporary labor is eligible one day before the event and during event days only (8 hour max per day). ✓ Management/supervision fees ✓ Limited wages for part-time contractors is determined by U.S. government, https://www.federalpay.org/gs/2021/GS-15 ✓ For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day).	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Employee wages ✗ Foreign distributor's employee wages and travel expenses (In-Country Partner) ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation and Meals ✗ Sales commission ✗ Training fees ✗ Wages over 8 hours

Section 4: Eligible & Ineligible Expenses

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
 - Express wages as (rate per hour) x (hours worked) x (days worked)
 - Example: \$15 x 6 hours x 3 days = \$270
- ☐ Proof of payment
- ☐ Photos of each contractor or temporary laborer working for the participant company at eligible promotional event, including demonstrations: trade show, or international trade seminars

Click here for Example Claims!



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Section 5: Domestic Expenses





Domestic Trade Seminars

Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved brand products. Domestic trade seminars must include a **minimum of 10** international trade representatives from foreign companies to be eligible for reimbursement.

Eligible Expenses	Ineligible Expenses
✓ Seminar room or facility rentals ✓ Rental of equipment: • Freezer, hot plates, sound/presentation, etc. ✓ Temporary labor wages: • Demonstrators • Chefs • Interpreters • Translators • Host/hostess • Set up ✓ Demonstration supplies: • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Freight costs: • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Management/supervision fees ✓ Printed sales materials: • Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products • Each item must promote the brand name to be eligible for reimbursement • Sales material that targets a foreign audience ✓ Temporary labor for printed sales material design • For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day)	✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible temporary labor wages: • Employee wages • Independent contractor's travel costs and meals • Demonstrator wages for an employee of your company • Transportation, meals, wages over 8 hours, and sales commission • Training fees ✗ Ineligible freight costs: • Cost of rental vehicle to transport product ✗ Ineligible printed sales materials: • Sales material that does not promote the brand name • Sales material does not target a foreign audience • Business cards • Seasonal greeting cards • Sales materials for unapproved FundMatch products ✗ Expenses will be prorated on approved versus promoted products ✗ Any materials tied to the purchase of product or associated with a coupon or price reduction ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend are not eligible. ✗ Media/Press release items and associated labor



Domestic Trade Seminars

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name and date of the trade seminar
- ☐ List of attendees – Domestic trade seminars must include a minimum of 10 international trade representatives from foreign companies
- ☐ Photos of the seminar and original copies of presentation materials
- ☐ Photos of all demonstrators and temporary laborers





Pre-Approved Domestic Trade Shows

IMPORTANT: Your company can seek reimbursement for domestic trade shows only if the show is listed on the all-inclusive pre-approved domestic trade show list in this section.

Companies must exhibit in the USA Pavilion in all shows listed here.

- Americas Food & Beverage Show & Conference USA Pavilion
- Food Marketing Institute (FMI) U.S. Food Showcase
- National Restaurant Association (NRA) American Food Fair Pavilion

Eligible Expenses	Ineligible Expenses
✓ Exhibition fees/booth space rental and booth insurance expenses ✓ Rented temporary booth displays (constructed of temporary materials having a useful life of less than one year) ✓ Exhibitor's guide/directory listing and advertisement ✓ Product showcase ✓ Uniforms that promote the brand name • Aprons, t-shirts, caps, etc. ✓ Temporary labor wages: • Demonstrators • Chefs • Interpreters/translators • Host/hostess • Booth design • Booth construction/set up	✗ Any travel expenses ✗ Materials that do not promote the brand name ✗ Purchased custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Media/press release items and associated labor ✗ Meeting room rentals

Pre-Approved Domestic Trade Show: A company can seek reimbursement for a pre-approved domestic trade show. A list of specified trade shows in the U.S. market is provided in the FundMatch guide. Only these shows are eligible for reimbursements through the FundMatch claims process.



Pre-Approved Domestic Trade Shows

Eligible Expenses Cont.	Ineligible Expenses Cont.
✓ Demonstration supplies: • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Freight: • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: • Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products • Each item must promote the brand name to be eligible for reimbursement ✓ Labor for printed sales material design ✓ Management/supervision fees ✓ Giveaways: • Total cost to design and produce item (we can reimburse up to \$2 per item if the participant spends up to \$4.)	✗ Any expense related to sexual enhancement products and products of sexual nature ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Country is not listed in your marketing plan ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible printed sales materials as follows: • P.O.S. that does not promote the brand name • Business and seasonal greeting cards • Sales materials for unapproved FundMatch products • Materials will be prorated on approved versus promoted products ✗ Any materials tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaways ineligible expenses: • Items that do not promote the brand • Items that are tied to a purchase of product or associated with a coupon or price reduction • Items that promote the company name but not the brand name(s), if not one and the same • Cost of product ✗ Ineligible temporary labor costs • Employee wages • Independent contractor's travel costs and meals • Demonstrator wages for an employee of your company or your foreign distributor's company • Wages over 8 hours • Sales commission • Training fees • Parking ✗ Domestic advertising, including online, digital, and printed

Claims Documentation

In your claim, please submit the following activity-related materials [Claim Form/Expense Summary Sheet](#) along with all required documentation below:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- ☐ A complete list of ALL products promoted in the booth (*All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show*)
- ☐ The following booth photos are required:
 - A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. Photos with empty shelves will not be accepted.
 - Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth
 - A high-resolution video of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
 - If you have a product featured in a product showcase, be sure to get a photo.
 - Photos of employees/representatives/temporary labor manning the booth during the trade show.





2022 Domestic Trade Shows

The domestic trade shows listed here have been approved by FAS. They are the only domestic shows eligible for FundMatch reimbursement.

Requirements to receive reimbursement for Domestic Trade Shows:

- If a USA pavilion is present, the participant **MUST** exhibit there (unless noted otherwise below) to receive reimbursement.

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food & Beverage Show (Must exhibit in the USA Pavilion)
- BrewExpo America
- Dairy Deli Bakery Show
- Duty Free Show of the Americas
- Global Trade Exchange
- Global Produce & Floral Show (formerly the PMA Fresh Summit)
- Institute of Food Technologists (IFT)
- International Baking Industry Expo
- International Builders' Show
- International Flight Services Association Expo
- International Floriculture Expo (IFE)
- International Home & Housewares Show
- International Mass Timber Conference
- International Production and Processing Expo
- Kosherfest
- Magic International Sourcing Show
- NASFT/Fancy Food Show - Summer
- NASFT/Fancy Food Show - Winter
- National Association of Convenience Stores (NACS)
- National Confectioners Association (NCA) Sweets and Snacks Expo
- National Restaurant Association Show (NRA)
- (Must exhibit in the USA Pavilion)
- Natural Products Exposition - West
- Natural Products Exposition East
- Nightclub & Bar Beverage
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- Private Label Manufacturers Association (PLMA)
- Seafood Expo North America/ Seafood Processing North America
- SIAL America



2022 Domestic Trade Shows

- Snack Food Association (SNAXPO)
- Southern Nursery Association, SEGGreen
- Specialty Coffee Association of America Annual Exposition
- SupplySide West
- Surfaces
- United Produce Show at FMI
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress





Section 6: Important Policies





Terms & Conditions

WUSATA is hereby authorized by the company to contact any person or entity, including but not limited to foreign third parties, which the company may have contracted with or dealt with in planning, arranging or performing the actions giving rise to any claim submitted. WUSATA is authorized to obtain information about the company and/or any person, entity or foreign third party in any way related to any claim.

WUSATA is authorized to obtain information about any activity, service or goods giving rise to or in any way related to any claim or about any claim itself generally. The company, and its books, documents, papers and records shall be subject to a forensic audit as determined by WUSATA, FAS, CCC or other auditing body related to FundMatch Program activities during or after the program year in question and any claim submitted under such program. WUSATA, FAS or other auditing body is hereby given express authorization to contact the company's bank and obtain information and copies of bank records related to the company's bank account including but not limited to information about and copies of checks drawn, wire transfers made, credit card payments made or other form of payment made to pay expenses for which reimbursement is or was sought under the FundMatch Program.

WUSATA may reject any claim for reimbursement if, in the sole opinion of WUSATA, it does not comply with this Agreement, MAP, or FAS regulations, or any other laws of the United States, or if there is an outstanding question regarding the validity of that claim.



WUSATA Fraud Policy

WUSATA has zero tolerance regarding fraud. Through WUSATA's Business and Ethics Code of Conduct, and as a steward of taxpayer funds distributed through the USDA's Market Access Program (MAP), WUSATA seeks to maintain and enhance the reputation of our organization, participants and industry. Conducting proactive fraud prevention and researching suspicions and/or allegations of fraud is an active component of WUSATA's zero tolerance for fraud.

WUSATA's fraud prevention program includes:

- Authenticates and verifies products and businesses
- Proves payments and activities
- Tracks the funding of MAP expenditures

WUSATA participants are expected to conduct business in accordance with the laws and regulations of the country in which an activity is carried out and in accordance with applicable U.S. Federal, state and local laws, and regulations. All WUSATA participants will comply with any applicable program regulations that apply. Failure to obey these laws is grounds for being dropped from WUSATA's programs.

WUSATA participants will not engage in fraud, which is defined by WUSATA as: the taking of or obtaining by deception, of money or any other benefit from—when not entitled to the benefit or the attempt to do so; the intentional misrepresentation of—financial position; the intentional misrepresentation of information leading to financial loss. Any suspicion of fraud will be reported to the USDA's Foreign Agricultural Service. There are serious penalties associated with making false claims for reimbursement of federal dollars. A false claim also represents a breach of agreements between WUSATA and your company, which could result in being dropped from participation and legal action being taken.

For questions, or to file a complaint of fraud, contact Andy Anderson, WUSATA Executive Director at: 4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730

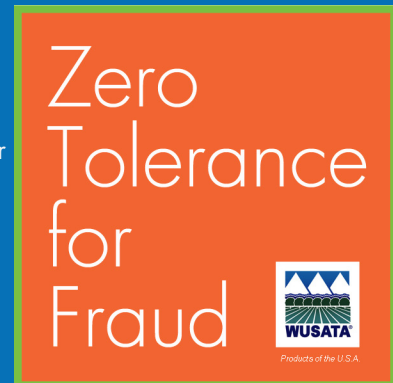
Fraud Prevention Program

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Whether or not you participate in Fund-Match, you are a taxpayer. It's in your best interest that we conduct a rigorous fraud prevention program. As a recipient of MAP funds, it is also in your interest that we protect the program so that we, and other MAP cooperators can continue to help thousands of small companies engage in exporting.

We don't ask for additional information or clarification because we're fishing for fraud. WUSATA asks for certain paperwork to verify companies and their products. This provides us the ability to track how funds are being spent and be able to prove the payments and activities occurred.

For questions, or to file a complaint of fraud, contact Andy Anderson, WUSATA Executive Director, at: 4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730



WUSATA Non-Discrimination Policy

WUSATA programs and projects are available on a limited basis and only to eligible participants. Availability is subject to constraints of timing, funding and requirements specific to each program or project. WUSATA reserves the sole and exclusive right to determine eligibility for participation in any of its programs and projects. It also reserves the sole and exclusive right to determine whether timing, funding constraints or requirements specific to a particular program or project will limit or preclude availability.

WUSATA does not discriminate in any of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.)

Persons with disabilities who require alternative means for communication of program information (braille, large print, audiofile, etc.) should contact WUSATA Executive Director Andy Anderson at 360-693-3373.

To file a complaint of discrimination write to the WUSATA Executive Director at:
4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730

WUSATA is an equal opportunity provider and employer.



WUSATA programs and projects have built a strong reputation worldwide for honesty, integrity and high standards.

Preserving trust in WUSATA programs and projects is the responsibility of all companies and individual that participate. This Code of Conduct outlines some of the common values needed to achieve the appropriate standards.

Acceptance of, and adherence to this Code is a condition of participation in a WUSATA supported program or project. WUSATA reserves the right to deny participation to any company if, in its sole opinion, a participant's business conduct or ethical behavior may cast a negative light on WUSATA's programs, projects or services.

Participants shall:

- Comply with all applicable local, state, federal, foreign or international laws and regulations.
- Respect the human rights and dignity of others.
- Treat all persons and entities in a professional and respectful manner.
- Cooperate reasonably with other related organizations and work with them to advance the food and agricultural exporting industry.
- Present their company and products honestly.
- Avoid unfair or deceptive practices.
- Conduct any relationship with honesty, fairness and objectivity.
- Not make false, fictitious or misleading claims.
- Not conceal a material fact.
- Not offer employment, business opportunities, improper payments, gratuities or gifts to influence present or future actions.
- Disclose conflicting business interests.
- Ensure that working environments are safe.
- Not share information contained in confidential and private correspondence and documentation.
- Respect the intellectual property rights, patents, copyrights, trademarks, trade secrets, or any other proprietary business information of others.
- Acknowledge that lawful, reasonable competition for business among participants is customary and to be encouraged.
- Comply with contractual obligations in good faith.



WUSATA Conflict of Interest Program Regulation and Policy

A program participant, and any third party working on behalf of the program participant, must ensure that no employee or official of the program participant, or any third party working on behalf of a program participant, participates in the selection or award of a contract in which such employee, official, or third party or the employee's, official's, or third party's family or partners has a financial interest (e.g. doing business with yourself).

Companies may carry out activities alone or in cooperation with contractors, subcontractors, foreign agents or distributors (hereinafter called a "Foreign Third Party"). Companies must disclose to WUSATA any ownership interest, which the company or any of the owners or employees of the company may have in or any agency or partnership or other business relationship which the company or the owners or employees of the company may have with any foreign third party providing goods or services related to claims submitted. The company is not entitled to be reimbursed for expenses that have been reimbursed by any other entity. Expenses incurred by the Foreign Third Party must be separately identified in claims submitted by the company. The company must assure that such expenses are verifiable and reasonable and provide proof of payment to the Foreign Third Party. If the company requests that reimbursement be paid directly to the Foreign Third Party, the company must provide proof that the Foreign Third Party paid its vendors, and the company must assure that such expenses are verifiable and reasonable.

Companies shall not contract with an entity to conduct activities if the owners of the Company or the employees, or officials of the Company, or the family or partners of owners, employees, or officers of the Company have a financial interest in the entity. NO expense shall be reimbursed if the party to whom the expense was paid is related to the Company, its owners, officers, directors or employees in any way.

Your Feedback Matters!

The FundMatch Survey is completed online and a key tool for the program helping WUSATA track your success, identify areas for improvement, and plan for the next year's program. We capture information that is used to showcase how well the program is working and to secure future funding. Information, such as sales data, is shared only in an aggregate format. Sales data is a critical component to show how well the program is working for the company participants. We understand this information is highly confidential to you and your company, again please know that we do not share sales data or proprietary information in any other way than a cumulative of all program participants.

From your survey answers, we may contact you for a success story to be shared with the USDA, Foreign Agricultural Service, Members of Congress and/or the respective State Department of Agriculture. These success stories are shared to showcase WUSATA programs and company's successes, again, to gain continued support for the federal program that funds WUSATA. Before sharing any success story, we will request company approval.



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Congratulations!

Now that you have finished reviewing the FundMatch Guide, we want you and your company to know that WUSATA is here to answer any further questions. Our knowledgeable coordinators can be reached at fundmatch@wusata.org or 360-693-3373.

Or go online at www.wusata.org

We appreciate the opportunity to assist your company.

Thank you,
The WUSATA FundMatch Team