



MAKE THE WORLD YOUR CUSTOMER

# The Western United States Agricultural Trade Association

2025 FundMatch Tutorial  
Label and Packaging Modifications



# Agenda

1. Getting to Know WUSATA
2. What is FundMatch?
3. The FundMatch Process
4. Label and Packaging Modifications
5. Claims Submission
6. Wrap up



MAKE THE WORLD  
YOUR CUSTOMER



# Getting to Know WUSATA

**We are...**



Non-Profit Trade Association



40+ Years of Exporting Focus



Global Network of Resources



Funded by the USDA's Market Access Program (MAP)



# OUR PROGRAMS

Learn, Connect, Compete

Our guided process is designed to meet companies at any stage of their export journey and systematically help them identify markets, connect with buyers, and promote their brand.





# What is the FundMatch Program?

The FundMatch Program assists eligible agribusinesses and agricultural suppliers, to compete internationally by providing 50% reimbursement for eligible marketing expenses and activities to promote the Brands and Products of the USA.



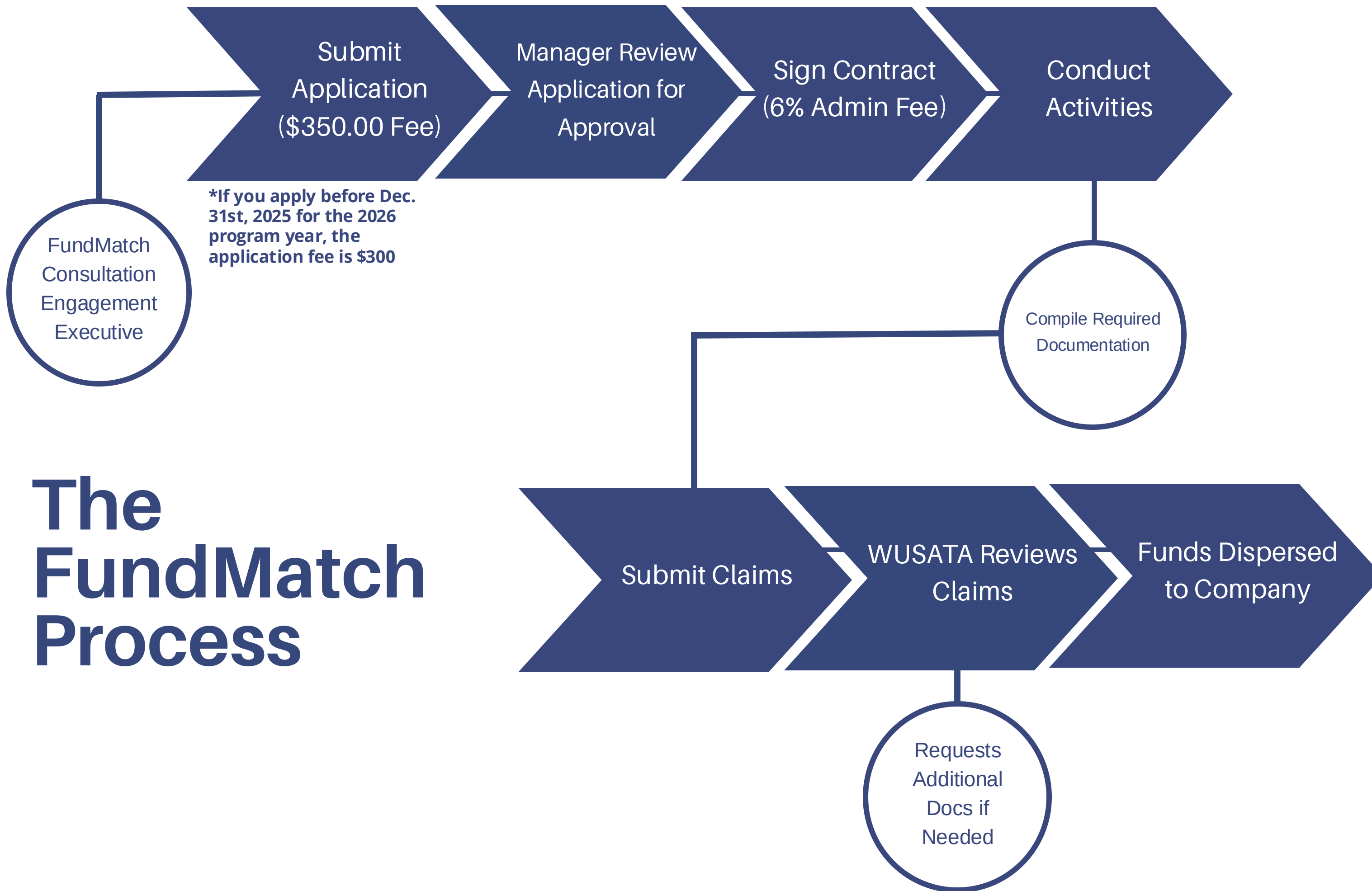


# DO YOU QUALIFY FOR FUNDMATCH?

- ✓ Headquartered in the Western U.S. Region
- ✓ Small to Medium Agribusiness
- ✓ Products are at least 50% U.S. Grown
- ✓ Operating business for one year



# The FundMatch Process



See pages 10-16 of the FundMatch Guide for full description and instructions







## U.S. ORIGIN STATEMENT

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	✓	
Wine of California, is acceptable for U.S origin statement. State or territory must be spelled out in its entirety. 	✓	
Seals and logos with state name or U.S. agency, American flag, USA Pavilion Sign   		✗
Product that includes part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Physical address line that includes state's name and USA		✗
"Distributed by" "Manufactured in" "Produced in," "Handcrafted by," "Packed in," "Imported From," "Origin From"		✗
Product of CA, Grown in OR, Made in MT		✗
The company name includes a geographic origin statement (e.g., Florida Orange Juice, Fancy Washington Apples Co.)		✗

- "Bottled by" or "Produced in" statement is acceptable for wine or spirits only.
- State or territory of the United States must be spelled out in its entirety, or other U.S. regional designation if approved in advance by the Foreign Agricultural Service (FAS).





# Label and Packaging Modifications

## Eligible Expenses

- ✓ First printing of a one-year supply of approved foreign packaging/labels or stickers
  - Your one-year supply starts on the date of your first invoice
  - If the foreign country regulations change after your first invoice date, and you need to make new label modifications, the one year will start over again
  - Stickers are only eligible if they are to meet the foreign regulation. All services must be performed by a third party
- ✓ Temporary labor for:
  - Design
  - Translation
- ✓ Production of packaging and labels
- ✓ Plates
- ✓ Set-up
- ✓ Graphic design





# Label and Packaging Modifications

## Ineligible Expenses

- ✗ Expenses to add the U.S. origin statement to be eligible for FundMatch
- ✗ Production of package/labels for new brands, new sizes, or new flavors of products  
i.e. cannot be a new SKU
- ✗ Aesthetic or marketing changes to the design of a package/label
- ✗ Changes made to meet distributor, import, or buyer requirements or preferences
- ✗ Duty stamps, certification fees, research fees, etc.
- ✗ In-house printing, design, translation, etc.
- ✗ Label or sticker addition to shipping boxes or cases





# Label and Packaging Modifications

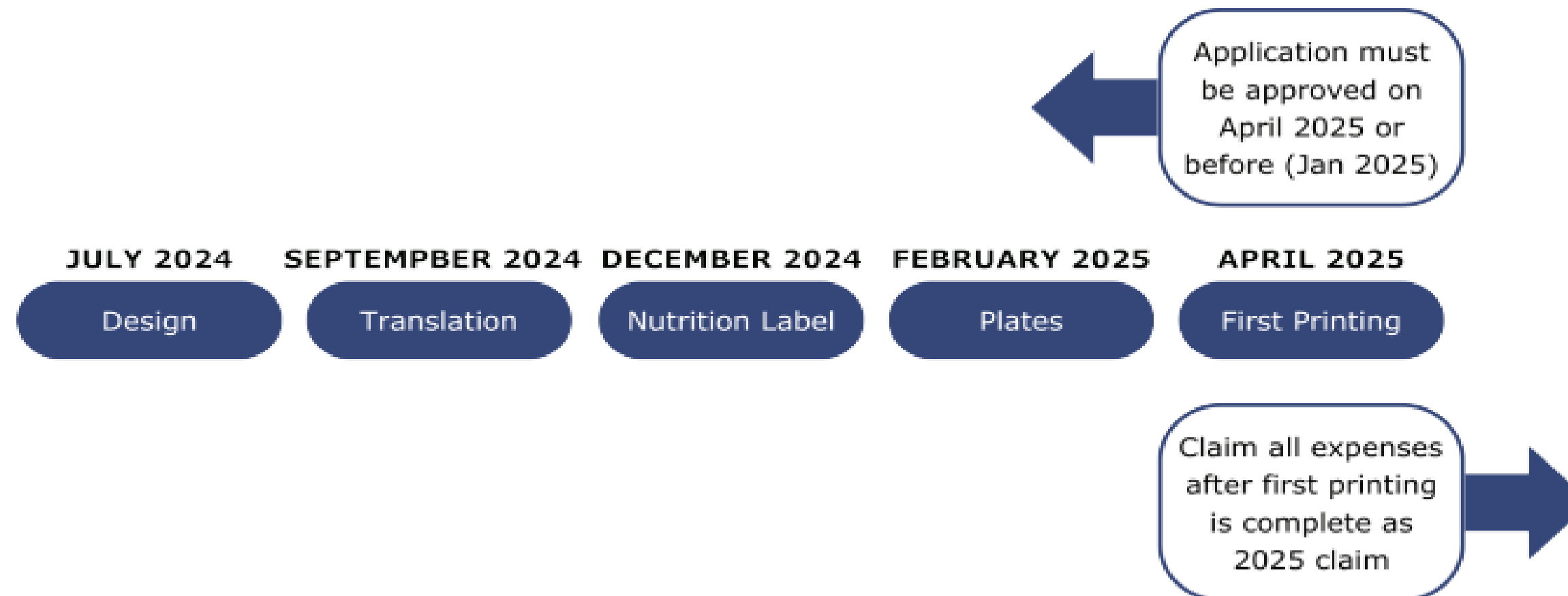
**To receive reimbursement, you must demonstrate:**

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. The new packaging includes a valid U.S. origin statement





# Label and Packaging Modifications



You have one year to re-print the same labels/packaging

If the foreign country regulations change after the invoice date of the first printing and they require new modifications, then the year starts over.



1

Prior to your activity, sign onto your WUSATA account and verify that the country market of your activity is listed and that the products are approved.

2

Any updates or changes must be submitted online and approved prior to your first printing invoice date

3

When ready to submit your claim, upload all your documents onto your computer or laptop for easy use in the claims process, our online program accepts several document types.

4

Total your expenditures – you will need the number to add onto the first Claim Detail Screen.

# TIPS FOR SUCCESS





# Claim Documentation

## 1. Invoices:

- Name, address, contact info of vendor
- All itemized charges
- Name of payer & company contact info

## 2. Proof of payment:

- Bank or credit card statements in PDF format, 1<sup>st</sup> page and page of transaction.
- If paid by check, submit check image with corresponding bank statement.
- If paid by wire – include wire transfer plus the corresponding bank statement.

## 3. Proof of activity:

- Before and after of each label you are modifying, actual labels required
  - Cannot be a pdf proof
  - For temporary sticker's labor expense claim, you will need to provide photos of product(s) with attached temporary sticker as proof of activity
- Foreign label regulations with sections identifying the required changes (highlight)
  - Regulations can be obtained from foreign country's official labeling/packaging government website



# Online Claim Submission

## Examples of Claim Documentation

### Claim: Label Design and Printing

#### Design Invoice

DESIGN PRO

[Street Address]  
[City, ST ZIP Code]  
[Phone]

INVOICE

Date  
Invoice #

3/18/2018  
322018

Bill To:

Pearl's Jam  
[Street Address]  
[City, ST ZIP Code]  
[Phone]

Hours	Description	Unit price	Amount
4	Spanish label design	\$ 50	\$ 200

Sub Total

\$ 200

Tax

Balance due

\$ 200

Thank you for your business!

#### Printing Invoice

FaSt XpReSs PrinTiNg

[Street Address]  
[City, ST ZIP Code]  
[Phone]

INVOICE

Date  
Invoice #

3/25/2018  
3252018

Bill To:

Pearl's Jam  
[Street Address]  
[City, ST ZIP Code]  
[Phone]

Quantity	Description	Unit price	Amount
20,000	Spanish label film	\$ 0.07	\$ 1,400
1	Shipping & Handling	\$ 24	\$ 24

Sub Total

\$ 1,424

Tax

Balance due

\$ 1,424

Thank you for your business!

#### Proof of Payment

FundMatch Bank

[Street Address]  
[City, ST ZIP Code]

BANK LOGO

Statement Date:

4/1/2018

Pages

1 of 1

Account Number

XXXX XXXX 1234

Statement Period

March 1-31, 2018

CREDIT CARD MONTHLY STATEMENT

Pearl's Jam

DATE	DESCRIPTION	REFERENCE	PAYMENTS	PURCHASES	ACCOUNT BALANCE
	Beginning Balance				\$100
	Purchases, Fees				\$4,382
	Payments, Adjustments, Credits				\$562
	Ending Balance				\$3,920
	Minimum Payment Due				\$35

CREDITS

3/3/2018	Payment		\$550		
3/5/2018	Credit		\$12		

PURCHASES

3/1/2018	Online Retail			\$100	
3/5/2018	Online Retail			\$50	
3/12/2018	Hotel			\$454	
3/15/2018	Café			\$34	
3/15/2018	Online Retail			\$21	
3/16/2018	Online Retail			\$29	
3/18/2018	Restaurant			\$45	
3/18/2018	DESIGN PRO			\$200	
3/18/2018	café			\$12	
3/18/2018	taxi			\$29	
3/18/2018	taxi			\$34	
3/20/2018	Online Retail			\$44	
3/20/2018	Airline Company			\$1,256	
3/21/2018	Taxi			\$44	
3/23/2018	Airline Company			\$606	
3/25/2018	FaSt XpReSs PrinTiNg			\$1,424	

TOTALS

\$562

\$4,382



# Online Claim Submission

## Examples of Claim Documentation

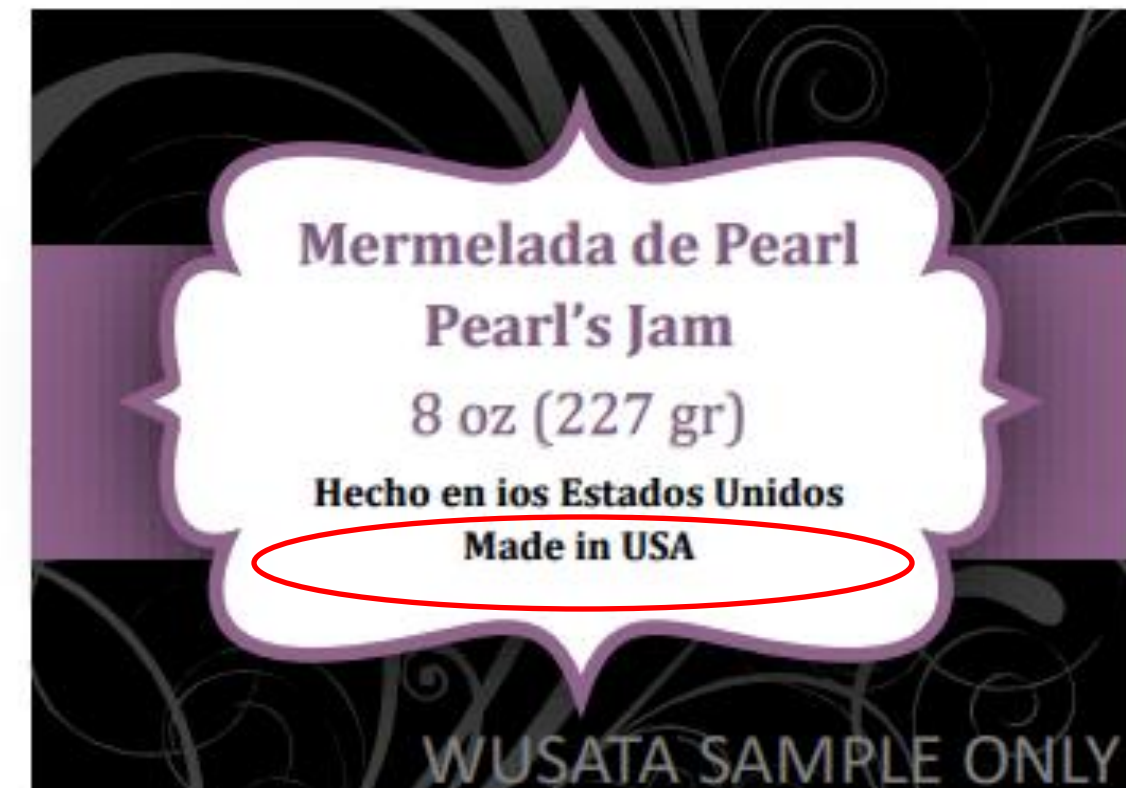
### Claim: Label Design and Printing

#### Label Modifications – Before v After

Original English label before modifications



Spanish label after modifications





# Online Claim Submission

## Examples of Claim Documentation

### Claim: Label Design and Printing

### Foreign Label Requirements



Voluntary Report - Public distribution

Date: 4/8/2009

GAIN Report Number: MX9312

#### Mexico

#### Market Development Reports

#### Labeling Requirements

#### 2009

**Approved by:**

W. Garth Thorburn II  
ATO Mexico City

**Prepared by:**

Valerie Brown-Jones

**Report Highlights:**

This report contains the General Labeling Specifications rule for Pre-Packaged Foods and Non-Alcoholic Beverages. Currently the regulation is under review by the Mexican government.

Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Mexico City ATO [MX2]  
[MX]

#### Labeling Regulations for Food and Non Alcoholic Beverages for the Retail Market – NOM 51

Labeling sections	Ref. #	Details
Generic Product Description	4.2.1	The main exhibit panel or area is defined in the rule as the largest area or panel in the packaging of a food product that will be facing the consumer when placed on a shelf. Products sold in bags are exempt from this criterion. The criteria for this area includes: 1) the raw or generic

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USDA Foreign Agricultural Service

GAIN Report - MX9312

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		description of the product; 2) must be bilingual and if bilingual, font sizes and colors must be equal.
List of Ingredients	4.2.2	The list of ingredients must be in Spanish or bilingual. The ingredients may be placed anywhere on the package (sides, back or main exhibit panel). The list must be in descending order.
Net Content/Drained Mass	4.2.3	<p>The net content must be placed on the main exhibit panel. The "Net Content" legend must have space above and below it with at least the same height of the font. The space to the left and right must be the width of two characters of the same font. The thickness of the font must be at least 1/3 of the height of the font used.</p> <p>The content declaration must be stated in decimal units. When declaring the decimal values, use metric commas not periods (FOODEX), refer to NOM-08 (international units).</p> <p>The appropriate declaration is written in the following manner: contenido neto. Other approved abbreviations include – Cont. Neto, Cont.Net. and Contenido.</p>
Manufacturer's and Importer's Information	4.2.4	For imported products the manufacturer's information is optional for printing on the package. However, the importer must place the following information on the label: company name, address (street, "Colonia" industrial or residential area, delegation, state and zip code), and the tax I.D. number referred to as the "RFC". Importer's information may be placed on the product after importation but before the product is put on the shelf.
	4.2.5	The country of origin statement must be in Spanish.


# Online Claim Submission


## How To Submit A Claim


Login to MyWUSATA > FundMatch Program tile > Claims > Start Claim


1.


  
Event Search

  
My Events

  
Surveys

  
FundMatch Program

  
My Invoices

  
Trade Leads

2.

2024

FundMatch Application  
Amendment

Application Summary  
Download

Online Contract (MAP)  
Complete

Product Info  
Amendment

Marketing Plans  
Amendment

Claims  
0 Claims

3.

### Claims

View claims by searching below. To submit a claim use the Start Claim button.

START CLAIM

Search Options

2024

Submission Start Date

Status

SEARCH

Funding Source

Submission End Date

Country

Reset

↑ Status

Program Year

Funding

Market

Claim #

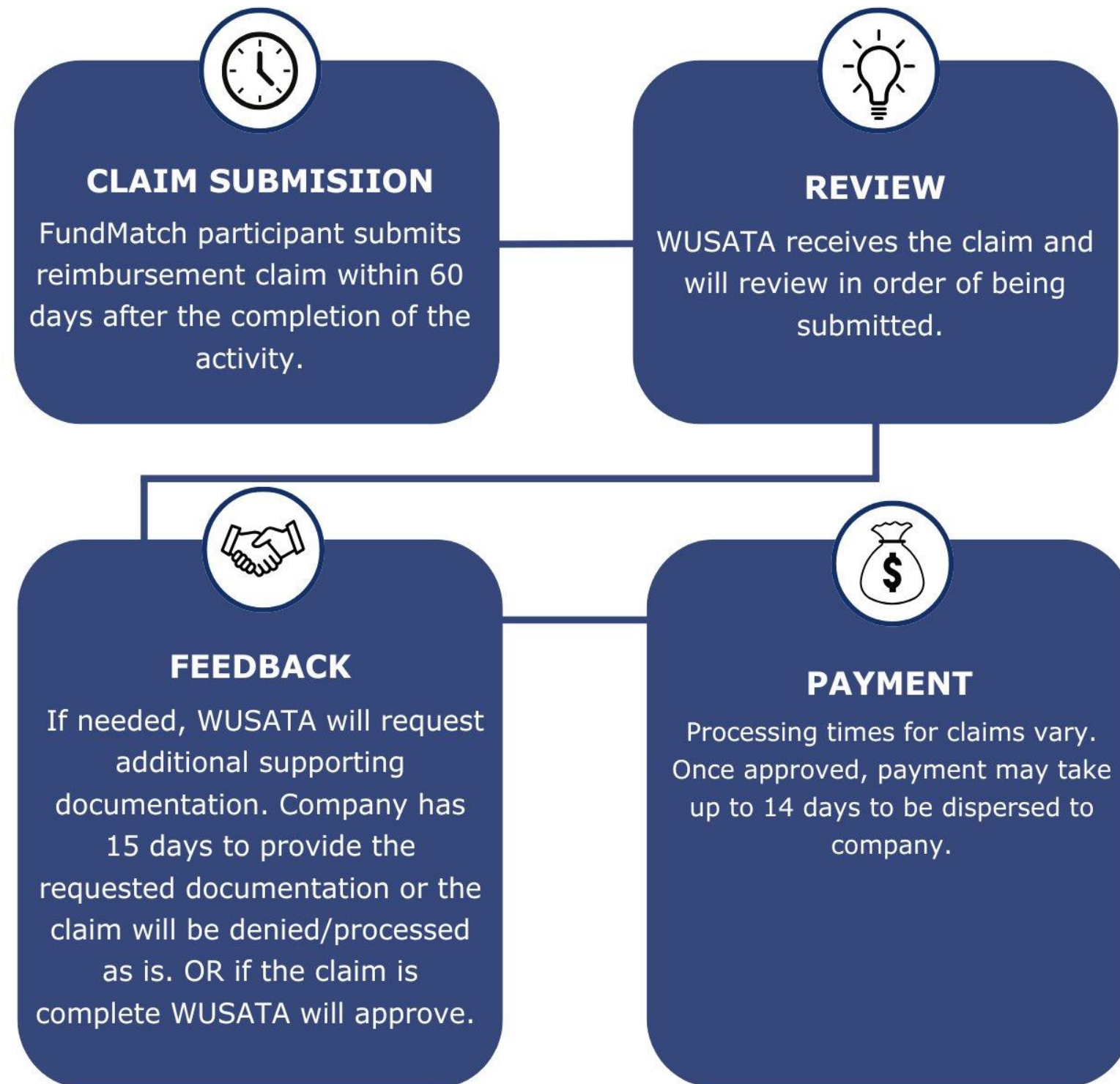
Submitted

Contact

To search please select from the filters above.



# The Claims Process







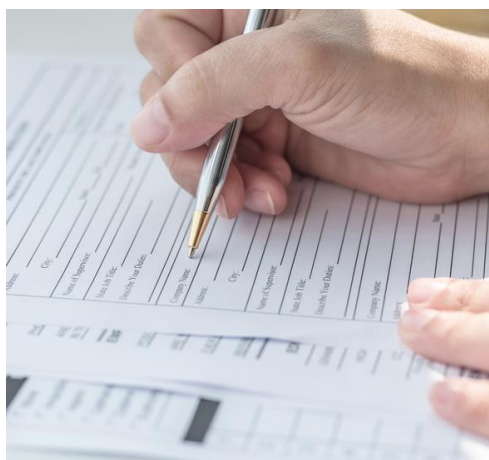
## To schedule a consult and meet your Engagement Executive

EMAIL [EXPORT@WUSATA.ORG](mailto:EXPORT@WUSATA.ORG)



## READ THE FUNDMATCH GUIDE

Found on website under  
FundMatch



## REVIEW EXAMPLE CLAIMS & TUTORIALS

Found on website under  
FundMatch

# TIPS FOR SUCCESS





## Maximize Your Benefits

## Sign Up Today!

- 1 Head to [www.wusata.org](http://www.wusata.org) and click sign up
- 2 Fill out details of your company
- 3 WUSATA team will vet and approve company

WUSATA Accounts are  
**Free, Easy, and Confidential!**



# Taiwan Restaurant Promotion

**Dates: 11/1/25-11/30/25**

**Registration Deadline: 8/8/25**

**Participation Fee: \$50**

## **Overview:**

- Collaboration with The Diner, a restaurant chain located across six locations within four municipalities in Taiwan. The Diner is a pioneer of American brunch in Taiwan since 2006, bringing authentic flavors loved by both locals and foreigners.
- Exclusive media coverage will also be included to help promote the Restaurant Promotion across The Diner locations to attract a wide variety of consumers and demographics in the market.
- The Diner will curate an authentic and unique menu incorporating products to showcase items from across the Western United States.
- This promotion is open to Western U.S. Suppliers who already have food or beverage product(s) already in the Taiwan market. (Must be packaged for the food service sector.)

## **Details:**

- Product focus: Consumer Oriented - alcoholic beverages, frozen fruit, frozen vegetables, nuts, baking ingredients, fresh fruit & vegetables, and other processed food products





# Specialty Food Promotion in Western Canada

**Dates: 9/24/25-9/28/25**

**Registration Deadline: 8/29/25**

**Participation Fee: \$500**

## **Overview:**

- Begins in Victoria with B2B meetings and retail tours
- Continues to Vancouver, with B2B meetings and retail tours, then a showcase at the Vancouver Cheese and Meat Artisan Food and Beverage Festival

## **Details:**

- Product focus: Retail Packaged Consumer Oriented, Snack Foods, Condiments, Dried Fruit/Nut, Non-Alcoholic Beverages, Canned Fruits, Baked Goods, Healthy & Natural Products and Cereal, Cheese, Yogurt, Ice Cream

## **FundMatch Program Assistance:**

**Lodging for 2nd company rep  
Meals & Incidental Expenses  
Roundtrip Airfare  
Registration Fees  
Freight & Shipping  
Printed Sales Materials  
Giveaways**

**Talk to Your Engagement Executive if you're eligible for FundMatch!**

# Thank You!

For questions, please contact:  
[fundmatch@wusata.org](mailto:fundmatch@wusata.org)



@wusata



@wusataexports



@wusata

