



MAKE THE WORLD YOUR CUSTOMER

The Western United States Agricultural Trade Association

2025 FundMatch Tutorial
In-Store Demonstrations

Agenda

1. Getting to Know WUSATA

2. What is FundMatch?

3. The FundMatch Process

4. In-Store Demonstrations

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

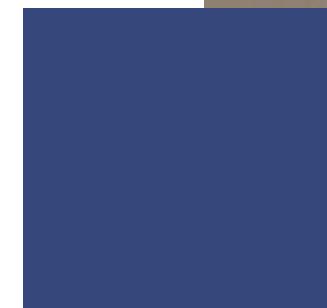
Learn, Connect, Compete

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.

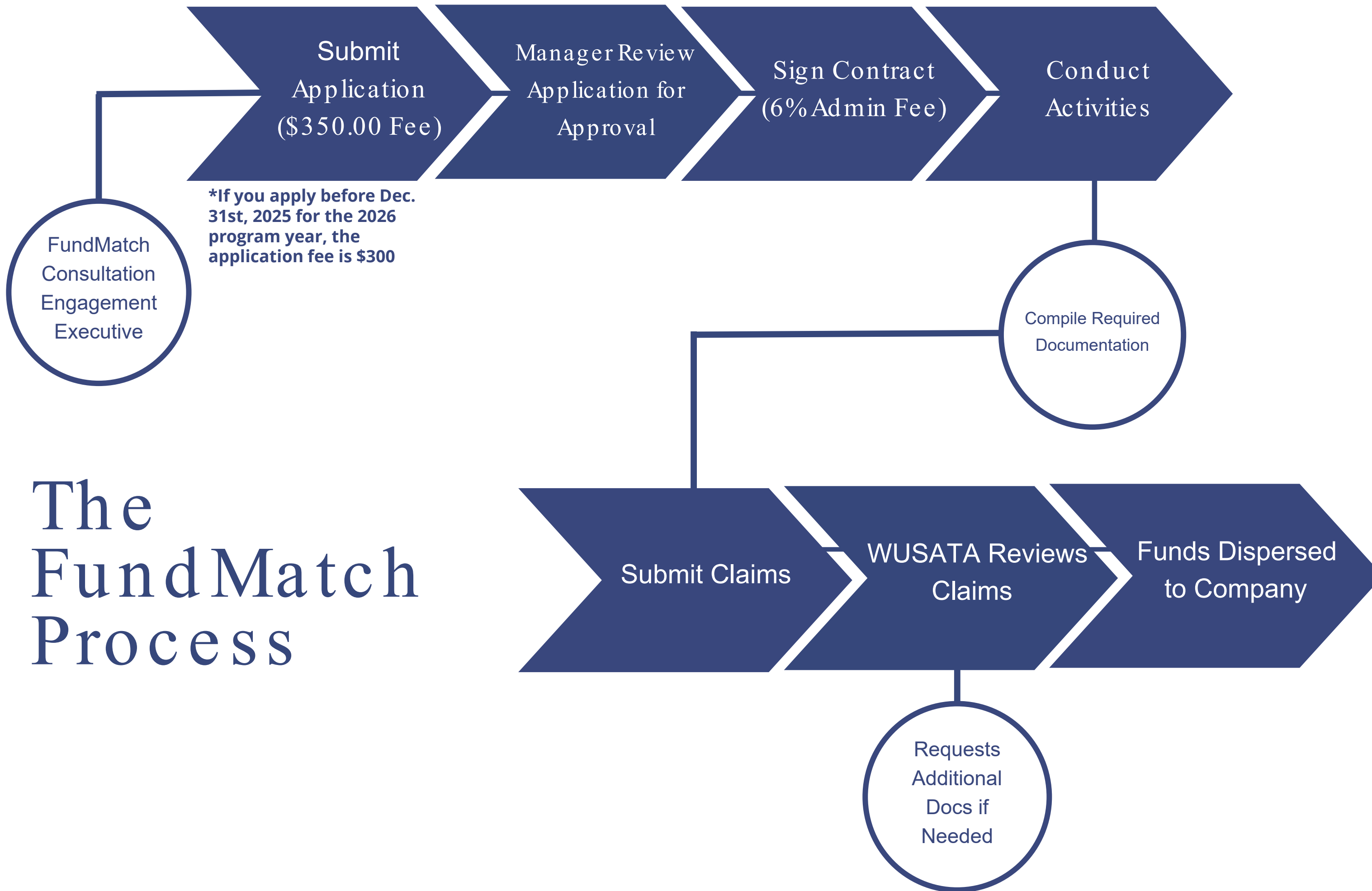


DO YOU QUALIFY FOR FUNDMATCH?

- ✓ 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).



In-Store Demonstrations

Eligible Expenses

- ✓ Temporary Labor wages:
 - Demonstrators
 - Chefs
 - Interpreters/Translators
 - *Must be expressed in rate per hour and comply with the GS-15 Step 10 federal rate (\$77.95/hr)

- ✓ Disposable Demonstration Supplies:
 - Disposable cups, napkins, spoons, toothpicks, etc.
 - Other food ingredients to enhance your product

- ✓ Equipment Rentals:
 - Hotplates, toasters, refrigerators, etc.



In-Store Demonstrations

Eligible Expenses

- ✓ Rented demonstration stand/space
- ✓ Freight/Shipping
 - Transportation of product samples, equipment, materials to demo location
- ✓ Management/Supervision Fees
- ✓ Promotional Materials (flyers, brochures, pamphlets, etc.)
 - Must promote Brand Name and U.S. Origin Statement
- ✓ Uniforms
 - Aprons, T-shirts, Hats, etc.
 - Must promote Brand Name and U.S. Origin Statement



In-Store Demonstrations

Ineligible Expenses

- ✗ Employee wages
- ✗ Foreign distributor's employee wages & travel expenses
 - Demonstrator wages for an employee of your company or your foreign distributor's company
- ✗ Independent contractor's travel costs and meals
- ✗ Transportation & Meals
- ✗ Overtime (only a standard 8-hour day is allowable)
- ✗ Training fees
- ✗ Bonuses and sales commissions
- ✗ Sponsorships



In-Store Demonstrations

Ineligible Expenses

- ✗ Purchase of non-disposable supplies such as appliances, equipment, reusable bowls and utensils, etc.
- ✗ Custom displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglass, steel, wood, metals, etc.)
- ✗ Freight for a product order
- ✗ Cost of rental vehicle to transport product
- ✗ Cost of your product used in a demonstration
- ✗ Demonstration tied to a coupon or price reduction
- ✗ Custom research/market analysis
- ✗ Demonstrations that do not display your brand name or valid U.S. Origin Statement

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, 1st 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:

- Dates, hours, and store locations of the demonstration(s)
- A demonstration report for each demo performed and written verification from the store confirming the demo event
- The following photos are required:
 - One photo at each demonstration location per demonstration block
 - The photo must show your brand name and valid U.S. origin statement in a manner easily observable and readable
 - The photo must include the hired demonstrator/temporary labor at the demonstration stand



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 exhibited at the activity are approved.

2

Any updates or changes must be submitted online and approved prior to your event

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



Prorated Reimbursement & Product List Requirement

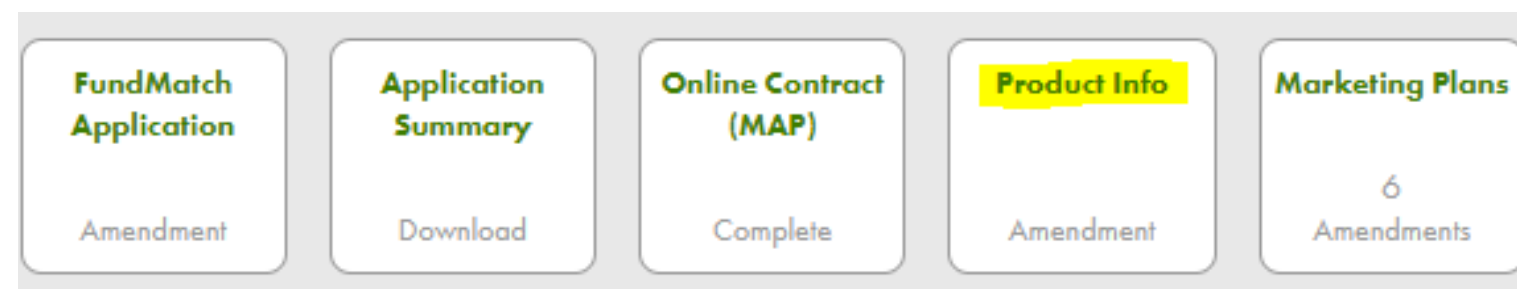
All activities must include approved products from your current FundMatch Application. If you market other brands or products that are not approved before the activity, the activity will be prorated. This applies to Trade Shows, Trade Missions, Displays, In-Store Demos and all activities for FundMatch.

- For example, Company conducts an in-store demonstration and promotes 4 approved products, and you also promote 2 new products that do not qualify for FundMatch. The entire claim would be prorated to 4/6 at 67% based on the approved products and then reimbursed at 50%. If your total claim is $\$5000.00 \times .67 = \$3,350.00 \times .50 = \$1,675.00$ instead of the \$2,500.00 if all products were approved.

You may add new products for approval prior to your event/activity.

Sign-in to your 2025 FundMatch Application

1. Select Products Info Tile
2. Add the New Product
3. Upload the Label
4. Complete the Submission



It will take a few days for the FundMatch Manager to review/approve. Expect email confirmation or check your Dashboard for updates.

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: In-Store Demonstration Rented Stand & Disposable Supplies

Invoice

WAREHOUSE STORE
DEMO PRO

[Street Address]

[City, ST ZIP Code]

[Phone]

Date

2/18/2018

Invoice #

3117

INVOICE

Bill To:

Pearl's Jam

[Street Address]

[City, ST ZIP Code]

[Phone]

Quantity	Description	Unit price	Amount
1	demo services (3-hour block)	\$ 150	\$ 150
1	demo services (3-hour block)	\$ 150	\$ 150
1	demo services (3-hour block)	\$ 150	\$ 150
3	disposable supplies (1 set per demo block)	\$ 12	\$ 36
3 hours of product demonstration per location			
3 locations - SE, South, North warehouse stores			
Dates - Feb, 14, 2018 at each location			
Sub Total			\$ 486
Tax			
Balance due			\$ 486

Thank you for your business!

Balance due

\$ 486

Proof of Payment

FundMatch Bank

Statement Date:

3/1/2018

[Street Address]

[City, ST ZIP Code]

Pages

1 of 1

Account Number

XXXX XXXX 1234

Statement Period

February 1-28, 2018

BANK LOGO

CREDIT CARD MONTHLY STATEMENT

Pearl's Jam

DATE	DESCRIPTION	REFERENCE	PAYMENTS	PURCHASES	ACCOUNT BALANCE
	Beginning Balance				\$100
	Purchases, Fees				\$3,299
	Payments, Adjustments, Credits				\$600
	Ending Balance				\$2,799
	Minimum Payment Due				\$35

CREDITS

2/3/2018	Payment		\$500		
2/5/2018	Credit		\$100		

PURCHASES

2/1/2018	Online Retail			\$100	
2/5/2018	Online Retail			\$50	
2/12/2018	Hotel			\$454	
2/15/2018	Café			\$34	
2/15/2018	Online Retail			\$21	
2/16/2018	Online Retail			\$29	
2/18/2018	Restaurant			\$45	
2/18/2018	Warehouse Store Demo Pro			\$486	
2/18/2018	café			\$12	
2/18/2018	taxi			\$29	
2/18/2018	taxi			\$34	
2/20/2018	Online Retail			\$44	
2/20/2018	Airline Company			\$1,256	
2/26/2018	Taxi			\$44	
2/28/2018	Airline Company			\$606	
2/28/2018	Taxi			\$55	

TOTALS

			\$600	\$3,299	
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Proof of Activity



Thursday, February 1, 2024 11:31
161 S Ringer Road

WAREHOUSE STORE DEMO PRO

Demo report for Pearl's Jam

WAREHOUSE STORE - SE

DEMO DATES
FEBRUARY 14, 2018
3-hour block at this location

CUSTOMERS FEEDBACK
perfect, good, very expensive, affordable, good for snacking

PRODUCTS DEMONSTRATED
PEARL'S JAM STRAWBERRY JAM

WAREHOUSE STORE - SOUTH

DEMO DATES
FEBRUARY 14, 2018
3-hour block at this location

CUSTOMERS FEEDBACK
perfect, good, very expensive, affordable, good for snacking

PRODUCTS DEMONSTRATED
PEARL'S JAM STRAWBERRY JAM

WAREHOUSE STORE - NORTH

DEMO DATES
FEBRUARY 14, 2018
3-hour block at this location

CUSTOMERS FEEDBACK
perfect, good, very expensive, affordable, good for snacking

PRODUCTS DEMONSTRATED
PEARL'S JAM STRAWBERRY JAM

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Temporary Labor

Invoice

INVOICE

Invoice No: 34567

Invoice Date: 2/23/2018

In-Store Demonstration Temp Labor

[Address]

[Phone]

Bill To: Pearl's Jam

[Address]

[Phone]

[Fax]

Date	Event, Location	Time In	Time Out	Hours	Rate Per Hour	TOTAL
2/19/2018	COSTCO, Seoul	11:00 AM	7:00 PM	8	120 KRW	960 KRW
2/20/2018	COSTCO, Busan	11:00 AM	7:00 PM	8	120 KRW	960 KRW
2/21/2018	COSTCO, Seoul	11:00 AM	7:00 PM	8	120 KRW	960 KRW
2/22/2018	COSTCO, Seoul	11:00 AM	7:00 PM	8	120 KRW	960 KRW
2/23/2018	COSTCO, Seoul	11:00 AM	5:00 PM	6	120 KRW	720 KRW
Total Payment						4560 KRW

Demonstration Labor payment

4560 KRW Received CASH in full

Leila Usunbaev

Leila Usunbaev

2/23/2018

Proof of Payment

FundMatch Bank

[Street Address]

[City, ST ZIP Code]

BANK LOGO

Statement Date: 3/4/2018

Pages: 1 of 1

Account Number: XXXX XXXX 1234

Statement Period: February 1-28, 2018

CREDIT CARD MONTHLY STATEMENT

Pearl's Jam

DATE	DESCRIPTION	REFERENCE	PAYMENTS	PURCHASES	ACCOUNT BALANCE
	Beginning Balance				\$100
	Purchases, Fees				\$3,299
	Payments, Adjustments, Credits				\$600
	Ending Balance				\$2,799
	Minimum Payment Due				\$35

CREDITS

2/3/2018	Payment		\$500		
2/5/2018	Credit		\$100		

PURCHASES

2/1/2018	Online Retail			\$100	
2/5/2018	Online Retail			\$50	
2/12/2018	Hotel			\$454	
2/15/2018	Café			\$34	
2/15/2018	Online Retail			\$21	
2/16/2018	Online Retail			\$29	
2/18/2018	Restaurant			\$45	
2/18/2018	Warehouse Store Demo Pro			\$486	
2/18/2018	café			\$12	
2/18/2018	taxi			\$29	
2/18/2018	taxi			\$34	
2/20/2018	Online Retail			\$44	
2/20/2018	Airline Company			\$1,256	
2/26/2018	Taxi			\$44	
2/28/2018	Airline Company			\$606	
2/28/2018	Taxi			\$55	

TOTALS

\$600

\$3,299

Proof of Activity



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WAREHOUSE STORE DEMO PRO

Demo report for Pearl's Jam

WAREHOUSE STORE - SE

DEMO DATES

FEBRUARY 14, 2018

3-hour block at this location

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PRODUCTS DEMONSTRATED

PEARL'S JAM STRAWBERRY JAM

WAREHOUSE STORE - SOUTH

DEMO DATES

FEBRUARY 14, 2018

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PRODUCTS DEMONSTRATED

PEARL'S JAM STRAWBERRY JAM

WAREHOUSE STORE - NORTH

DEMO DATES

FEBRUARY 14, 2018

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PRODUCTS DEMONSTRATED

PEARL'S JAM STRAWBERRY JAM

ONLINE CLAIM SUBMISSION

Examples of Claim Documentation

Claim: Freight for Product Samples

Invoice

Global Shipping

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

Date 8/6/2018
Invoice # 672018

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

Ship to: Mozart Town Brokerage
[Street Address]
Salzburg, Austria
[Phone]

Qty	Description	Unit Price	Line Total
1	Shipping Samples (20 lb, bulk)	\$ 255	\$ 255

Ref.	Samples to Distributor in Austria	Subtotal	\$ 255
	Pearl's Jam Strawberry	Sales Tax	
	Pearl's Jam Orange	Total	\$ 255
	Pearl's Jam Grape		
	Pearl's Jam Raspberry		
	Pearl's Jam Cherry		
	Pearl's Jam Apricot		

Invoice

Proof of Payment

WUSATA SAMPLE ONLY

Pearl's Jam
ADDRESS
CITY, STATE, ZIP

DATE 8-6-2018

1234
01-23456789

PAY TO THE ORDER OF Global Shipping

\$ 255.00

Two Hundred Fifty Five Dollars and 00 cents USD

DOLLARS

FundMatch Bank
ADDRESS
CITY, STATE, ZIP

FOR Invoice #672018

Pearl Johnson

XXXXXX XXXXXXXXXX XXXXXXXXX1234

Checking Account
ACCOUNT #: xxxxx1234 | August 1, 2018 - August 31, 2018 | Page 1 of 20

BANK
LOGO

Pearl's Jam
ADDRESS
CITY, STATE, ZIP

Account Summary

Credits

Electronic deposits/bank credits

Date	Amount	Description
8/5	578.03	In wire; ref. 12345645654xxxx
8/15	2,111.29	Daily deposits
8/30	7,133.82	Daily deposits

Debits

Checks paid

Check Number	Amount	Date	Check Number	Amount	Date
1234	100.00	8/2	1241	7,150.00	8/16
1235	350.00	8/3	1242	80.00	8/17
1236	3,841.96	8/5	1243	650.00	8/19
1237	255.00	8/6	1244	1,294.35	8/20
1238	1,250.00	8/10	1245	13,072.68	8/23
1239	7482.79	8/12	1246	4,000.00	8/23
1240	58,787.08	8/15	1247	200.00	8/29

Electronic withdrawals/bank debits

Date	Amount	Description
8/3	13,065.94	Wire transfer to ABC Company; ref. 1234567599xxxx
8/11	2,000	Withdrawal
8/28	948.31	Wire transfer to Bank; ref. 1234567637xxxx

Proof of Activity



Thursday, February 1, 2024 11:31
161 S Ringer Road

WAREHOUSE STORE DEMO PRO

Demo report for Pearl's Jam

WAREHOUSE STORE - SE

DEMO DATES
FEBRUARY 14, 2018
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PEARL'S JAM STRAWBERRY JAM

WAREHOUSE STORE - SOUTH

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PRODUCTS DEMONSTRATED
PEARL'S JAM STRAWBERRY JAM

A vertical photograph capturing a picturesque landscape. In the immediate foreground, a vineyard with rows of green grapevines is visible, partially enclosed by a rustic wooden fence. Beyond the vineyard, a thick forest of tall, mature trees with lush green foliage fills the middle ground. In the background, a steep, forested hillside rises towards a clear, bright blue sky. A small cluster of buildings and parked cars is nestled at the base of the hill, partially obscured by the trees. The overall scene conveys a sense of tranquility and natural beauty.

Claim: Uniforms

Invoice

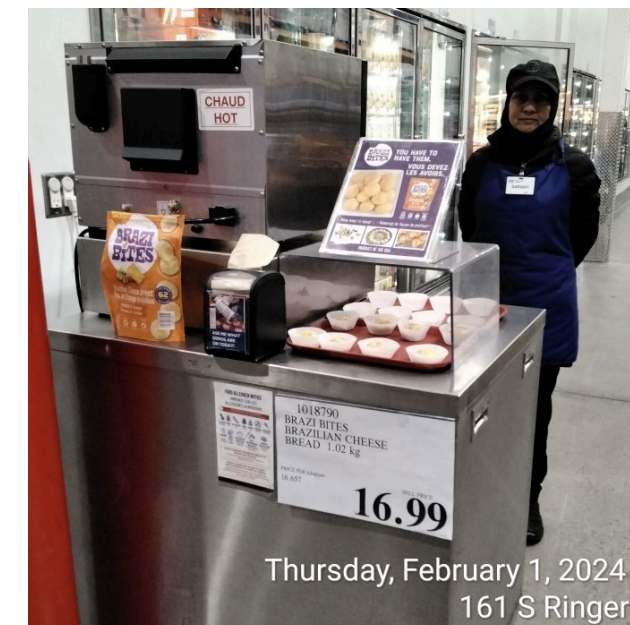
[illegible]

Proof of Payment

WUSATA SAMPLE ONLY		1237
Joe's Avocados		01-23456789
ADDRESS		
CITY, STATE, ZIP	DATE 4/10/2018	
PAY TO THE ORDER OF <i>Aprons Manufacturing</i>		\$ 720.00
Seven Hundred Twenty and 00/100		DOLLARS
FundMatch Bank ADDRESS CITY, STATE, ZIP	<i>Joe Smith</i>	
FOR <i>Invoice #1001</i>		
XXXXXX XXXXXXXXXXXX XXXXXXXXXXX1237		

**BANK
LOGO**

Date	Amount	Description
4/4	1,450	Wire transfer to Mark's Apparel Production; ref. 1234567599xxxx
4/11	2,000	Withdrawal
4/28	948.31	Wire transfer to Bank; ref. 1234567637xxxx



Proof of Activity

WUSATA SAMPLE ONLY



WUSATA SAMPLE ONLY

WAREHOUSE STORE DEMO PRO

Demo report for Pearl's Jam

WAREHOUSE STORE - SE

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WAREHOUSE STORE - NORTH

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PRODUCTS DEMONSTRATED
PEARL'S JAM STRAWBERRY JAM

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

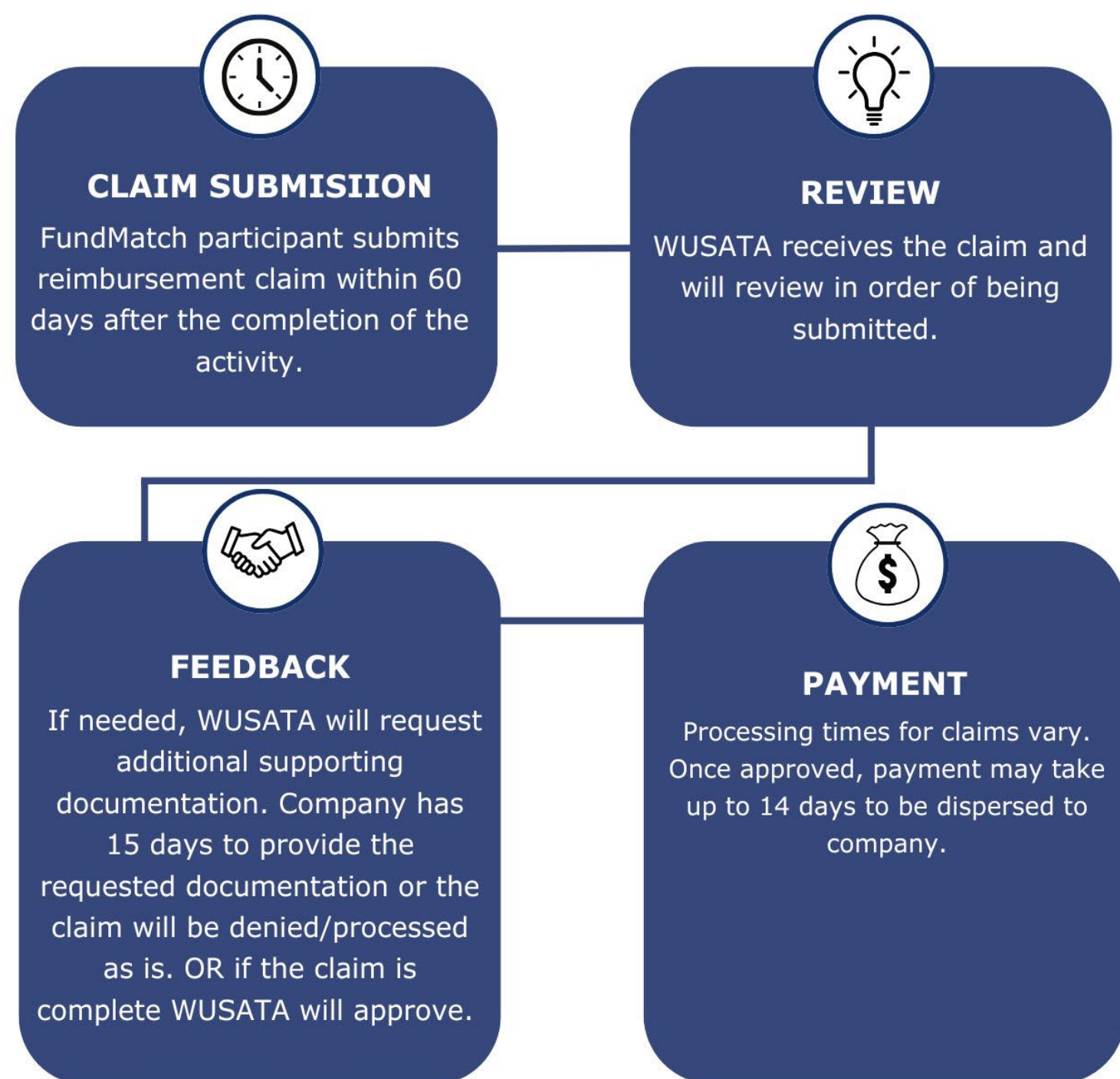
↕ Claim #

↕ Submitted

↕ Contact

To search please select from the filters above.

The Claims Process





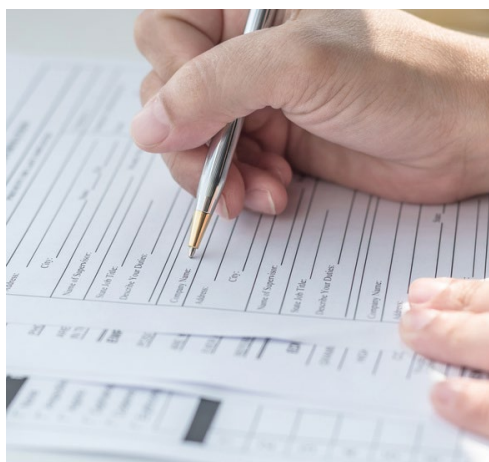
To schedule a consult and
meet your Engagement
Executive

EMAIL EXPORT@WUSATA.ORG



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 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!



China Pet Food Outbound Mission to China & Hong Kong

Dates: 8/17/2025 – 8/24/2025

Registration Deadline: 6/30/2025

Participation Fee: \$500

Market Highlights:

- China & Hong Kong Are Among The Fastest-growing Pet Markets Globally
- U.S. Is The #1 Pet Food Exporter To Both Regions
- Tariff-free Access To Hong Kong
- Online Retail And E-commerce Growth
- Strong-demand For Premium Raw/Grain-free Products

What's Included:

Pet Fair Asia 2025: Free registration, exhibiting within the WUSATA pavilion and market briefings with USDA

Buyer Meetings: Meet one-on-one with qualified buyers, including interpreters

Travel Expenses: WUSATA will cover hotel lodging (1 company rep), ground transportation, in-country airfare from Hong Kong to Shanghai and shipment of samples

FundMatch Program Assistance:

**Lodging
Meals & Incidental Expenses
Roundtrip Airfare
Registration Fees
Freight & Shipping
Printed Sales Materials
Giveaways**

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



Mexico Produce Inbound Mission to Nevada & Idaho

Dates: 9/21/2025 – 9/27/2025

Registration Deadline: 8/4/2025

Participation Fee: \$50

Overview:

- Join WUSATA's Inbound trade mission to connect qualified Mexican Produce Buyers through one-on-one meetings and field tours-designed to Western U.S. Onion Suppliers looking to expand efforts.

Why Participate:

- **Mexico is the #1 U.S. Ag Export Market (\$30.3B in 2024)**
- **Build direct relationships with buyers, importers and distributors**
- **Showcase your operations during visits and field tours**

Details:

- Product focus: Onions
- Registration is now open!

Itinerary Highlights:

September 21: Buyers travel to Nevada

September 22-23: Meetings in Yerington & Fallon, NV

September 24: Buyers travel to Idaho

September 25-26: Meetings in Treasure Valley, ID

September 27: Buyers travel home

Thank You!

For questions, please contact:
fundmatch@wusata.org

Reminder Next Month's Webinar –
International In-Store Displays

