

2009 BRANDED PROGRAM YEAR LAUNCHES

Funding Assistance Helps New Hampshire Food Suppliers Market Products Overseas

Food Export USA–Northeast (Food Export – Northeast) and The New Hampshire International Trade Resource Center, in cooperation with the New Hampshire Department of Agriculture, announce the launch of the 2009 Branded Program year. Made possible through funds from the USDA's Foreign Agricultural Service, this cost-share service assists small New Hampshire suppliers to promote their brand name food and agricultural products in foreign markets. Once approved, participants receive a 50% cost reimbursement on certain eligible marketing and promotional endeavors such as attending international and some approved domestic tradeshows, advertising, public relations, in-store promos, product demonstrations, product literature, freight cost for samples, package and label modification, and more.

The Branded Program enables New Hampshire suppliers to stretch their international marketing dollars twice as far and grow their exporting business! The Branded program reimburses eligible companies between \$2,500 and \$300,000 for eligible marketing activities. Northeast participants collectively receive over 3 million dollars annually in reimbursements.

Questions about Branded Program qualifications, marketing plans, eligible reimbursements, and the application process can be directed to Katerina Papaioannou at 603.334.6074 or Katerina.Papaioannou@dred.state.nh.us or Food Export – Northeast at 215.829.9111. Additional information on the Branded Program and the pre-qualification worksheet are available at www.brandedprogram.org. The Branded Program, which runs from January 1 through December 31, increases exporting opportunities for small food and agricultural U.S. suppliers. In order to be pre-approved for January activities, companies should apply to the program by October 1, 2008.

Food Export USA–Northeast is a private, non-profit association of Northeastern state agricultural promotion agencies that use federal, state, and industry resources to promote the export of Northeastern food and agricultural products.