



# Branded Program Application Example

## 2015 WUSATA Branded Program

Once you have completed the Pre-Qualification worksheet online and have received your User ID and Password, please complete the 2015 online Branded Program Application at [www.wusata.org](http://www.wusata.org). Attached is a sample application for reference. The 2015 Branded Program Application must be completed and submitted online.

- Please complete each section on the Branded Program Application in order.
  - For security reasons, the application has a time out limit of 60 minutes.
  - Remember to click the "Submit" button at the bottom of each section to complete.
  - Double check the Budget Summary page (section 4) to ensure your company is requesting the correct funding.
  - Go to the Print Menu section for further instructions.
- Before starting the Application: Your company is required to obtain a Dun & Bradstreet Business Background Report and number to complete this application. Please visit their site before proceeding to the application.
  - Incomplete applications and online applications without a corresponding signed hard copy will not be accepted.

### Branded Application - Section 1a) Contact Profiles

Add a Contact

Continue to next Section

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To maintain company confidentiality, WUSATA requests a list of authorized Branded Program contacts and contract signers within your company. Please select "Add a Contact" from the menu buttons above to get started.

We will only provide information to and accept contracts signed by those persons added to your company's account below. To edit a contact, please select the "Edit Contact Information" button below to make updates.

Contact #1	Mrs. Jane Doe	Employee of Applicant Company
	President	test@email.com
	Phone: (555) 555-5555	Fax: (555) 555-5556
	<a href="#">Edit Contact Information</a>	<a href="#">Delete Contact</a>
Contact #2	Mr. John Doe	Employee of Applicant Company
	Vice President	test@email.com
	Phone: (555) 555-5555	Fax: (555) 555-5556
	<a href="#">Edit Contact Information</a>	<a href="#">Delete Contact</a>
Contact #3	Mr. Joe Schmoe	Authorized Signer
	Sales Manager	signer@email.com
	Phone: (555) 555-5555	Fax: (888) 888-8888
	<a href="#">Edit Contact Information</a>	<a href="#">Delete Contact</a>



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## 2015 WUSATA Branded Program

Select "Edit Company Profile" from the menu buttons below to complete.

- Please remember to designate your company's primary and claims contacts (the same person can be selected for both).
- If you have not done so already, your organization will need a Dun & Bradstreet Business Background Report number in this section. Please follow this link to obtain a report. Both the number and the report are required to submit this application.

### Branded Application - Section 1b) Company Profiles

Edit Company Profile

Continue to next Section

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Company Name	ABC Company, Inc.
Designated Application Contact	Jane Doe
Designated Claims Contact	John Doe
Address	555 Main Street, Ste. 55
City	Vancouver
State	WA
Zip Code	98660
Phone	(555) 555-5555
Fax	(555) 555-5556
Website	www.companywebsite.com
Preferred method of correspondence	E-mail
Dun & Bradstreet number	12345678
NAICS Code	23456789
State where your company is organized	WA
Secretary of State entity number	34567891
U.S. Congressional District	Utah 2
Business type	Distributor
Year company was founded	1985
Years of export experience	5
Owners of the organization (non-coops only)	Joe Schmoe
Previous participation in TEA/MPP/MAP	Yes
If yes, how many years?	5



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## 2015 WUSATA Branded Program

Please use "Add a Product" from the buttons below to add all of your company's products to be promoted with MAP Branded Program Funds.

- 🔍 If you do not own the brand, please complete a Certificate of Exclusivity.
- 🔍 If you are producing a product for a private label owned by a foreign company, please complete a Private Label Agreement.

(Reminder: Each product added is required to be 50% or greater U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural product as set forth in the MAP regulations.)

### Branded Application - Section 2) Product Information

Add a Product

Continue to next Section

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Product #1	ABC Yumms	
	Snackie Snacks	12oz
	FOODY	Brand Ownership: Yes
	<a href="#">Edit Product</a>	<a href="#">Delete Product</a>
Product #2	ABC Delicious Treats	
	Snackie Snacks	5oz, 8oz
	FOODY	Brand Ownership: Yes
	<a href="#">Edit Product</a>	<a href="#">Delete Product</a>



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## 2015 WUSATA Branded Program

Please use "Add a Marketing Plan" from the buttons below to complete a separate marketing plan for each target country.

- Use the USA marketing plan for domestic trade shows.
- China (mainland) and Hong Kong are two separate markets.

### Branded Application - Section 3) Marketing Plans

Add a Marketing Plan

Continue to next Section

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Market #1

Brazil	
MAP funds: \$7,500.00	Application funds: \$7,500.00
Distributor Contributions: \$0.00	Market Total: \$15,000.00

Edit Marketing Plan

Delete Marketing Plan



# Branded Program Application Example

## 2015 WUSATA Branded Program

Complete a separate marketing plan for each target country. Use the USA marketing plan for domestic trade shows.

### Branded Application - Section 3) Add Country Marketing Plans

1) Country to be added:	Brazil
2) Number of years in this country:	2
3) Has your company conducted any prior promotional activities in this country?	Yes
4) Does your company have an importer in place for this country?	Yes
5) What constraints does your company face when selling your products in this country?	<input type="radio"/> Knowledge of your product by distributors in this country <input type="radio"/> Knowledge of your product by consumers in this country <input type="radio"/> Knowledge of how your product may be used in this country <input type="radio"/> Your knowledge of importers/distributors in this country <input type="radio"/> Your knowledge of import regulations in this country <input type="radio"/> Import regulations <input type="radio"/> Labeling restrictions <input type="radio"/> Foreign competition <input type="radio"/> U.S. competition <input type="radio"/> Export market domestic competition
6) Additional comments on specific constraints:	

**Table A: Promotion target sector**  
 Estimate and enter the percentage of your MAP budget for the target audiences listed below.  
 (If your company does not target one of these audiences, please enter a "0" amount.)

A) Consumers	100%	C) Wholesalers, Importers, Distributors	0%
B) Retailers	0%	D) Food Service	0%
Total		100%	

**Table B1: Importer/Distributor Information**  
 List your primary importer/distributor information below

Company name	Distributor Inc.	Contact's first name	Cat
Address	1234 Overseas Lane	Contact's last name	Stevens
City	Other City	Telephone	(555) 555-1234
Country	Foreign Country	Fax	(555) 555-5678
Email	distributor@email.com	Website	www.distributorinc.com
Business License #	44		



# Branded Program Application Example

## 2015 WUSATA Branded Program

Complete a separate marketing plan for each target country. Use the USA marketing plan for domestic trade shows.

### Branded Application - Section 3, Continued) Add Country Marketing Plans

**Table B2: Importer/Distributor Information (optional)**  
List your secondary importer/distributor information below

Company name	2nd Importer, Inc.	Contact's first name	Roger
Address	5678 Otherplace Ave.	Contact's last name	Waters
City	Second City	Telephone	(555) 444-4444
Country	Foreign Country	Fax	(444) 555-5555
Email	Distrib2@email.com	Website	www.importer2.com
Business License #	1234-5678		

**Table C: Activity Summary**

For each "Individual Activity" field below, describe in detail the international marketing your company plans to conduct in this country. Then, enter the total promotional expense for each activity in the corresponding "Estimated Total Costs" fields. The dollar amount will automatically be combined in Table D below.

Promotional Activity	Description of each individual activity	Total estimated cost of each activity
Freight for samples	Freight	1,000
In-store demonstrations	Product demo at store	1,500
Trade shows/exhibits	N/A	0
Promotional displays	Cardboard sign/cut-out	500
Printed sales materials	Brochures and pamphlets	2,500
Advertising	Billboard Sign	4,500
International Website Development	N/A	0
Trade education seminars	N/A	0
Give-away items	Pens and Key chains	1,000
Packaging	N/A	0
Other		

**Table D: Promotional budgets for marketing years**

Once you have completed Table C, notice that 50% of your company's total promotional budget has been placed into both Columns A and B, and Column C is blank. This field is where you can enter any importer/foreign third party contributions that will offset your company's "Applicant Funds." Amounts entered into Column C will be automatically deducted from Column B.

Fiscal Year Jan - Dec	A MAP Branded Funds	B Applicant Funds	C Importer Contributions	D Total Promotional Budget
2015	5,500	5,500		11,000

Submit



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## 2015 WUSATA Branded Program

View the following summary of your allocation request. If the information below is not correct, please edit a marketing plan by choosing "Section 3 - Marketing Plan" from the buttons below, and make the necessary changes.

### Branded Application - Section 4) Budget Summary

[Section 3 - Marketing Plan](#)[Continue to next Section](#)[Back to Main Menu](#)

Market	A MAP Funds	B Applicant Funds	C Importer/Distributor Funds	D Total Promotional Budget
Brazil	\$25,000.00	\$25,000.00	\$0.00	\$50,000.00
Totals	\$25,000.00	\$25,000.00	\$0.00	\$50,000.00

[Pre-Qualification Worksheet](#)[Complete Application](#)[Certification Statement](#)[Back to Main Menu](#)

### 1) APPLICATION PRINTING AND SUBMISSION:

- 1) Carefully preview each section for accuracy.
- 2) If errors are found, click the Back to Main Menu button above to locate the appropriate section.
- 3) When finished, print each section by clicking the "Print" button on the form or your browser.
- 4) Sign the Pre-Qualification Worksheet and Certification Statement forms.
- 5) Make a copy of the application and all completed forms to keep for your records.
- 6) Mail the entire application to WUSATA at the address below, making sure the original hard copies of the signed forms are included.
- 7) After your company's application has been mailed/submitted to WUSATA, the Branded Program Manager will contact your company in 2 to 3 weeks with your application status. All documentation must be received to obtain an approval date.

### 2) FULL APPLICATION PACKET INCLUDES:

(The following items must be submitted to WUSATA in full - here is a helpful checklist to assist you.)

- 1) Pre-Qualification Worksheet (print, sign, and mail with original signature).
- 2) 2015 application (print and mail).
- 3) Certification Statement (print, sign, and mail with original signature).
- 4) Check for \$250 application fee payable to WUSATA.
- 5) One set of company and product literature.
- 6) One physical, printed label/package for each product you wish to have approved in the program.
  - a. Required for new applicants and for returning companies every 2 years thereafter (electronic versions of your labels will not be accepted).
- 7) One copy of the company's most recent Federal Tax Return (mandated by the USDA).
- 8) Dun and Bradstreet Background Report.
  - a. Required for new applicants and for returning companies every 2 years thereafter.
- 9) If applicable, also include a signed Certification of Exclusivity for each branded product your company does not own.

#### WUSATA Mailing Address:

WUSATA  
Attn: Branded Program  
4601 NE 77th Ave., Suite 240  
Vancouver, WA 98662



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SAMPLE

# Branded Program Application Example

## 2015 WUSATA Branded Program

Return the signed Pre-Qualification Worksheet with a Branded Application to WUSATA. Companies that do not return a signed copy of this Pre-Qualification with their Branded Application will not be considered for the Branded Program.

[Print Menu](#)

[Pre-Qualification Worksheet](#)

- 1) Does your company promote products that individually have 50% or more U.S. agricultural content by weight, excluding water and packaging?
- 2) Are the products your company owns/represents clearly identified with a U.S. Origin Statement on the packaging?
- 3) Your company's North American Industry Classification System (NAICS) Code, based on your primary business model.
- 4) The number of employees (full-time equivalent) including all subsidiary companies of ownership and parent company.
- 5) Is your company a cooperative?
- 6) As part of the documentation requirements to become a Branded Program participant, is your company willing to submit a Federal tax return for review with our application?
- 7) How did you hear about WUSATA?

Contact First Name	John	Company	TestCo
Contact Last Name	Tester	State	Washington
Contact Email Address	test@youremailhere.com	Phone Number	(555) 555-5555

I hereby certify that the information on this worksheet is correct and that all the statements are true. I also certify that my company is defined as a "small business" or an agricultural cooperative by the SBA definition.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

[Print Menu](#)

[Certification Statement](#)

### Certification Statement

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

- I have completed the Pre-Qualification Worksheet and have determined that my company is defined as "small" according to the Small Business Administration (SBA) Guidelines, or is an Agricultural Cooperative, and meets the other MAP eligibility requirements.
  - I certify that this company meets the Small Business Administration (SBA) size standards published at 13CFR part 121.
  - Each product cited in Section III is 50% or greater U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural product as set forth in the MAP regulations section 1485.11, Definitions.
  - Any branded funding received will supplement, but not supplant, any applicant or Foreign Third Party funds or any other contributions that would be used for company marketing and promotional activities.
  - All product labels, promotional materials, and advertising will identify the origin of the agricultural commodity as "Product of the U.S.A., "Grown in the U.S.A.," "Made in America," or other U.S. regional designation approved in advance by FAS. The origin identification will conform to the U.S. standard of 1/6" (.42 centimeters) in height based on the lower case letter "o." The state of origin is also an accepted means of U.S. origin identification in the case where the state of origin is spelled out in its entirety, i.e.: Texas, not TX.
- Note: The term "Distributed By" does NOT meet the eligibility requirement of the U.S. origin statement.**
- I have examined all information contained in this 2015 Application and any additional or subsequent documentation provided to the branded promotion program is true and accurate.
  - I have read the 2015 Branded Program Manual, including eligibility and reimbursement requirements. I understand the requirements and agree to comply.

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

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company / Contractor: \_\_\_\_\_

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

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