



## READY TO GROW PROFITS?

Visit us online or contact your local office and get started on your path to success today.



## Customized Export Marketing Plan to:

### TARGET

Key Markets

### FOCUS

on Successful Country Launch Strategies

### EXPAND

Your Overseas Promotion Campaign Options

# Agribusiness Export Marketing Plan Services

## Ready for New Markets? *We Can Help.*

Our Agriculture Export Marketing Plan Services will position your business for growth. This service helps “new-to-export” and “currently exporting” growers, value added producers identify overseas growth strategies through the development of a customized Export Marketing Plan.

### Why Export?

- ★ Over 95% of the world’s customers are located beyond U.S. borders.
- ★ Exporters realize higher employment growth than non-exporters.
- ★ Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
- ★ Export wages are typically 13–18% higher than non-export wages.

### The Process

Apply online and once qualified you will meet with a Florida SBDC Professionally Certified Consultant to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Agriculture Export Marketing Plan.

### Qualifications

- ★ Florida Farmers and value-added food producers only – food producers must source 51% of the food product from Florida
- ★ Products must be produced in the state of Florida and must be provided from a Florida location
- ★ New-to-export farmers/producers or current exporters looking to expand into new international markets
- ★ Minimum of three years in business
- ★ \$500,000 minimum in annual sales

### Cost to Qualifying Company

The cost for preparation of an Export Marketing Plan is \$5,000. There are only a limited amount of scholarships available. Qualifying companies are eligible for a \$4,750 scholarship, **making the cost to your company \$250**. This pilot program is only being offered for a limited time.

### For More Information

- ★ Call 1.800.450.4624
- ★ APPLY ONLINE at <http://floridasbdc.org/services/agribusiness-export-marketing-plan-services/>
- ★ Deadline to apply is November 15, 2017

The Florida SBDC at UNF is a member of the Florida SBDC Network, a statewide service network funded in part through Cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs

**State Designated as Florida’s Principal Provider of Business Assistance [288.001, Fla. Stat]**

→ [www.sbdc.unf.edu](http://www.sbdc.unf.edu)  
800.450.4624



Helping Businesses  
Grow & Succeed