

## **STATEMENT BY THE SOUTHERN UNITED STATES TRADE ASSOCIATION**

### **COMMITTEE ON SMALL BUSINESS AND ENTREPRENEURSHIP UNITED STATES SENATE**

**JUNE 30, 2009**

Good afternoon, Senator Landrieu, and thanks for the opportunity to address this committee. We commend you for holding this hearing to highlight the role of small businesses in international trade and federal export resources available to them. This is an important discussion because international trade development – whether it is through helping companies develop export markets or forging multilateral trade agreements – clearly has a direct and tangible affect on small businesses.

I'm Jerry Hingle, Executive Director of the Southern United States Trade Association (SUSTA). We are a non-profit trade association dedicated to helping small companies develop export markets for U.S. food and agricultural products.

I'll briefly describe the work we do and highlight how the federal Market Access Program has proven to be an excellent resource for small businesses looking to expand sales internationally – even for dozens of local companies that you may recognize. I'll also address our industry's concern over efforts in Washington to cut back this program. I'll keep this brief in order to welcome any questions you may have.

#### **THE SOUTHERN U.S. TRADE ASSOCIATION**

Over the past 35 years, our organization has helped thousands of small businesses tackle international markets. We offer a variety of programs and resources to assist companies, whether they are just starting out in exporting or are experienced globally. Many companies take advantage of our one-on-one export readiness training and then take part in some of the dozens of trade shows and buyer's missions we conduct around the world. We also offer direct financial support for businesses seeking to stretch their international marketing budgets for advertising, trade shows, labeling and other promotions in foreign markets.

We're based here in New Orleans but work with companies throughout the southern United States, and are partnered with the agricultural departments of 15 southern U.S. states and the Commonwealth of Puerto Rico. The Commissioners of Agriculture make up our board of directors, and their staffs reach out to small businesses to encourage them to consider exporting. We are funded almost entirely by the Market Access Program, which is a federal program aimed at bolstering U.S. agricultural exports and administered by the USDA's Foreign Agricultural Service.

#### **PROVEN LOCAL IMPACT**

Exporters participating in our programs are seeing direct benefits to their bottom line. Last year, companies made over \$87.5 million in export sales as a direct result of our trade shows, trade

missions, and other events – *amounting to a strong return on investment of \$22 for every dollar we spent on export promotion.*

I'm sure you would recognize some of the Louisiana products that are now sold globally, thanks in part to our assistance. Zapp's potato chips, Magic Seasoning Blends, and Crystal Hot Sauce are just a few examples of brands produced and packed here locally that are becoming well known around the world. And long grain rice from Louisiana is marketed in dozens of countries with the help of federal export assistance.

Included in this written testimony is a list of nearly 20 Louisiana companies that have recently taken advantage of our programs to extend their international marketing and promotion, as well as a handful of case studies demonstrating how local companies have benefited from our services. I think it is important to point out that many of the companies working with us operate in urban locations. Many believe that federal assistance to America's agriculture industry only benefits rural communities, but hundreds of urban-based companies also directly benefit from these programs.

## **THE MARKET ACCESS PROGRAM (MAP)**

As mentioned, our work is almost entirely funded by the Market Access Program, or MAP, which is administered by USDA's Foreign Agricultural Service. MAP aids in the creation, expansion, and maintenance of foreign markets for U.S. agricultural products. It forms a partnership between over 70 non-profit U.S. agricultural trade associations, farmer cooperatives, non-profit state regional trade groups and state Departments of Agriculture, small businesses, and the USDA to share the costs of overseas marketing and promotional activities. MAP is an excellent example of an effective public-private partnership that has helped thousands of small businesses become successful exporters.

### **MAP's "Branded program"**

Under MAP's "Branded" program, direct support is given to small U.S. businesses to help them promote their products in overseas markets. The program provides 50% cost reimbursement for a wide variety of international marketing activities – such as exhibiting at foreign trade shows and producing a company's labels in a foreign language. As such, government funds are leveraged with industry contributions and every dollar of MAP Branded spending generates between two to three dollars of spending by the private sector – demonstrating the industry's commitment to this program.

Under the MAP Branded program, small U.S. companies are provided assistance in promoting only American-grown and produced commodities overseas. MAP Branded helps small companies start exporting each year by allowing them to pursue opportunities in markets they may not be able to afford to target otherwise.

In our region of the U.S. alone, hundreds of small companies are now successful exporters thanks to the assistance they received from the Market Access Program. Many of these companies weren't even *considering* exporting just a few years ago.

## **Independent research also attests to the impact of public/private export promotion ...**

The program has proven time and time again to be a successful and cost-effective tool in expanding U.S. agricultural exports, protecting American jobs, and strengthening farm income. A recent independent cost-benefit analysis of MAP and a sister program called the Foreign Market Development Program (FMD) prepared for USDA by Global Insight, Inc. – the world’s largest economic analysis and forecasting firm – clearly illustrates the benefits of federal export assistance programs.

Global Insight estimates that U.S. agricultural exports are \$3.8 billion higher in 2008 than they would have been if market development had not been increased in the 2002 Farm Bill. Furthermore, export gains will accrue well beyond 2008, reaching \$5 billion once the full lagged impacts of market development are taken into account.

For every dollar spent on market development, \$25 in additional exports result within 3-7 years – a figure that corroborates testimonials SUSTA receives from the companies that participate in its export development activities. The study also found that 39% of the export benefits of market development accrued to U.S. agricultural products other than those that were being promoted. Known as the “halo” effect, this provides empirical evidence that the program generates substantial export benefits not only for industry partners carrying out the activity (they receive 61% of the total export benefit), but for other non-recipient agricultural sectors as well (that receive 39% of the total export benefit).

## **... and our competitors are investing in it heavily.**

MAP is among the few tools specifically allowed in unlimited amounts under World Trade Organization (WTO) rules to help American agriculture and American workers remain competitive in a global marketplace still characterized by highly subsidized foreign competition.

In contrast to the roughly \$235 million the U.S. spends annually, the European Union, the Cairns group, and other foreign competitors devoted approximately \$1.2 billion annually to market development activities promoting exports of their agricultural, forestry, and fishery products – *over five times what the U.S. spends*. A significant portion of this promotion targets buyers in the United States.

With no limit under the WTO on public or producer funding and the unlikelihood that it will be subject to any disciplines in the Doha Round negotiations, government spending on export development is increasingly seen as the centerpiece of a winning strategy in the trade battleground for the future. Many competitor countries have announced ambitious trade goals and are shaping export strategies to target promising growth markets and bring new companies into the export arena. European countries are expanding their promotional activities in Asia, Latin America, and Eastern Europe. Canada, Australia, New Zealand, and Brazil have also budgeted significant investments in export promotion expenditures worldwide in recent years.

## **FUNDING AND SUPPORT OF THE MARKET ACCESS PROGRAM**

The 2008 Farm Bill authorized MAP at \$200 million per year. However, the President's budget seeks to reduce its funding to \$160 million per year, specifically through reducing the Branded Program. The Office of Management and Budget's reasoning for the cut seems to reflect a lack of understanding of the programs and cites a 10-year-old Government Accountability Office study on the economic impact of MAP, while ignoring the Global Insight research commissioned by USDA in 2006. OMB also held that the programs are "corporate welfare," an argument that has been consistently rejected by Congress in many House and Senate floor votes over the past 15 years.

We believe such a reduction in funding or other suggested changes to the eligibility criteria of MAP will negatively impact the ability of U.S. agriculture to promote American products in international markets, thereby weakening our exports and undermining the Administration's larger efforts to stabilize the economy and preserve American jobs.

While a U.S. Senator, President Obama called for a 62% increase in funding for MAP, indicative of his underlying support for such cost-effective, public-private export promotion programs.

With the federal government's unprecedented spending to bolster the economy, it appears counterintuitive to scale back on a program that clearly helps small businesses grow internationally and create jobs locally.

Therefore, SUSTA and over 70 other industry groups that partner with USDA to promote U.S. agricultural exports are strongly urging Congress and the Obama Administration to reconsider the proposal to reduce funding for this important agricultural export program and maintain the 2008 Farm Bill authorized funding level of \$200 million for MAP.

## **WHAT DOES THIS MEAN TO THIS COMMITTEE?**

I hope the committee sees the MAP program as an excellent example of a federal export resource that works well for small businesses. I also hope that SBA sees us as a resource for collaboration. One of the biggest challenges we face is reaching out to new companies. We are constantly working to make more small companies aware of the programs SUSTA has to offer, yet there remain hundreds of companies that are unaware that assistance and funds are available to help them export.

Collaboration between SBA and USDA/FAS and its private sector partners such as SUSTA would bring us all closer to our shared goal of helping small businesses increase their international sales. The credit programs that SBA has in place would surely be of interest to the small businesses that we talk with almost daily. Perhaps SBA staff could collaborate with us on our outreach meetings and conferences to explain this and the services they have to offer.

Our industry is also hopeful that Congress and the new Administration will keep MAP and its sister programs fully intact so that we can continue our proven success. With our program firmly in place, additional collaboration with SBA would be welcome.

## **MARKET ACCESS PROGRAM (MAP)**

The Market Access Program (MAP), formerly known as the Targeted Export Assistance (TEA) Program when it was created in the 1985 Farm Bill, uses funds from the U.S. Department of Agriculture's Commodity Credit Corporation (CCC) to aid in the creation, expansion, and maintenance of foreign markets for U.S. agricultural products. MAP, which is administered by USDA's Foreign Agricultural Service (FAS), forms a partnership between non-profit U.S. agricultural trade associations, farmer cooperatives, non-profit state-regional trade groups, small businesses, and USDA to share the costs of overseas marketing and promotional activities such as consumer promotions, market research, trade shows, and trade servicing.

### **MAP HELPS BOOST U.S. AGRICULTURAL EXPORTS**

- Exports are projected to be \$95.5 billion in FY 09, down \$20 billion from last year's record level but still up over \$33 billion since 2004. Since the program was created in 1985, U.S. agricultural exports have increased by nearly 300 percent (Source USDA).
- Agriculture's trade surplus is projected to be about \$13 billion in FY 09, down from \$23 billion last year (Source USDA). However, agriculture is one of the few sectors of the American economy to enjoy a trade surplus, and without it the overall U.S. trade deficit would be even worse.
- A study of MAP and the Foreign Market Development (FMD) Program done by Global Insight showed that these programs successfully increased U.S. agricultural exports. In fact, the study showed that the additional program funding provided in the 2002 Farm Bill increased the U.S. share of world trade by over 1 market share point to 19%, boosting U.S. agricultural exports by \$3.8 billion (Source: *A Cost Benefit Analysis of USDA's International Market Development Programs*, Global Insight Inc., November 2006).
- The outlook for the global economy continues to weaken, eroding demand for all agricultural products. This reinforces the need for valuable programs, such as MAP, that help create, expand, and maintain foreign markets for U.S. agricultural products.

### **MAP PROTECTS AMERICAN JOBS AND INCREASES FARM INCOME**

- Serves as a "BUY AMERICAN" program by promoting only American-grown and produced commodities.
- Every billion dollars in U.S. agricultural exports supports nearly 12,000 American jobs (Source USDA).

- Given U.S. agricultural exports are expected to be \$95.5 billion in FY 09, over 1.2 million Americans will have jobs that depend on these exports, thanks in part to MAP and related programs that have helped boost U.S. agricultural exports. (Source USDA)
- A study of MAP and FMD commissioned by FAS showed that, over the course of the 2002 Farm Bill, annual farm cash receipts increased by \$2.2 billion due to the increase in U.S. agricultural exports that resulted from increased market development activities. Higher cash receipts helped increase annual farm net cash income by \$460 million, representing a \$4 increase in farm income for every additional \$1 increase in government spending on market development (Source: *A Cost Benefit Analysis of USDA's International Market Development Programs*, Global Insight Inc., November 2006).

### **MAP HELPS COUNTER SUBSIDIZED FOREIGN COMPETITION**

- In recent years, the EU, the Cairns Group, and other foreign competitors have devoted considerable resources on various market development activities to promote their exports of agricultural, forestry, and fishery products (Source USDA). A significant portion of this is carried out in the U.S.
- Eliminating or reducing funding for MAP in the face of continued subsidized foreign competition and during ongoing Doha Round World Trade Organization (WTO) negotiations would put American farmers and workers at a substantial competitive disadvantage.
- Market development, including programs such as MAP, is not expected to be subject to WTO disciplines under Doha. Reducing our investments in market promotion while our competitors continue to increase theirs will put our producers at a decided disadvantage in competing for international sales.

### **MAP ILLUSTRATES SUCCESSFUL PUBLIC-PRIVATE PARTNERSHIP**

- MAP is administered on a reimbursable cost-share basis, specifically targeting small businesses, farmer cooperatives, and non-profit trade organizations. While government is an important partner in this effort, industry funds are now estimated to represent almost 60% of total annual spending on market development and promotion, up from roughly 45% in 1996 and less than 30% in 1991, which demonstrates industry commitment to the effort (Source USDA).

### **QUESTIONS AND ANSWERS REGARDING MAP'S BRANDED PROGRAM**

**What is the "Branded Program"?** MAP Branded directly supports the marketing efforts of U.S. small businesses in overseas markets. MAP Branded provides 50% cost reimbursement for a wide variety of international marketing activities. Government funds are leveraged with industry contributions. Every dollar of MAP Branded spending generates between two to three dollars of spending by the private sector – demonstrating the industry's commitment to this program.

**What are some benefits for companies that participate in the MAP Branded Program?**

Small firms receive assistance to expand their market reach by adding new markets and international market share. The program also provides opportunities for small food and agricultural businesses to gain new customers and identify new distributors for their products.

**How does a small business qualify for the MAP Branded Program?**

U.S.-owned small food and agricultural companies with a facility or product sources in the United States are eligible to participate in the MAP Branded Program. Participating businesses are generally processors, packers, manufacturers, distributors, wholesalers, or export trading companies interested in promoting their U.S. products in export markets.

**What products are eligible under the MAP Branded Program?**

Products eligible for approval in the MAP Branded Program are agricultural products, beverages, seafood, agriculture-based food supplements, seed, nursery products and pet foods. Eligible products must be at least 50% U.S. agricultural origin by weight, exclusive of added water and packaging.

**What are some examples of promotional expenses the MAP Branded Program reimburses?**

The list of eligible promotional expenses includes, but is not limited to: literature and point-of-sale materials; in-store demonstrations; in-store displays and promotional materials; exhibiting at international trade shows; advertising; and required packaging/label changes.

**What country markets does the MAP Branded Program cover?**

Most countries are eligible as target markets. Expenses incurred for promotions within the U.S. or its territories (Guam, Puerto Rico, etc.) are generally not eligible for reimbursement. Federal regulations prohibit funding of activities in Cuba, North Korea, Iran, Iraq, Libya, and Sudan. However, the list may change based on the world's situation.

**How does the MAP Branded Program affect the job market?**

Over the last two years, small firms participating in MAP Branded have added at least 2,376 employees to their payrolls. Those employees, in turn, contribute to their local economies, especially in rural and small towns across the nation – making these companies a vital part of their communities.

## **How the Market Access Program has benefited small Louisiana companies: Case studies**

### ***Case study: Success of Culinary Training Program Continues to Grow***

In partnership with the John Folse Culinary Institute in Thibodaux, Louisiana, SUSTA has been training foreign chefs in the preparation of southern U.S. cuisine since 2001. Many program participants have gone on to collaborate on SUSTA Generic promotions at trade shows and other events, and some have even conducted their own menu promotions highlighting the quality ingredients and recipes of the southern region. May 2009 brought a group of 12 renowned chefs from India to the U.S. to learn key elements of such techniques as Barbeque, Low Country, Soul Food, Appalachian, and other common food styles in the South. This year's group included the head of the Indian Chefs Association, a well-known journalist, and a number of chefs from resorts in Delhi, Mumbai, Chennai, and Bangalore.

The program for the Indian chefs integrated involvement from more experts than ever before: in addition to the staff at John Folse Culinary Institute, four guest chefs from the SUSTA region demonstrated their particular specialties for the group. For the first time, Chef J.T. Handy from South Carolina taught the foreign chefs about southern Barbeque, and Florida Chef Justin Timineri introduced them to Florida New World cuisine. Two other guest chefs – Dale Hawkins from West Virginia and Carmen Bazile from Alabama – shared their respective expertise in Appalachian cooking and Soul Food. Throughout the course, the Indian chefs learned to work with products provided by SUSTA-region companies, including alligator meat, spice rubs and sauces, and juices. Companies were recruited by representatives from the Florida Department of Agriculture and Consumer Services and the West Virginia Department of Agriculture, who assisted with incorporating product samples into the program curriculum.

Following the training program, Chef Rupali Dean organized a trivia contest with the *Hindustan Times* newspaper focusing on southern U.S. cuisine, and wrote a feature article about the program. She was also profiled in Air India's in-flight magazine, which mentioned her participation in SUSTA's culinary training. All of the participants in this year's program plan to conduct follow-up promotions showcasing what they learned in the U.S. These influential chefs will also connect with Indian importers to procure ingredients used during the course so they may introduce new menu items based on their experience in Louisiana. In addition, plans to bring southern culinary experts to India are afoot, beginning with a Barbeque promotional tour starring J.T. Handy, organized by the Chefs Association.

SUSTA Financial Director Troy Rosamond, who manages the Culinary Training Program, was pleased with this year's results. "We have achieved a very high level on this program, and I look forward to introducing it over the next few years to the very important market of China," he said. Increased partnerships stand to further develop the program as a platform for introducing influential foreign chefs to southern U.S. cuisine. Already slated for next year's program is a seminar led by a Texas guest chef and a visit to the Sullivan School in Kentucky in cooperation with the Wine and Spirits Association.

### ***Case study: MAP Funds Support Louisiana Export Efforts***

Four Louisiana-based small companies plan to use Market Access Program (MAP) Branded funds to support their export promotion efforts in 2009. Together, the firms have requested a total of \$412,000 to market their products overseas with trade shows, advertising, in-store promotions, printed sales materials and other promotional activities. U.S. agricultural products, including snack foods, condiments, and seasonings, will be promoted in such foreign markets as Australia, Canada, China, France, Germany, Japan and the United Arab Emirates.

### ***Case study: Southern U.S. Products Hit German Stores***

In September and October 2008, Germany's KaDeWe store held a country-wide promotion focusing on food products from the southern U.S. Thanks to a well-established relationship with a German distributor and Market Access Program (MAP) Generic promotional funds, 58 products from nine different companies were featured during the promotion. Suppliers from Florida, Louisiana, Maryland, Oklahoma, Tennessee and West Virginia were represented in the promotion by a variety of products, including sauces, seasonings, syrups and other southern specialties. Three of the U.S. companies introduced products to the German market for the first time during the event.

SUSTA representatives have worked with the importer for the past four years, resulting in a partnership leading to continuing sales and expansion of the U.S. product line. As a result of this promotion, the importer purchased a full consolidated container of southern U.S. products, and additional sales are projected for 2009. Between 12 and 24 of the items featured in the promotion are expected to become a staple on KaDeWe shelves.

### ***Case study: Southern Flavors Sizzle on Taiwanese Tastebuds***

In May 2008, a group of influential Taiwanese chefs visited Thibodaux, Louisiana for a two-week training program sponsored by the Southern U.S. Trade Association (SUSTA) and held at the John Folse Culinary Institute. The twelve participants were introduced to a variety of southern cooking styles through cooking demonstrations, seminars, and visits to local culinary and historical places of interest. The chefs received specialized, hands-on training from the culinary professors at the school, as well as two regional guest chefs: Dale Hawkins, who demonstrated Appalachian cooking, and New Orleans native Carmen Bazile, who introduced the group to Soul Food. The Taiwanese chefs learned about Barbecue, Tex-Mex, Cajun, Creole, and other styles, flavors and techniques of southern cooking.

Not long after they returned to Taiwan, the chefs had an opportunity to use their newly acquired skills. In June, an event at the Food Taipei trade show and a series of demonstrations showcased southern cuisine in the two major cities of Taipei and Kaohsiung. The promotions, sponsored by SUSTA and Taiwan's Agricultural Trade Office (ATO), featured southern U.S. Chef George Kaslow, one of the Culinary Training Program instructors. The ATO staff, led by director Keith Schneller, organized many of the events in both cities, and Kaslow created the southern recipes used in the demonstrations.

The series of promotions kicked off at the Food Taipei trade show, where six SUSTA-trained chefs from Taipei assisted Kaslow in demonstrating southern cooking. At the NanGang Exhibition Hall in Taipei, the menu highlighted eight dishes from the southern U.S. region. Chef Tony Chang, one of the SUSTA-trained chefs and President of the Formosa Chefs Association, assisted Kaslow during this event. The two impressed the crowd and media with their classically prepared, authentic southern dishes.

The following week at the Taipei Sherwood Hotel, Chef Kaslow instructed an audience on how to prepare jambalaya. The demonstration was filmed for television broadcast, and Chef Kaslow was featured in additional radio and television interviews.

Troy Rosamond, SUSTA's Financial Director and the director of the Culinary Training Program, arrived in Taipei for the second week of promotions. "The show and promotions were the most effective activity SUSTA has had in conjunction with the Chef Training Program. I believe that these well-planned follow-ups serve as a great example of how we can make the most out of the ATO's initiative and resources. Keith Schneller has done a great job organizing this event series, and I believe it can serve as a model for the future."

Two more demonstrations led by Kaslow kicked off a promotion at the Mitsukoshi chain of department stores. Additional promotions took place at Kaohsiung's Splendor Hotel, where Chef Kaslow conducted a live cooking demonstration for attendees and media. Three chefs from Kaohsiung Hospitality College who participated in this year's SUSTA training program assisted Kaslow with the event, and the group remained busy with media interviews. They also held live demonstrations and peer lectures to educate the hospitality trade about southern cuisine.

With the help of the Foreign Agricultural Service's Emerging Markets Program and Market Access Program Generic, SUSTA has brought chefs from various foreign markets to Louisiana since 2001 to teach them how to prepare and cook southern U.S. food products. Past participants have collaborated with SUSTA to promote southern U.S. food products and dishes in their region of the world. Through this collaboration, SUSTA has introduced southern U.S. products in Central America, South America, Eastern Europe, and Asia.

### ***Case study: Louisiana Company Benefits from Market Access Program Branded***

Crystal International of New Orleans had 18 years of exporting experience before learning about the Market Access Program (MAP) Branded, a program administered by the U.S. Department of Agriculture's Foreign Agricultural Service offering matching funds for some international marketing expenses to U.S. exporters. A supplier of condiments, snack foods and various grocery items, Crystal participated in MAP Branded with the Southern U.S. Trade Association (SUSTA) for 17 years, from 1988 to 2005. During that time, the company used funds to conduct promotional activities such as advertising and distributing printed materials in new markets. Crystal was able to add new product lines and expand sales by \$3.5 to \$4 million thanks to the extra boost that MAP Branded provided for the company's international marketing budget.

### ***Case study: Crown Products Expands Reach with MAP Branded***

Crown Products of Metairie, Louisiana has used funding from the Market Access Program (MAP) Branded, a program administered by the U.S. Department of Agriculture's Foreign Agricultural Service offering matching funds for some international marketing expenses to U.S. exporters, to promote U.S. food products in foreign countries since 1989. In addition to exhibiting at international trade shows using Branded funds, Crown has also gained brand exposure through participation in a number of MAP Generic promotions conducted by the Southern U.S. Trade Association (SUSTA), including trade show pavilions and reverse trade missions, allowing the company to meet with foreign buyers. MAP Generic promotions represent more than one product or commodity and allow suppliers to participate in trade shows, in-store promotions and other activities for a reduced cost.

### ***Case study: East Meets West in Taipei Cajun Promotion***

Taiwan got a taste of Louisiana's Cajun flavors in May 2007 during a two-week promotion sponsored by SUSTA and the Agricultural Trade Office (ATO) in Taipei. Food samples from Louisiana companies and other southern U.S. suppliers were used by Chef Roy Lyons to prepare Cajun cuisine during chef seminars, demonstrations, menu promotions, a supermarket retail promotion and other activities.

The promotions targeted both trade contacts and consumers, and reached an estimated 6 percent of the population of Taiwan's two largest cities, Taipei and Kaohsiung, through four television stories and over 25 magazine and newspaper articles. More than 25 restaurants participated in the promotions, at least seven of which continued to offer Cajun dishes using U.S. ingredients on a regular basis following the events.

Taiwan consumers and importers have relatively low awareness of regional cuisines from the U.S., and chefs have little knowledge of high-quality U.S. products and how they may be used in these cooking styles. The SUSTA/ATO promotions introduced products new to the food service sector in Taiwan, giving local chefs an opportunity to experience authentic preparation techniques. Consumers also had the opportunity to sample a variety of high-quality southern U.S. products.

As a follow-up to this activity, SUSTA and the Taipei ATO brought journalists from the Taiwan media to Louisiana in September to further explore Cajun and Creole cuisine and the products available from the region. The media visitors toured several facilities where Louisiana specialty food products are manufactured and sold, as well as John Folse Culinary School, Oak Alley Plantation, Mardi Gras World, and an alligator ranch. Some of the regional products featured during the mission included Louisiana seafood, sauces, dressings and pralines. During their evenings in New Orleans, the group also shot footage in the French Quarter.

**Attachment 3:  
Louisiana companies  
recently participating in MAP**

<b>SOUTHERN U.S. TRADE ASSOCIATION</b>
<b>MARKET ACCESS PROGRAM BRANDED AND GENERIC PARTICIPANTS IN LOUISIANA</b>
<b>PROGRAM YEARS 2007-2009</b>

	<b>LA-01</b>
Crown Products, Inc.	Metairie, LA
Elmer Candy Corp.	Ponchatoula, LA
Kajun Kettle	New Orleans, LA
L.H. Hayward & Co., LLC	Harahan, LA
Magic Seasoning Blends, Inc.	Harahan, LA
Sal & Judy's Products, LLC	Slidell, LA
<b>Toucan International</b>	<b>LA-02</b>
	Harvey, LA
<b>Blue Runner Foods, Inc.</b>	<b>LA-03</b>
Dirty Chips	Gonzales, LA
Golden Ranch Gator Farm	Gramercy, LA
McIlhenny Company	Gheens, LA
Waterside Enterprises	Avery Island, LA
Zappe Endeavors, LLC dba Zapp's Potato Chips	LaPlace, LA
	Gramercy, LA
<b>Kinloch Plantation Products</b>	<b>LA-05</b>
Panola Pepper Corporation	Winnsboro, LA
	Lake Providence, LA
<b>Magoun's Kitchen</b>	<b>LA-06</b>
	Baton Rouge, LA
<b>Farmers Rice Milling Company, Inc.</b>	<b>LA-07</b>
Planters Rice Mill, LLC	Lake Charles, LA
	Abbeville, LA