



## SUSTA Member State Fact Sheet: North Carolina

Throughout the Southern United States Trade Association's (SUSTA) 2018 Program Year, 27 companies from SUSTA member state North Carolina participated in the *Global Events* and *50% CostShare* programs in key export markets across the globe. With support from the North Carolina Department of Agriculture and Consumer Services, these small- and medium-sized enterprises from North Carolina Congressional Districts 1, 2, 3, 4, 7, 8, 10, 11, and 13 accomplished the following in their export efforts:

- \$4.3 million in actual export sales.
- 13 companies recording actual export sales.
- 9 first-time export sales.

Combined *Global Events* and *50% CostShare* program results for North Carolina companies are provided below:

Actual Sales	Unique company participants	New company participants	First time export sales	Companies making actual export sales	# of New Jobs Created by North Carolina Companies <sup>1</sup>
\$4,326,231	27	8	9	13	0

The companies participating from North Carolina included 8 first-time SUSTA participants plus companies who have benefited from SUSTA's programs in past years; three participants were woman owned companies and two were veteran owned companies. Company participants included:

North Carolina-based SUSTA Participants: 2018	
3rd Rock Brewing Company	Meridien Export and Packing, Inc.
Arcadia Beverage	Millstream Farming LLC
Atlantic Natural Foods, LLC	Mimi's Mountain Mixes, LLC
Bio-Pro Research, LLC	Muddy River Distillery
Boyette Brothers Produce, LLC	Nature's Way Farms, Inc.
Farm Fresh Produce, Inc.	NCOyster365
Forever B, LLC	Olde Hickory Brewery
Fortnight Brewing Incorporated	Smiling Hara, LLC
Fortune International Company	Southern Distilling Company, LLC
Glean, LLC	Southern Grace Distilleries, Inc.
Ham Farms	T.W. Garner Food Company
IBX Seafood Company, LLC	The Busha Group LLC
KLB Enterprises Inc.	The Duck-Rabbit Craft Brewery, Inc.
Lonerider Brewing Company	

<sup>1</sup> Reported by companies as a direct result of export activity generated via SUSTA's programs.



What North Carolina companies said about their experience with SUSTA in 2018:

- *We haven't closed a deal yet, but these leads all seemed interested and were seriously considering products. All great buyers and legitimately looking to take new products.*
- *We felt like this was a good show and also a great place to see so many potential customers/suppliers in a single time span. All-in-all a great experience. Thanks.*
- *I believe our company could benefit a lot through this outbound trade mission down the road. Thank you SUSTA. It is tough time for us right now and these programs definitely help small business like us survive and gradually bring our products globally.*
- *The outbound trade mission was well organized. It is a great opportunity to meet international buyers and learn about the Chinese markets. We appreciate the opportunity to participate and the support from SUSTA.*
- *SUSTA is always very proactive and helpful. We were impressed with communication and organization prior to and during the event. These events are great, but we will not know direct results until we are able to follow up.*
- *Fruit Logistica is the best show. Please continue to have this event. Great event. We loved the chef and would love to have him back next year.*
- *My contacts at SUSTA are amazing. They are always helpful, patient and give great guidance.*
- *[We] love SUSTA!*

North Carolina companies have enjoyed success through the SUSTA program in the past. The table below provides some historical context.

Program Year	Participants	Actual Sales	1 <sup>st</sup> Time Export Sales	# of New Jobs Created by North Carolina Companies
2015	45	\$10,557,160	4	-
2016	31	\$7,683,429	5	-
2017	26	\$8,087,161	3	0
2018	27	\$4,326,231	9	0



### What do SUSTA's programs mean to North Carolina?

**For the companies:** North Carolina companies participating in the 2018 *Global Events* and *50% CostShare* programs rated the entire SUSTA program at a 4.65 on a scale of 1-5, showing strong satisfaction. The metrics detailed below capture the measurable impacts of SUSTA's work as it relates to North Carolina.

2018 Return-On-Investment for North Carolina Companies		
Total North Carolina Company Contributions	Actual Export Sales	Company-Specific ROI
\$200,881	\$4,326,231	<i>21 to 1</i>

For every \$1 contributed by North Carolina companies as part of their participation in SUSTA's activities, the average return was approximately \$21 in export sales. A total of 13 North Carolina participants reported actual sales – a significant achievement given that so many participants are very small businesses.

**The Big Picture for the State of North Carolina:** In addition to direct company contributions, North Carolina – mainly via the North Carolina Department of Agriculture and Consumer Services – contributed time (labor) and direct costs (dues, meetings, technology, travel, marketing and outreach, etc.) to support SUSTA's far-reaching efforts. In 2018, the state of North Carolina contributed approximately \$121,590 in support of SUSTA's programs. Combining that figure with company contributions yields the following: for every \$1 invested by the state of North Carolina *and* North Carolina companies in support of SUSTA's programs, the ROI in terms of North Carolina-generated export sales was approximately \$12.

2018 Return-On-Investment Overall – Total North Carolina Contributions		
Total North Carolina Contributions	Actual Export Sales	ROI
\$322,472	\$4,326,231	<i>12 to 1</i>

North Carolina Department of Agriculture and Consumer Services staff helped manage 8 of SUSTA's 30 *Global Events* activities in 2018. These activities featured participants from all over the Southern U.S. and accounted for millions of dollars in actual export sales. This is a prime example of the collaborative nature of SUSTA's programs – and North Carolina has made a strong commitment to the overall effort.

### Multiplier Effect: The Wider Economic Impact of Exports

As detailed above, the ROI for North Carolina companies and the state (public funds) generated via exports realized at SUSTA activities is strong. However, export sales figures should also be considered in terms of their wider economic impact to clearly depict the positive impact SUSTA's programs have on the state of North Carolina.

According to the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS) U.S. agricultural/food exports support output, employment, income, and purchasing power in both the farm and



nonfarm sectors. ERS estimates that each dollar of agricultural exports stimulates another \$1.27 in business activity. The table below shows the multiplied benefits of exports on North Carolina's economy.

2018 Multiplied Economic Impacts for North Carolina from Exports			
Actual Export Sales	Economic Multiplier	Additional Business Activity Generated	Total Economic Impact
\$4,326,231	\$1.27	\$5,494,313	<b>\$9,820,544</b>

North Carolina companies participating in SUSTA's 2018 activities are small (staff sizes in the single digits are common) and often new to the challenge of global exporting. However, with the support of SUSTA and the state of North Carolina these companies generated \$4.3 million in global export sales and nearly \$10 million in total economic impact in the state of North Carolina.

### The *What* and *Where* Behind North Carolina's Exports

Of the \$4.3 million in export sales generated by North Carolina companies participating in SUSTA's 2018 programs, *the majority were comprised of produce/raw commodities and processed/manufactured products*. This aligns with the overall success that North Carolina has in exporting signature products such as sweet potatoes. North Carolina's sweet potato industry has enjoyed strong export success in recent years, and the results detailed herein provide a snapshot, at the company-specific level, of that success.

Top export markets for North Carolina products in 2018 include *Canada, Europe (Belgium, Finland, France, Germany, Ireland, Spain and the United Kingdom), Japan, South Korea, and China*.

### Going Beyond the Numbers: Additional Benefits of SUSTA Membership

Being a SUSTA member clearly results in measurable benefits in the form of exports and related economic impacts. However, SUSTA's service to member states goes even further. The following is a list of services that SUSTA provides and that are available via membership dues.

- In-country consultants based in key global markets identified in SUSTA's strategic planning process;
- Access to *Euromonitor* reports, data and analysis;
- An intern program that directly supports state interns and thereby the efficient functioning of state departments of agriculture;
- USDA resources including ATOs, market reports (GAIN), and direct contact at FAS to answer questions;
- Networking with other State Departments of Agriculture (common challenges, opportunities learned, best practices) at SUSTA meetings;
- Ongoing international training by in-country consultants and independent third-party evaluators of key markets;
- Training for new State Department of Agriculture International Marketing staff and interns to help develop and manage international marketing events;
- Travel expenses paid to attend SUSTA meetings and new Activity Manager training programs.



## Did you Know?

During 2018 SUSTA-sponsored activities Southern U.S. companies inked export sales to global markets both near and far, from Aruba to Vietnam and including every continent except Antarctica. Complete 2018 SUSTA program results are shown below:

Total company participants	Actual Export Sales	New Company Participants	First-Time Export Sales	New Jobs Created	Overall ROI <sup>2</sup>
1,090	\$292,565,960	110	115	51	\$23

In addition to reporting approximately \$292 million in actual export sales, SUSTA companies added 51 jobs as a direct result of export activity generated via SUSTA's programs. With the support of SUSTA staff and Member State representatives, Southern U.S. companies achieved strong outcomes in their 2018 export endeavors.

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<sup>2</sup> For every \$1 in combined SUSTA and participant company contributions, \$23 in export sales were realized.