



SUSTA Member State Fact Sheet: Maryland

Throughout the Southern United States Trade Association’s (SUSTA) 2014 Program Year, 14 companies from SUSTA member state Maryland participated in Generic and Brand program activities in key export markets across the globe. With support from the Maryland Department of Agriculture, these small- and medium-sized enterprises accomplished the following in their export efforts:

- \$5.1 million in total export sales.
- 7 first-time export sales, inked by both new-to-export companies and more experienced exporters who made first-time sales to a new market.
- 941 international trade leads generated.

Combined Generic and Brand program results are provided below:

Unique Company Participants ¹	Actual Sales	Projected Sales	1st Time Export Sales	New Product Intros	Buyer-Seller Intros	# New Distributorships Established?
14	\$3,480,216	\$1,646,600	7	158	941	34

The following chart details the accomplishments of Maryland companies participating in SUSTA’s 2014 Generic program:

Unique Company Participants	Actual Sales	Projected Sales	1st Time Export Sales	New Product Intros	Buyer-Seller Intros	# New Distributorships Established?
12	\$638,400	\$1,646,600	3	101	639	24

The following chart details the accomplishments of Maryland companies participating in SUSTA’s 2014 Brand program:

Unique Company Participants	Actual Sales	1st Time Export Sales	New Product Intros	Buyer- Seller Intros	# New Distributorships Established?
4	\$2,841,816	4	57	302	10

¹ Note that some companies participated in both the Generic and Brand programs during the 2014 program year. Thus, to avoid over-counting the unique company participant figures for Generic and Brand do not necessarily equal the total number of unique company participants.