



FY 2017

MARKET ACCESS PROGRAM

**BRANDED
PROGRAM GUIDELINES
&
APPLICATION**

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**U.S. Livestock Genetics Export, Inc.
522 Springdale St., Suite 102
Mount Horeb, WI 53572**

Phone: 608/437/2020 Fax: 888/538/6596

E-mail: uslge@uslge.org Website: www.uslge.org

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Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiofile, etc.) should contact USLGE at 608-437-2020.

FY 2017
MAP Branded Livestock Program

Administered by
U.S. Livestock Genetics Export, Inc.
522 Springdale St., Suite 102
Mount Horeb, WI 53572

Program Summary

U.S. Livestock Genetics Export (USLGE) has received funds which will be available to private livestock breeders, companies, or cooperatives interested in promoting livestock, semen, or embryo sales in international markets through December 31, 2017. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture.

USLGE sponsors and administers the branded program with the goal of helping the U.S. livestock industry increase the international demand for U.S. livestock genetics.

MAP funding is used to supplement but not supplant private funds that would be used for promotion activities.

The MAP branded program provides for partial reimbursement (up to 50 percent) of approved activities such as international advertising, the development, translation and distribution of promotional materials, and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement. An administrative fee is charged to participate in the program.

The total amount of funds available to USLGE for brand promotions is set by FAS. The allocation of these funds will be made to eligible participants on a fair and equitable basis as set by FAS and consistent with the goals and objectives of the MAP program as outlined by Congress. Funding criteria is based, in part, upon available funding, anticipated economic impact and the completeness of the application.

Interested parties should request a FY17 MAP Branded Application and Program Guidelines booklet from:

U.S. Livestock Genetics Export, Inc.
522 Springdale St., Suite 102
Mount Horeb, WI 53572
Phone: 608/437-2020
Fax: 888/538-6596
Email: uslge@uslge.org

Applications will be considered throughout the year pending the availability of funding

PROGRAM GUIDELINES

BRAND PROMOTION PROGRAM FOR LIVESTOCK GENETICS

FY 2017 Allocation

100 AUTHORITY AND GUIDELINES

The Market Access Program (MAP) is authorized by section 203 of the Agricultural Trade Act of 1978, as amended which directs the Commodity Credit Corporation (CCC) to carry out a program administered by the U.S. Department of Agriculture's (USDA) Foreign Agriculture Service to encourage the development, maintenance and expansion of commercial export markets for agricultural commodities through cost sharing assistance to eligible trade organizations.

This program, hereinafter referred to as the Market Access Program (MAP), is administered by the Foreign Agricultural Service (FAS) in accordance with the policies and procedures set forth in detailed MAP Regulations (MAPR).

Under the auspices of the MAP program, the Administrator of FAS has authorized partial reimbursement of the expenses of private firms for promotion of branded products containing agricultural ingredients of identified US origin. U. S. Livestock Genetics Export (USLGE) has requested an allocation of funds under the MAP program to be made available to qualified private firms for direct promotion of brand identified livestock genetics in approved international markets from FY16 MAP funds. This program is generally referred to as the Brand Promotion program for livestock genetics.

MAP Funding is used to supplement, but not supplant private or third party funds or other funds that would be used for the proposed promotional activities. All applicable provisions of the USDA-FAS MAP Regulations (MAPR), as revised, must be followed in administration and conduct of the livestock genetics branded promotion program.

USLGE programs and projects are available on a limited basis and only to eligible participants. Availability is subject to constraints of timing, funding and requirements specific to each program or project. USLGE reserves the sole and exclusive right to determine eligibility for participation in any of its programs and projects. It also reserves the sole and exclusive right to determine whether timing, funding constraints or requirements specific to a particular program or project will limit or preclude availability.

USLGE reserves the right to deny services to any firm or individual, which in the sole opinion of USLGE does not comply with FAS, MAP or USLGE regulations or policies, or otherwise does not offer the best opportunity to achieve its mission of increasing livestock, livestock germplasm and agricultural exports. Submission of any false or misleading information will be grounds for rejection or subsequent revocation of any application or participation.

Your attention is drawn to one specific provision of the branded program that was affected by a rule adopted by USDA on June 2, 1998.

This (MAPR) rule change provides for a five-year graduation **“which limits brand promotional assistance to a company in a country for a total of five years.”** The effective starting date for the five-year brand graduation is February 1, 1995.

It is recognized that participants may not achieve optimum market entry or expected growth in a country within five years; however, USDA must operate and manage this program with limited resources. In order to provide the opportunity for the greatest number of participants to reap the

benefits of the MAP branded program, it is necessary to graduate companies from countries after a total of five years in any one country.

For the convenience of potential participants, USLGE has prepared a compilation of the provisions of the MAP Regulations under which the FY 2017 Brand Promotion Program for livestock genetics will be administered by USLGE. These are presented on the following pages. **However, in the event of any conflict between the MAPR and the summary compilation presented herein, the MAPR will take precedent and prevail in all cases.**

Further, USLGE accepts no liability for failure on the part of any participant to be fully informed about the MAPR or any losses that may be incurred as a result of the failure of any participant or potential participant to comply with all applicable provisions of the MAPR. Copies of the MAPR will be supplied to MAP participants upon request.

101 APPLICATION PROCEDURES

101.1 USA private livestock breeders, companies, cooperatives and corporations desiring to participate in this program must submit an application to USLGE. All applications must be made using the form prescribed by USLGE, and include all required information. Failure to include the required information will result in the ineligibility of accessing MAP funding. The "application format" prescribed by USLGE is illustrated, with accompanying explanatory notes, attached hereto as application filing instructions sample.

101.2 Applications will be considered throughout the year pending the availability of funding.

101.3 One copy of application for funding under the Brand Promotion Program for livestock genetics should be submitted to U.S. Livestock Genetics Export, Inc., 522 Springdale St., Suite 102, Mount Horeb, WI 53572.

101.4 Qualifications. In determining the qualifications of each applicant and fund allocations, primary consideration will be given to the following criteria:

- a. Previous experience with exporting of livestock genetics from the USA. The previous export experience by each applicant relative to the combined experience of all applicants will be an important factor in determining the amount of MAP funds that can be allocated to each participant. Thus, detailed data in this area must be supplied by each applicant.

The MAP funds will be allocated in budgeted increments of \$1,000 each, in accordance with the criteria described above. First time applicants will be limited to a maximum of \$4,000. Additional requests will be considered pending the successful completion of the first activity.

- b. Experience in promotion of livestock genetics exports. Documented details of previous promotional activities must be submitted (see part 104.5.a).
- c. Ability to provide staff support and other resources adequate to supervise and carry out the proposed promotional activities.
- d. Willingness and ability to provide adequate supplies of USA origin livestock genetics of the quality desired by foreign buyers in response to the demand generated by the promotional activities.

- 101.5 Activity Proposals. The specific promotional activities proposed to be conducted by each participant will be individually evaluated and approved by USLGE and USDA-FAS. Therefore, a detailed description of the promotional activities proposed for funding under the MAP program, including a budget of the funds to be expended by country, is required. Activity proposals for each separate activity proposed for each individual country must accompany the application. All activity proposals must be prepared in accordance with the "Format for Activity Proposal" illustrated in Exhibit E attached hereto.
- 101.6 Evaluation. The application will also require a description of the method by which the applicant proposes to evaluate the success of the proposed promotional activities (see part 105).
- 101.7 Other Funding Sources. A statement identifying any state or federal agencies from which funds may be received for similar purposes must include.
- 101.8 Ownership. The applicant must own the livestock genetics which are being promoted and own the label or brand name under which the livestock genetics are to be promoted, or by written agreement with the proprietor, be assigned exclusive rights of representation for the genetics and brand to be promoted. All genetics and brands to be promoted must be of USA origin.
- 101.9 **A requirement is for the participant to include a DUNS Number and to include the participant Congressional District Number.**
- 101.10 **Obtaining a DUNS Number:**

FAS/W requires that all applicants for Federal grants and cooperative agreements have a DUNS number.

The Federal government will use the DUNS number to better identify related organizations that are receiving funding under grants and cooperative agreements, and to provide consistent name and address data for electronic grant application systems.

Data Universal Number System (DUNS) Number

- The Data Universal Numbering System (DUNS) number is a unique nine-digit identification number provided by Dun & Bradstreet (D&B).
- The DUNS Number is site-specific. Therefore, each distinct physical location of an entity (Such as branches, divisions, and headquarters) may be assigned a DUNS number. Organizations should try and keep DUNS numbers to a minimum. In many instances, a central DUNS number with a DUNS number for each major division/department/agency that applies for a grant may be sufficient.
- In order to provide on-the-spot DUNS number assignment, the requestor should do this by telephone. (See telephone number below.)

101.11 Obtaining a DUNS Number

- *If you already have a DUNS number.* If you, as an entity applying for a Federal grant or cooperative agreement, previously obtained a Duns number in connection with the Federal acquisition process or requested or had one assigned to you for another purpose, you should use that number on all of your applications. It is not necessary to request another DUNS number from D&B. *If you are not sure if you have a DUNS number.* Call D&B using the toll-free number, **1-866-705-5711** and indicate that you are a Federal grant applicant/prospective applicant. D&B will tell you if you already have a number. If you do not have a DUNS number, D&B will ask you to provide the information and will immediately assign you a number, free of charge.
- *If you know you do not have a DUNS number.* Call D&B using the toll-free number, **1-866-705-5711** and indicate that you are a Federal grant applicant/prospective applicant. D&B will ask you to provide information and will immediately assign you a number, free of charge.

Determining Your Representative and Congressional District Number From Your Zip Code

You can look up your Congressional Representative based on your ZIP code. Usually your Representative can be determined from just a 5-digit ZIP code. In some cases, especially for urban areas, you will need your ZIP code +4. Information can be found at www.house.gov.

102 PARTICIPATION AGREEMENT

- 102.1 Each participating company is required to enter into a contract with USLGE agreeing to abide by the terms of the program. The agreement will include the specific terms applicable to each respective participant agreement and standard provisions required by FAS.
- 102.2 **USLGE Administrative Fee.** Each participant shall pay to USLGE, a fee in the amount of five (5) percent of the amount of MAP funds approved for allocation to the respective participant or \$500 whichever is greater, for administrative services provided by USLGE. Payment of this fee shall accompany the signed agreement, both of which must be received by USLGE before the participant can be authorized to initiate program activities.

103 PROGRAM OPERATIONS

- 103.1 **Allowable Promotional Expenses for MAP Brand Promotion Programs.** The use of MAP resources to reimburse U.S. private firms is limited to a previously agreed percentage of each eligible direct promotional expense.
- a. This percentage shall be specified in the activity plan approved by FAS.
 - b. Expenses must have been incurred during the period of the contract. The date on which an expense is "incurred" is the date a participant or third party transfers funds to pay for expenditure.

- c. "Direct promotional expenses" are limited to those listed below. If the participant has questions regarding expenses eligibility, they should contact USLGE. The participant should not contact FAS directly with questions about the program.
1. The production and placement of advertising, in print, electronic media, billboards, or posters. Electronic media includes, but is not limited to radio, television, electronic mail, internet, telephone, text messaging and podcasting.
 2. Booth construction, freight and participation fees for non-U.S. Government sponsored trade fairs and exhibits.
 3. Product demonstrations to the trade and to consumers, the employment of part time contractors to help carry out specific promotional activities at trade fairs and exhibits, production and distribution of promotional materials and the cost of distribution of promotional samples (but not the cost of the samples themselves).
 4. The production and distribution of promotional information to press and other media, the trade and consumers. **All promotional material and advertising will identify the origin of the agricultural commodity as "Product of the U.S.", "Product of the U.S.A." and will conform, to the extent possible, to U.S. standards of 1/6" (.42 centimeters) in height based on the lower case letter "o".**
 5. The production and distribution of inexpensive promotional items which are an integral part of an approved promotional activity. The MAP is a cost-share program between CCC and the participants. CCC believes that the participant can best control expenditures for inexpensive promotional items. As a result, CCC will reimburse up to \$2.00 per promotional item provided the following conditions are met: 1) the items are described in detail with a per unit cost in an approved activity plan or amendment and 2) distribution of the promotional item is not contingent upon the consumer, or other target audience, purchasing a good or service to receive the promotional item.
 6. Trade seminars designed to inform industry representatives of specific attributes of U.S. products. This might include site rental, and translation and duplication of seminar materials, but not personal services or contractor fees or related travel expenses regardless of how contracted for or billed.

103.2 Foreign Third Party Expenses. The U.S. company participant may also claim the eligible promotional costs incurred by a foreign third party. Expenses incurred by foreign third parties must be separately identified as such in the claim. To the extent they are reimbursed with MAP resources, the reimbursement must be passed through to the third party. In no case may a U.S. company retain reimbursement which exceeds the percentage of reimbursement of its eligible costs specified in the brand promotion contract.

103.3 **Ineligible Promotional Expenses.** Unless otherwise specifically approved in writing by the FAS Assistant Administrator for Commodity Marketing Programs, **the following expenses may not be the basis for any MAP reimbursement to private companies participating in brand promotion programs.** To the extent that any of these costs may be included in a subcontract, they must be separately identified and deducted from those submitted as the basis for reimbursement with MAP resources.

- a. All salaries, living expenses and office costs, allowances or related expenses.

- b. All costs of travel or per diem.
- c. Cost of product (samples).
- d. Selling costs, awards or prizes.
- e. Giveaways, couponing or other "price off" deals.
- f. Public relations activities such as meals, receptions, refreshments, entertainment and gifts.
- g. The purchase, construction or lease of space for permanent displays, i.e. displays lasting beyond one activity plan year.
- h. Product development, product modification or product research.
- i. Fees for participation in U.S. Government-sponsored activities, other than trade fairs and exhibits.
- j. Any expenditure incurred for an activity prior to CCC's approval of that activity or amendment.

104 FINANCIAL PROCEDURES

- 104.1 Brand Promotion Program Agreements. Branded Promotion Program agreements specify the U.S. dollar amount of MAP funds that will be made available to reimburse participants for authorized MAP activity expenses.
- 104.2 Activity Plan Budgets. Approval of the participant's application for MAP program participation as amended or approved in writing by USLGE, constitutes the participant's authority to incur expenses eligible to be reimbursed with MAP resources. The approval letter will specify the activity year period, the level of resources available to reimburse expenses incurred during that year, and any restrictions or changes to the submitted application regarding proposed activities and/or markets.
- 104.3 Authorized Signatures. The Chief Executive Office (CEO) of the participant company, or any individual authorized for this purpose in writing, will sign both copies of the agreement on behalf of the participant (retaining one copy for the files) and return one copy to USLGE with a signature card (see Exhibit B), also signed by the CEO, which designates which participant officials are authorized to sign MAP agreements and reimbursement claims. The participant is responsible for notify USLGE of any changes in eligible names of employees who are no longer authorized to sign on behalf of the participant. In the transmittal letter, state whether the new card is intended to replace in its entirety the card already on file or simply to augment it.
- 104.4 Reimbursement Claims (Expense Reports). The participant will submit claims for reimbursement in the format shown in Exhibits C & D.
 - a. USLGE will issue checks in the name of the participant as it appears in the agreement.

- b. To the extent that expenses incurred by anyone other than the participant are the basis for reimbursement from USLGE, the reimbursement received from USLGE must be passed through to the third party. The participant may not retain any reimbursement in excess of that authorized by the terms of the agreement (e.g. if the agreement provides 50 percent reimbursement of authorized expenses, and the participant submitted to USLGE a reimbursement claim of \$10,000 which includes a \$5,000 incurred by a foreign third party, the participant may retain only \$2,500 of the \$5,000 reimbursement received from USLGE and must "pass through" the remaining \$2,500 to the foreign third party whose expenses were the basis for that reimbursement).
- c. Determine the amount due in U.S. dollars as follows: convert all foreign currency to U.S. dollar equivalents by using the rate of exchange in effect on the date the invoice was paid by the participant or third party, or if the invoice has not yet been paid, on the date the invoice was received for payment by the participant or third party participant.
- d. **Claims for reimbursement must be submitted with complete documentation to USLGE within 90 days of completion of the activity or within 60 days of the end of the marketing year (December 31, 2017).** Claims not received by USLGE within that time period will be denied. If a claim is received within that period but is deficient, then USLGE may, in its sole discretion, deny the claim in whole or in part. If USLGE denies the claim in part, it may, in its sole discretion, give the participant notice that it has 30 days to correct any deficiencies with respect to the denied portion. If the deficiencies are not corrected to the sole satisfaction of USLGE within that 30-day time period, then the decision to deny claim in part shall stand and the participant shall not be reimbursed for the denied portion.

No claims against the 2017 MAP Program will be accepted after March 15, 2018.

- e. Each claim must include the certification shown in the Exhibit and the original signatures of two of the firm's officers authorized for that purpose on the signature card previously submitted to USLGE (see part 104.3 and Exhibit E).
- f. Submit the reimbursement claim to USLGE. Each claim must be accompanied by appropriate documentation (see part 104.5).
- g. USLGE will review the claim and prepare a memorandum to FAS requesting reimbursement. In any event, the participant must understand that a claim for reimbursement will not be paid by USLGE until such time as USLGE is first reimbursed by FAS for the same claim.

104.5 Supporting Documentation, Record Retention and Audit. All supporting documents and claims are subject to post-payment review and audit by the Office of the Inspector General (OIG), the General Accounting Office (GAO), FAS's own Compliance Review Staff (CRS) and USLGE. The participant is solely liable for the accuracy and propriety of all claims and shall reimburse the Commodity Credit Corporation (CCC) in U.S. dollars for any amount subsequently disallowed by any Government reviewing agency.

- a. Supporting Documentation:

1. Documentation to support billings must include canceled checks (front and back), paid bills, receipts, contracts with advertising firms, joint promotion agreements with third parties, or purchase orders, tear sheets, media advertising schedules, copies of print advertisements, etc.
 2. Documentation to support data in the application must include a report of livestock genetic exports by country during calendar year 2017. Bills of lading and other evidence to support prior year export figures may also be included. Supporting documents of the type described above in part 104.5 (a) (1) may be submitted as evidence of prior year promotional programs.
- b. Maintenance of Documentation. Maintain supporting documents related to activity expenses with the date on which the activity was conducted and cross referenced to the expense claim submitted to USLGE requesting reimbursement.
 - c. English translation. Ensure that supporting documentation contains sufficient English translation to identify the expense.
 - d. Record retention and custody. Retain financial records, supporting documents and all other pertinent data related to the MAP program for a period of not less than five years after completion or termination of the MAP agreement.
 - e. Records accessibility and Compliance reviews and audits.
 1. All participant records pertinent to the MAP program agreements shall be accessible to Government audit agencies or any of their duly authorized representatives to make audits, examinations, excerpts and transcripts.
 2. If requested in writing by FAS, agreements, records and supporting documents shall be transferred to FAS custody.
 3. The participant shall reimburse FAS, through USLGE, pursuant to Compliance Report findings by mailing a U.S. dollar check to USLGE, made payable to "U.S. Livestock Genetics Export, Inc.", with a notation that the amount being reimbursed is pursuant to a specifically identified CRS report.

105 EVALUATION

- 105.1 Livestock and Genetics Sales Report. Each participant shall provide a report to USLGE summarizing the participant's sales results on a country by country basis within 60 days of the end of the program year, comparing those sales to sales in prior years. Include discussion of changes in your sales in target markets, shifts in your market share among all suppliers, in each market and reasons for the changes. These sales data will be summarized and presented to FAS in a fashion which assures confidentiality.

106 COMPLETION OR TERMINATION OF A BRAND PROMOTION PROGRAM

- 106.1 MAP Program Agreements for Brand Promotion Program.

- a. Each MAP Brand Promotion program agreement will specify a termination date and also provide for termination at any time by either party upon 30 days written notice to the other. In the event the agreement is terminated prior to the termination date specified in the agreement, reimbursement to the participant shall be computed in accordance with the reimbursement procedures provided in the agreement.
- b. Any funding which remains unexpended in the agreement at the time of its termination, reverts to USLGE for obligational purposes. It does not "roll over" into any subsequent year agreements with any particular private firm participating in the program.

**APPLICATION FOR FUNDING
AND COMPANY CERTIFICATION
BRAND MARKET ACCESS PROGRAM FOR LIVESTOCK GENETICS**

Sponsored by
U. S. Livestock Genetics Export, Inc.
Mount Horeb, Wisconsin

NOTE: Following is the outline that must be followed in preparation of an application for allocation of funds from the Brand Market Access Program sponsored by U.S. Livestock Genetics Export. The subtitles shown in boldface type must be included as subtitles in each application. The comments in italics are notes to assist you in preparation of the application. Please be as accurate and complete as possible. This information will be used in deciding how funds are awarded if that becomes necessary.

APPLICATANT:

[Full legal name of applicant]

ADDRESS:

[Include both street address and mailing address (if different). Also, include numbers for telephone, facsimile and email address.]

CONTACT PERSON AND TITLE:

[Name and title of person who will have primary responsibility for administration and conduct of the program and activities.]

COMMODITY/PRODUCT:

[Species and breed]

BRAND NAME:

[Brand name or label to be promoted.]

PERCENT OF PRODUCT THAT IS USA ORIGIN: ___percent

PREVIOUS EXPORT ACTIVITY:

[Brief explanation of previous export activity and the number of units or head exported.]

EXPORT AVAILABILITY:

[List the number of units or head you will have available for export during the period these funds are available.]

EXPORT PROMOTION EXPERIENCE AND CAPABILITY:

[Attach information in sufficient detail to document your previous experience in promotion of product sales for international markets. Also include a description of your staffing and qualifications to demonstrate your ability to carry out the promotion activities proposed to be conducted using the funds for which you are making application.]

OTHER STATE OR FEDERAL GOVERNMENT FUNDING:

[Description of any other state or federal government programs from which funds have been received or anticipated for the same purpose or during the same period as those being applied for, or to whom expenses will be reported pursuant to any other state or federal program.]

DUNS NUMBER

_____ (Required)

CLASSIFICATION (check one that applies):

_____ Small Company

_____ SIC Code that applies

_____ Cooperative

Congressional District

of MAP Program Participant _____ (Required)

I certify that the following is true and correct:

This company meets the Small Business Administration (SBA) size standards published at 13 CFR part 121 (This statement does not apply to agricultural cooperatives.)

This company owns the brand(s) of the agricultural commodity(s) being promoted or has the exclusive rights to such brand(s).

Any brand 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.

This company shall contribute at least 50 percent of the total cost of the brand promotion.

All promoted products are at least 50 percent U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural commodity as set forth in the MAP regulations (7 CFR 1485.11).

All product labels, promotional materials and advertising will identify the origin of the agricultural commodity as "Product of the U.S.", "Grown in the U.S.A.", "Made in America", or other U.S. regional designation approved in advance by the Commodity Credit Corporation. (Other terms may be acceptable without prior approval. Reference MAP Program Notice MAP-043 dated May 16, 1997.)

All records supporting this contract shall be made available upon request to authorized USLGE officials for the purpose of audit.

SIGNATURE: _____

NAME: _____

DATE: _____

SIGNATURE CARD

BRAND ACCESS PROGRAM FOR LIVESTOCK GENETICS

AGREEMENT NUMBER: _____
[Assigned by USLGE]

PARTICIPANT NAME: _____
[Name of participant company.]

AUTHORIZED SIGNATURES:

1. **SIGNATURE:** _____

NAME: _____
TITLE: _____

2. **SIGNATURE:** _____

NAME: _____
TITLE: _____

3. **SIGNATURE:** _____

NAME: _____
TITLE: _____

It is hereby certified that the above signatures are original signatures of the persons named and that those persons whose names, titles and signatures appear above are duly authorized to sign claims for reimbursement for Brand MAP program expenses on behalf of the named participant. It is understood that it is my responsibility to notify U. S. Livestock Genetics Export (USLGE) in the event there are any changes in the persons so authorized.

SIGNATURE OF CHIEF EXECUTIVE OFFICER:

Signed: _____

NAME: _____
TITLE: _____

DATE: _____

[Please type names and titles of all persons whose names appear on this form where indicated.]

REIMBURSEMENT CLAIM SUMMARY

BRAND ACCESS PROGRAM FOR LIVESTOCK GENETICS

NOTE: Following is an outline of the form to be used as a summary cover page for all claims for reimbursement for qualified expenses incurred under the Brand MAP program sponsored by U. S. Livestock Genetics Export (USLGE). Claim forms for expenses related to each activity within each country (Exhibit D "Country Expense Summary") must be attached together with supporting documentation.

AGREEMENT NUMBER:

CLAIM NUMBER:

[Agreement number as assigned [Claim number in format FY-XX on your agreement.] Where: FY = 17 for Fiscal year 2017 XXX = sequential number i.e. 001]

PARTICIPANT NAME:

[Name of participant company]

SUMMARY LISTING OF EXPENSES CLAIMED BY ACTIVITY AND COUNTRY:

Country: Activity #: Expenses Claimed:

[List each country and activity within each country separately. A separate "Country Expense Summary" claim form must be attached for each claim listed]

TOTAL EXPENSE CLAIMED: \$

See attached Country Expense summary forms for detail regarding the above listed expenses.

It is hereby certified that the amounts stated herein represent authorized expenses for the promotion of livestock genetics in the markets indicated, that they are true and correct statements and that all the above expenses paid were necessary and reasonable in accordance with the MAP Brand Promotion program agreement and approval from FAS and USLGE, and are supported by detailed records. Any expenses later found to be unauthorized, inadequately documented, or otherwise in conflict with the MAP Brand Promotion program agreement for the MAP Guidelines will be repaid to CCC through USLGE by the above named participating company for which we, the undersigned, are duly authorized signatories.

[Signature]

[Signature]

NAME: TITLE: DATE:

NAME: TITLE: DATE:

[Type name, title and date signed for each signatory.]

COUNTRY EXPENSE SUMMARY

BRAND MAP PROGRAM FOR LIVESTOCK GENETICS

NOTE: *Following is an outline of the form to be used to summarize expenses claimed for reimbursement under the Brand Promotion program sponsored by U.S. Livestock Genetics Export (USLGE). A separate form must be completed for each activity within each country for which expenses are claimed at any given point in time. All applicable Country Expense Summary reports and supporting documentation are to be attached to a Reimbursement Claim Summary for submission to USLGE.*

AGREEMENT NUMBER:

CLAIM NUMBER:

[See Reimbursement Claim Summary form. Claim Number on all Country Expense Summaries should be the same as the Claim Number on the respective Reimbursement Claim Summary form to which they are attached.]

PARTICIPANT NAME:

_____ *[Name of participant company]*

Country:

Activity #:

[Country name and Activity code number assigned by approval letter from USLGE for the respective activity for which reimbursement is claimed.]

I. PROMOTION DESCRIPTION:

[Brief narrative description of the promotional activity conducted for which expense reimbursement is claimed.]

II. PROMOTION EXPENDITURES CLAIMED:

A. PARTICIPANT EXPENSES: \$

Total expenses directly incurred by the participant for which reimbursement is claimed on this report.]

B. THIRD PARTY EXPENSES:

[List and identify each foreign third party separately with the total expenses incurred by each foreign third party for which expenses are claimed.]

\$ _____
 \$ _____
 \$ _____

TOTAL FOREIGN THIRD PARTY EXPENSES: \$ _____

GRAND TOTAL PARTICIPANT AND FOREIGN THIRD PARTY EXPENSES CLAIMED: \$ _____

The Grand Total Participant and Foreign Third Party Expenses Claimed is to be carried forward and recorded on the respective Reimbursement Claim summary to which this Country Expense Summary is attached.]

FORMAT FOR ACTIVITY PROPOSAL

Participant: (Company Name Here)

I. Country (ies)

A. Country Constraint

Describe the current market conditions and constraints impeding U.S. exports.

B. Strategy

Describe the strategy to overcome the previously described constraint.

C. Previous Activities and Evaluation

Describe your past activities and the evaluation of those activities.

D. Changes in the Strategy of Design as a Result of Past Evaluations

Describe any changes in your previous strategies as a result of past evaluations.

E. Project impact of the proposed program of U.S. Exports

Describe projected international sales resulting from the activity.

F. Proposed Activities

- 1. Activity Number (USLGE will complete): _____
- 2. Activity Title: _____
- 3. Company Name: _____
(Include MAP contact person, address, phone, fax, and email address)
- 4. Company Ownership: _____
- 5. Company Size: Small
- 6. Product Name: _____
- 7. Commodity Aggregate: OTLVE
- 8. Country (ies): _____
- 9. Activity Target: _____
- 10. Activity Narrative: _____

Describe in detail each brand promotion activity to be conducted in each country.

Example:

A Spanish sire directory will be produced and distributed. The directory will contain the following information:

- a. Information detailing the uniqueness and potential of U.S. cattle genetics in relation to productivity, longevity and genetic superiority over local and other imported genetics.
- b. Explanation of U.S. genetic information and how to interpret this information.
- c. Information on individual sires offered by XYZ company in the market.
- d. The name and address of representatives in each particular country within the market so that breeders may obtain additional information and/or services.

Three different promotional pieces featuring beef and/or dairy sires who offer elite genetic potential to cattle breeders in each country will be produced and distributed. It may contain an explanation and interpretation of U.S. genetic information. These materials, either in a brochure or poster format, will aid on portraying these genetics in a more positive manner for the potential new customer.

Five thousand copies of each of the three pieces will produced in Spanish in either two or four color. A listing of the representatives in the market area may be included. It is planned to develop and distribute these promotional pieces throughout FY 2017.

There will be one display at each of four major livestock exhibitions in (Country). (Specifically describe shows - name, location, dates.)

11. Activity Goals and Benchmark:

Describe the specific goals and benchmark to be used to measure the impact of the activity and the anticipated results. To the extent possible, the benchmark should be identified in terms of quantitative data.

Example:

The goal of the sire directory and brochure is to increase understanding, awareness and the image of U.S. genetics and XYZ company within the market area. It is hoped that this will result in convincing cattle breeders there to utilize U.S. genetics within their breeding programs to obtain optimum improvement.

The goal of the displays at the livestock exhibitions is to better educate cattle breeders about U.S. genetics so that they may make optimum genetic improvement in their herds. It is felt that such displays will aid in enhancing total semen sales to these markets from the U.S.

Sales in 2016 provide the primary benchmark for each country as follows:

COUNTRY	2016 EXPORT UNITS	2016 EXPORT DOLLARS

It is planned to achieve the following changes in sales in 2017:

COUNTRY				2017 EXPORT UNITS	2017 EXPORT DOLLARS

This information is required for approval. Due to confidentiality, it will not be distributed outside of FAS.

12. Activity Budget:

Applicants must provide an itemized list of estimated expenditures using the following cost categories.

Example:

Reference Letter	Cost Categories	CCC Resources	Participant Cost Share
a	Promotional	\$3,000	\$3,000
b	Shows	1,000	1,000
c	Advertising	0	0
TOTAL ACTIVITY BUDGET		\$4,000	\$4,000

Description and calculation of budget line items by reference letter (**provide detailed information about the budget figures**):

- a. Promotional literature - sire catalog 5,000 pieces at \$X/piece: three promotional pieces - \$5,000 each at .06/piece.
- b. One display at each of four livestock exhibits at \$250 per show
- c. N/A

13. *Budget Allocation by Country:* (in dollar amounts and by cost category please)

END

**APPLICATION FOR FUNDING
AND COMPANY CERTIFICATION
BRAND MARKET ACCESS PROGRAM FOR LIVESTOCK GENETICS**

Sponsored by
U. S. Livestock Genetics Export, Inc.
Mount Horeb, Wisconsin

NOTE: Following is the outline that must be followed in preparation of an application for allocation of funds from the Brand Market Access Program sponsored by U.S. Livestock Genetics Export. The subtitles shown in boldface type must be included as subtitles in each application.

APPLICANT:

ADDRESS:

CONTACT PERSON AND TITLE:

COMMODITY/PRODUCT:

BRAND NAME:

PERCENT OF PRODUCT THAT IS USA ORIGIN: ____ percent

PREVIOUS EXPORT ACTIVITY:

EXPORT AVAILABILITY:

EXPORT PROMOTION EXPERIENCE AND CAPABILITY:

OTHER STATE OR FEDERAL GOVERNMENT FUNDING:

DUNS NUMBER # _____ (Required)

CLASSIFICATION (*check one that applies*):

_____ Small Company _____ SIC Code that applies

_____ Cooperative

Congressional District of MAP Program Participant

_____ (Required)

I certify that the following is true and correct:

This company meets the Small Business Administration (SBA) size standards published at 13 CFR part 121 (This statement does not apply to agricultural cooperatives.)

This company owns the brand(s) of the agricultural commodity(s) being promoted or has the exclusive rights to such brand(s).

Any brand 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.

This company shall contribute at least 50 percent of the total cost of the brand promotion.

All promoted products are at least 50 percent U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural commodity as set forth in the MAP regulations (7 CFR 1485.11).

All product labels, promotional materials and advertising will identify the origin of the agricultural commodity as "Product of the U.S.", "Grown in the U.S.A.", "Made in America", or other U.S. regional designation approved in advance by the Commodity Credit Corporation. (Other terms may be acceptable without prior approval. Reference MAP Program Notice MAP-043 dated May 16, 1997.)

All records supporting this contract shall be made available upon request to authorized USLGE officials for the purpose of audit.

SIGNATURE:

NAME:

DATE:

SIGNATURE CARD

BRAND ACCESS PROGRAM FOR LIVESTOCK GENETICS

AGREEMENT NUMBER: _____
[Assigned by USLGE]

PARTICIPANT NAME: _____
[Name of participant company.]

AUTHORIZED SIGNATURES:

1. **SIGNATURE:** _____

NAME: _____
TITLE: _____

2. **SIGNATURE:** _____

NAME: _____
TITLE: _____

3. **SIGNATURE:** _____

NAME: _____
TITLE: _____

It is hereby certified that the above signatures are original signatures of the persons named and that those persons whose names, titles and signatures appear above are duly authorized to sign claims for reimbursement for Brand MAP program expenses on behalf of the named participant. It is understood that it is my responsibility to notify U. S. Livestock Genetics Export (USLGE) in the event there are any changes in the persons so authorized.

SIGNATURE OF CHIEF EXECUTIVE OFFICER:

Signed: _____

NAME: _____
TITLE: _____

DATE: _____

[Please type names and titles of all persons whose names appear on this form where indicated.]

REIMBURSEMENT CLAIM SUMMARY

BRAND ACCESS PROGRAM FOR LIVESTOCK GENETICS

NOTE: Following is an outline of the form to be used as a summary cover page for all claims for reimbursement for qualified expenses incurred under the Brand MAP program sponsored by U. S. Livestock Genetics Export (USLGE). Claim forms for expenses related to each activity within each country (Exhibit D "Country Expense Summary") must be attached together with supporting documentation.

AGREEMENT NUMBER:

CLAIM NUMBER:

[Agreement number as assigned [Claim number in format FY-XX on your agreement.] Where: FY = 17 for Fiscal year 2017XXX = sequential number i.e. 001]

PARTICIPANT NAME:

_____ [Name of participant company]

SUMMARY LISTING OF EXPENSES CLAIMED BY ACTIVITY AND COUNTRY:

Country:	Activity #:	Expenses Claimed:
_____	_____	_____

[List each country and activity within each country separately. A separate "Country Expense Summary" claim form must be attached for each claim listed]

TOTAL EXPENSE CLAIMED: \$ _____

See attached Country Expense summary forms for detail regarding the above listed expenses.

It is hereby certified that the amounts stated herein represent authorized expenses for the promotion of livestock genetics in the markets indicated, that they are true and correct statements and that all the above expenses paid were necessary and reasonable in accordance with the MAP Brand Promotion program agreement and approval from FAS and USLGE, and are supported by detailed records. Any expenses later found to be unauthorized, inadequately documented, or otherwise in conflict with the MAP Brand Promotion program agreement for the MAP Guidelines will be repaid to CCC through USLGE by the above named participating company for which we, the undersigned, are duly authorized signatories.

[Signature]

[Signature]

NAME: _____
TITLE: _____
DATE: _____

NAME: _____
TITLE: _____
DATE: _____

[Type name, title and date signed for each signatory.]

COUNTRY EXPENSE SUMMARY

BRAND MAP PROGRAM FOR LIVESTOCK GENETICS

NOTE: *Following is an outline of the form to be used to summarize expenses claimed for reimbursement under the Brand Promotion program sponsored by U.S. Livestock Genetics Export (USLGE). A separate form must be completed for each activity within each country for which expenses are claimed at any given point in time. All applicable Country Expense Summary reports and supporting documentation are to be attached to a Reimbursement Claim Summary for submission to USLGE.*

AGREEMENT NUMBER:

CLAIM NUMBER:

[See Reimbursement Claim Summary form. Claim Number on all Country Expense Summaries should be the same as the Claim Number on the respective Reimbursement Claim Summary form to which they are attached.]

PARTICIPANT NAME: _____
[Name of participant company]

Country: _____ **Activity #:** _____
[Country name and Activity code number assigned by approval letter from USLGE for the respective activity for which reimbursement is claimed.]

I. PROMOTION DESCRIPTION:
[Brief narrative description of the promotional activity conducted for which expense reimbursement is claimed.]

II. PROMOTION EXPENDITURES CLAIMED:

A. PARTICIPANT EXPENSES: \$ _____
Total expenses directly incurred by the participant for which reimbursement is claimed on this report.]

B. THIRD PARTY EXPENSES:
[List and identify each foreign third party separately with the total expenses incurred by each foreign third party for which expenses are claimed.]

\$ _____
 \$ _____
 \$ _____

TOTAL FOREIGN THIRD PARTY EXPENSES: \$ _____

GRAND TOTAL PARTICIPANT AND FOREIGN THIRD PARTY EXPENSES CLAIMED: \$ _____

The Grand Total Participant and Foreign Third Party Expenses Claimed is to be carried forward and recorded on the respective Reimbursement Claim summary to which this Country Expense Summary is attached.]

FORMAT FOR ACTIVITY PROPOSAL

Participant: (Company Name Here)

I. Country (ies)

A. Country Constraint

B. Strategy

C. Previous Activities and Evaluation

D. Changes in the Strategy of Design as a Result of Past Evaluations

E. Project impact of the proposed program of U.S. Exports

F. Proposed Activities

- 1. Activity Number (USLGE will complete): _____
- 2. Activity Title: _____
- 3. Company Name: _____
(Include MAP contact person, address, phone, fax, and email address)
- 4. Company Ownership: _____
- 5. Company Size: Small
- 6. Product Name: _____
- 7. Commodity Aggregate: OTLVE
- 8. Country(ies): _____
- 9. Activity Target: _____
- 10. Activity Narrative **(Describe in detail each brand promotion activity to be conducted in each country.):**

11. Activity Goals and Benchmark (*Describe the specific goals and benchmark to be used to measure the impact of the activity and the anticipated results. To the extent possible, the benchmark should be identified in terms of quantitative data.*):

Sales in 2016 provide the primary benchmark for each country as follows:

COUNTRY	2016 EXPORT UNITS	2016 EXPORT DOLLARS

It is planned to achieve the following changes in sales in 2017:

COUNTRY				2017 EXPORT UNITS	2017 EXPORT DOLLARS

This information is required for approval. Due to confidentiality, it will not be distributed outside of FAS.

12. Activity Budget *Applicants must provide an itemized list of estimated expenditures:*

Country	Cost Categories	CCC Resources	Participant Cost Share
TOTAL ACTIVITY BUDGET			

Description and calculation of budget line items by cost categories (*provide detailed information about the budget figures*):

- a.
- b.
- c.

13. *Budget Allocation by Country:* (in dollar amounts)

Country	CCC Resources	Participant Cost Share	Total Country
Total All Countries			

END