



United States
Department of
Agriculture

Farm and
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To: All 2010 Emerging Markets Program Applicants

From: Christian J. Foster
Deputy Administrator
Office of Trade Programs

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Subject: Guidance Regarding Opportunity to Resubmit 2010 Applications

BACKGROUND:

The Emerging Markets Program (EMP) has recently been reviewed internally. As a result of that review, the Foreign Agricultural Service (FAS) has determined that guidance provided previously was insufficient to satisfy certain statutory requirements of the program.

All EMP projects must fall into at least one of the following four categories:

- (1) Assistance to teams consisting primarily of U.S. individuals expert in assessing the food and rural business systems of other countries. This type of EMP project must include all three of the following:
 - a) conduct an assessment of the food and rural business system needs of an emerging market
 - b) make recommendations, and
 - c) identify opportunities and projects to enhance the effectiveness of the emerging market's food and rural business systems.

To be eligible, such proposals must clearly demonstrate that such teams consist primarily of experts who are agricultural consultants, farmers, and other persons from the private sector and government officials, and that they have expertise in assessing the food and rural business systems of other countries.

- (2) Assistance with paying for necessary subsistence expenses in and transportation expenses to the United States to enable individuals from emerging markets to travel to the United States so that these individuals can, for the purpose of enhancing the food and rural business systems in their countries, become familiar with U.S. technology and agribusiness and rural enterprise operations by consulting with food and rural business system experts in the United States.
- (3) Assistance with necessary subsistence expenses in and transportation expenses to emerging markets to enable U.S. agricultural producers and other individuals knowledgeable in agricultural and agribusiness matters to travel to emerging markets to assist in transferring their knowledge and expertise to entities in emerging markets. Such travel must be to emerging markets, i.e., travel to

developed markets is not eligible under the program even if the traveler's targeted market is an emerging market.

- (4) Technical assistance to implement the recommendations, projects and/or opportunities identified by assistance under (1) above. Technical assistance that does not implement the recommendations, projects, and/or opportunities identified by assistance under (1) is not eligible under the Emerging Markets Program.

Proposals that do not fall into one or more of the four categories above, regardless of previous guidance provided regarding the EMP, are not eligible for consideration under the program. In addition, the purpose of the EMP is to develop, maintain, or expand markets for U.S. agricultural products. Program resources may not be used to support the export of another country's products to the United States, or to promote the development of a foreign economy as a primary objective.

GUIDANCE:

FAS is offering 2010 EMP applicants the opportunity to review and resubmit their applications, given the information provided herein. It is important to remember when reviewing your 2010 application that all EMP applications must be consistent with at least one of the four categories listed above to be eligible. Applications should clearly identify that the persons involved in conducting assessments, making recommendations, identifying opportunities, traveling, or providing technical assistance meet the applicable requirements.

Applications that propose 2010 technical assistance projects as described in (4) should clearly identify that the application implements the recommendations, projects and/or opportunities identified by assistance funded under EMP as described in (1). If a previously submitted 2010 application proposes technical assistance that does not implement recommendations from an assessment consistent with (1), the applicant can choose to resubmit the application to propose an assessment component consistent with (1). This component can include an update of an assessment that was not performed under the EMP, but the update must be consistent with (1). That is, an application that proposes technical assistance must either (a) implement recommendations, projects and/or opportunities identified in an assessment previously funded by EMP or (b) include a proposal to conduct or update an assessment consistent with (1) and be clear that the technical assistance proposed will implement the recommendations, projects and/or opportunities identified in the assessment to be conducted or updated.

Any 2010 EMP applicant that plans to resubmit an EMP application must do so by March 3, 2010. This is not an opportunity to submit new applications. Questions regarding this guidance should be addressed to Stacey Peckins at

202-690-6270 or podadmin@fas.usda.gov. Resubmitted applications can be submitted by e-mail to podadmin@fas.usda.gov, or by courier to the following address:

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Foreign Agricultural Service/U.S. Department of Agriculture
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Thank you for your continued interest in the Emerging Markets Program.