



United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Foreign  
Agricultural  
Service

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MAP 11-003  
FMD 11-003

**AUG 12 2011**

**SUBJECT: Clarification Regarding the Eligibility of Product Samples**

**TO: All MAP Participants and FMD Cooperators**

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## **BACKGROUND**

MAP Regulation 1485.16(d)(5) states that CCC will not reimburse any cost of product samples.

FMD Regulation 1484.55(a)(3) states that FAS will not reimburse any cost of product samples.

This program notice is being issued to clarify what constitutes product samples.

## **POLICY**

**Product samples, as mentioned in the above regulations, shall be defined as follows:**

Product samples are representative of a larger whole or group. Product samples include all forms of a promoted commodity (e.g. fresh or processed), independent of the ultimate utilization. Product samples might be used in support of international marketing activities including, but not limited to, displays, food process testing, cooking demonstrations, or trade and consumer tastings.

The costs incurred in purchasing product samples as defined herein are ineligible for MAP or FMD reimbursement. Product samples may be considered a contribution under the MAP or FMD program.

## **EFFECTIVE DATE**

**This program notice is effective immediately.**

**Christian J. Foster**  
**Deputy Administrator**  
**Office of Trade Programs**