



United States
Department of
Agriculture

Trade and Foreign
Agricultural Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

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MAP 21-04
FMD 21-03

SUBJECT: Market Access Program (MAP) and Foreign Market Development Program (FMD) Promotional Material Reimbursement Limit

TO: All MAP and FMD Program Participants

BACKGROUND: The MAP rule, published in the Federal Register on January 13, 2020, provides at 7 CFR 1485.17(b)(11) that "...CCC will reimburse, in whole or in part, the cost of: Giveaways, awards, prizes, gifts, and other similar promotional materials, subject to such reimbursement limitation as CCC may determine and announce in writing to MAP Participants via a program notice issued on FAS' website."

The FMD rule, published in the Federal Register on January 9, 2020, provides at 7 CFR 1484.52(b)(11) that "...CCC will reimburse, in whole or in part, the cost of: Giveaways, awards, prizes, gifts, and other similar promotional materials, subject to such reimbursement limitation as CCC may determine and announce in writing to Cooperators via a program notice issued on FAS' website."

GUIDANCE: This program notice sets the reimbursement limitation for promotional materials reimbursed with MAP or FMD funds at \$2.00 per eligible promotional item. Any future changes in this reimbursement limitation will be announced via an updated program notice.

/s/

Mark Slupek
Deputy Administrator
Global Programs