

DEPARTMENT OF AGRICULTURE

Commodity Credit Corporation and Foreign Agricultural Service

Market Access Program

A. Program Description

Issued By: Commodity Credit Corporation (CCC) and Foreign Agricultural Service (FAS),
Global Programs

Assistance Listing Number: 10.601

Assistance Listing Title: Market Access Program

Notice of Funding Opportunity Title: 2024 Market Access Program

Funding Opportunity Number: USDA–FAS–MAP–2024

Authorizing Authority for Program: The Market Access Program (MAP) is authorized under Section 203(b) of the Agricultural Trade Act of 1978 (7 U.S.C. 5623(b)), as amended. MAP regulations appear at [7 CFR Part 1485](#).

Appropriation Authority for Program: Funding for the MAP is provided under 7 U.S.C. 5623(f).

Announcement Type: New.

Program Overview, Objectives, and Priorities: Under the MAP, FAS enters into assistance agreements with eligible Participants to share the cost of certain marketing and promotion activities designed to foster healthy exports and market diversification by encouraging the development, maintenance, and expansion of diverse commercial export markets for United States agricultural commodities and products. Assistance may be provided for either generic or brand promotion activities. While activities generally take place overseas, reimbursable activities may also take place in the United States. Financial assistance under the MAP is made

available on a competitive basis, and applications are reviewed against the evaluation criteria contained herein. FAS endeavors to enter into agreements with eligible Participants to cover as broad an array of agricultural commodity sectors as possible and to maximize the likelihood that benefits generated will be available throughout the relevant agricultural sectors and that no single entity gains an undue advantage or sole benefit from program activities. All U.S. agricultural commodities, except tobacco, are eligible for consideration. Applicants should refer to and have a common understanding of the MAP programmatic regulations, [7 CFR Part 1485](#), and the definitions contained within to fully understand this opportunity.

B. Federal Award Information

Award Amounts and Important Dates

Available Funding for this Announcement: The Agriculture Improvement Act of 2018 provided no less than \$200 million for MAP for each of the fiscal years FY 2019 through FY 2023.

Congress has not yet determined funding levels for FY 2024. This NOFO is being released prior to Congress appropriating funding for the MAP program for FY 2024. USDA makes no commitment to fund any particular application or to make a specific number of awards regardless of whether or at what level program funding for FY 2024 is provided.

Total Award Funding: Anticipated to be no less than \$200,000,000

Estimated number of awards: 60–70 awards

Estimated funding per award: Funding per award under MAP is anticipated to range from \$50,000–\$20,000,000 per eligible applicant, subject to programmatic approval, review, and available funding. FAS may, at its discretion, not fund requests in full through the initial allocation of funding. Subject to available funding and program priorities, FAS may provide

additional funding to approved program participants through subsequent funding tranches throughout the fiscal year.

If Congress authorizes an amount of funding for the MAP other than \$200 million, FAS reserves the right to allow applicants to amend their original applications to modify their funding request. If FAS authorizes that flexibility, only applicants that submitted applications by the deadline stated in this notice and that are otherwise fully responsive to all of the requirements in this announcement will be allowed to amend their requests. No opportunity for new applicants to apply to the program will be provided under that flexibility.

Projected Number of Awards: 60–70 awards, subject to programmatic approval and available funding. In general, all qualified applications received before the submission deadline will compete for funding.

Period of Performance: Awards will be generally granted for a period of performance of three years.

Projected Period of Performance Start Date(s): 01/01/2024

Projected Period of Performance End Date(s): 12/31/2027

Funding Instrument: Grant.

C. **Eligibility Information**

Eligible Applicants

To participate in the MAP, an applicant must be a:

- (1) Nonprofit U.S. agricultural trade organization;
- (2) Nonprofit state regional trade group;
- (3) U.S. agricultural cooperative; or
- (4) State government agency.

Small-sized private U.S. commercial entities may participate in a branded program through a MAP Participant.

Eligibility Criteria

Eligible Commodities: Eligible commodity means any agricultural commodity or product thereof, excluding tobacco, that is comprised of at least 50 percent by weight, exclusive of added water, of agricultural commodities grown or raised in the United States. Applicants that do not meet the eligibility criteria will be considered ineligible.

Eligible Activities: MAP Participants may receive assistance for generic or brand promotion activities. For branded activities, only nonprofit U.S. agricultural trade organizations, nonprofit state regional trade groups (SRTGs), U.S. agricultural cooperatives, and state government agencies may operate a brand program. A U.S. agricultural cooperative may also apply for funds to conduct its own brand promotion program.

Cost Share or Match

To participate in the MAP, an applicant must contribute resources towards its proposed promotional activities. The MAP is intended to supplement, not supplant, the efforts of the U.S. private sector. In the case of generic promotion, the contribution must be at least 10 percent of the total amount reimbursed by CCC for all approved generic promotion activities. In the case of branded promotion, the contribution must be at least equivalent to the total amount reimbursed by CCC for all approved branded activities. The amount of cost share will be specified in an approved applicant's allocation approval letter.

Promised contributions may be specified in dollars or as a percentage of the amount reimbursed by CCC. If the required promised contribution is not met, the applicant is required to either return to CCC the necessary amount of funds reimbursed by CCC to increase its actual

cost share percentage to the required level or pay to CCC, in dollars, the difference between the amount actually contributed and the amount of funds necessary to increase its actual cost share percentage to the required level. Such payment must be made within six months after the end of the MAP program year.

The degree of commitment of an applicant to the promotional strategies contained in its application, as represented by the cost share contributions specified in its application, is one factor considered by FAS in Phase 3 of the application review. Cost share may be actual cash invested or in-kind contributions, such as compensation paid to professional staff time spent on the design and implementation of generic or brand promotion activities. The MAP regulations in Section [1485.16](#) provide a detailed list and discussion of eligible and ineligible cost share contributions.

Other Submission Requirements and Information

Applicants are limited to submitting one application per this announcement. In the event an applicant submits more than one application, FAS will contact the applicant to determine which application they want considered.

MAP activities are approved for a single program year, with the period of performance specified in the allocation approval letter that is provided as part of the award approval package. Only those MAP activities that are approved in each applicant's allocation approval letter or are subsequently approved by FAS may be implemented, and those activities must be implemented during the 12-month program year specified in the allocation approval letter. Requests for activity changes during the program year must be approved in advance by FAS. MAP Participants must re-apply for the program every year.

Certain types of expenses are not eligible for reimbursement by the program, and there are limits on other categories of expenses. FAS also will not reimburse unreasonable expenditures or expenditures made prior to approval. For more information and a list of eligible and ineligible expenses, applicants are encouraged to review the MAP regulations in section [1485.17](#) prior to preparing their requested budgets in their applications.

D. Application and Submission Information

Key Dates and Times

Date Posted to Grants.gov: March 17, 2023

Application Submission Deadline: All applications, including any required supplemental forms or certifications, must be received by 5 p.m. Eastern Daylight Time, Friday, May 19, 2023. Applications submitted after this date or applications that do not otherwise conform to this announcement and the MAP regulations will not be considered eligible for funding.

Anticipated Funding Selection: FAS anticipates that the final funding selections will be made by the end of October 2023.

Anticipated Award Date: FAS estimates that the awards will be announced by the end of December 2023.

Content and Form of Application Submission

To be considered for the MAP, an applicant must submit to FAS an application package consisting of:

- (1) A marketing plan that outlines an applicant's proposed foreign market promotion and development activities and requested funding;

(2) Standard Form 424, “Application for Federal Assistance” (SF-424). The SF-424 is a standard form that FAS is requesting as part of the submission of applications under the MAP program. All applicable parts of the SF-424 must be completed, and the form must be signed by the applicant. FAS will require applicants to correct incomplete SF-424 forms, which may cause delays in processing an application. A copy of the SF-424 may be obtained from Grants.gov. Please email the completed SF-424 to uesadmin@usda.gov with the subject: “2024 MAP SF-424.”

In addition to the SF-424 form, each applicant must also complete and certify to the grants “Representations and Certifications” and “Grants Certifications” in SAM.gov by the application deadline. All applicants must also answer “Yes” to the question in the Grants Certification section of SAM asking whether the applicant “Wishes to apply for a Federal financial assistance project or program, or is currently the recipient of funding under any Federal financial assistance project or program?” FAS will verify in SAM.gov that the proper certifications have been made. If they have not been, the applicant will be contacted and directed to do so. Your award will not be issued until the proper certifications are completed within SAM.gov. If required, the SF-LLL form, “Disclosure of Lobbying Activities,” must also be submitted.

If an application is determined to be incomplete, FAS will notify the applicant and request that the applicant send in the missing information within 30 days to complete its application. FAS will not review applications until they are complete, which could delay application processing.

The marketing plan required by this announcement must include the following elements:

- (1) The name, address, and URL for the home page of the applicant organization;
- (2) The name of the applicant’s Chief Executive Officer;

- (3) The name, telephone number, and email address of the applicant's primary contact person;
- (4) The name(s) of the person(s) responsible for managing the proposed program;
- (5) A description of the applicant organization, including the type of organization of the applicant (e.g., nonprofit SRTG), its mission, and the statutory authorities by which it is constituted and under which it operates, if applicable;
- (6) Tax exempt identification number of the applicant, if applicable;
- (7) Beginning and ending dates for proposed program year (mm/dd/yy–mm/dd/yy);
- (8) Dollar amount of CCC resources requested for generic activities;
- (9) Dollar amount of CCC resources requested for brand activities;
- (10) Total dollar amount of CCC resources requested;
- (11) Percentage of CCC resources requested for general administrative expenses;
- (12) A description of the applicant organization's membership and membership criteria;
- (13) A list of organizations affiliated with the applicant, including parent organizations, subsidiaries, and partnerships;
- (14) A description of the applicant's management and administrative capability;
- (15) A description of the applicant's prior export promotion experience;
- (16) Value, in U.S. dollars, of proposed contributions from the applicant or the applicant's proposed contribution stated as a percentage of the total dollar amount of CCC resources requested;
- (17) Value, in U.S. dollars, of proposed contributions from other sources;

(18) A description of the promoted U.S. agricultural commodity(s), its harmonized tariff classification, the applicable commodity aggregate code (available from the UES Web site), and the percentage of U.S. origin content by weight, exclusive of added water;

(19) A description of the anticipated supply and demand situation for the promoted U.S. agricultural commodity(ies);

(20) The volume and value of exports of the promoted U.S. agricultural commodity(s) to the targeted markets for the most recent 3–year period;

(21) A certification (and a written explanation supporting the certification, if requested by CCC) that any funds received will supplement, but not supplant, any private or third–party funds or other contributions to program activities. The explanation, if one is requested, shall indicate why the applicant is unlikely to carry out the activities without Federal financial assistance. In determining whether Federal funds would supplement or supplant private or third–party funds or contributions, CCC will consider the applicant’s prior overall marketing budget in the MAP program from year–to–year, variations in promotional strategies within a country, and new markets;

(22) An explanation of the organization’s strategic planning process and identification of priority target markets, including a summary of proposed budgets by country and commodity aggregate code;

(23) A description of the world market situation for the exported U.S. agricultural commodity(ies);

(24) A description of competition from other exporters;

(25) A description of overall long term strategic goals to be advanced by the proposed activities for the ensuing 3–5 years;

(26) For each targeted market, 5 years (or as many years as are available) of:

(A) Historical U.S. export data;

(B) U.S. market share; and

(C) MAP funds received by the applicant. New applicants without any MAP history should leave the requested MAP funding history blank and explain their lack of history in their application. New applicants without MAP history will not be penalized and will not receive a score for this part of the review until they are able to build up the requisite history and provide the necessary information;

(27) For each targeted market, 3 years of projected U.S. export data and U.S. market share;

(28) For each targeted market, a market strategy that includes the market constraint(s) (e.g., trade barriers) impeding U.S. exports or the opportunities present and the strategy proposed to overcome constraints or take advantage of the opportunities, previous activities in the market, and the projected impact of the proposed program on U.S. exports;

(29) A description of all proposed activities including:

(A) A short description of the relevant market constraint or opportunity;

(B) A budget for each proposed activity, identifying the source of funds.

(30) A justification for any proposed overseas offices, including a staffing plan listing job titles, position descriptions, salary ranges, any request for approval of Supergrade salaries, and an itemized administrative budget;

(31) A description of any demonstration projects, if applicable; and

(32) An evaluation plan describing the applicant's goals and the applicant's plans for monitoring and evaluating performance towards achieving these goals. This evaluation plan should set forth specific plans to be used to determine the effectiveness of the MAP Participant's strategy in meeting specified goals. The overall goal of the MAP and of individual Participants' programming is to achieve or maintain sales that would not have occurred in the absence of MAP funding. A MAP Participant may modify and resubmit this plan for re-approval at any time during the program year. Participant failures to provide the required evaluation elements or otherwise satisfy the evaluation requirements will be noted and reflected in the scores for future applications.

Applications for brand promotion assistance shall also include in their marketing plans:

(1) A description of how the brand promotion program will be publicized to U.S. industry; and

(2) The criteria that will be used to allocate funds to U.S. for-profit entities and U.S. agricultural cooperatives.

Unique Entity Identifier (UEI) and System for Award Management (SAM)

Organizations applying to this funding opportunity must have an active SAM.gov registration. If you have never done business with the Federal Government, you will need to register your organization in SAM.gov. If you do not have a SAM.gov account, then you will create an account using login.gov¹ to complete your SAM.gov registration. SAM.gov registration is FREE. The process for entity registrations includes obtaining a UEI and requires

¹ Login.gov a secure sign in service used by the public to sign into Federal Agency systems including SAM.gov and Grants.gov. For help with login.gov accounts you should visit <http://login.gov/help>.

assertions, representations, certifications, and other information about your organization. Please review the Entity Registration Checklist on SAM.gov for details on this process.

If you have done business with the Federal Government previously, you can check your entity status using your government issued UEI to determine if your registration is active.

SAM.gov requires you renew your registration every 365 days to keep it active.

Please note that SAM.gov registration is different than obtaining a UEI only. Obtaining an UEI only validates your organization's legal business name and address. Please review the [Frequently Asked Question](#) on the difference for additional details.

Contact the [Federal Service Desk](#) for help with your SAM.gov account, to resolve technical issues, or to chat with a help desk agent: (866) 606–8220. The Federal Service desk hours of operation are Monday – Friday 8am – 8pm ET.

Applicants are encouraged to register or update their SAM.gov registration early to avoid delays in processing their application. Applicants whose names are listed on the excluded parties list on SAM.gov are not eligible to apply to the MAP program. Applicants should check their SAM.gov status prior to submitting their application or plan.

Applicants must maintain an active SAM.gov registration at all times during which they have active Federal awards or an application under consideration by FAS. FAS will not make an award to an applicant until the applicant has complied with all applicable unique entity identifier and SAM.gov requirements, and, if an applicant has not fully complied with the requirements by the time FAS is ready to make the award, FAS may determine that the applicant is not qualified to receive an award and use that determination as a basis for making an award to another applicant. For questions about this requirement, please contact Curt Alt at (202) 690–4784, Senior Director, Program Operations Division, Global Programs or at curt.alt@usda.gov.

Intergovernmental Review

Applicant(s) must contact their State's Single Point of Contact (SPOC) to comply with the State's process under Executive Order 12372 (see <https://www.archives.gov/federal-register/codification/executive-order/12372.html>). Name and addresses of the SPOCs are maintained at the Office of Management and Budget's home page at: <https://www.whitehouse.gov/wp-content/uploads/2020/04/SPOC-4-13-20.pdf>

Funding Restrictions

In general, MAP funding may not be used for any activities prohibited by 2 CFR Part 200 and 2 CFR Part 400 and the provisions set forth in this announcement. Certain types of expenses are not eligible for MAP reimbursement and there are limits on other categories of expenses that may be eligible for MAP reimbursement. Except as allowed for in [7 CFR 1485.17\(c\)\(21\)](#), indirect costs are not eligible for reimbursement under MAP.

FAS also will not reimburse unreasonable expenditures or expenditures for any activity made prior to approval of that activity or after the conclusion of a program year. For branded promotional activities, FAS will reimburse no more than the amount the Participant is able to contribute towards the activity. MAP funds may not be used for expenses, fines, settlements, judgments, or payments relating to legal suits, challenges, or disputes filed against the U.S. Government or any other government entity. MAP funds and non-monetary support may not be used for matching contributions for other Federal grants or cooperative agreements, lobbying, or intervention in Federal regulatory or adjudicatory proceedings. In addition, Federal employees cannot be compensated, in any form (in cash or gifts), for their participation in the development of the applicants' marketing plan or application. Full details and a list of eligible and ineligible expenses may be found in the MAP regulations in section [1485.17](#). FAS may, however,

determine, on a case-to-case basis, whether any cost not explicitly listed in that section of the MAP regulations is eligible for reimbursement.

Other Submission Requirements

Organizations interested in the MAP must submit their MAP applications to FAS by the application deadline through the web-based Unified Export Strategy (UES) system. The UES system is accessible at <https://apps.fas.usda.gov/ues/webapp/>. The suggested UES format encourages applicants to examine the constraints or barriers to trade that they face, identify activities that would help overcome such impediments, consider the entire pool of complementary marketing tools and program resources, and establish realistic export goals. Applications submitted outside of the UES will not be considered.

Organizations that do not have UES access may request access from FAS by following this 2-step process:

- 1) Users must first create an eAuthentication account and user ID at <https://www.eauth.usda.gov/eauth/b/usda/home>. FAS recommends creating a Level 2 eAuthentication account.
- 2) Users then must submit to FAS a completed UES Access Request form, which may be obtained by contacting the Program Operations Division, Global Programs, Foreign Agricultural Service *by e-mail*: uesadmin@usda.gov. Once the request is approved, FAS will create a UES account for the user. Applicants experiencing difficulty or otherwise needing further assistance in applying to the MAP program should use this same contact information for assistance.

E. Application Review Information

Prior to making an award, FAS will review all proposals for eligibility and completeness. FAS will, subject to the availability of funds, approve those applications that it considers to represent the best opportunity for developing, maintaining, or expanding export markets for the broadest possible array of U.S. agricultural commodities. When determining funding recommendations, FAS will give priority to organizations that have the broadest producer representation and affiliated industry participation of the commodity being promoted. FAS may require that new applicants participate in the MAP through another MAP Participant until such time as FAS determines that they can effectively administer and implement their own program. When appropriate to the subject matter of the proposal, FAS may also request the assistance of other U.S. Government experts in evaluating proposals. All reviewers scoring an application will be required to sign a conflict of interest form, and when conflicts of interests are found the reviewer will be recused from the objective review process.

Application Evaluation Criteria

FAS is required, as per 31 U.S.C. 3321 and 41 U.S.C. 2313, to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM.gov and the Federal Audit Clearinghouse (FAC). An applicant, at its choice, may review this information and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM and FAC. FAS will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in 2 C.F.R. §200.205 "Federal awarding agency review of risk posed by applicants."

Review and Selection Process

The purpose of the application review is to recommend an appropriate funding level for each proposal and submit the funding recommendations to the appropriate officials for decision making. FAS conducts the following process in reviewing applications and allocating available MAP funds:

Sufficiency Review (Phase 1): In Phase 1, FAS conducts an initial review (sufficiency check) of all applications received to determine the completeness of the application and responsiveness to this announcement. If an applicant is determined to be ineligible per Section C, “Eligibility Information,” of this announcement, FAS will not consider the application and will take no further action on it. If an application is determined to be incomplete, FAS will notify the applicant and request that the applicant send in the missing information within 30 days to the address provided by FAS to complete its application. Applications that meet the requirements and are found to be responsive to this announcement will be passed to FAS’ Cooperator Programs Division for the Phase 2 review.

Divisional Review (Phase 2): FAS’ Cooperator Programs Division (CoPD) will review and recommend funding for each eligible application. The CoPD funding recommendation will be based on factors such as the reviewer’s assessment of the strength of the proposal, the nature of the organization seeking funding, input received from overseas Posts and other program areas of FAS, and the reviewer’s score for the proposal, which is calculated using the following criteria, with the numbers in parenthesis indicating the weights attached to each criterion:

I. Program Strategic Planning (25 points)

1. Systematic Strategic Planning with Broad Industry Involvement

- a) Long-term strategy is developed by a broad representation of industry and affiliated industries that meet regularly to update the strategic priorities. (2 points)
- b) Long-term strategic plan (5–7+ years) that clearly links to the UES. (2 points)
- c) Clearly explains why Federal funding assistance is needed and why participant is unlikely to carry out the projects without assistance. (2 points)
- d) The UES documents all of the elements, assumptions, participants, and results of the strategic thinking process used to produce the organization's strategic planning and management system. (2 points)
- e) Supported by data and demonstrates that the organization is committed to continuous process improvement. (2 points)

2. Overall Quality of Plan, Structure, and Organization

- a) Includes executive summary with clearly identified priorities including credible growth markets, which are based on past market development experience, analysis of U.S. and world market, and market research. (5 points)
- b) Identifies specific target markets, target audiences, and market share goals, with minimum reporting of results on broad administrative regions; prioritized markets have clear, differentiated, and appropriate marketing strategies identified; evidence of programming innovation. (10 points)

II. Program Implementation (25 points)

1. Quality of Constraints/Opportunities and Performance Measures. (10 points)
2. Monitoring Operational Effectiveness and Reasonableness of Proposed Budgets. (15 points): Risk of compliance issues, meets MAP and FMD program regulation operational requirements, soundness of accounting procedures; Adequate and appropriate staffing/organizational capacity, with reasonable administrative costs compared to direct promotional costs, budgets that are sufficiently detailed and reasonable; Reasonable expenditure rates; Collaboration and communication within industry and with USDA.

III. Program Evaluation and Results Reporting (50 points)

1. Reported results demonstrate progress in markets. (10 points)
2. Meets MAP regulation program evaluation requirements. (10 points)
3. Quantity and quality of Success Stories; Participant demonstrates the linkage between their strategies and target audience behavior change. (10 points)
4. Past performance, evaluation feedback, and feedback letter recommendations are clearly used to adjust programming. (10 points)
5. Demonstrates strategies have resulted in minimizing decline in U.S. exports, maintaining U.S. exports, or contributing to increasing exports over time. (10 points)

Competitive Review (Phase 3): In this phase of the review process, CoPD's recommended funding levels for each applicant from Phase 2 are adjusted by the following allocation criteria, with the number in parentheses representing the percentage weight of each factor, to determine adjusted funding recommendations for each applicant. New entrants to the

program do not participate in this Phase of the review until they have built up enough historical data to meet all of the criteria:

(a) Applicant's Contribution Level (40%): The applicant's 4-year average share (2021–2024) of all contributions under the MAP compared to the applicant's 4-year average share (2021–2024) of the funding levels for all MAP Participants.

(b) Past U.S. Export Performance (30%): The 3-year average share (2020–2022) of the value of U.S. exports promoted by the applicant compared to the applicant's 2-year average share (2022–2023) of the funding level for all MAP Participants plus, for those groups participating in the Cooperator program, the 2-year average share (2022–2023) of all Cooperator program budgets.

(c) Projected U.S. Export Goals (15%): The total dollar value of projected U.S. exports of the commodities being promoted by the applicant for the year 2024 compared to the applicant's requested funding level.

(d) Accuracy of Past U.S. Export Projections (15%): The actual dollar value share of U.S. exports of the commodities being promoted by the applicant for the year 2022 as reported in the 2024 MAP application compared to the projection of U.S. exports for 2022 as specified in the 2022 MAP application.

Final Review and Allocation Decision Making (Phase 4): A summary of the applications and the recommended funding levels for each are provided to the Office of the Deputy Administrator, Global Programs for the purpose of finalizing the MAP funding recommendations among the applicants. Once finalized, the recommendations are presented to the FAS Administrator for final deliberation, determination, and approval. The FAS leadership (including the Deputy Administrator, Associate Administrator, and Administrator) may elect to review and

adjust the funding recommendations based on factors such as Agency priorities, priority markets, program impact, the record of performance of the organization in managing past MAP funds, and the organization's likelihood of success.

F. Federal Award Administration Information

Notice of Award

FAS will approve those MAP applications that it determines best satisfy the criteria and factors specified in this announcement. FAS will notify each applicant in writing of the final disposition of its application. Funding for successful proposals will be provided through specific agreements. FAS will send an agreement, an approval letter, a signature card, and a civil rights self-certification form to each approved applicant.

The agreement and the approval letter will outline which activities are approved and will specify approved budgets and any special terms and conditions applicable to a MAP Participant's program, including any requirements with respect to cost share and program evaluations. Final agreement shall occur when both parties sign the agreement and the approval letter. The agreement, approval letter, and the program regulations shall establish the terms and conditions of a MAP agreement between FAS and the recipient. The MAP Participant should designate at least two individuals in its organization to sign agreements and amendments, approval letters, reimbursement claims, and advance requests.

The MAP Participant shall have a signed signature card on file with FAS prior to the start of the program year. Should there be any changes in signatories (*e.g.*, removal or addition of individuals, name changes, etc.), the Participant must immediately notify FAS by submitting a revised signature card. The MAP Participant shall also submit a completed civil rights form

designed to assist the organization's compliance with Federal, U.S. Department of Agriculture, and FAS civil rights requirements.

Before accepting the award, the applicant must carefully read the approval letter and program agreement for instructions on administering the grant award and the terms and conditions associated with responsibilities under Federal Awards. Recipients must accept all conditions in this announcement as well as any special terms and conditions in the approval letter and program agreement to receive an award under the MAP. Failure to comply with any terms in its agreement or approval letter will result in FAS taking one or more of the enforcement actions in 2 CFR part 200 and, if appropriate, initiating a claim against the MAP Participant, following the procedures set forth in [Section 1485.37](#) of the MAP regulations.

Administrative and National Policy Requirements: All successful applicants for all grants are required to comply with the Standard Administrative Terms and Conditions, which are available online at: https://www.fas.usda.gov/grants/general_terms_and_conditions/default.asp. The applicable Standard Administrative Terms and Conditions will be those in effect for the program year in which the award was originally made unless explicitly stated otherwise in subsequent mutually-agreed amendments to the award.

Reporting

FAS requires various financial and performance reporting from MAP Participants in accordance with their agreement with FAS, including annual financial and performance reports. If a Participant requires an extension of a reporting deadline, it must ensure that FAS receives an extension request at least five business days prior to the reporting deadline. FAS may decline to consider a request for an extension that it receives after this time period. FAS will consider

requests for reporting deadline extensions on a case-by-case basis and will make a decision to grant an extension based on the merits of each request.

A MAP Participant shall also complete a program evaluation when directed by CCC. A program evaluation is a review of the MAP Participant's entire program, or an appropriate portion of the program as agreed to by the MAP Participant and CCC, to determine the effectiveness of the MAP Participant's strategy in meeting specified goals. The actual scope and timing of the program evaluation shall be determined by the MAP Participant and FAS and specified in the approval letter. A MAP Participant may contract with an independent evaluator to satisfy this requirement. There are additional reporting requirements for trip reports and research reports. If requested by FAS, a Participant must provide to FAS additional information or reports relating to their agreement. Full reporting requirements are detailed in sections [1485.22](#) and [1485.23](#) of the MAP regulations.

Financial Reporting Requirements

Participants are required to submit all expense claims and a report detailing actual contributions no later than 6 months after the end of the program year. All expense claims and contribution reports shall be submitted via the UES system.

Program Performance Reporting Requirements

Participants shall submit an annual performance report that includes pertinent information about the Participant's progress, measured against established indicators, baselines, and targets, towards achieving the expected results specified in the agreement. This report should be submitted via the UES and may be included as part of a Participant's subsequent application for funding. The report must include, for each performance indicator, a comparison of actual accomplishments with the baseline and the targets established for the period. When actual

accomplishments deviate significantly from targeted goals, the Participant must provide FAS an explanation in the report as to why the goal was not achieved. Participants also must provide program success stories when appropriate or as required by FAS. At any time during the period of performance of the agreement, FAS may review the Participant's performance data to determine whether it is accurate and reliable. Participants shall comply with all requests made by FAS or representatives designated by FAS in relation to such reviews.

Monitoring

MAP projects are subject to review and verification by FAS' Compliance and Security staff, and/or any designated FAS representatives. FAS reserves the right, at all reasonable times, to make site visits to review project accomplishments and management control systems and to provide such technical assistance as may be required. During site visits, FAS will review grant recipients' files related to the grant-funded program. Upon any request, a MAP Participant shall provide to FAS documentation that supports the Participant's reimbursement claims. FAS may deny a claim for reimbursement if the claim is not supported by adequate documentation.

As part of any monitoring and program evaluation activities, grant recipients must permit FAS, upon reasonable notice, to review grant-related records and to interview the organization's staff and clients regarding the program, and to respond in a timely and accurate manner to FAS requests for information relating to their grant program. Full details and description of the reviews and notices are contained in [Section 1485.24](#) of the MAP regulations.

Close Out Reporting Requirements

Within 120 days after the end of the period of performance, or after an amendment has been issued to close out a grant, whichever comes first, FAS will confirm that the participant has supplied all the required reports and will review the reports for completeness and content. Once

the required reports are approved, FAS will prepare a closeout letter that advises the participant of the award closeout procedures. The notice will indicate the period of performance as closed, specify that any remaining funds will be de-obligated, and provide any additional necessary guidance. The recipient is responsible for returning any unused funds to CCC.

G. Awarding Agency Contact Information

Contact and Resource Information

For additional information and assistance regarding this announcement, please contact the following during regular working hours 8:00 a.m.–5:00 p.m., Eastern Standard Time: Curt Alt, Senior Director, Program Operations Division, Global Programs, Foreign Agricultural Service, U.S. Department of Agriculture *by courier*: Room 6510, 1400 Independence Ave., SW., Washington, DC 20250, or *by phone*: (202) 690–4784, or *by fax*: (202) 720–9361, or *by email* at Curt.Alt@usda.gov.

H. Additional Information

(1) *Extensions.* Generally, extensions to MAP periods of performance will not be allowed.

(2) *Prior Approvals.* The Participant shall not, without the prior written approval of FAS, request reimbursement, incur costs, or obligate funds for any purpose relating to the operation of their MAP program or activities prior to the approved budget period/performance period. FAS must also approve, in advance, any changes to an agreement. A Participant may not conduct a new activity without first obtaining from FAS an approved activity budget for such change. To request approval of such activity budget, the MAP Participant shall submit a notification to FAS for prior approval. Such notification shall contain the activity description, the proposed budget, and a justification for the transfer of funds.

(3) *Changes to Activities and Budgets.* Per [7 CFR 1485.14\(h\)\(2\)\(i\)](#), advance approval from FAS is required to increase the funding level for existing, approved activities addressing a single constraint or opportunity by more than \$25,000, or 25 percent of the approved funding level, whichever is greater. For significant funding changes below that level, prior notification to FAS is not required, but only if the Participant submits a notification explaining the adjustments to FAS no later than 30 calendar days after the change. Minor adjustments to existing, approved activities and/or funding levels do not require notification.

(4) *Program Income.* [Section 1485.32](#) of the MAP regulations defines program income as gross income earned by the Participant that is directly generated by a supported activity or earned as a result of the Federal award during the period of performance. Program income shall be used by the MAP Participant in furtherance of its approved MAP activities in the program year during which the MAP funds are available for obligation by the MAP Participant or must be returned to CCC. Full details of the program income requirements are described in section [1485.32](#) of the MAP regulations.