

Federal funding assistance and why the participating organization(s) would be unlikely to carry out the project without such assistance;

(p) Specific description of activity/activities to be undertaken;

(q) Timeline(s) for implementation of activity, including start and end dates;

(r) Information on whether similar activities are or have previously been funded with USDA resources in target country or countries (e.g., under MAP and/or Cooperator programs); and

(s) Detailed line item activity budget:

—Cost items should be allocated separately to each participating organization; and

—Expense items constituting a proposed activity's overall budget (e.g., salaries, travel expenses, consultant fees, administrative costs, etc.), with a line item cost for each, should be listed, clearly indicating:

(1) Which items are to be covered by EMP funding;

(2) Which by the participating U.S. organization(s); and

(3) Which by foreign third parties (if applicable).

Cost items for individual consultant fees should show calculation of daily rate and number of days. Cost items for travel expenses should show number of trips, destinations, cost, and objective for each trip. Qualifications of applicant(s) should be included as an attachment.

3. *Submission Dates and Times:* All applications must be received by 5 p.m. Eastern Daylight Time May 29, 2009 in the Program Operations Division. Applications received after this time will be considered only if funds are still available.

4. *Funding Restrictions:* Certain types of expenses are not eligible for reimbursement by the program, and there are limits on other categories of expenses such as indirect overhead charges, travel expenses, and consulting fees. CCC will also not reimburse unreasonable expenditures or expenditures made prior to approval of a proposal. Full details of the funding restrictions are available in the EMP regulations.

5. *Other Submission Requirements and Considerations:* All Internet-based applications must be properly submitted by 5 p.m. Eastern Daylight Time, May 29, 2009.

All applications on compact disc (with two accompanying paper copies) and any other form of application must be received by 5 p.m. Eastern Daylight Time, May 29, 2009, at the following address:

*Hand Delivery (including FedEx, DHL, UPS, etc.):* U.S. Department of

Agriculture, Foreign Agricultural Service, Office of Trade Programs, Program Operations Division, Portals Office Building, Suite 400, 1250 Maryland Ave., SW., Washington, DC 20024.

## V. Application Review Information

1. *Criteria:* Key criteria used in judging proposals include, among others:

—Appropriateness of the activities for the targeted market(s) and the extent to which the project identifies market barriers, e.g., a fundamental deficiency in the market and/or a recent change in market conditions;

—Potential of the project to expand U.S. market share, increase U.S. exports or sales, and/or improve awareness of U.S. agricultural commodities and products;

—Quality of the project's performance measures, and the degree to which they relate to the objectives, deliverables, and proposed approach and activities;

—Justification for Federal funding;

—Overall cost of the project and the amount of funding provided by the applicant and any partners; and

—Evidence that the organization has the knowledge, expertise, ability, and resources to successfully implement the project, including, timeliness and quality of reporting on past EMP activities.

*Please see 7 CFR part 1486 for additional evaluation criteria.*

2. *Review and Selection Process:* All applications undergo a multi-phase review within FAS, by appropriate FAS field offices, and as needed, by the private sector Advisory Committee on Emerging Markets to determine the qualifications, quality, appropriateness of projects, and reasonableness of project budgets.

## VI. Award Administration Information

1. *Award Notices:* FAS will notify each applicant in writing of the final disposition of its application. FAS will send an approval letter and project agreement to each approved applicant. The approval letter and agreement will specify the terms and conditions applicable to the project, including the levels of EMP funding and cost-share contribution requirements.

2. *Administrative and National Policy Requirements:* Interested parties should review the EMP regulations which are available at the following URL address: <http://www.fas.usda.gov/mos/em-markets/em-markets.asp>.

3. *Reporting.* Quarterly progress reports for all programs one year or

longer in duration are required. Projects of less than 1 year generally require a mid-term progress report. Final performance reports are due 90 days after completion of each project. Content requirements for both types of reports are contained in the Project Agreement. Final financial reports are also due 90 days after completion of each project as attachments to the final reports.

## VII. Agency Contact(s)

For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, phone: (202) 720-4327, fax: (202) 720-9361, e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov).

Signed at Washington, DC, on the 17th day of April 2009.

**Patricia R. Sheikh,**

*Acting Administrator, Foreign Agricultural Service, Vice President, Commodity Credit Corporation.*

[FR Doc. E9-9740 Filed 4-28-09; 8:45 am]

**BILLING CODE 3410-10-P**

## DEPARTMENT OF AGRICULTURE

### Commodity Credit Corporation

#### Notice of Funds Availability: Inviting Applications for the Quality Samples Program

*Announcement Type:* New.  
*Catalog of Federal Domestic Assistance (CFDA) Number:* 10.605.

**SUMMARY:** The Commodity Credit Corporation (CCC) announces it is inviting proposals for the 2010 Quality Samples Program (QSP). The intended effect of this notice is to solicit applications from eligible applicants and award funds in October 2009. QSP is administered by personnel of the Foreign Agricultural Service (FAS).

**DATES:** All proposals must be received by 5 p.m. Eastern Daylight Time, May 29, 2009. Applications received after this date will be considered only if funds are still available.

**FOR FURTHER INFORMATION CONTACT:** Entities wishing to apply for funding assistance should contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, phone: (202) 720-4327, fax: (202) 720-9361, e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov). Information is also available on the FAS Web site at

<http://www.fas.usda.gov/mos/programs/QSP.asp>.

#### SUPPLEMENTARY INFORMATION:

##### I. Funding Opportunity Description

**Authority:** QSP is authorized under Section 5(f) of the CCC Charter Act, 15 U.S.C. 714c(f).

**Purpose:** QSP is designed to encourage the development and expansion of export markets for U.S. agricultural commodities by assisting U.S. entities in providing commodity samples to potential foreign importers to promote a better understanding and appreciation for the high quality of U.S. agricultural commodities.

QSP participants will be responsible for procuring (or arranging for the procurement of) commodity samples, exporting the samples, and providing the technical assistance necessary to facilitate successful use of the samples by importers. Participants that are funded under this announcement may seek reimbursement for the sample purchase price, the cost of transporting the samples domestically to the port of export, and then to the foreign port or point of entry. Transportation costs from the foreign port or point of entry to the final destination will not be eligible for reimbursement. CCC will not reimburse the costs incidental to purchasing and transporting samples, for example, inspection or documentation fees.

Although providing technical assistance is required for all projects, CCC will not reimburse the costs of providing technical assistance. A QSP participant will be reimbursed after CCC reviews its reimbursement claim and determines that the claim is complete.

**General Scope of QSP Projects:** QSP projects are the activities undertaken by a QSP participant to provide an appropriate sample of a U.S. agricultural commodity to a foreign importer, or a group of foreign importers, in a given market. The purpose of the project is to provide information to an appropriate target audience regarding the attributes, characteristics, and proper use of the U.S. commodity. A QSP project addresses a single market/commodity combination.

*As a general matter, QSP projects should conform to the following guidelines:*

- Projects should benefit the represented U.S. industry and not a specific company or brand;
- Projects should develop a new market for a U.S. product, promote a new U.S. product, or promote a new use for a U.S. product, rather than promote the substitution of one established U.S. product for another;

- Sample commodities provided under a QSP project must be in sufficient supply and available on a commercial basis;
- The QSP project must either subject the commodity sample to further processing or substantial transformation in the importing country, or the sample must be used in technical seminars designed to demonstrate to an appropriate target audience the proper preparation or use of the sample in the creation of an end product;
- Samples provided in a QSP project shall not be directly used as part of a retail promotion or supplied directly to consumers. However, the end product, that is, the product resulting from further processing, substantial transformation, or a technical seminar, may be provided to end-use consumers to demonstrate to importers consumer preference for that end product; and
- Samples shall be in quantities less than a typical commercial sale and limited to the amount sufficient to achieve the project goal (e.g., not more than a full commercial mill run in the destination country).

*QSP projects shall target foreign importers and audiences who:*

- Have not previously purchased the U.S. commodity that will be transported under QSP;
- Are unfamiliar with the variety, quality attribute, or end-use characteristic of the U.S. commodity;
- Have been unsuccessful in previous attempts to import, process, and market the U.S. commodity (e.g., because of improper specification, blending, formulation, sanitary, or phytosanitary issues);
- Are interested in testing or demonstrating the benefits of the U.S. commodity; or
- Need technical assistance in processing or using the U.S. commodity.

##### II. Award Information

Under this announcement, the number of projects per participant will not be limited. However, individual projects will be limited to \$75,000 of QSP reimbursement. Projects comprised of technical preparation seminars, that is, projects that do not include further processing or substantial transformation, will be limited to \$15,000 of QSP reimbursement as these projects require smaller samples. Financial assistance will be made available on a reimbursement basis only; and cash advances will not be made available to any QSP participant.

All proposals will be reviewed against the evaluation criteria contained herein and funds will be awarded on a competitive basis. Funding for

successful proposals will be provided through specific agreements between the applicant and CCC. These agreements will incorporate the proposal as approved by FAS. FAS must approve in advance any subsequent changes to the project.

##### III. Eligibility Information

**1. Eligible Applicants:** Any United States private or Government entity with a demonstrated role or interest in exporting U.S. agricultural commodities may apply to the program. Government organizations consist of Federal, State, and local agencies. Private organizations include non-profit trade associations, universities, agricultural cooperatives, state regional trade groups (SRTGs), and profit-making entities.

**2. Cost Sharing:** FAS considers the applicant's willingness to contribute resources, including cash, goods, and services of the U.S. industry and foreign third parties, when determining which proposals are approved for funding.

##### IV. Application and Submission Information

**1. Address to Request Application Package:** Organizations are encouraged to submit their QSP applications to FAS through the Unified Export Strategy (UES) application Internet Web site. The UES allows applicants to submit a single consolidated and strategically coordinated proposal that incorporates requests for funding and recommendations for virtually all of the FAS marketing programs, financial assistance programs, and market access programs. 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.

Applicants planning to use the Internet-based system must contact the FAS/Program Operations Division at (202) 720-4327 to obtain Web site access information. The Internet-based application, including a help file that contains step-by-step instructions, may be found at the following URL address: <http://www.fas.usda.gov/cooperators.html>.

The FAS highly recommends applying via the Internet-based application as this format virtually eliminates paperwork and expedites the FAS processing and review cycle. However, applicants also have the option of submitting an electronic version of their application to the FAS on compact disc along with two paper copies. Organizations that choose to

submit applications on compact disc can obtain the application format at the following URL address: [http://www.fas.usda.gov/mos/programs/qsp\\_appl.html](http://www.fas.usda.gov/mos/programs/qsp_appl.html) or by contacting the Program Operations Division at (202) 720-4327.

**2. Content and Form of Application Submission:** To be considered for QSP, an applicant must submit to FAS information detailed in this notice. Additionally, in accordance with the Office of Management and Budget's policy (68 FR 38402 (June 27, 2003)) regarding the need to identify entities that are receiving government awards, all applicants must submit a Dun and Bradstreet Data Universal Numbering System (DUNS) number. An applicant may request a DUNS number at no cost by calling the dedicated toll-free DUNS number request line at 1-866-705-5711. Incomplete applications and applications that do not otherwise conform to this announcement will not be accepted for review.

*FAS recommends that proposals contain, at a minimum, the following:*

(a) *Organizational information, including:*

- Organization's name, address, Chief Executive Officer (or designee), Federal Tax Identification Number (TIN), and DUNS number;
- Type of organization;
- Name, telephone number, fax number, and e-mail address of the primary contact person;
- A description of the organization and its membership;
- A description of the organization's prior export promotion experience; and
- A description of the organization's experience in implementing an appropriate trade/technical assistance component;

(b) *Market information, including:*

- An assessment of the market;
- A long-term strategy in the market; and
- U.S. export value/volume and market share (historic and goals) for 2003-2009;

(c) *Project information, including:*

- A brief project title;
- Amount of funding requested;
- A brief description of the specific market development trade constraint or opportunity to be addressed by the project, performance measures for the years 2010-2012, which will be used to measure the effectiveness of the project, a benchmark performance measure for 2008, the viability of long term sales to this market, the goals of the project, and the expected benefits to the represented industry;
- A description of the activities planned to address the constraint or

opportunity, including how the sample will be used in the end-use performance trial, the attributes of the sample to be demonstrated and its end-use benefit, and details of the trade/technical servicing component (including who will provide and who will fund this component);

- A sample description (*i.e.*, commodity, quantity, quality, type, and grade), including a justification for selecting a sample with such characteristics (this justification should explain in detail why the project could not be effective with a smaller sample);
- An itemized list of all estimated costs associated with the project for which reimbursement will be sought;
- Beginning and end dates for the proposed project; and
- The importer's role in the project regarding handling and processing the commodity sample.

(d) Information indicating all funding sources and amounts to be contributed by each entity that will supplement implementation of the proposed project. This may include the organization that submitted the proposal, private industry entities, host governments, foreign third parties, CCC, FAS, or other Federal agencies. Contributed resources may include cash and goods and services.

**3. Submission Dates and Times:** All applications must be received by 5 p.m. Eastern Daylight Time, May 29, 2009. Applications received after this date will be considered only if funds are still available.

**4. Funding Restrictions:** Proposals that request more than \$75,000 of CCC funding for individual projects will not be considered. Projects comprised of technical preparation seminars will be limited to \$15,000 in QSP funding. CCC will not reimburse expenditures made prior to approval of a proposal or unreasonable expenditures.

**5. Other Submission Requirements:** All Internet-based applications must be properly submitted by 5 p.m. Eastern Daylight Time, May 29, 2009.

All applications on compact disc (with two accompanying paper copies) and any other form of application must be received by 5 p.m. Eastern Daylight Time, May 29, 2009, at the following address:

Hand Delivery (including FedEx, UPS, etc.): U.S. Department of Agriculture, Foreign Agricultural Service, Office of Trade Programs, Program Operations Division, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024.

## V. Application Review Information

### 1. Criteria and Review Process:

Following is a description of the FAS process for reviewing applications and the criteria for allocating available QSP funds.

FAS will use the following criteria in evaluating proposals:

- The ability of the organization to provide an experienced staff with the requisite technical and trade experience to execute the proposal;
- The extent to which the proposal is targeted to a market in which the United States is generally competitive;
- The potential for expanding commercial sales in the proposed market;
- The nature of the specific market constraint or opportunity involved and how well it is addressed by the proposal;
- The extent to which the importer's contribution in terms of handling and processing enhances the potential outcome of the project;
- The amount of reimbursement requested and the organization's willingness to contribute resources, including cash, goods and services of the U.S. industry and foreign third parties; and
- How well the proposed technical assistance component assures that performance trials will effectively demonstrate the intended end-use benefit.

Proposals will be evaluated by the applicable FAS Commodity Branches in the Cooperator Programs Division. The Commodity Branches will review each proposal against the factors described above. The purpose of this review is to identify meritorious proposals, recommend an appropriate funding level for each proposal based upon these factors, and submit proposals and funding recommendations to the Deputy Administrator, Office of Trade Programs.

### 2. Anticipated Announcement Date:

Announcements of funding decisions for QSP are anticipated during October 2009.

## VI. Award Administration Information

**1. Award Notices:** FAS will notify each applicant in writing of the final disposition of its application. FAS will send an approval letter and agreement to each approved applicant. The approval letter and agreement will specify the terms and conditions applicable to the project, including the levels of QSP funding and any cost-share contribution requirements.

**2. Administrative and National Policy Requirements:** The agreements will

incorporate the details of each project as approved by FAS. Each agreement will identify terms and conditions pursuant to which CCC will reimburse certain costs of each project. Agreements will also outline the responsibilities of the participant, including, but not limited to, procurement (or arranging for procurement) of the commodity sample at a fair market price, arranging for transportation of the commodity sample within the time limit specified in the agreement (organizations should endeavor to ship commodities within 6 months of the effective date of agreement), compliance with cargo preference requirements (shipment on U.S. flag vessels, as required), compliance with the Fly America Act requirements (shipment on U.S. air carriers, as required), timely and effective implementation of technical assistance, and submission of a written evaluation report within 90 days of expiration of the agreement.

QSP agreements are subject to review and verification by the FAS Compliance, Security and Emergency Planning Division. Upon request, a QSP participant shall provide to CCC the original documents which support the participant's reimbursement claims. CCC may deny a claim for reimbursement if the claim is not supported by adequate documentation.

3. *Reporting*: A written evaluation report must be submitted within 90 days of the expiration of each participant's QSP agreement. Evaluation reports should address all performance measures that were presented in the proposal.

## VII. Agency Contact(s)

For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture by hand delivery or courier at: Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, by phone: (202) 720-4327, by fax: (202) 720-9361, or by e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov).

Signed at Washington, DC, on the 17th of April 2009.

**Patricia R. Sheikh,**

*Acting Administrator, Foreign Agricultural Service, and Vice President, Commodity Credit Corporation.*

[FR Doc. E9-9695 Filed 4-28-09; 8:45 am]

BILLING CODE 3410-10-P

## DEPARTMENT OF AGRICULTURE

### Commodity Credit Corporation

#### Notice of Funds Availability: Inviting Applications for the Market Access Program

*Announcement Type:* New.  
*Catalog of Federal Domestic Assistance (CFDA) Number:* 10.601.

**SUMMARY:** The Commodity Credit Corporation (CCC) announces that it is inviting proposals for the 2010 Market Access Program (MAP). The intended effect of this notice is to solicit applications from eligible applicants and award funds in October 2009. The MAP is administered by personnel of the Foreign Agricultural Service (FAS).

**DATES:** All applications must be received by 5 p.m. Eastern Daylight Time, May 29, 2009. Applications received after this date will not be considered.

#### FOR FURTHER INFORMATION CONTACT:

Entities wishing to apply for funding assistance should contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, phone: (202) 720-4327, fax: (202) 720-9361, e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov). Information is also available on the FAS Web site at <http://www.fas.usda.gov/mos/programs/map.asp>.

#### SUPPLEMENTARY INFORMATION:

##### I. Funding Opportunity Description

*Authority:* The MAP is authorized under Section 203 of the Agricultural Trade Act of 1978, as amended. MAP regulations appear at 7 CFR part 1485.

*Purpose:* The MAP is designed to create, expand, and maintain foreign markets for U.S. agricultural commodities and products through cost-share assistance. Financial assistance under the MAP will be made available on a competitive basis, and applications will be reviewed against the evaluation criteria contained herein and in the MAP regulations. All U.S. agricultural commodities, except tobacco, are eligible for consideration.

The FAS allocates funds in a manner that effectively supports the strategic decision-making initiatives of the Government Performance and Results Act (GPRA) of 1993 and the USDA's Food and Agricultural Policy (FAP). In deciding whether a proposed project will contribute to the effective creation, expansion, or maintenance of foreign markets, the FAS seeks to identify a clear, long-term agricultural trade

strategy and a program effectiveness time line against which results can be measured at specific intervals using quantifiable product or country goals. The FAS also considers the extent to which a proposed project targets markets with the greatest growth potential. These factors are part of the FAS resource allocation strategy to fund applicants who can demonstrate performance and address the objectives of the GPRA and FAP.

## II. Award Information

Under the MAP, the CCC enters into agreements with eligible participants to share the cost of certain overseas marketing and promotion activities. MAP participants may receive assistance for generic or brand promotion activities. For generic activities, funding priority is given to organizations that have the broadest possible producer representation of the commodity being promoted and that are nationwide in membership and scope. Only small companies, U.S. agricultural trade organizations, nonprofit state regional trade groups, nonprofit U.S. agricultural cooperatives, and state agencies can participate in the brand program. The program generally operates on a reimbursement basis.

## III. Eligibility Information

1. *Eligible Applicants:* To participate in the MAP, an applicant must be a nonprofit U.S. agricultural trade organization, a nonprofit state regional trade group (SRTGs), a nonprofit U.S. agricultural cooperative, or a State agency. A small-sized U.S. commercial entity may participate through a MAP participant.

2. *Cost Sharing:* To participate in the MAP, an applicant must agree to contribute resources to 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 value of resources provided by CCC for such generic promotion. In the case of brand promotion, the contribution must be at least 50 percent of the total cost of such brand promotion.

The degree of commitment of an applicant to the promotional strategies contained in its application, as represented by the agreed cost share contributions specified therein, is considered by the FAS when determining which applications will be approved for funding. Cost-share may be actual cash invested or in-kind contributions, such as professional staff time spent on design and execution of