

**[ORGANIZATION] EMERGING MARKET PROGRAM (EMP)
[PROGRAM YEAR] PROPOSAL**

Note the four types of EMP activities can be found in the Appendix.

A. Organizational Information:

- 1) **Date of Proposal:** [Month, day, year]

- 2) **Name and Address of Organization Submitting Proposal:**
[Name]
[Address one]
[Address two]
[Telephone and fax number]

- 3) **Chief Executive Officer:**
[Name]
[Title]

- 4) **Name, Telephone Number, Fax N\umber, and E-mail Address of the Primary Contact Person:**
[Name]
[Title]
Tel: [###-###-####]
Fax: [###-###-####]
Email: []

- 5) **Federal Tax Identification Number (TIN):** [##-#####]

- 6) **DUNS #:** [##-###-###]:

- 7) **Describe the Organization and its Membership:**

- 8) **Collaborating Organizations:**

B. Project Information

- 1) Full Title of the Proposal:**
- 2) Activity Description/Summary:** [Who, What, Where, Why and How]
- 3) How will project benefit the whole U.S. industry not just the applicant?
How will it reduce trade barriers?**
- 4) Target Emerging Market(s):** [Identify Country(s)]
- 5) Current Conditions or Assessment of the Market (if you have been working in the market) that Affect Export s of the Intended Commodity or Product:**
- 6) Description of the Problem(s) or Constraint(s) to be Addressed by the Project:**
- 7) Project Objectives:** [What are you trying to accomplish?]
- 8) Performance Measures:** [Where are you now and where do you want to be after the activity? Quantifying is always better!]
- 9) Rationale:** [Why this market over other markets? Why are you choosing this activity over another type of activity?]
- 10) How will this project benefit the emerging market(s)' food and rural business system?**
- 11) Explanation as to what specifically could not be accomplished without federal funding assistance and how will federal funds assist in achieving market development objectives of this project?**

C. Activity Description:

- 1) **Activity Code:** [Create a unique 5-digit alpha-numeric Code; also for use in the UES]
- 2) **Activity Description:** [Who, What, Where, Why and How]
- 3) **Activity Timeline:**
- 4) **Activity Itemization and Applicant Contributions (in-kind or cash):**

Cost Category	Budget Description (include calculation of how you obtained the budget)	Request (include amount your organization is requesting from EMP)	Participant Cost Share (include cash or in-kind contributions by your organization)	Third Party Contribution (include any contributions to line items by third party organizations)
Administrative				
Publications-Training Materials				
Salaries and Benefits				
Representation Costs				
Marketing				
Consultant				
Indirect Costs (Overhead)				
Seminar, Conference Facilities				
Subcontracts, e.g., Market Research				
Travel				
Translation- Interpretation				
Total:				

- 5) **Information on whether similar activities are or have previously been funded with USDA resources in target country(ies) (e.g., under MAP**

and/or Cooperator programs?

Appendix – Types of EMP Activities

All EMP projects must fall into at least one of the following four categories: *(In one paragraph or less, note the category that your project falls into in this section of the proposal)*

(1) Assistance to U.S. individual experts in assessing the food and rural business systems of other countries. This type of EMP project must include all three of the following:

- Conduct an assessment of the food and rural business system needs of an emerging market;
- Make recommendations on measures necessary to enhance the effectiveness of these systems; and
- Identify opportunities and projects to enhance the effectiveness of the emerging market's food and rural business systems.

(2) Travel assistance 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) Travel assistance 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. 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) above is not eligible under the EMP.

(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.)