

MAP-04-002

SUBJECT: Brand Company Graduates

TO: All MAP Participants

BACKGROUND: Section 7 CFR 1485.14 (d)(2) of the MAP regulations states that “CCC will not provide assistance to a single company for brand promotion in a single country for more than five years”. The first program year to count toward graduation is 1994. After the five-year period has been reached, the company is considered “graduated” from the country and, thus, no longer eligible to be reimbursed for its market development expenses in that country.

ACTION: The Marketing Operations Staff has identified 40 companies that graduated in program year 2001 and 62 companies that graduated in program year 2002. The list of “potential” brand company graduates identifies those companies that have an approved budget for PY 2002 and have the potential to graduate if reimbursed for brand program expenditures.

Another notice will be issued in April to list final PY 2002 graduates and potential PY 2003 graduates.

DENISE HUTTENLOCKER
Director
Marketing Operations Staff

Attachment

Brand company data is considered business confidential information. Contact the Marketing Operations Staff on (202) 720-4327 for inquiries.