



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Services

1400
Independence Ave.,
SW
Stop 1042
Washington, DC
20250-1042

**As of the start of the 2013 MAP program year, this
program notice is superseded by program notice MAP
13-007.**

May 30, 1995

MAP-97002

SUBJECT: Promotional Items in the Market Access Program (MAP)

TO: All MAP Participants

REFERENCE: 7 CFR 1485

ISSUE: CCC recognizes participants' questions and concerns regarding promotional items within the MAP, and provides the following reiteration of the existing policy:

POLICY: The MAP is a cost-share program between CCC and the participants. CCC believes that the participant can best control expenditures for inexpensive promotional items. As a result, CCC will reimburse up to \$1.00 per promotional item provided the following conditions are met: 1) the items are described in detail with a per unit cost in an approved activity plan or amendment and 2) distribution of the promotional item is not contingent upon the consumer, or other target audience, purchasing a good or service to receive the promotional item.

ACTION: This notice is effective March 13, 1995.

JAMES V. PARKER
Deputy Administrator
Commodity and Marketing Programs