



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Services

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As of the start of the 2013 MAP program year, for MAP, this program notice is superseded by MAP regulation 7 CFR part 1485, published May 17, 2012.

March 27, 1997

MAP-97016

SUBJECT: Guidelines for Sales and Trade Relations Expenses (STRE)

TO: All Cooperators and Participants

BACKGROUND: At the request of the Compliance Review Staff, FAS is reissuing guidance with respect to funding limits on the use of STRE funds. These original guidelines were issued on April 15, 1994, in program notice FMD-174/MPP 171. Authorization for STRE is outlined in 11 FASG 107.1 (FMD) and 7 CFR 1485.16(c)(20) (MAP). However, the Guidelines and MAP Regulations do not specify funding limits or maximum per capita expenditures which vary by country and type of function.

POLICY: Cooperators and Participants are responsible for using Government market development funds in the most effective and efficient means possible to ensure maximum impact from limited resources. Cooperators and Participants are required to use the American Embassy representational funding guidelines for breakfasts, lunches, dinners, and receptions as the standard for judging the appropriateness of STRE events in terms of per capita costs. Cooperators and Participants may exceed Embassy limitations provided they receive written authorization from the Agricultural Counselor. Unauthorized STRE expenses which exceed the guidelines will be the responsibility of the Cooperator or Participant. Cooperators and Participants will be expected to pay the difference between the total cost of STRE events and the appropriate amount as determined by American Embassy guidelines. These written guidelines should be available from the Administrative Counselor in the American Embassy. FAS will use the American Embassy representational spending guidelines as a basis for auditing STRE events paid for with FMD or MAP funds. Neither FMD nor MAP funds may be used for STRE expenses incurred in the United States.

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