Emerging Markets Program (EMP)

The Emerging Markets Program is a market access program that provides funding for technical assistance activities intended to promote exports of U.S. agricultural commodities and products to emerging markets in all geographic regions, consistent with U.S. foreign Policy

Table of Contents

2010 Guidance (still in effect) ................................................................. 2
Assessments .......................................................................................... 4
EMP Frequently asked Questions .......................................................... 5
Which Proposals Get Funded ................................................................. 8
  Guidelines for a Good Proposal ............................................................. 9
  More Guidance on Project Development .............................................. 10
  Example Sufficiency Check ................................................................. 10
  Criteria for Review ............................................................................ 12
Program Support Contacts ................................................................. 13
UES and Claims procedures ............................................................... 14
2010 Guidance (still in effect)

To: All 2010 Emerging Markets Program Applicants

From: Christian J. Foster
Deputy Administrator
Office of Trade Programs

Subject: Guidance Regarding Opportunity to Resubmit 2010 Applications

BACKGROUND:

The Emerging Markets Program (EMP) has recently been reviewed internally. As a result of that review, the Foreign Agricultural Service (FAS) has determined that guidance provided previously was insufficient to satisfy certain statutory requirements of the program.

All EMP projects must fall into at least one of the following four categories:

(1) Assistance to teams consisting primarily of U.S. individuals expert in assessing the food and rural business systems of other countries. This type of EMP project must include all three of the following:
   a) conduct an assessment of the food and rural business system needs of an emerging market
   b) make recommendations, and
   c) identify opportunities and projects to enhance the effectiveness of the emerging market’s food and rural business systems.

   To be eligible, such proposals must clearly demonstrate that such teams consist primarily of experts who are agricultural consultants, farmers, and other persons from the private sector and government officials, and that they have expertise in assessing the food and rural business systems of other countries.

(2) Assistance with paying for necessary subsistence expenses in and transportation expenses to the United States 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) Assistance with necessary subsistence expenses in and transportation expenses to emerging markets 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, i.e., 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) is not eligible under the Emerging Markets Program.

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. In addition, the purpose of the EMP is to develop, maintain, or expand markets for U.S. agricultural products. Program resources may not be used to support the export of another country’s products to the United States, or to promote the development of a foreign economy as a primary objective.

GUIDANCE:

FAS is offering 2010 EMP applicants the opportunity to review and resubmit their applications, given the information provided herein. It is important to remember when reviewing your 2010 application that all EMP applications must be consistent with at least one of the four categories listed above to be eligible. Applications should clearly identify that the persons involved in conducting assessments, making recommendations, identifying opportunities, traveling, or providing technical assistance meet the applicable requirements.

Applications that propose 2010 technical assistance projects as described in (4) should clearly identify that the application implements the recommendations, projects and/or opportunities identified by assistance funded under EMP as described in (1). If a previously submitted 2010 application proposes technical assistance that does not implement recommendations from an assessment consistent with (1), the applicant can choose to resubmit the application to propose an assessment component consistent with (1). This component can include an update of an assessment that was not performed under the EMP, but the update must be consistent with (1). That is, an application that proposes technical assistance must either (a) implement recommendations, projects and/or opportunities identified in an assessment previously funded by EMP or (b) include a proposal to conduct or update an assessment consistent with (1) and be clear that the technical assistance proposed will implement the recommendations, projects and/or opportunities identified in the assessment to be conducted or updated.

Any 2010 EMP applicant that plans to resubmit an EMP application must do so by March 3, 2010. This is not an opportunity to submit new applications. Questions regarding this guidance should be addressed to Stacey Peckins at
Questions regarding this guidance may now be directed to Lona Powell at 202 720-8557.

Assessments
In conjunction with the guidance above, we have developed assessment format guidelines, included below, that apply to assessments conducted under type (1) projects:

Assessments should answer these questions:

Who conducted the assessment and what makes them an expert?
[Must be a U.S. Agricultural consultants, farmers, government officials, and other persons from the private sector that have expertise in assessing the food and rural business systems of other countries.]
Identify the qualifications that make the assessors experts in assessing the food and rural businesses of the emerging market(s).

How did you conduct the assessment?
[What methodology did you use to conduct the assessment? Briefly describe where you went, the people you met with, what you did to complete the assessment?]

What is the assessment of the food and rural business system needs of the emerging market?
[Include an executive summary of the project. Also, include why this market was chosen/what makes it attractive for U.S. exporters? Describe what you found out about the market (needs): the existing constraints (what may prevent or hinder imports from the United States)?; the nature of the competition; Describe the trade policy factors that affect the market; Provide data on the existing trade situation; what is the distribution chain; what sector will you target and why? The objective of an assessment may have specific areas of emphases as described in the Attachment A of the Agreement, such as; to understand the consumer beliefs and attitudes regarding a commodity. If so, summarize the specifics (beliefs and attitudes) gathered (market intelligence) that will be used by the industry to establish a baseline and evaluate the effectiveness of future marketing activities. Also, discuss how the U.S. industry could utilize these needs and overcome constraints to expand exports. If appropriate, identify what constraints prevent or hinder market development for the U.S. industry.]
What are the opportunities in the market? [Where do you see opportunities to enhance the effectiveness of the emerging market's food and rural business system? Describe projects that may enhance the effectiveness of the emerging market's food and rural business systems? For each opportunity identified describe the baseline and measurements that will be used to evaluate the effectiveness of future marketing activities of the U.S. industry. The opportunities should be tied to the “needs” identified in the previous response.]

What are the recommendations or measures necessary to enhance the food and rural business system needs for that will also develop the market for U.S. agricultural products? [What are you proposing to do, based on your assessment, to grow U.S. exports and enhance the emerging market’s food and rural business system? Are there follow up technical assistance activities that you will propose? What are these? For each opportunity identified describe the recommended specific, logical and appropriate marketing or technical assistance activities and expected results for expanding exports from the United States industry.]

EMP Frequently asked Questions

What is the Emerging Markets Program?

The Emerging Markets Program (EMP) provides partial funding for technical assistance activities that promote, enhance or expand the export of U.S. agricultural commodities to overseas emerging markets. Technical assistance is defined quite broadly, and includes such activities as feasibility studies, market research, sectorial assessments, orientation visits, specialized training, business workshops, and the like. Its resources are intended primarily to support the market development efforts of the private sector, but it may also be used to assist public agricultural organizations as well.

The EMP is a generic program: its resources may be used to support exports of U.S. agricultural commodities and products only through generic activities. Projects that endorse or promote branded products are not eligible for the Program.

Activities that support the export of another country’s product to the United States, including sourcing of products overseas for export to the United States, are not eligible for the program.

It is administered by USDA’s Foreign Agricultural Service.

Is there a set list of emerging market countries that are eligible?

No. We apply the general definition in the legislation authorizing the Program and additional administrative criteria to determine which countries qualify as emerging markets. The most important criteria is the World Bank’s income threshold for upper middle income countries. Because this figure varies from year to year, we have not cemented in a list of countries and applicants are encouraged to consult the World Bank website for the list. Also, there are a few countries which may be of interest to potential U.S. exporters, but because of political sensitivities require special consideration and consultation within the U.S. government before any Program funds could be used. Details are provided in the application announcement published annually in the Federal Register.
How much money is available under the Program?

The Program has $10 million authorized annually from the funds of the Commodity Credit Corporation. This amount is available automatically every fiscal year from now through the term of the current Farm Bill (fiscal year 2018).

What kinds of organizations are eligible to apply for funding assistance?

The Program is available to both private and government organizations in agriculture.

All private U.S. agricultural organizations—non-profit, for-profit, trade associations, universities, consultant groups (under certain conditions), etc.—may apply to the Program. Private organizations must be able to justify a need for financial assistance, which means that, as a general rule, the Program is intended for small- to medium-sized firms. Also, proposals from research and consulting organizations will be considered if they provide evidence of substantial participation in and financial support by the U.S. industry. For-profit entities are also eligible, but may not use program funds to conduct private business, promote private self-interests, supplement the costs of normal sales activities, or promote their own products or services beyond specific uses approved by FAS in a given project.

State departments of agriculture are also eligible but are considered private sector for purposes of the application process.

Government is defined as federal. Most federal agencies which receive assistance from the Program are in USDA largely because of the nature of the Program, i.e., agricultural exports and market development. Other agencies outside of USDA may apply if the objectives of an intended project match up well with the Program’s legislative mandate.

Foreign organizations, whether government or private, are not eligible.

Are there any minimum requirements that must be met before a proposal is considered qualified for Program funding?

Definitely. There are, in fact, two things that every private sector proposal must contain before it can qualify for funding under the Program:

1. Cost-share. This the amount of funding U.S. private organizations are willing to commit from their own resources along with those of the Program to seek export business in an emerging market. No proposal will be considered without the element of cost-sharing, regardless of the underlying value of a proposal (the Emerging Markets Program complements, not supplants, export efforts of the U.S. private sector). We don’t specify a minimum or maximum of cost share. Rather, we use the degree of commitment to a proposed project represented by the percentage and type of private funding as a critical factor in determining which proposals should be funded under the Program. We also don’t specify the type of cost-sharing. It may be professional time of staff assigned to the project, or actual cash investment. But proposals in which private industry is willing to commit actual funds, rather than in-kind items such as existing staff resources, are given greater weight. Contributions from foreign sources may not be counted as cost share, but they may be included in the overall cost of any proposal to the Program.
Cost-sharing is not needed for government proposals, but it is required for all other eligible entities, even when they may be party to a joint proposal with a U.S. Government agency.

2. Justification for Federal Funding. This is a clear explanation as to what specifically could not be accomplished without the funding assistance of the Program and why participating organization(s) are unlikely to carry out the project without such assistance. What specifically could not be accomplished if the funding were not provided?

Format and additional details that should be included in each application are provided in the annual announcement soliciting proposals to the Program for funding assistance published in the Federal Register.

**How are projects and activities funded?**

Funding is on a project-by-project basis. Funds are provided though one of three channels:

1. Central Fund. This is the principal means of funding private sector proposals. An open solicitation period, available once a year, is announced in the Federal Register and on the Program’s Internet web site. Proposals received by the deadline stated in the announcement undergo a multi-level review to determine qualifications, quality and appropriateness, project budgets, etc.

For government proposals, this may be done at any time during the fiscal year, subject to the availability of funds.

There are also two specialty funds established for particular needs which may also be used for approved projects depending upon circumstances:

2. Quick Response Marketing Fund. This fund is used to address priority marketing problems that arise because of unforeseen events (market conditions in emerging markets are often less predictable than in more developed countries). It allows improved responsiveness to time-sensitive marketing opportunities, such as the lifting of a sanitary or phytosanitary trade barrier; a change in an import regime or the removal of a trade embargo; an unexpected, significant purchase of a commodity; an unusual change in the political or financial situation in a country; or a significant change in crop conditions—any of which may have an immediate impact on the access of particular commodities to specific markets. Proposals to the Quick Response Marketing Fund must identify specific market access issues which also face time constraints. Timing concerns in and of themselves do not justify use of the Fund.

3. Technical Issues Resolution Fund. This fund is reserved for addressing priority sanitary or phytosanitary trade issues such as plant quarantine, animal health, food safety, and other technical barriers to U.S. exports based on unsound or incomplete scientific information. Priority issues are those that are time sensitive and likely to achieve the desired impact. Funding decisions are determined by a review process that includes FAS and relevant regulatory agencies. Consult the Program Regulations for further information; application requirements are slightly different than for either the Central Fund or the Quick Response Marketing Fund.

**Are there any priority subjects that are considered more appropriate for the Program than others?**
Actually, yes. While we allow private industry to determine specific target markets, priority commodities, or preferred export activities, we place a higher priority on certain types of technical assistance activities that are particularly appropriate for the Program. For example:

-- Marketing and distribution of value-added products, including new products or uses;

-- Studies of food distribution channels in emerging markets, including infrastructural impediments to U.S. exports;

-- Projects that specifically address various constraints to U.S. exports, including food safety/sanitary and phytosanitary issues and other non-tariff barriers;

-- Assessments and follow up activities designed to improve country-wide food and business systems, to reduce trade barriers, and to increase prospects for U.S. trade and investment in emerging markets;

-- Projects that help foreign governments to collect and use market information and to develop free trade policies that benefit American exporters as well as the target country or countries (this is usually more appropriate for government agencies to address);

-- Short-term training in agriculture and agribusiness trade, including retail training, that will benefit U.S. exporters, e.g., seminars and training at trade shows designed to expand the potential for U.S. agricultural exports by focusing on the trading system.

**Are all commodities eligible?**

All except tobacco.

**What about ineligible activities, or specific funding restrictions?**

There are both. Rather than go into all the details here, we strongly recommend that you read the Program Regulations for this and much other information, which you will need to know before you decide to apply to the Program.

**Which Proposals Get Funded**
Guidelines for a Good Proposal

Creating a Good Grants Proposal

1. **Is the primary objective to increase U.S. exports?**
   - **YES!**
   - **NO**

2. **Have you clearly described the constraint or technical barrier to trade?**
   - **YES!**
   - **NO**

3. **Have you clearly described a focused activity to address the constraint? (who, what, where, when, why?)**
   - **YES!**
   - **NO**

4. **Have you discussed this idea with FAS? (perhaps FAS Overseas, OASA, Marketing Specialist, etc.)**
   - **YES!**
   - **NO**

5. **Did you describe the outcomes you want to achieve and a quantitative way to measure a baseline and progress toward the goal?**
   - **YES!**
   - **NO**

6. **Have you included a cash or in-kind contribution of your own toward the project? (private sector only)**
   - **YES!**
   - **NO**

7. **Have you followed the program rules and included a well mapped out, reasonable budget with only expenses allowed by the program?**
   - **YES!**
   - **NO**

8. **Is your proposal 10 pages or less & includes all required information?**
   - **YES!**
   - **NO**

9. **Submit by deadline**
   - **(anytime for TIRF or ORMF)**
   - **TO:** podadmin@fas.usda.gov
   - **or in the UES system**

**Note:**
- Grow More
- You Closed
- Do Some Editing!
- Um...

**Nice Try – Start Again!**
More Guidance on Project Development

Example Sufficiency Check

<table>
<thead>
<tr>
<th>2014 POD EMP Private Sector Sufficiency Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant: <strong>Sample Applicant</strong></td>
</tr>
<tr>
<td>Confirmed – Not excluded party:</td>
</tr>
<tr>
<td>Title: Training Seminar in China</td>
</tr>
<tr>
<td>POD Contact: Ed Covey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational information</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Entity: U.S. private or govrn't entity with a role or interest in the export of U.S. agricultural commodities or products.</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Confirmed Not Excluded Party: <a href="http://www.sam.gov">www.sam.gov</a></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Type of Organization:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applicant Profile:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Applicant</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>1000 Test Street, Testcity, CA 95630</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone: (916) 111-1234, Fax (916) 111-5678</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John Doe, Senior Marketing Director, Interna</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:johndoe@sampleapplicant.org">johndoe@sampleapplicant.org</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Eligible Commodities:                      | ✔  |    |

Say how you plan to measure progress
Describe your constraint and say what you are going to do about it
Performance Evaluation
Results relative to Indicators
Outcome Evaluation
Compare Actual to Desires
Impact Evaluation
Effect

OUTPUT GOALS
• Seminar
• Training
• Technical Assistance
• Etc.

OUTCOME GOALS
• Develop, maintain or increase exports
• Remove trade barrier
• Etc.

STUFF!

CHANGE!
### Eligible Activities:

<table>
<thead>
<tr>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports the export of U.S. agricultural commodities and/or products</td>
</tr>
<tr>
<td>Develops, maintains, or expands emerging markets through generic activities</td>
</tr>
<tr>
<td>Government officials, expert in assessing the food and rural business systems of other countries</td>
</tr>
</tbody>
</table>

### Eligible Target Market: China

- Population greater than 1 million; per capita income upper middle or below; taking steps toward a market-oriented economy; has potential of being a viable market; not a restricted country – Iran, North Korea, Sudan, Cuba.

### Cost Share: $20,000

- **Appropriate Activities:** YES

### EMP Required Four Categories: (must meet 1 of 4)

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Assessing the food and rural business systems of other countries</td>
</tr>
<tr>
<td>#2</td>
<td>Paying for subsistence expenses for Emerging market individuals to travel to the U.S. to learn about U.S. technology and agribusiness</td>
</tr>
<tr>
<td>#3</td>
<td>Paying for necessary subsistence expenses for U.S. experts to travel to emerging markets to assist in transferring knowledge and expertise</td>
</tr>
<tr>
<td>#4</td>
<td>Paying for technical assistance to implement the recommendations, projects, and/or opportunities identified by assistance under #1 (must have one “YES” checked below in order to check “YES” in category 4)</td>
</tr>
</tbody>
</table>

- **Recommendations and/or projects and opportunities are part of previous EMP project final report and that report is cited in the proposal**
- **Will confirm assessment after initial assessment is completed prior to moving on to the technical assistance phase/portion of their proposed activity**
- **Recommendations and/or projects and opportunities are part of an outside assessment and that assessment source is cited in the proposal and then confirmed before the project is approved**

### Specialty Fund Eligibility: TIRF / Quick Response : Time Sensitive

- **YES**

### Application Content

- **Project title:** Training Seminar in China
- **Requested EMP Funding:** $157,500
- **Cost Share Amount:** $20,000
- **Current Conditions:** ✔
- **Description of Problem(s), i.e. constraints to be addressed** ✔
- **Project Objectives:** ✔
- **Performance Measures:** benchmarks for quantifying progress in meeting the objectives: [See Note 1](#)
- **Rationale:** Underlying reasons for the project, the anticipated benefits ✔
- **Clearly demonstrate that successful implementation will benefit an Emerging Market’s food and rural business system and/or reduce trade barriers, [will this promote or maintain U.S. agricultural exports](#)** ✔
- **Explanation as to what specifically could not be accomplished without federal funding assistance** ✔
- **Description of the activities planned to address the constraint or opportunity, including [what specific activities are to be undertaken with EMP funds](#):** ✔
- **Beginning and end date for the proposed project:** ✔
Information of similar activities funded with USDA resources:

- Detailed line item budget
- Itemized list of all funding sources and contributions

Supplemental Information

- Reporting requirement from previous year(s)
- Application Exceeds Program Funding Limits: Excess of $500,000 per year; No cost share; Excess of 3 years funding

Funding Restrictions:

Note 1: Baseline measurements have not been established as benchmarks for quantifying progress in meeting the objectives; or, that can be used to evaluate the effect the activity has in developing, maintaining, or expanding exports of U.S. agricultural commodities and products by funding activities that improve emerging markets’ food and rural business systems, including reducing potential trade barriers in such markets.

Criteria for Review

Review recommendations are based on the following criteria:

1. Appropriateness of the activities for the targeted market(s) and the extent to which the project identifies market barriers.
   - Is the current market situation accurately described (including accurate constraint identification)?
   - Does the applicant identify the competition, past activities or other related activities that may impact the success of this activity?
   - Does the activity fit into the FAS country/region strategy? (Reviewer will consult Post review when answering this)
   - Is there evidence that the organization has the knowledge, expertise, ability, and resources to successfully implement and manage the project?
   - Are activity budgets presented with sufficient detail to provide confidence that the project can be implemented successfully?
   - Are budgets reasonable?

2. 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.
   - Are projected program results detailed and do they include performance measures?
   - Will the activity make an impact in regards to developing, maintaining or increasing US exports?
   - Taking into account the funding request, what kind of return are we getting for the budget request?

3. Quality of the project’s performance measures, and the degree to which they relate to the objectives, proposed approach and activities, and deliverables.
   - Do performance measures measure outcomes (impact) not outputs?
   - Are performance measures truly measurable and quantifiable?
   - Will progress in performance measures directly affect the constraint and trade?
Program Support Contacts

For EMP program support please contact appropriate Grant Programs Branch (GPB) staff directly or email PODADMIN@fas.usda.gov. Contact information is below.

Lona Powell, Branch Chief, Lona.Powell@fas.usda.gov, 202 720-8557
Ed Covey, EMP private sector lead, Ed.Covey@fas.usda.gov 202 720-0866
Jarrod Jones, EMP public sector lead, Jarrod.Jones@fas.usda.gov 202 690-4058
Vincent Cornetto, TIRF and QRMF lead, Vincent.Cornetto@fas.usda.gov 202 720-7927
Kendi Joshua, Program Support, Kendi.Joshua@fas.usda.gov, 202 720-5306
GPB monitored email, podadmin@fas.usda.gov

Ilah Barnes, Program Operations Division Admin Support, Ilah.Barnes@fas.usda.gov, 202 720-4327, Fax: (202) 690-0193

Mail can be directed to:
Programs Operations Division, Grant Programs Branch
Foreign Agricultural Service
U.S. Dept. of Agriculture, Stop 1052
1400 Independence Ave. SW
Washington, D.C. 20250-1052

Internet: http://www.fas.usda.gov/programs/emerging-markets-program-emp
UES and Claims procedures
Creating the EMP Proposal in UES

USDA FAS OTP POD GMD

Cornetto/Jones 03.11
1. Log in to the Unified Export Strategy (UES) with appropriate credentials. This Guide assumes you have the proper credentials to add Proposals to the UES.
2. Begin by clicking once on the **Market Definition** link.

3. Input requested fields.

The green boxes at the top of the UES pages provide instruction on the drop down selections.

Yellow fields with asterisks are always required fields in UES.
4. Select countries from the Available Countries list. Hold the CTRL key to select multiple countries. After all countries are selected click once on the right arrow button to add your selection to the Selected Countries area.

5. When the Selected Countries area is complete, click Save.
The newly created Market Definition now appears.

6. The next step is to add the Promoted Commodity. Click once on the Promoted Commodity link.
Please note that new Grants Recipients will not see any archived tables within these screens.

7. To add a new commodity, click the Create New link once.
8. Select your promoted commodity. If more than one commodity within the list is selected, select ALL (the first option). Click once on the save button when finished.
9. Click once on the Targeted Market link.

10. Locate your previously selected Market Definition and Promoted Commodity from their respective drop down menus.

11. Select the Market that best pertains to your Market Type.

12. Click once on the Save button when finished.
13. When the Targeted Market is complete, click once on the Constraint link and your window will appear as shown here.

14. Click once on the Create New link.
16. Select the previously created Targeted Market from the drop down menu.

17. What exactly is constraint title.

18. Select Constraint Type.


20. Click once on the Save button.

Note the PM Specific Tab does not need to be completed.
21. When the Constraint information is complete, click once on the EMP Proposal link.

22. Then click once on the Create New link.
23. Complete the Proposal Title and Select EMP Proposal Type.
24. If proposal is multiple year, please list anticipated budget amount for year two and three of project.

25. Select the previously created Targeted Market from drop down menu.

26. With selection of the targeted market, the previously created Constraint(s) will appear. Check the select box of the appropriate constraint. Then Click “Create”
27. Click the Substantive tab once and the screen will appear as illustrated here:

Once the Constraint is created, these tabs will appear at the top of the EMP Proposal Edit Screen.

EMP Proposal Substantive

Use this screen to enter or edit the Substantive information of the EMP Proposal. Enter narrative Proposal information and EMP Cost Share and select the 'Save' button.

Program: EMP
Program Year: 2012
Proposal Id: 1981
Proposal Title: FY 2012 UES Process
Status: Draft
Targeted Market: FY12 - ALLHRS - All Food & Ag Products

Substantive Information

EMP Project Objectives:
28. Add appropriate descriptions in the Substantive Information fields.

Describe what are you trying to accomplish?

Why this market over other markets? Why are you choosing this activity over another type of activity?
29. Add appropriate descriptions in the Substantive Information fields.

- How will project benefit the whole U.S. industry not just the applicant? How will it reduce trade barriers? How will this project benefit the emerging market(s)’ food and rural business system?

- 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?

- Enter the cost contribution amount of the applicant (in-kind or cash).
30. Click the Save button once.

31. Click once on the Activity link.
32. Click the Create New link once.
33. Select EMP.

34. Select the previously created information for these drop down boxes.

If the dropdown areas do NOT match previously created information, contact us.

35. Create any 5 character alpha-numeric combination you wish.

For EMP the Activity Definition drop-down menu should remain blank.

36. Input the title of your proposal or activity.

37. Amount requested from EMP program for year one of project.
Provide a brief paragraph that describes the activity you are proposing (Who, What, Where, Why and How).

38. Information regarding your EMP activity.

39. Click create once.
39. After clicking *Create*, go to the Substantive tab.
Describe previous USDA grants you may have received.

40. Provide appropriate information on previous USDA Funding that you are aware of that relates to this activity.
40. Complete Funding and Time Line Fields. Click Save.
41. Create Budget Line Items by: selecting cost categories, adding descriptions, requested amount, participant contribution, and third party contribution information.

42. Click Save once.

Describe previous USDA grants you may have received.
For each subsequent Line item, click the Create New link and repeat steps 41 & 42.

For previous USDA grants you may have received.
Describe previous USDA grants you may have received.
Once the budget table is entered and completed click on the Financial tab in the toolbar at the top of the page. Then click Promised Contribution.
44. Click Create New.

45. Select the appropriate drop down selection.

46. Enter in the amount of contribution (in-kind or cash) from the applicant.

47. **Industry Contribution** can be either 3rd Party contributions or contributions from industry members. If there is none or non-applicable then enter 0.

48. Click Create New.
Finally, Once the budget table and Promised Contribution has been entered, click on EMP Proposal then click Submit. If you receive an error message upon clicking the submit button, your proposal will still be saved. However, please notify FAS that your proposal is in the UES, so that we can move your proposal along in the process.
Entering Reimbursement Claims in the UES (Unified Export Strategy) System
1. Log in to UES with appropriate credentials

2. Select appropriate Program Year. Click once on the GO button.

3. Mouse-over the Financial link and click once on the Claims link. Your screen should appear as illustrated in Figure A on page 3 of this guide.
NOTE: Always verify balances and previous expenditures vs. allocation balances. Ensure funding is available BEFORE submitting claims. Using some of the reporting in the Reports Out tab can assist you.
To add a reimbursement claim set the appropriate parameters:
- Program Year
- Program
- Claim Type

When submitting advances click the appropriate button (more about advances further in these guides).

Notice the claim number Auto-populates here.

Click once on the Create New or Add in Spreadsheet Mode hyperlink.
When selecting the **Create New** hyperlink the screen illustrated in **Figure B** will appear. This screen allows the manual input of line items by selecting from drop-down option boxes and a text field for the amount.

If using the **Create New** method to enter a claim, select and input the correct line item information then click once on the **Save** button. When Saved, the screen illustrated in **Figure C** will appear.
Add all necessary line items. In this example there are 3 line items for MAP claim 08004 totaling $3,130.93.

Total amount of claim appears here:

3,130.93
Entering Reimbursement Claims in the UES (Unified Export Strategy) System

You are here: Home > Financial > Claims > Line items

Welcome - [Author][Cashier][Contributor] | Log Off

Edit Reimbursement

You may use this screen to view the existing Line Items for this claim and you may create new line items either directly or through mass spreadsheet data entry for multiple line items.

Note for EMP Participants: Participants may request and use the activity budget until after the EMP Final Report. All line items shall be limited to 85% of the activity budget.

Claim Line Item was Created Successfully.

Claim Information

<table>
<thead>
<tr>
<th>Participant</th>
<th>Tuna Packers Consortium &quot;Test Participant-Ignor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>2008</td>
</tr>
<tr>
<td>Program</td>
<td>MAP</td>
</tr>
<tr>
<td>Claim Number</td>
<td>08004</td>
</tr>
<tr>
<td>Total Claims ($)</td>
<td>3,130.93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity Code</th>
<th>Market</th>
<th>Spent In Country</th>
<th>Cost Category</th>
<th>Amount ($)</th>
<th>Status</th>
<th>Comments</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>M08XLCN1</td>
<td>BA</td>
<td>AF</td>
<td>Contractor Fees</td>
<td>500.30</td>
<td>Draft</td>
<td></td>
<td>View</td>
</tr>
<tr>
<td>M08XLCN1</td>
<td>BA</td>
<td>AF</td>
<td>International</td>
<td>2,565.00</td>
<td>Draft</td>
<td></td>
<td>View</td>
</tr>
<tr>
<td>M08XLCN1</td>
<td>BA</td>
<td>AF</td>
<td>Trade Promotion</td>
<td>65.63</td>
<td>Draft</td>
<td></td>
<td>View</td>
</tr>
</tbody>
</table>

Create New | Add in Spreadsheet

Claim Process

To Search: Enter a search criteria to bring up a list of claims on this screen. Once the list of claims matching your criteria are returned, you may select an action button and continue.

To Add a new Reimbursement claim: Click on the Search button to bring up an Add Reimbursement window where you may enter the reimbursement claim information.

Change the Claim Status parameter to Draft and click once on the Search button.

Search Information

Participant: Tuna Packers Consortium "Test Participant-Ignor" - TPG Program: MAP, Claim Type: Reimbursement, Claim Status: Draft

Add Reimbursement | Add EMP Advance | Add Advance | Search

Click once on the Claims hyperlink after all line items are entered.
The claim should be visible. Click on the **view** hyperlink to review the line items and claim info to ensure all is correct before submitting to FAS.

If all information is correct and funding is available for the program/program year/activity, etc., click once on the **submit** link.

(For those participants who are considered **parent & subgroup**, please click once on the **Edit** hyperlink **BEFORE** submitting to FAS and enter the comment: “Please make payable to **organization name**” or “Please Wire funds directly to **organization name**”. Then click once on the **Save** button.)

To view the claim in Submitted/pending status (ensuring it has been sent to FAS) change the claim status to **Submitted/Pending** and click once on the **Search** button.
A note about EMP Claims

The payment on Claim 09002 (illustrated above) is $34,768.00 compared to the initial claim amount of $41,867. The budget for E09MXSEA01 is $35,586.95 (41867X85%=35586.95). The remaining 15% of the budget will be released when:

- The Participants’ Final EMP report for E09MXSEA01 is submitted through the UES and received by the EMP Marketing Specialist
- FAS and the EMP Marketing Specialist approves the Participants’ Final Report
When selecting the **Add in Spreadsheet Mode** hyperlink the screen illustrated in Figure D will appear. This screen allows the input of line items by pasting them from a spreadsheet.
6f. Open the spreadsheet containing the line items to be reimbursed. Click and drag to select your line items. Then press the CTRL key on your keyboard while simultaneously pressing the “C” key. This copies anything selected and places it on your computer’s clipboard.

6g. Ensure your spreadsheet headers match the headers in the UES. Return to the UES and click once on the first blue box in the first column underneath the line item headers. A right pointing black arrow will appear. Now press the CTRL key and the “v” key simultaneously to paste your spreadsheet information into the UES.

6h. Click once on the Allow access button.
The line items are now pasted. Click once on the Submit button.

### Claim Information

<table>
<thead>
<tr>
<th>Participant</th>
<th>Year</th>
<th>Program</th>
<th>MAP</th>
<th>Claim Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuna Packers Consortium &quot;Test Participa</td>
<td>2008</td>
<td></td>
<td></td>
<td>08004</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity Code</th>
<th>Activity Market</th>
<th>Spent In Country</th>
<th>Cost Category</th>
<th>Amount</th>
<th>Benefited Country</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>M08EXLONA1</td>
<td>BA</td>
<td>AF</td>
<td>Commercial</td>
<td>500.00</td>
<td></td>
<td>Delete</td>
</tr>
<tr>
<td>M08EXLONA2</td>
<td>BA</td>
<td>AF</td>
<td>International Travel</td>
<td>2500.00</td>
<td></td>
<td>Delete</td>
</tr>
<tr>
<td>M08EXLONA3</td>
<td>BA</td>
<td>AF</td>
<td>Trade Promotion</td>
<td>55.63</td>
<td></td>
<td>Delete</td>
</tr>
</tbody>
</table>
Click once on the Claims hyperlink after all line items are entered.

Change the Claim Status parameter to Draft and click once on the Search button.

The claim should be visible. Click on the View hyperlink to review the line items and claim info to ensure all is correct before submitting to FAS.
To view the claim in Submitted/pending status (ensuring it has been sent to FAS) change the claim status to 'Submitted/Pending' and click once on the search button.

If all information is correct and funding is available for the program/program year/activity, etc., click once on the Submit link.

(For those participants who are considered parent & subgroup, please click once on the Edit hyperlink BEFORE submitting to FAS and enter the comment: “Please make payable to organization name” or “Please Wire funds directly to organization name”. Then click once on the Save button.)