



United States
Department of
Agriculture

May 13, 2013

MAP 13-007

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Stop 1052
Washington, DC
20250-1052



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

TO: All MAP Participants

Background

CCC recognizes Participants' questions and concerns regarding promotional items within the MAP, and provides the following policy.

Policy

MAP regulation 1485.17(b)(11) states that CCC will reimburse, in whole or in part, the cost of: giveaways, awards, prizes, gifts and other similar promotional materials, subject to such reimbursement limitation as CCC may determine and announce in writing to MAP Participants via a MAP notice issued on FAS' Web site.

Accordingly, CCC is hereby establishing a reimbursement limitation of \$2.00 per eligible promotional item.

Any future changes in the reimbursement limitation will be announced via a MAP notice.

Effective Date

MAP notice 97002 is superceded by this notice. This program notice is effective immediately.

/s/

Christian J. Foster
Deputy Administrator
Office of Trade Programs