



May 11, 2017

MAP 17-003

United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

SUBJECT: Five Year Branded Graduation Exemption for Certain International Trade Shows

TO: Market Access Program (MAP) Participants with Brand Programs

This program notice, effective immediately, supersedes MAP program notice 13-005, "Exemption from Graduation Requirement for Certain International Trade Shows," published on May 13, 2013.

BACKGROUND: Participation in foreign trade shows and exhibits is often a successful market development activity for companies in the MAP brand program. Many small companies use their participation in these international shows as the exclusive gateway for building a foreign customer base and boosting sales. For these companies, continued participation in these overseas shows is a vital component in their market development efforts.

AUTHORITY: The MAP regulations at 7 CFR 1485.15(d) specify that the Commodity Credit Corporation will not provide assistance to a single entity for brand promotion in a single country for more than five years. Consequently, many companies face losing access to a market after exhibiting at the same trade show or exhibit for five years, even when the company has no other market promotion activities in that country. To further the objectives of MAP, FAS has determined that certain approved international trade shows held in foreign countries may be exempt from the five year graduation requirement. This program notice contains an updated list of those shows that are exempted from the five year graduation requirement.

GUIDANCE: The following shows are exempted from the five year graduation requirement:

AgraMe	Fiera Cavelli
Al Fares	Fish International
ANUGA Cologne	Food Ingredients Asia
Asia Fruit Logistica	Food Ingredients Europe
Asia Pacific Leather Fair	Food Ingredients South America
BETA International	FOODEX Japan
BioFach	Fruit Logistica
China Fisheries and Seafood Expo	Gulfood
EuroTier	HOFEX
Food and Hotel Asia	Interzoo

IPM Essen
ISM Cologne
Prowein
Seafood Expo Global
SIAL Brazil

SIAL Paris
Vinexpo Asia
Vinexpo Bordeaux
VinItaly
Zoomark International

To obtain a waiver, MAP Participants must use the cost code “**EXEMPT**” when submitting claims for reimbursement directly related to participation in international trade shows and exhibits exempted by this program notice.

FAS updates this list from time to time to add or remove shows. MAP Participants interested in submitting a request to consider a show are encouraged to contact their Marketing Specialist. To be eligible for consideration, a foreign show must be:

- (1) A food or agricultural show where at least 30% of the exhibitors are selling food or agricultural products, and
- (2) An international show that targets buyers, distributors, and the like from more than one foreign country and where at least 15% of the attendees are from countries other than the United States.

/s/

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