

August 30, 2018



United States
Department of
Agriculture

Trade and Foreign
Agricultural
Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Stop 1052
Washington, DC
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SUBJECT: Submission of Brand Program Operational Procedures

TO: All Agricultural Trade Promotion (ATP) Program Participants

This program notice is effective immediately.

Background

The ATP regulations were published in the Federal Register on August 30, 2018, and were effective beginning with program year 2018. Regulations regarding operational procedures for brand programs are found at 7 CFR 1489.15.

Section 1489.15 applies to all Participants that operate a brand program. Participants with brand programs are required to submit brand program operational procedures to FAS for review and approval.

Until written approval is received from FAS, Participants cannot enter into a participation agreement with any branded entity and may not implement any brand programs.

During their reviews, FAS' Compliance Review Staff will confirm if the brand program operational procedures are being implemented as approved.

Brand Program Operational Procedures – Participants that Administer Brand Programs (1489.15)

1. At a minimum, brand operational procedures must include the following items:
 - a. Brand program application;
 - b. Application procedures;
 - c. Application review criteria;
 - d. Brand participant eligibility requirements;
 - e. Participation agreement;
 - f. Reimbursement requirements;
 - g. Compliance requirements;
 - h. Reporting and recordkeeping requirements;
 - i. Employment practices;
 - j. Financial management requirements;

- k. Contracting procedures; and
 - l. Evaluation requirements.
2. All brand program operational procedures must be received by FAS within 30 days after the date the applicant submits their application to the program.
 3. Participants should submit electronic versions of their brand program operational procedures to FAS via email to uesadmin@fas.usda.gov within 30 days of applying to the program.
 4. FAS will endeavor to evaluate the brand program operational procedures and notify Participants of approval or disapproval within 30 days of receipt of the plan.

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