

ATP 18-008

August 30, 2018



United States
Department of
Agriculture

Trade and Foreign
Agricultural Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

SUBJECT: Promotional Items in the Agricultural Trade Promotion (ATP) Program

TO: All ATP Participants

This program notice is effective immediately.

Policy

ATP regulation 1489.17(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 ATP Participants via an ATP notice issued on FAS's website. 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 an ATP notice.

/s/

Mark A. Slupek
Deputy Administrator
Office of Trade Programs