



March 18, 2019

MAP 19-002

United States
Department of
Agriculture

Trade and Foreign
Agricultural Affairs

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, updates MAP program notice 18-003, “Five Year Branded Graduation Exemption for Certain International Trade Shows” published on November 1, 2018.

BACKGROUND: Participation in foreign trade shows and exhibits is often a successful market development activity for companies that participate 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 international trade shows are exempted from the five year graduation requirement:

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

Interzoo
IPM Essen
ISM Cologne
Prowein
Seafood Expo Global
Seafood Expo Asia
SIAL Brazil

SIAL China
SIAL Paris
Vinexpo Asia
Vinexpo Bordeaux
VinItaly
Yummex
Zoomark International

To obtain a waiver, brand 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 for this exemption 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 host country.

/s/

Mark A. Slupek
Deputy Administrator
Office of Trade Programs