



November 29, 2023

RAPP 24-001

United States
Department of
Agriculture

**SUBJECT: Promotional Items in the Regional Agricultural Promotion Program
(RAPP)**

Trade and Foreign
Agricultural Affairs

TO: ALL RAPP Participants

Foreign
Agricultural
Service

This program notice is effective immediately.

1400 Independence
Ave, SW
Washington, DC
20250-1052

Policy

The final RAPP rule, at 7 CFR 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 RAPP Participants via a RAPP notice issued on FAS' 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 a RAPP notice published on FAS' website.

/s/

Mark A. Slupek
Deputy Administrator
Global Programs