

Terms and Conditions Regarding the Acknowledgment of USDA Funding, the Use of the USDA Logo, and Communications to the Public

Updated: January 10, 2025

This document contains an example of the terms and conditions regarding the acknowledgment of USDA funding, use of the USDA logo, and communications to the public that are part of McGovern-Dole agreements. USDA/FAS provides this information so that Applicants can propose activities in alignment with these terms and conditions.

I. GENERAL REQUIREMENTS

The Recipient will comply with the requirements in [7 CFR section 1599.9\(d\) – \(f\)](#) and with these terms and conditions in implementing a project under this agreement.

II. ACKNOWLEDGMENT OF USDA FUNDING

A. The Recipient will notify beneficiaries and officials in the target country that the U.S. Department of Agriculture (USDA) provided funds for the activities under this agreement. The Recipient will publish notifications in local newspapers to highlight its activities under this agreement and identify USDA and the McGovern-Dole Program as the funding source of these activities. The Recipient will recognize USDA and the McGovern-Dole Program as the source of funding in all printed materials produced with USDA resources under this agreement.

B. The Recipient will prominently display signs that inform beneficiaries that funding for the project was provided by USDA and the McGovern-Dole Program at all USDA-supported activity implementation sites and events unless a waiver in accordance with 7 CFR part 1599.9(g) or (h) is applicable. These sites and events include, but are not limited to, commodity distribution sites, schools, demonstration plots, farms, and construction or rehabilitation activities.

C. The Recipient will comply with , Acknowledgement of USDA Support on Publications and Audiovisuals.

III. USE OF THE USDA LOGO

A. The Recipient will use the USDA logo in all communications to the public, promotional materials, vehicles, and structures that are produced, purchased, or constructed using funds provided or sale proceeds realized under the McGovern-Dole Program. This will include, but not be limited to, publications, posters, websites, signs, presentations, t-shirts, aprons, hats, instructional materials, handwashing stations, latrines, hygiene rooms, water tanks, and demonstration plots.

B. The Recipient will use the USDA logo in accordance with the 2013 USDA Visual Standards Guide and the official USDA Style Guide website.

C. The Recipient will place the USDA logo and the text “United States Department of Agriculture – McGovern-Dole International Food for Education and Child Nutrition Program” or “United States Department of Agriculture – McGovern-Dole Food for Education Program,” as preferred, in the upper left corner of communications material or other marked item, unless otherwise approved by FAS. The Recipient may also add the American flag. The Recipient will not use project-specific logos.

D. The Recipient will not use the USDA logo on administrative materials such as stationery and business cards.

E. The Recipient may use the USDA logo in conjunction with a symbol of the target country, another donor, or a nongovernmental organization that is involved in the project, subject to the following conditions:

The USDA logo with the text “United States Department of Agriculture – McGovern-Dole International Food for Education and Child Nutrition Program” or “United States Department of Agriculture – McGovern-Dole Food for Education Program,” as preferred, will be placed prominently on the upper left corner of the item being marked.

The other symbol(s) will be placed to the right of the USDA logo, provided that, with advance approval by FAS, the symbol of the target country may be placed to the left of the USDA logo in a situation where such placement would be advantageous to the success of the project.

The placement of the USDA logo will be at least as favorable, in terms of size and prominence, as the placement of the other symbol(s).

F. The Recipient may choose not to place the USDA logo on, or otherwise mark, target country government-owned products if marking would undercut host-country “ownership” of policies, studies, reports, publications, or other communications better positioned as “by” or “from” a target country ministry or government official. In such cases, the Recipient will acknowledge USDA, as appropriate, within document text or verbally at meetings and events.

IV. COMMUNICATIONS TO THE PUBLIC

A. Project Naming Criteria

When naming the project to be implemented under this agreement, the Recipient will:

- Begin with “U.S. Department of Agriculture” followed by the program name (e.g., U.S. Department of Agriculture McGovern-Dole International Food for Education and Child Nutrition Program) and will not use “MGD.”
- Reference the country or region where the project is focused. If the project is global in nature, either omit the country or region, or include the word “global” instead.
- Be clear, concise, simple, and descriptive.
- Not use jargon or acronyms.
- Not reference the Recipient’s internal organizational structures (e.g., “Recipient’s School Meals Activity”).

B. Project Communication Plan

The Recipient will submit a Project Communication Plan as an appendix to the annual work plan. The Project Communication Plan will include the following information:

- The central project message.
- An “official” translation of the project name and central project message. The Recipient must obtain approval of the translation from FAS before procuring or printing promotional materials.
- A description of how the Recipient intends to use the USDA logo in conjunction with a symbol of the target country, another donor, or a nongovernmental organization that is involved in the project, if applicable.
- The names of any other donors or nongovernmental organizations involved in the project and their communications and marking plans as they relate to the project.
- Any research publications expected to result from project funding, as well as any anticipated authorship issues, and how they will be handled.
- A Marking Plan (sample in Annex 1), which will include:
 - Types of materials that the Recipient intends to produce and mark.
 - The type and number of social media accounts the Recipient seeks approval from FAS to create, if applicable.
 - The approximate number of project sites that the Recipient plans to mark.
- Anticipated events, listed by fiscal year, and any potential communication materials that will be released before, during, or after each event, e.g., press releases, success stories, etc.

C. Media Communications

1. General

- a. The Recipient will notify the appropriate USDA program analyst and USDA Post of

all media interactions in the same communication or as close to simultaneously as possible.

b. The Recipient will not claim the status of, and will not take any action that is likely to lead to it being perceived as, a USDA employee or member of the U.S. Government or Diplomatic Mission.

2. Press Conferences, Interviews, and Speaking Engagements

The Recipient will notify USDA in advance of any scheduled press conferences, interviews, or speaking engagements with the media regarding the project to be implemented under this agreement. In the event of an unexpected or unplanned media engagement, the Recipient will notify the appropriate USDA program analyst and USDA Post as soon as possible to enable them to inform the U.S. Embassy Public Affairs Section. The Recipient will ensure that its project staff or other appropriate personnel acknowledge U.S. Government support and USDA as the source of funding during any press or media engagement with the Recipient.

3. Press releases

The Recipient will include the following standard language in a footnote at the bottom of any press release related to the project implemented under this agreement:

“The USDA McGovern-Dole International Food for Education and Child Nutrition Program (McGovern-Dole) funds school meals and education and nutrition programs for women, infants, and children in countries with high food insecurity. By providing school meals, teacher training, and related education and nutrition support, McGovern-Dole projects help boost school enrollment, increase attendance, and improve reading outcomes and literacy results. The program provides for the donation of U.S. agricultural commodities, local and regional procurement of agricultural commodities, and financial and technical assistance to support school feeding and maternal and child nutrition projects. For more information, visit <https://www.fas.usda.gov/programs/mcgovern-dole-food-education-program>.”

4. Social Media

a. The Recipient may create a project-specific social media account only if it demonstrates to USDA that there is a clear connection between the use of social media and the achievement of the project’s objectives, and the Recipient obtains approval from USDA to create such project-specific social media account. In using an approved project-specific social media account, the Recipient will:

- Include only content that provides clear and accurate information that is focused on the project, consistent in quality and accessibility, family friendly, positive, and used to advance the project’s development objectives.
- Include only posts that are consistent with stated USDA public positions, messaging, and communications strategies.
- Include high-quality pictures in the content, whenever possible.
- Place the USDA logo only on the introductory and closing frames of a video and include the USDA URL in the closing frame of a video.
- Maintain the privacy of project staff and beneficiaries.
- Take appropriate precautions to safeguard accounts from unauthorized use, hacking, or defacement.
- Tag relevant USDA accounts (@USDAForeignAg on X (formerly Twitter)) or hashtags.
- Include a disclaimer that the information in the account does not necessarily reflect the views of the U.S. Government.
- Archive and deactivate all project-specific social media accounts at the end of the project.
- Not include any disparaging remarks, including such remarks about the U.S. Government, the target country government, or U.S. agricultural products.
- Not advocate for target country government policies that disadvantage U.S. agricultural exports.
- Not use social media to respond to reports in other media, such as newspapers, broadcast, and online reports.

The Recipient may use its organization’s social media platform to inform beneficiaries and the public about the project’s objectives and achievements. In social media posts related to the project, the Recipient must identify USDA as the funder and include the program name. The Recipient will tag the USDA handle (@USDAForeignAg) in messages delivered through X (formerly Twitter) related to the project, whenever possible. The Recipient must notify the appropriate USDA program analyst of all social media posts that it makes related to the project.

The Recipient will remove specific content related to the project from social media if USDA determines it to be inappropriate. If the Recipient fails to comply with a requirement of Section IV, Paragraph C.4, USDA may require that all of the Recipient’s individual social media posts related to the project be pre-cleared by the appropriate USDA program analyst.

5. Disclaimer Language

The Recipient will include the following language in any non-pedagogical or training materials that are distributed to the public under the project:

“This [study/report/publication/audiovisual/other information or media product (specify)] was made possible by the generous support of the American people through the United States Department of Agriculture’s McGovern-Dole International Food for Education and Child Nutrition Program. The contents are the responsibility of the Recipient and do not necessarily reflect the views of the United States Department of Agriculture or the United States Government.”

6. *Other Communications Requirements*

a. Approval Process for Materials

The Recipient will submit the following materials to, and obtain the approval of, the appropriate USDA program analyst before using or distributing the materials:

- Templates for banners, project-site signs, presentations, and other common formats
- Templates for Press releases
- Templates for Policy Papers

The Recipient must submit such materials in the English language as part of the work plan or annual update referenced in Part IV, Item II, Paragraph D, of this agreement.

b. The Recipient must update fact sheets on a regular basis, but not less frequently than once a year, and as requested by the appropriate USDA program analyst.

c. The Recipient must submit at least one success story as an attachment to each semiannual performance report or as requested by the appropriate USDA program analyst. Multiple stories are encouraged to show a fuller picture of the success of the project. The Recipient will submit a success story(ies) that:

- Is grounded in data.
- Reflects a broader look at the success of a specific activity or the project rather than a focus on specific individuals.
- Includes a high-quality photo with corresponding caption and photo credit.

USDA is also interested in receiving human interest stories that may be shared with FAS Post and U.S. Embassy colleagues.

d. When beneficiaries will receive donated commodities directly, the Recipient will provide information to the beneficiaries regarding the proper preparation and use of such commodities.

7. Promotional Items

- a. The Recipient will clearly outline any plans to produce promotional items related to the project in its Project Communication Plan. The Recipient will only produce such products when necessary to advance the goals of the project.
- b. The Recipient will not produce or distribute any promotional item that is marked with the USDA logo until after it has demonstrated a clear connection between the item and the project's objectives, and the production and distribution of the promotional item has been approved by the appropriate USDA program analyst.

8. Reporting on Public Outreach and Response

The Recipient will submit to the appropriate USDA program analyst, in the semiannual performance report submitted in accordance with Part IV, Item II, Paragraph H(1), of this agreement, information that quantifies the Recipient's outreach activities and response during the reporting period for the project implemented under this agreement. In each such report the Recipient will quantify the media used, the number of pieces of content per media, the exposure of each piece of content, and the total estimated exposure for the reporting period across all media platforms. The information in each report must include the following categories:

- Press Releases: Quantify number of releases, outlets picking up content, and circulation.
- Events: Quantify number of events and total attendees.
- Radio: Quantify segments and listenership.
- TV: Quantify segments and viewership.
- Web: Quantify pieces of content (e.g., articles, blogs, etc.) and webpage visits.
- Social Media: Quantify pieces of original content (not comments, likes, etc.), outlets (e.g., Facebook, X (formerly Twitter), YouTube, Instagram, etc.), and total views across media platforms.

V. WAIVER OF REQUIREMENTS

A. In accordance with [7 CFR section 1599.9\(g\)](#), the Recipient may request USDA to waive compliance with one or more of the labeling, marking, or notification requirements under this agreement. The Recipient will not have to comply with such requirement(s) while awaiting a determination by USDA regarding its waiver request if the Recipient determines that compliance with such requirement(s) poses an imminent threat of injury, loss of life, or destruction of property in the target country. In such case, the Recipient must submit to USDA an explanation of the safety or security risk, as soon as possible, in a letter on the Recipient's letterhead and signed by an authorized official within the Recipient's organization.

B. Except as provided in Section V, paragraph A, the Recipient must comply with all labeling, marking, and notification requirements under this agreement unless it has received a specific approval from USDA of a request to waive compliance with one or more of such requirements. Approval of a work plan or Project Communication Plan does not constitute an approval of a waiver.

C. Pursuant to [7 CFR section 1599.9\(g\)](#), the Recipient may submit a written request for a waiver at any time after the agreement has been signed. The Recipient is encouraged to submit any request to waive a marking requirement, any proposed alternatives, and detailed information to justify the waiver request before submitting the Project Communication Plan, to the extent possible. The Recipient may not incorporate in the Project Communication Plan a deviation from a marking requirement unless USDA has approved a waiver request to permit such deviation. The Recipient may request a waiver when a marking requirement would:

- Prevent an appearance of neutrality that would further the objective or purpose of the product.
- Reduce the credibility of the project’s data or findings.
- Impair the functionality of the product.
- Not be cost-beneficial or practical.
- Violate cultural or social norms or otherwise be considered inappropriate.
- Violate applicable international law.
- Deter achievement of project goals.
- Detract from host country “ownership.”
- Place project beneficiaries or the Recipient’s staff in physical jeopardy.

ANNEX 1: COMMUNICATIONS PLAN – SAMPLE MARKING PLAN

Product	Type & Placement of Marking	Remarks
200 Project Signs (located at each of the 200 project schools)	3ft x 2ft signboard placed at entrance of school. Signboard will include USDA logo, program name, target country’s logo, project title, and name of school, and acknowledge USDA as the donor.	Ministry of Education requires that its logo be placed in the upper left corner.
Training Manuals	USDA logo, program name, Recipient’s logo, and project title will be displayed on the cover of the manual.	
Project page on Recipient website	USDA logo, program name, Recipient’s logo, and project title will be displayed.	Webpage information will be maintained in the French language.