



United States
Department of
Agriculture

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1400
Independence
Ave, SW
Stop 1042
Washington, DC
20250-1042



MAP 13-001

SUBJECT: Brand Operational Procedures for Program Year 2013

TO: All Market Access Program (MAP) Participants

Background

The revised Market Access Program regulations were published on May 17, 2012, and are effective beginning with program year 2013. Regulations regarding brand operational procedures are found at 7 CFR 1485.15.

7 CFR Section 1485.15 applies to any Participant that runs a brand program. Participants with brand programs are now required to submit brand program operational procedures for review and concurrence by FAS.

Brand Operational Procedures should be developed to be useful to the MAP Participant. Proposals should be concise and straight-forward. It is important that the procedures can be reasonably executed by the MAP Participant. During their reviews, the Compliance Review Staff will determine if the brand operational procedures have been implemented as approved.

Brand Operational Procedures - MAP Participants that Administer Brand Programs

- 1) At a minimum, the brand operational procedures must include:
 - 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) Financial Management Requirements;
 - j) Contracting Procedures;
 - k) Evaluation Requirements.

- 2) For Participants whose program year began January 1, 2013, the brand operational procedures should be submitted to FAS by May 15, 2013. For those Participants whose program year begins July 1, 2013, the brand operational procedures should be submitted to FAS by June 14, 2013. Exceptions to these deadlines will be considered on a case by case basis.

- 3) The brand operational procedures should be emailed to podadmin@fas.usda.gov. FAS will endeavor to assess the Participants' procedures and notify Participants of approval or disapproval within 30 days.



Christian J. Foster
Deputy Administrator
Office of Trade Programs

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