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8601 ADELPHI ROAD
COLLEGE PARK, MD 20740-6001
www.archives.gov

Date: August 28, 2018
Appraiser: Valerie S. Terray
Agency: USDA Foreign Agriculture Service
Subject: DAA-0166-2018-0049

INTRODUCTION

Schedule Overview

Market Access Program and Foreign Market Development Program

Administrative History

The Foreign Agricultural Service (FAS) links U.S. agriculture to the world to enhance export opportunities and global food security.

FAS has a global network of 93 offices covering 171 countries. These offices are staffed by agricultural attachés and locally hired agricultural experts who monitor U.S. agriculture around the world. FAS staff identify problems, provide practical solutions, and work to advance opportunities for U.S. agriculture and support U.S. foreign policy around the globe. FAS has four main services and programs that supports the mission of the agency which include: trade policy, market development and export assistance, foreign agricultural market data and analysis, and food security to assist developing countries.

Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities. MAP reaches virtually every corner of the globe, helping to build markets for a wide variety U.S. farm and food products. FAS provides cost-share assistance to eligible U.S. organizations for activities such as consumer advertising, public relations, point-of-sale demonstrations, participation in trade fairs and exhibits, market research and technical assistance. Applicants apply for MAP through the Unified Export Strategy (UES) process, which allows eligible organizations to request funding from multiple USDA market development programs through a single, strategically coordinated proposal. FAS reviews the proposals and awards funds to applicants that demonstrate the potential for effective performance based on a clear, long-term strategic plan.

The Foreign Market Development (FMD) Program, also known as the Cooperator Program, helps create, expand and maintain long-term export markets for U.S. agricultural products. Under the program, FAS partners with U.S. agricultural producers and processors, who are represented

by non-profit commodity or trade associations called “cooperators,” to promote U.S. commodities overseas. The FMD program focuses on generic promotion of U.S. commodities, rather than consumer-oriented promotion of branded products. Preference is given to organizations that represent an entire industry or are nationwide in membership and scope. FMD-funded projects generally address long-term opportunities to reduce foreign import constraints or expand export growth opportunities. Each year, FAS announces the FMD application period and criteria in the Federal Register. Organizations apply for the FMD program through the Unified Export Strategy (UES) process, which allows applicants to request funding from multiple USDA market development programs through a single, strategically coordinated proposal. FAS reviews the proposals and awards funds to applicants that demonstrate the potential for effective performance based on a clear, long-term strategic plan.

Overall Recommendation

I recommend approval of the attached schedule.

APPRAISAL

Item 0001: Market Access Program (MAP)

Records in support of the Market Access program to include: program agreements, program amendments, approval letters, compliance correspondence, reimbursement claims, evaluations, performance reports, and financial reports.

Proposed Disposition: Temporary.

Appropriateness of Proposed Disposition: Appropriate.

Appraisal Justification:

- *Has little or no research value. These records are administrative in nature and do not document agency policies or procedures.

- * Does not document significant actions of Federal officials.

Adequacy of Proposed Retention Period(s): Adequate from the standpoint of legal rights and accountability.

Media Neutrality: Approved.

Item 0002: Foreign Market Development (FMD)

Records in support of the Foreign Market Development program to include: program agreements, program amendments, approval letters, compliance correspondence, reimbursement claims, evaluations, performance reports, and financial reports.

Proposed Disposition: Temporary.

Appropriateness of Proposed Disposition: Appropriate.

Appraisal Justification:

- *Has little or no research value. These records are administrative in nature and do not document agency policies or procedures.

- * Does not document significant actions of Federal officials.

Adequacy of Proposed Retention Period(s): Adequate from the standpoint of legal rights and accountability.

Media Neutrality: Approved.

A handwritten signature in black ink, appearing to read "Valerie S. Terray". The signature is written in a cursive style with a large, looping initial "V".

VALERIE S. TERRAY

Senior Records Analyst, Appraisal Team 3
National Records Management Program, ACRA