2026

Branded Products Program



Updated January 2026

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Program Introduction

The United States Meat Export Federation (USMEF), under its Market Access Program (MAP), the Regional Agricultural Promotion Program (RAPP) agreement, and the America First Trade Promotion Program (AFTPP) agreement with the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture, currently manages a Branded Products Program (BPP) for U.S. red meat and red meat products. As such, the BPP is subject to MAP, RAPP and AFTPP regulations, is audited annually by FAS, and is not guaranteed each year.

The BPP is a financial assistance program intended to support small U.S. companies or agricultural cooperatives that market branded U.S. red meat products internationally. BPP offers support through a 50% reimbursement program for approved activities intended to market red meat products internationally, which may include participation in international trade shows, retail, or foodservice promotions, etc. Companies are responsible for applying for the program each year. Applications are designed to describe a single activity that is eligible for reimbursement. Companies participating in several BPP-eligible activities may apply for funding multiple times in one year.

Due to special program funding supported by the Regional Agricultural Promotion Program (RAPP) and the America First Trade Promotion Program (AFTPP), certain program activities are subject to RAPP/AFTPP regulations. However, the application and reimbursement processes for either program will remain the same. USMEF will determine whether an eligible activity should utilize MAP,RAPP or AFTPP funds.

Eligible Activities

Activities eligible to be reimbursed at 50% under the BPP include:

- Attendance at international consumer exhibits, or tradeshows.
- Attendance at select domestic tradeshows that the applicant has not participated in within the last 3 years with funds other than BPP funds (Please see Appendix G for a list of approved domestic trade shows).
- Participation in an international retail or foodservice promotion.
- Hosting of an educational seminar either inside or outside of the US (intended for international buyers, non-travel reimbursements only).
- Participation in FAS-sponsored international trade missions.
- Online promotions and website development clearly intended for a foreign audience.
- This list is not exhaustive. For specific inquiries, please contact USMEF. Participants may use the BPP for more than one activity per year.

Activities are specific to one market, or target country. USMEF cannot reimburse programs in or targeting the following countries (from notice dated November 8, 2019):

- Crimea region of Ukraine
- Cuba*
- Iran

- North Korea
- Syria

*Certain activities in Cuba may be eligible for funding under MAP, RAPP and AFTPP.

Program Process & Timeline.

Program Year: January 1, 2026 - December 31, 2026

- All program expenses and invoices must fall within the program year. Exceptions are made for travel-related expenses and tradeshow expenses that need to be made well in advance.

Submit an Application

- Applications generally open in mid-January 2026. The program availability announcement can be found on the USMEF website and via the USMEF Export Newsline.
- USMEF will notify previous year applicants of application opening via email.
- Fill out program application in its entirety to avoid processing delays. Email the application (scanned or electronically filled out) to evavra@usmef.org.
- Each individual activity is its own application. For example, if you are conducting a series of retail promotions with different retailers, you will need to submit an application for each promotion.
- Program funding is on a first-come, first-serve basis.

Return Signed Documents

- Upon activity approval, USMEF will provide a cover letter stating the individual activity and approved amount, and a USMEF-signed contract.
- Return a countersigned copy of the contract to evavra@usmef.org.
- All approved activities are subject to a 5% administrative fee based on the approved budget stated in the contract. Either with your contract or shortly after receiving your contract, USMEF will provide an invoice that must be paid prior to reimbursement. These expenses cannot be claimed in your reimbursement packet.

Plan Your Activity

- You are responsible for planning and implementation of your branded program activity.
- Review program guidelines to ensure compliance with program regulations prior to activity completion.
- Changes to your activity budget can be made up until the activity start date. You may submit a request to amend budgets, cancel the activity, update product lists, etc. Please email evavra@usmef.org for an amendment request.
- Collect invoices and proofs of payment along the way and save in one central location for smooth reimbursement preparation.

Submit Reimbursement Documents

- Ensure the program invoice is paid prior to reimbursement submission. Reimbursements will be delayed until any outstanding USMEF invoices are paid.
- Submit your reimbursement material complete with invoices, proofs of payment, photos, trip reports and travel itineraries or promotion reports (if applicable).
- USMEF will review and approve reimbursement packets when all materials are collected. Reimbursement may take 30-90 days.
- Following the program year, USMEF will request a year-end evaluation which must be submitted to be eligible for future branded program usage.
- All reimbursement materials must be received by **March 1, 2027.**

Section I: Program Eligibility & Allocation Factors

To qualify for USMEF's Branded Products Program, the applying company must meet the below list of requirements.

- ☐ Registered U.S. business with a physical location within the United States.
- ☐ Intend to export U.S. red meat product to an international destination.
- ☐ Product must comprise of at least 50% red meat of U.S. origin.
- ☐ Own the brand or demonstrate rights to use BPP to market the brand in the target export destination via a Certificate of Exclusivity (Please see Appendix E).
- ☐ Must be a small company, defined by the table below (U.S. Small Business Administration definition) OR be an agricultural cooperative not subject to the small business size standards. **Special program funding from RAPP/AFTPP does allow participants that are 300% larger than the small business size definitions per industry. Please refer to the below table to determine small business size eligibility.

Industry Role	Normal Branded Year	RAPP/AFTPP-Funded Branded Year
Animal (except poultry) Slaughtering	Maximum 1,000 employees	Maximum 3,000 employees
Meat Processor	Maximum 1,000 employees	Maximum 3,000 employees
Other	Maximum 500 employees	Maximum 1,500 employees

Access to BPP is on a first-come, first-serve basis. USMEF does evaluate applications prior to submission to FAS. This evaluation can affect the amount of funds an applicant receives. Applications are reviewed based on activity description, applicant history of accurate budgeting, applicant compliance with required reporting, and applicant reimbursement submission time if the applicant used BPP in the previous year. Defaulting on a previous contract or failure to notify USMEF of a cancelled activity could result in exclusion from the program in future years.

Section II: Rules, Regulations & Reimbursement

USMEF BPP is subject to FAS regulations, which may change unexpectedly. In addition, USMEF retains the right to manage the branded program to better serve the U.S. red meat industry. As activities can be unique, the below list of rules is not exhaustive. If you have questions, please contact USMEF directly.

Fees

USMEF charges a 5% administrative fee based on the final contract for each activity and must be paid prior to reimbursement. If an applicant defaults on the contract, this fee is not refunded.

Required Reporting

Throughout the year, USMEF will request export sales data related to funded activities to report to USDA/FAS via two separate reports.

Immediately following an activity, a trip report, promotion report, or seminar report should accompany the reimbursement packet. Please see Appendix C for examples of what information should be included in a report.

Following the program year, USMEF will distribute evaluation forms to further gauge the success of the activities funded. This information is shared with USDA/FAS to demonstrate the efficacy of the BPP program. Evaluation is critical to future funding of the BPP program. Failure to provide evaluation information will result in exclusion from the program in future years.

U.S. Origin Identification

U.S. origin identifiers must be clearly displayed during **all** BPP activities. This includes on all printed material reimbursed by BPP (booth panels, brochures, signage), on product where shipment will be reimbursed (on actual product or on product display case), and on websites or ads.

Appropriate U.S. Origin Statements

- "Product of the USA" or "Product of America"
- "Made in the USA", or"Made in America"
- "Product of Colorado" , or "Made in Colorado" (note: do not use state abbreviations)

Inappropriate U.S. Origin Statements

- Company address lines that include state names, and/or USA
- Product that includes "U.S., America," or other state names in the brand name (i.e. "Texas-Style Chili")
- State abbreviations (i.e. "Product of OH")
- USDA inspection seal







Travel

Travel may only be reimbursed for attendance at an **international** trade show or consumer exhibit. Travel may not be reimbursed for domestic trade shows, international seminars, or retail or foodservice promotions. Travel is subject to the below criteria:

- Must comply with the Fly America Act. **US carriers only, economy class. This must be visible on the ticket. (Exceptions on carrier choice are allowed when flying to Europe or Japan. Please contact USMEF with questions).**
- Flights costs are limited to the **full fare economy rate**. If you choose to book a Business Class flight, please provide the rate of an economy class seat on the same flight on the same day that you purchase your actual tickets. Contact Emily Vavra for questions about this required documentation.
- Side trips cannot be reimbursed by BPP. If you plan on staying longer or traveling elsewhere immediately following an activity, please book the legs of your trip separately.
    - Participants must get the original business-only airfare amount documented by a travel agent or other means. The participant will only be reimbursed for business expenses on the days correlating with the business travel, and days actively traveling from and to home.
- Travel may include up to 2 company representatives.
- Maximum lodging per diems are subject to the U.S. Department of State foreign per diem rates. Reimbursement will be based on actual spend. **Hotel folios are required for reimbursement. Many third-party booking sites, like hotels.com, do not offer hotel folios.** You will need to request this document from your hotel directly, which confirms check-in and check-out dates.
- Meal per diems are subject to the U.S. Department of State foreign per diem rates for the actual days of the activity. No receipts are required for meal reimbursement.
- Lodging and meals can only be reimbursed for the actual days of the event (check in the day before, check out the day after). Extensions will not be used in the reimbursement calculation.

Other Common Eligible Expenses

- Giveaway items (i.e., pens, t-shirts, hats, etc.) awards, or prizes. Subject to $2/item maximum and must include U.S. origin statement. Cannot be directly tied to sales.
- Booth fees, chiller rentals, cooking supplies, and sample shipment.
- POS printed material development and production.

- Contracted labor (i.e., labor for tasting demonstrations, translators, etc.) subject to GS 2025 pay scale program. Please see page Appendix F for this notice. Must provide hours worked per day, pay per day, and method of payment.
- Room rentals & seminar equipment.
- Video production for commercials, brand videos, etc. intended for the international marketplace.
- Social media pages (or PR campaigns) and websites intended for international audience.

Ineligible Expenses

Below is a list of common expenses that are submitted to USMEF that cannot be reimbursed by the BPP program. This list is not exhaustive.

- Product samples
- Product development costs
- Production costs for packaging & labeling
- Coupons or "price-off" deals
- Company uniforms
- Permanent displays
- Business cards
- Side trips
- Customer meals and entertainment expenses
- Unused non-refundable airline tickets or associated penalty fees
- Membership fees in clubs and social organizations
- Subscriptions to publications
- Any expenditure on an activity that includes any derogatory reference or comparison to other US agricultural commodities

Section III: Reimbursement Procedures

After an activity has been completed, the BPP participant will collect all applicable receipts, invoices, and proofs of payment for the approved activity to be submitted to USMEF.

Acceptable documentation to verify proof of payment include:

- ✓ Checks (if a check is covering multiple expenses, a remittance statement that outlines individual invoices must also be included)
- ✓ Credit Card Statements (all personal information may be blacked out)
- ✓ Wire Transfers
- ✓ Receipts are only acceptable for small cash purchases.

Reimbursement Packet Checklist

- ☐ 5% administrative fee paid
- ☐ Budget summary (Attachment B of contract in Appendix B)
- ☐ All applicable receipts, invoices, hotel folios, etc. (if in a language other than English, **must be translated.** No receipts needed for meals)
- ☐ Proof of payment for each claimed expense
- ☐ Trip Report, Seminar Report, or Promotion Report as applicable (See Appendix C)
- ☐ Photos with clear U.S. origin identifiers

- ☐ Submit to evavra@usmef.org

Appendix A. Branded Program Application

U.S. MEAT EXPORT FEDERATION BRANDED PROGRAM APPLICATION

Who is Eligible
Only U.S. entities are eligible for this program. In addition, the program is limited to small businesses. These standards are defined by the U.S. Small Business Administration (SBA) and includes the maximum number of employees a company (together with its parent companies and subsidiaries) has on average in a given year. Participants must fit within one of the categories listed in the table below. With the onset of supplemental funding from 2024-2030, the small business size standards for the "Normal Branded Year" may be exceeded by 300% and are defined in the "RAPP/AFTPP Funded Branded Year" column.

Industry Role	Normal Branded Year	RAPP/AFTPP-Funded Branded Year
Animal (except poultry) Slaughtering	Maximum 1,000 employees	Maximum 3,000 employees
Meat Processor	Maximum 1,000 employees	Maximum 3,000 employees
Other	Maximum 500 employees	Maximum 1,500 employees

In addition, participants must own the brand name under which the product is marketed. If the participant does not own the brand name, it must provide documentation that it is the legal representative of the brand owner (USMEF Certificate of Exclusivity), and that brand owner must also meet the BPP program eligibility requirements as a U.S.-owned entity (but **not** the small business size standards) or must be an agricultural association or cooperative.

Products promoted must contain at least 50 percent U.S. red meat to qualify.

Program Year
Activities must be completed within the given program year. The program year begins January 1, 2026 and ends December 31, 2026.

The following are examples of activities that may be eligible for matching funding to offset certain costs in support of export development activities:

- Exhibiting at trade shows and fairs, including select U.S. domestic trade shows with large international attendance. **Please Note:** participants that previously attended an approved domestic trade show using **non-Branded Products Promotion (BPP) funding will not be eligible to receive funding to attend the same show for three years**. Please refer to the program manual for specifics on trade show eligibility.
- Retail and foodservice promotions, including demonstrations, point-of-sale materials, signs, displays, and costumes (does not include travel eligibility).
- Seminars, including materials, translation of company literature, interpreters, set-up costs/room rental, and presentation production (does not include travel eligibility).
- Website development intended for an international audience including expenses such as domain, maintenance, translation, web banner design, etc.
- Social media ads and PR campaigns intended for an international audience including KOL fees, social media management and design fees, etc.
- Website banner ad placement intended for international audience.

****Restrictions for this program are subject to FAS MAP, RAPP and AFTPP rules and regulations without exceptions.**

Activity Reimbursement and Fees
USMEF will reimburse 50 percent of the costs of the participant's approved reimbursable activities (and eligible expenses), with the participant paying for the remaining share of the costs. Participants may use funding from other organizations for the same activity as long as the monies pay for different costs. This additional funding *must* be described in the BPP application, including the organization name and activities funded. No funds, services, or personnel provided by any U.S. or state government agency or a commodity check-off can be counted as part of the participant's 50 percent contribution, nor can costs reported by the participant be covered by any other state or federally sponsored program.

To offset administrative costs, USMEF charges a 5 percent fee based on the total amount of funding awarded. If the participant defaults on the contract, the administrative fee is not refunded. Administrative costs must be paid prior to receiving reimbursement and cannot be deducted from reimbursement funds.

Activity Evaluation
During the program year, USMEF will request export sales data related to funded activities to report to USDA/FAS. Collection and reporting of program results is critical to the future availability of the Branded Program. Following the program year, USMEF will distribute a more comprehensive evaluation form to further gauge the success of the activities funded. **Failure to provide evaluation information will result in exclusion from the program in future years.**

Brand and Country-of-Origin Identification Requirements
All printed materials, signs, tradeshow booths, etc., funded by the branded program must prominently display the brand being promoted and the words "Product of the U.S.A.," "Made in America," or a similar statement. To demonstrate compliance, participants will be required to submit proof (photos, hardcopies, etc.). Participants may send samples to USMEF prior to printing/production to confirm compliance. Company address lines, state names in the brand name, state abbreviations, and **USDA inspection seals** are **NOT** sufficient country of origin identifiers.

Ineligible Expenses
Expenditures not eligible for reimbursement include, but are not limited to:
- ✓ Salaries, living expenses and office costs.
- ✓ Selling costs, including slotting fees.
- ✓ Coupons, "price-off" deals.
- ✓ Capital expenditures such as permanent displays, business cards, or company attire.
- ✓ Market research.
- ✓ Cost of product samples.
- ✓ Product development costs.
- ✓ Production costs for packaging or labeling unless such packaging or labeling is necessary to meet the importing requirements of a foreign country.

Travel Expenses
- ✓ **USMEF can only reimburse economy class airfare on a U.S. carrier for the participant to travel to an international trade show.** Travelers must conform to the U.S. Federal Travel Regulations and the "Fly America Act," meaning USMEF can only reimburse its share of economy fares on U.S. carriers. Exceptions are made for flights to Europe (European airlines are permitted) and Japan (Japanese airlines permitted).
- ✓ USMEF will only reimburse travel for up to two company representatives.

Please see the program manual for more information on travel regulations.

Acceptable Proof of Payment Documents
For each invoice you wish to be reimbursed, the following is a list of all the acceptable forms of documentation to verify proof of payment.

- ✓ Copy of checks: (*If a check is covering multiple expenses, a remittance statement that outlines individual invoices must also be included.)*
- ✓ Credit card statements (all personal information can be blacked out)
- ✓ Wire transfers
- ✓ Receipts are only acceptable for small cash purchases made directly at retail outlets or paid to contracted labor (such as interpreters or sample distributors at trade shows). In all other cases, copy of checks, credit card statements or wire transfers are required proof of payment documentation to meet reimbursement eligibility rules.

Before continuing to the application, please sign that you have read and understand application criteria:

_____

U.S. MEAT EXPORT FEDERATION BRANDED PROGRAM APPLICATION

Company Name:

Contact Name & Title:

Address (city, state, zip):

Congressional District:

DUNS Number (if applicable):

Telephone Number:

E-Mail Address:

Small Business Criteria:

How many employees does your company have? If you are an agricultural cooperative, please note here. _____

Do you own the brand(s) being promoted? _____

Target Export Market: (*List only **one** specific country, and not a region).* _____

Dates Activity Will Take Place: _____

Activity Name: (*List specific trade show name, promotional, or educational activity.*) _____

Target Market Segment: (*Circle/highlight all that apply.*)

Trade Hotel/Restaurant Retail Consumer

Activity Plan

1. Verification of U.S. Origin of Product(s) to be Promoted:

Product Description*	Brand/Label Names	% of Product that is of U.S. Origin **

*Please identify specific cuts or further processed items (i.e., ribs, sausage, hot dog, etc.)

** U.S. origin must be determined based on the weight of the agricultural components, excluding added water.

2. **Activity Description & Strategic Market Plan:** (*Use additional space as necessary*.)
Please provide a comprehensive description for how you will introduce/promote your product(s) during the activity. Outline your knowledge of the market you are targeting and how your strategy will help you reach your export goals. If applicable, describe previous activities in the market and their results.

3. **Past Funding:** (*Please describe, if applicable.*)
Have you conducted this activity in the past using other funding, including private company funds?

If yes, please describe when, and describing funding sources used.

4. **Other Outside Funding Received for this Activity:** (*Please describe, if applicable.*)

5. **Benchmarks and Activity Goals:**

Total Direct Sales both Domestically & Internationally (volume and value)*

Year	Total Sales Value (US$) (Domestic & International)	Total Export Volume (International Only)	Total Export Sales Value (US$) (International Only)
2024			
2025			
2026**			

*Do not include domestic or export sales through other U.S. third parties.
**For 2026, numbers for volume and value represent estimates/goals.

Direct Sales to Target Export Country (volume and value)*

Year	Target Export Country Volume	Target Export Country Sales Value (US$)
2024		
2025		
2026**		

*Do not include export sales through other U.S. third parties.
**For 2026, numbers for volume and value represent estimates/goals.

6. Estimated Activity Budget:

Item(s)	Cost (USD$)
Please edit/add line items to reflect your branded activity (i.e. trade show; retail/foodservice promotion; seminar)	
Booth Cost	
Shipping costs	
Promotional/educational materials	
Airfare (only for international shows)	
*Per-diem (only for international shows, **USMEF will fill this in using most recent Department of State per diem rates for the activity destination for both maximum lodging and meal budgets**)*	*Please note the number of people from your organization attending the show here:*
Sub-Total	
	x 50%
Maximum Contract Amount	

*USMEF can reimburse daily per diem rates for the participant consistent with those established by the U.S. State Department for specific cities. Branded Program funds will cost share the full per diem amount for meals and incidentals during the dates of the trade show and will only cost share 75% of the per diem for meals and incidentals for the day prior and day post the trade show. Branded Program funds will cost share up to the full per diem lodging amount for the days of the trade show and the day prior to the trade show. Daily foreign per diem rates can be found at: https://aoprals.state.gov/web920/per_diem.asp.

Where to Send Applications:

Email your completed application and submittal fee to evavra@usmef.org (applications can also be sent to the following address). Please contact USMEF for additional information regarding the Branded program.

Emily Vavra
U.S. Meat Export Federation
1660 Lincoln Street, Suite 2800
Denver, CO 80264

Phone: (303) 623-6328
Fax: (303) 623-0297
Email: evavra@usmef.org

Appendix B. Branded Program Contract

BRANDED PRODUCTS PROMOTION PROGRAM COMPANY CERTIFICATION

Company Name:_____

Contact Person: _____

Title:_____

Dunn Number (Dunn & Bradstreet ID #, if available): _____

Classification: _____Small Company _____Agricultural Cooperative

I certify that the following is true and correct:

- This company is a U.S. entity.
- This company meets the Small Business Administration (SBA) size standards published at 13 CFR part 121, or the temporary RAPP/AFTPP regulations for expanded business size. (This statement does not apply to agricultural cooperatives.)
- This company owns the brand(s) of the agricultural commodity(s) being promoted or has the rights to use such brand(s).
- Any brand funding received will supplement, not supplant, any company or third-party funds or any other contributions that would be used for company marketing and promotional activities.
- This company shall contribute at least 50 percent of the total cost of the brand promotion.
- All promoted products are at least 50 percent U.S. agricultural origin by weight, excluding added water and packaging, and meets the requirements for a food or agricultural commodity as set forth in the MAP regulations (7 CFR Part 1485.11) and RAPP/AFTPP regulations (7 CFR Part 1489.11).
- All product labels, promotional materials and advertising will identify the origin of the agricultural commodity as “Product of the U.S.A.,” “Made in America,” or other U.S. regional designation if approved in advance. Other terms may be acceptable as set forth in the MAP regulations (7 CFR Part 1485.15) and RAPP/AFTPP regulations (7 CFR Part 1489.15).

Any attempt by the Company to provide false information, or failure to disclose relevant information for the purpose of illegally obtaining branded funding, constitutes a fraudulent act. If fraud is suspected, USMEF is obligated to report such acts to the appropriate authorities at USDA. Please contact the USMEF Compliance Director, Reggie Staples at rstaples@usmef.org or 303-623-6328, if there are questions regarding this policy or to report potential fraud. Alternatively, there is the option to anonymously ask questions or report potential fraud at http://report.syntrio.com/usmef.

SIGNATURE: _____

NAME: _____(please print or type)
DATE: _____

BRANDED PROGRAM AGREEMENT

This Agreement is entered as of (insert date) by and between the U.S. Meat Export Federation ("USMEF") and (insert Company name) (hereinafter "Company").

WHEREAS, USMEF is an organization with interests in developing and expanding international market opportunities for U.S. red meats and value-added processed red meat products;

WHEREAS, USMEF recognizes the long-term export potential of branded red meat products;

WHEREAS, the Company is interested in conducting U.S. branded products promotional activities in the countries specified;

NOW THEREFORE, it is mutually agreed as follows:

ARTICLE 1 – SCOPE AND TERM

USMEF agrees to make (insert amount) branded products promotional funds available in the form of expense reimbursement to the Company following the completion of approved activities, subject to the submittal of required documentation and the adherence to the terms of this Agreement by the Company. USMEF shall have no obligation to renew or extend this Agreement beyond its original term or any extension renewal term.

The expenditure of funds must conform to the Company's approved branded products promotion activities, as provided in **Attachment A**, and to the branded program guidelines as set forth in the program manual and application. Expenses to be claimed for reimbursement must be incurred by midnight, **December 31, 2026**. It is encouraged that documentation for reimbursable expenses are submitted to USMEF within 60 days of completion of the activity.

In order to offset administrative costs of the program, USMEF will charge a 5 percent administrative fee for all activities conducted. This fee is based upon the total amount of award received through USMEF, i.e., 5 percent of the amount listed in Article 1. This fee is non-refundable and is not prorated if the Company fails to spend the full level of its award or defaults on the contract. The fee will be returned if the Company is denied funding through the branded products promotion program.

ARTICLE 2 – RECORDS AND INSPECTIONS

The Company agrees to keep original documentation to fully disclose the amounts and nature of the expenditures authorized by this Agreement. These records shall separately identify expenditures for each of the activities described in Attachment A with sufficient clarity and detail to enable USMEF to determine whether such expenditures were reasonable and in compliance with the program guidelines and level of funding provided to

the Company. Documentation must show that expenditures for reimbursement

1. Are clearly related to an activity described in Attachment A;
2. Are supported by documentation showing the following:
    a) date, location and purpose of the activity,
    b) who conducted the activity,
    c) the method of computing the reported expenditure; and
3. Are verifiable by audit if necessary.

Acceptable forms of proof of payment documentation include copies of canceled checks (both sides), wire transfers, or bank statements that show the check or transfer of funds. As further proof of performance of the activity, the Company will also provide photos of the activity, except for the production of printed materials in which case the Company will provide copies of the materials.

Any expenses funded by this agreement and paid by the Company to one vendor in excess of $35,000 must be competitively bid in compliance with U.S. government contracting regulations. The Company shall make available for inspection bids, proposals, cost analyses or other evidence that such expenditures were competitively priced.

The Company shall maintain commercially responsible records regarding all of the activities and expenses under this Agreement. In order for USMEF to comply with its program obligations, the United States Department of Agriculture shall have access to pertinent books, documents, papers and records pertaining to this Agreement for purposes of making audits and examinations during normal working hours, with or without notice, during the term of this Agreement, and for a period of five (5) years after the date of the last payment made to the Company by USMEF under this Agreement. If it is determined that any portion of the Company's expenditures were not authorized, the Company must immediately refund the dollar amount disallowed to USMEF.

During the program year, USMEF will request export sales data related to funded activities. Additionally, following the program year, USMEF will distribute a more comprehensive evaluation form to further gauge the success of the program. The Company agrees to complete the questionnaire, including export sales data to target markets and the results of specific activities. Failure of the Company to cooperate in this evaluation will result in exclusion from the program in future years.

ARTICLE 3 – REIMBURSEMENT

Payment by USMEF of its portion of funds shall be made pursuant to reimbursement requests showing proof of payment for expenditures. After an activity described in Attachment A has been completed, the Company will submit to USMEF copies of source documentation of expenditures (i.e., invoices, receipts, proof of payment, other supporting documentation, etc.) for the cost of all activities approved under this Agreement to the limit of the Company’s contracted amount. Each invoice will have an explanation of the costs in English and these costs will be calculated in U.S. dollars, with the rate of exchange and the date of the transaction noted on the summary page. Invoices will be accompanied by a

cover page which summarizes all costs included in the reimbursement request. An example of an invoice summary sheet is shown in **Attachment B**.

Reimbursement requests should be submitted to USMEF within 60 days following the completion of the approved activity, and no more than 60 days following the end of the program year. No reimbursement requests will be accepted beyond **March 1, 2027**. USMEF will review the documentation and reimburse the Company for expenditures made in accordance with this Agreement up to the level of funding stipulated in Article 1. For purposes of reimbursement by USMEF, reimbursable expenditures will be aggregated to an amount of no less than $1,000, except in cases where the final reimbursement may be less than $1,000.

ARTICLE 4 – LIMITATION OF LIABILITY

USMEF's responsibility to the Company shall be limited to the issuance of the allotted funds set forth in this Agreement. The Company shall be responsible for the proper use of funds to conduct activities pursuant to this Agreement and for the submittal of required documentation to USMEF. The Company may, at its discretion, allow an overseas representative (i.e., importer, distributor, etc.) to conduct the approved activity on its behalf. Nonetheless, USMEF's agreement will remain with the Company, and the Company will be held liable for all payments to its representatives. In no case will USMEF or the United States Department of Agriculture be held liable for direct payment of expenses to third parties. If a third party is responsible for payment of any expenses, a contract should be prepared between the Company and the third party. This contract should be submitted to USMEF with the Company's reimbursement request. In no event shall USMEF be liable in tort or contract for incidental or consequential damages.

ARTICLE 5 – GENERAL PROVISIONS

Activities conducted under this Agreement shall be completed in accordance with the terms unless this Agreement is terminated by either party upon 30 days prior written notice to the other party as follows:

If to the Company:

If to USMEF:
Emily Vavra
U.S. Meat Export Federation
1660 Lincoln St., Suite 2800
Denver, CO 80264

In the event of such termination, the Company will immediately stop all expenditures and provide an accounting of prior expenditures as required by this Agreement. It is understood and acknowledged that any expenses or activities not specifically identified and approved by this Agreement shall require the written authorization of USMEF prior to incurring such expenses or conducting such activities.

The Company shall notify USMEF of any funds that will NOT be expended. Notification of

a canceled activity should be received by USMEF no later than 30 days prior to the start of the scheduled activity, while notification of underspent funds should be received by USMEF not later than 30 days following the completion of the activity. Failure to notify USMEF of unused funding may result in the Company being ineligible for future funding.

The provisions of this Agreement shall be governed by and interpreted in accordance with the laws of the State of Colorado, excluding any laws that may refer the choice of the governing law for purposes of this Agreement to another jurisdiction. Venue for resolution of any disputes between the parties concerning this Agreement, its provisions, or its performance shall be in either the federal or state courts located in Denver, Colorado.

ARTICLE 6 – CIVIL RIGHTS POLICIES

The Company agrees that during the performance of this Agreement, it shall not discriminate against any employee or applicant for employment because of race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.

ARTICLE 7 – SUSPENSION AND DEBARMENT

By signing this Agreement, the Company certifies that it has not been suspended or debarred by the United States Federal Government.

ARTICLE 8 – AGREEMENT PROVISIONS

The Company agrees to comply with all provisions of this Agreement.

IN WITNESS WHEREOF, THE PARTIES HERETO HAVE EXECUTED THIS AGREEMENT ON THE DATES SHOWN BELOW:

U.S. Meat Export Federation	(insert company name)
By:_____	By:_____
Name: Dan Halstrom	Name:_____
Title: President & CEO	Title:_____
Date:_____	Date:_____

ATTACHMENT A
Approved Branded Program Activities

Start Date of Contract:

Company name:

Contact name:

Address:

Telephone:

E-Mail:

Congressional District:

Brand(s) to be Promoted:

Commodity:

Target Country:

Activity Date(s):

Activity Description:

Approved Activity Items	Cost (US$)

ATTACHMENT B

Please attach a copy of this document with your reimbursement request

COMPANY NAME _____ **ACTIVITY TITLE** _____

Vendor Name	Description of Charge	Foreign Currency Amount	Exchange Rate	US$ Amount

Appendix C. Example Report Formats

Promotion Report Format

- If any new trade leads were made
- The number of new contacts that resulted from the activity (we do not need contact names)
- Sales figures that resulted from the activity
- The overall response of the activity from the target audience
- Future prospects or follow-up activities

Seminar Report

- Name and dates of the seminar
- Was this your first time hosting this type of seminar in this location? If not, how is this year different?
- What products did you display? Did you introduce any new products?
- Did you make any sales following the seminar?
- Did you gather viable trade leads that may lead to future sales? If so, how many?
- Other comments about the success of the seminar?
- What are your next steps?

Trip Report Format

- Name and dates of the show
- Your basic travel itinerary
- Was this your first time attending the show? If not, how is this year different?
- What products did you display at the show? Did you introduce any new products?
- Did you make any sales at the show or since the show?
- Did you gather viable trade leads that may lead to future sales? If so, how many?
- Other comments about the success of your participation in the show?
- What are your next steps?

Appendix D. Example Evaluations

USMEF Branded Products Promotion Evaluation Questionnaire
(*Please use additional space as needed as this document is not limited to one page.***)**

Trade Show Evaluation

1. Company Name:

2. Name of trade show attended:

3. What is the nature of your company? (*i.e., packer, producer, trader, etc*.)

4. (A) Is this the first time your company has attended this trade show? _____Yes _____No

   (B) If this is not your first year, how many years have you attended this show?

5. Please identify the brand name of the product(s) your company displayed and describe/include other pertinent information such as individual cuts, grades, portion controlled products, processed items, etc.

6. (A) Were any of these products new-to-market (i.e. have not before been displayed in this market)? _____Yes _____No

   (B) If yes, what was the new-to-market product(s)?

7. Please fill out the following table. The purpose of this table is to help USMEF compare your export volume and sales to your target country over time. This information is kept confidential except in reporting to USDA.

Year	Target Country Export Volume, (MT or lbs.)	Target Country Export Sales, Value ($US)
2024		
2025		
2026		

8. (A) Did you make viable/new business contacts at this show? ____Yes _____No

   (B) If yes, how many contacts did you make at the show (*you do not need to list the company's name or contact information*)?

9. (A) Did your participation in this show result in new trade leads that are likely to result in immediate or future sales? _____Yes _____No

   (B) If yes, how many trade leads did you make at the show (*you do not need to list the company's name or contact information*)?

10. (A) What was your main objective(s) in attending this show?

    (B) How effective was the show in achieving your objective(s)?

11. What do you see as the major opportunities and challenges for your company in this market?

12. What are your next steps to promote your product in this market?

13. What other activities or trade shows are you planning for your company in this market?

USMEF Branded Products Promotion Evaluation Questionnaire
(*Please use additional space as needed as this document is not limited to one page.***)**

Product Seminar Evaluation

1. Company Name:

2. What is the nature of your company? (*i.e., packer, producer, trader, etc*.)

3. Please identify the brand name of the product(s) your company displayed and describe/include other pertinent information such as individual cuts, grades, portion controlled products, processed items, etc.

4. (A) Were any of these products new-to-market (i.e., have not before been promoted in this market)?
_____Yes _____No

   (B) If yes, what was the new-to-market product(s)?

5. Please fill out the following table. The purpose of this table is to help USMEF compare your export volume and sales to your target country over time.

Year	Target Country Export Volume, (MT or lbs.)	Target Country Export Sales, Value (US$)
2024		
2025		
2026		

6. How many members of trade, HRI, or retail representatives participated in your seminar?

7. (A) Did you conduct cooking demonstrations and provide product samplings at your seminar?
_____Yes _____No

   (B) If yes, what feedback did you receive from the seminar participants?

(C) Will any of the feedback you received cause you to make changes in either your marketing strategy and/or product(s)? If so, please explain.

8. (A) Did you make viable/new business contacts at this show? ____Yes _____No

   (B) If yes, how many contacts did you make at the show (*you do not need to list the company's name or contact information*)?

9. (A) Did your product seminar result in new trade leads that are likely to result in immediate or future sales? _____Yes _____No

10. (A) What was your main objective(s) in conducting the seminar?

    (B) How effective was your seminar in achieving your objective(s)?

11. What do you see as the major opportunities and challenges for your company in this market?

12. What are your next steps to promote your product in this market?

13. What other activities are you planning for your company in this market?

USMEF Branded Products Promotion Evaluation Questionnaire
(*Please use additional space as needed as this document is not limited to one page.***)**

Retail Promotion Evaluation

1. Company Name:

2. What is the nature of your company? (*i.e., packer, producer, trader, etc*.)

3. (A) Is this the first time your company has conducted a promotion in this market?
   _____Yes _____No

4. Please identify the brand name of the product(s) your company displayed and describe/include other pertinent information such as individual cuts, grades, portion controlled products, processed items, etc.

5. (A) Were any of these products new-to-market (i.e. have not before been promoted in this market)?
   _____Yes _____No

   (B) If yes, what was the new-to-market product(s)?

6. Please fill out the following table. The purpose of this table is to help USMEF compare your export volume and sales to your target country over time.

Year	Target Country Export Volume, (MT or lbs.)	Target Country Export Sales, Value ($US)
2024		
2025		
2026		

7. How many stores/franchises participated in your promotion (i.e., 3 ShopRite, 2 Carrefour, 1 Soriana, etc.)?

Sales Data: Please provide export volume and value sales data for each of the stores/franchises listed in your answer above.

8. (A) What were the sales of your product(s) during the promotion?

   (B) What were the sales of your product(s) a month prior to the promoting?

   (C) What were the sales of your product(s) a month following the promotion?

9. (A) Did you have in-store cooking demonstrations and product samplings during the promotion?
   _____Yes _____No

   (B) If yes, what feedback did you receive from the customers?

   (C) Will any of the feedback you received cause you to make changes in either your marketing strategy or product(s)? If so, please explain.

10. (A) What was your main objective(s) in conducting the promotion?

    (B) How effective was the promoting in achieving your objective(s)?

11. What do you see as the major opportunities and challenges for your company in this market?

12. What are your next steps to promote your product in this market?

13. What other activities are you planning for your company in this market?

Appendix E. Certificate of Exclusivity

CERTIFICATION OF EXCLUSIVITY
2026 BRANDED PROGRAM

Company: _____

This form is for EMCs or Trading Companies, etc., that are promoting a brand they do not own. Please have the owner of the brand complete the form below:

Attention Brand Owners: Signing this agreement does not create an "exclusive" right to sell the product in the market(s) listed below. This document certifies that the agent will be the only company using MAP/RAPP/AFTPP Branded funding to promote the product(s) in the market(s) listed below.

I hereby certify that MAP/RAPP/AFTPP participant _____ is authorized to promote the following brands and products:

Brand Name	Product

I hereby certify that the above Agent is the exclusive recipient of MAP/RAPP/AFTPP funds to promote the above brand(s) and product(s) in the target markets listed below:

Country:

This agreement is valid for MAP/RAPP/AFTPP Branded Program Marketing Year 2026.

Manufacturer/Brand Owner		MAP/RAPP/AFTPP Branded Program Participant	
Signature:	_____	Signature:	_____
Name:	_____	Name:	_____
Title:	_____	Title:	_____
Company:	_____	Company:	_____
Date:	_____	Date:	_____
Phone:	_____	Phone:	_____

Appendix F. General Pay Scale Notice

United States
Department of
Agriculture

Trade and Foreign
Agricultural Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

December 22, 2025

AFTPP 2026-01
FMD 2026-01
MAP 2026-01
RAPP 2026-01
EMP 2026-01
TASC 2026-01

SUBJECT: 2026 General Pay Scale

TO: All Program Participants

Effective January 1, 2026, the annual salary rate for a GS-15, Step 10 employee is $164,301, a 1 percent increase over the previous year, which is equal to an hourly rate of $78.73 and a maximum daily gross salary of $629.84. This rate does not include any locality payment.

This updated rate must be used by all program participants to calculate the allowable rates reimbursable under the FAS market development programs for employees, daily contractors, and daily consultants, as required by the program regulations.

/s/

Curt Alt
Senior Director
Program Operations Division

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Appendix G. Domestic Trade Show List

United States Department of Agriculture

Trade and Foreign Agricultural Affairs

Foreign Agricultural Service

1400 Independence Ave, SW
Washington, DC
20250–1052

January 28, 2026

AFTPP 26-009

SUBJECT: **List of Reimbursable International Trade Shows in the United States under the America First Trade Promotion Program**

TO: **All America First Trade Promotion Program (AFTPP) Participants**

This notice is effective immediately.

BACKGROUND: Participation in certain international trade exhibits and shows in the United States has proven to be a successful export market development activity. These venues allow U.S. exporters to showcase their products, meet and connect with buyers from all over the world, and expand their sales. In recognition of those benefits, the Foreign Agricultural Service (FAS) has determined that certain expenses from the participation in the shows listed in this program notice are eligible for reimbursement through the AFTPP program.

GUIDANCE: The AFTPP program regulations, at 7 CFR 1489.17, state that FAS will reimburse non–travel expenditures associated with retail, trade, and consumer exhibits and shows held in the United States only when the show is included on the list of approved shows found in this program notice.

Eligible non–travel expenditures include participation fees, booth construction, transportation of related materials, rental of space and equipment, and duplication of related printed materials.

This eligibility is further subject to 7 CFR 1489.17(b)(18), which specifies that, with limited exceptions, if USDA has sponsored or endorsed a U.S. pavilion at a retail, trade, or consumer exhibit or show in the United States, only those AFTPP Participants located within the U.S. pavilion may seek reimbursement for their non–travel expenditures.

Guidance documents lack the force and effect of law, unless expressly authorized by statute or incorporated into a contract. USDA may not cite, use, or rely on any guidance that is not available through their guidance portal, except to establish historical facts.

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FAS updates this list periodically and adds or removes shows as needed. The following are the international trade exhibits and shows in the United States currently approved by FAS for reimbursement under the AFTPP program:

American Pet Products Manufacturers Association, Global Pet Expo
Americas Food and Beverage Show
BrewExpo America
Dairy–Deli–Bakery Show
Duty Free Show of the Americas
Fancy Food Show (Summer) – Specialty Food Association
Fancy Food Show (Winter) – Specialty Food Association
IFT Food Expo
International Baking Industry Expo
International Builders' Show
International Flight Services Association Expo
International Floriculture Expo
International Home and Housewares Show
International Mass Timber Conference
International Production and Processing Expo
MAGIC International Sourcing Show
National Association of Convenience Stores (NACS) Show
National Confectioners Association, All Candy Expo
National Restaurant Association (NRA) Show
Natural Products Exposition–West
NCA Sweets and Snacks Expo
Newtopia Now
Nightclub and Bar Trade Show
North American Veterinary Conference
Pet Food Forum
PMA Fresh Summit Convention and Expo
Private Label Manufacturers Association, Private Label Trade Show
Seafood Expo North America/Seafood Processing North America
SIAL America
Snack Food Association, SNAXPO
Southern Nursery Association, SEGreen
Soy Connext
Specialty Coffee Association of America Annual Exposition
SUPERZOO
SupplySide West
Surfaces
Texworld
U.S. Grains Council Export Exchange
USMEF Product Showcase
World Dairy Expo
World Floral Expo
World Nut and Dried Fruit Congress

Guidance documents lack the force and effect of law, unless expressly authorized by statute or incorporated into a contract. USDA may not cite, use, or rely on any guidance that is not available through their guidance portal, except to establish historical facts.

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Program participants are encouraged to request consideration of eligible shows for inclusion on the list. To be eligible for consideration, a show must be:

(1) A food or agricultural show where at least 30 percent 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 percent of the attendees are from countries other than the United States.

Program participants interested in suggesting a show for consideration are encouraged to contact their FAS Marketing Specialist for guidance.

/s/

Mark A. Slupek
Deputy Administrator
Global Programs

Guidance documents lack the force and effect of law, unless expressly authorized by statute or incorporated into a contract. USDA may not cite, use, or rely on any guidance that is not available through their guidance portal, except to establish historical facts.

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