



United States
Department of
Agriculture

108-03001

Farm and Foreign
Agricultural
Services

SUBJECT: Quick Response Emergency Fund - Guidelines

Foreign
Agricultural
Service

TO: Parties Interested in Using Section 108 Foreign Currencies to Address Immediate Marketing Opportunities

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

BACKGROUND: FAS is accepting proposals to address immediate marketing opportunities. Funds made available under the Quick Response Emergency Fund (QREF) are limited to Tunisian dinars. Activities may target any appropriate market.

The QREF has been established to help U.S. agricultural organizations capitalize on new market openings and opportunities in a timely manner. Once a new market opportunity has been realized (by trade negotiations or any other means) or is imminent, industry organizations can request QREF assistance to immediately address the situation.

Proposals may be submitted at anytime on a continuous, first come-first served basis by the Marketing Operations Staff. Applicants may submit multiple proposals in a given year; however, no applicant may receive more than \$75,000 U.S. dollar equivalents in any fiscal year.

PROPOSAL CONTENTS: Proposals should be concise and contain: a title; organization name, address and contact information; requested funding in U.S. dollars; an activity description including target market(s); a detailed activity budget; a list of all other funding sources for the project, and amounts to be contributed by each; results-oriented goals and performance indicators; expected results; a time frame. In accordance with 7 C.F.R. part 3019, proposals must also contain a completed Standard Form 424, "Application for Federal Assistance," and a completed Standard Form 270, "Request for Advance or Reimbursement."

MINIMUM QUALIFICATIONS: Successful proposals should:

- thoroughly describe and address a new market opening or opportunity that must be seized immediately;
- demonstrate that no other sufficient funding source is currently available and that the opportunity is too urgent to wait for funding through normal industry or other government sources;
- be directly linked to market development;

- be innovative, opportunistic, and serve the immediate needs of the industry;
- be able to be implemented immediately upon approval, and significantly improve the chances of developing and increasing the U.S. share of exports to the targeted market.

AGREEMENTS: Upon approval, FAS and the applicant will enter into an agreement which incorporates project details as approved by FAS, identifies terms and conditions pursuant to which FAS will reimburse certain project costs, and outlines the participant's responsibilities. Agreements are subject to the "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-profit Organizations" at 7 C.F.R. part 3019.

REVIEW PROCESS AND ALLOCATION CRITERIA: FAS will consider the following factors when evaluating proposals:

- The overall quality of the proposal;
- The ability of the organization to provide an experienced staff with the requisite technical and trade expertise to execute the proposal;
- The funding request, the urgency of the opportunity, and the organization's willingness to contribute resources, including cash, goods and services of the U.S. industry and foreign third parties;
- The conditions or constraints affecting the level of U.S. exports and market share for the agricultural commodities and products;
- The degree to which the proposed project is likely to contribute to the creation, expansion, or maintenance of the targeted foreign market; and
- The degree to which the organization's strategic plan is coordinated with other private or U.S. government-funded market development projects.

Each proposal will be evaluated by the applicable FAS commodity division against the factors described above. The purpose of this review is to identify meritorious proposals and to suggest an appropriate funding level for each proposal based on these factors. Meritorious proposals will then be reviewed by the Deputy Administrator, Commodity and Marketing Programs, for the purpose of allocating available funds among the applicants. In all cases, preference is given to nonprofit U.S. agricultural trade organizations that represent an entire industry or are nationwide in membership and scope.

FOR FURTHER INFORMATION OR TO SUBMIT A PROPOSAL CONTACT:

Marketing Operations Staff, Foreign Agricultural Service, U.S. Department of
Agriculture, STOP 1042, 1400 Independence Ave., S.W., Washington, D.C. 20250-1042,
(202) 720-4327.

A handwritten signature in black ink, appearing to read 'Franklin D. Lee', written over a circular stamp or mark.

FRANKLIN D. LEE
Deputy Administrator
Commodity and Marketing Programs