MAR 18 2009

MAP 09-006

SUBJECT: Reimbursable International Trade Shows in the United States

TO: Market Access Program Participants

BACKGROUND

Participation in certain international trade shows in the United States has proven to be a successful export market development activity. The Market Access Program (MAP) regulations at 7 CFR 1485.16(b)(6) state that "CCC will reimburse, in whole or in part, expenditures, other than travel expenditures, associated with retail, trade, and consumer exhibits and shows . . . including participation fees, booth construction, transportation of related materials, rental space and equipment, and duplication of related printed materials."

POLICY

One of the principles of the MAP is that funds will not be used to supplant other funding sources. If an organization has attended a trade show using funds from a source other than MAP, then using MAP to fund subsequent attendance at that trade show would supplant the previous funding source. Therefore, an organization is not eligible for MAP funding if it has participated in a specific trade show on non-MAP funding within the past three years.

The following criteria must be met for FAS to approve the eligibility of an international trade show in the United States. The trade show must be:

1. A food or agricultural show, with no less than 30 percent of exhibitors selling food or agricultural products; and
2. An international show, meaning that it targets buyers, distributors and the like from more than one foreign country; and no less than 15 percent of its visitors from countries other than the host country,

Travel and per diem expenditures for trade shows in the United States are not eligible. A list of trade shows in the United States determined to be eligible for MAP reimbursement as of the date of this memo follows. These are important shows to the industries in question and feature a significant international audience. If a MAP participant believes a show should be added to this list the participant should contact its marketing specialist. This list may be updated from time to time.

EFFECTIVE DATE

This program notice is effective beginning with the 2009 MAP year.

Christian J. Foster
Deputy Administrator
Office of Trade Programs

APPROVED INTERNATIONAL TRADE SHOWS IN THE UNITED STATES

American Feed Industry Association, AFIA EXPO
American Pet Products Manufacturers Association, Global Pet Expo
Americas Food & Beverage Show & Conference
Duty Free Show of the Americas
Expo Alimentos
In Flight
Institute of Food Technologists (IFT)
International Baking Industry
International Boston Seafood Show
International Builders' Show
International Dairy-Deli-Bakery Show
International Grocery Show
International Home & Housewares Show
Kosherfest
NASFT/Fancy Food Show-Spring
NASFT/Fancy Food Show-Summer
NASFT/Fancy Food Show-Winter
National Association of Convenience Stores (NACS)
National Restaurant Association (NRA)
Natural Products Exposition-East
Natural Products Exposition-West
National Confectioners Association, All Candy Expo
Nightclub & Bar Beverage and Food, Convention and Trade Show
North American Veterinary Conference
Pet Food Forum
Private Label Manufacturers Association (PLMA)
Produce Marketing Association (PMA)
Snack Food Association (SNAXPO)
Southern Nursery Association
Organic Trade Association, All Things Organic
Tree Nut Show
United Produce Show at FMI
US Food Export Showcase at Global Food and Style Expo
USMEF Product Showcase
World Wine Market Show