

Commodity Credit Corporation, USDA

§ 1485.11

of the term *Marketing plan* to avoid administrative confusion with plans submitted under the Cooperator Foreign Market Development Program.)

Administrator—the Administrator, FAS, USDA, or designee.

Agricultural commodity—an agricultural commodity, food, feed, fiber, wood, livestock or insect, and any product thereof; and fish harvested from a U.S. aquaculture farm, or harvested by a vessel as defined in title 46, United States Code, in waters that are not waters (including the territorial sea) of a foreign country.

APAR—activity plan amendment request.

Attache/Counselor—the FAS employee representing USDA interests in the foreign country in which promotional activities are conducted.

Brand promotion—an activity that involves the exclusive or predominant use of a single company name or logo(s) or brand name(s) of a single company.

CCC—the Commodity Credit Corporation.

Contribution—the cost-share expenditure made by a participant in support of an approved activity.

Credit memo—a notice that a vendor has decreased an amount owed for promotional expenditures at the time the notice is issued.

Demonstration projects—activities involving the erection or construction of a structure or facility or the installation of equipment.

Deputy Administrator—the Deputy Administrator, Commodity and Marketing Programs, FAS, USDA, or designee.

Division Director—the director of a commodity division, Commodity and Marketing Programs, FAS, USDA.

EIP/MAP—the Export Incentive Program/Market Access Program.

EIP/MAP participant—a U.S. commercial entity which has entered into an EIP/MAP agreement with CCC.

Eligible commodity—the agricultural commodity that is represented by an applicant.

Expenditure—either the transfer of funds, or payment via a credit memo in lieu of a transfer of funds.

Exported commodity—an agricultural commodity that is sold to buyers in, or is donated to, a foreign country.

FAS—Foreign Agricultural Service, USDA.

Foreign third party—a foreign entity that assists, in accordance with an approved activity plan, in promoting the export of a U.S. agricultural commodity.

Generic promotion—a promotion that is not a brand promotion.

Market—a country in which an activity is conducted.

MAP—the Market Access Program.

MAP participant—an entity which has entered into an MAP agreement with CCC.

Participant—a entity which has entered into an agreement with CCC.

Promoted commodity—an agricultural commodity whose sale is the intended result of a promotion activity.

Sales team—a group of individuals engaged in an approved activity intended to result in specific sales.

Small-sized entity—a U.S. commercial entity which meets the small business size standards published at 13 CFR part 121, Small Business Size Regulations.

SRTG—an association of State Departments of Agriculture referred to as State Regional Trade Group(s).

STRE—sales and trade relations expenditures.

Supergrade—a salary level designation that is applicable to certain non-U.S. employees who direct participants' overseas offices.

Trade team—a group of individuals engaged in an approved activity intended to promote the interests of an entire agricultural sector rather than to result in specific sales by any of its members.

Unfair trade practice—an act, policy, or practice of a foreign government that:

- (1) Violates, is inconsistent with, or otherwise denies benefits to the United States under, any trade agreement to which the United States is a party; or
- (2) Is unjustifiable, unreasonable, or discriminatory and burdens or restricts United States commerce.

U.S. commercial entity—an agricultural cooperative, producer association authorized by 7 U.S.C. 291, or for-profit firm located and doing business in the