Commodity Credit Corporation, USDA

program effectiveness time line against
which results can be measured at spe-
cific intervals using quantifiable prod-
uct or country or region goals. These
performance indicators are part of
FAS’ resource allocation strategy to
fund applicants which can demonstrate
performance based on a long-term stra-
etic plan and address the performance
measurement objectives of the GPRA.

(b) Approval criteria. FAS will con-
sider a number of factors when review-
ing proposed projects, including:

(1) The ability of the organization to
provide an experienced U.S.-based staff
with technical and international trade
expertise to ensure adequate develop-
ment, supervision, and execution of the
proposed project;

(2) The organization’s willingness to
contribute resources, including cash
and goods and services of the U.S. in-
dustry and foreign third parties;

(3) The conditions or constraints af-
flecting the level of U.S. exports and
market share for the agricultural com-
modities and products;

(4) The degree to which the proposed
project is likely to contribute to the
creation, expansion, or maintenance of
foreign markets;

(5) The degree to which the strategic
plan is coordinated with other private
or U.S. government-funded market de-
velopment projects;

(6) Past program results and evalua-
tions, if applicable; and

(7) Previous Cooperator program
funding.

§ 1484.31 Who acts on behalf of each
Cooperator?

The Cooperator shall designate at
least two individuals in its organiza-
tion to sign program agreements, reim-
bursement claims, and requests. The
Cooperator shall submit the signature
card signed by those designated indi-
viduals and by the Cooperator’s Chief
Executive Officer to the Director, Mar-
keting Operations Staff, FAS, USDA,
before the start of the marketing
plan year. The Cooperator shall imme-
diately notify the Director of any
changes in signatories (e.g., removal or
addition of individuals, name changes,