consideration by the Office of the Deputy Administrator, Office of Trade Programs.

(2) Phase 2—Competitive Review

Moritorious applications are passed on to the Office of the Deputy Administrator, Office of Trade Programs, for the purpose of allocating available funds among those applicants. Applicants will compete for funds on the basis of the following allocation criteria as appropriate (the number in parentheses represents a percentage weight factor):

(a) Contribution Level (40)

• The applicant’s 6-year average share (2009–2014) of all contributions under the Cooperator program (contributions may include cash and goods and services provided by U.S. entities in support of foreign market development activities) compared to;
• The applicant’s 6-year average share (2009–2014) of the funding level for all Cooperator program participants.

(b) Past Export Performance (20)

• The 6-year average share (2008–2013) of the value of exports promoted by the applicant compared to;
• The applicant’s 6-year average share (2008–2013) of the funding level for all Cooperator participants plus, for those groups participating in the MAP program, a 6-year average share (2008–2013) of all MAP budgets.

(c) Past Demand Expansion Performance (20)

• The 6-year average share (2008–2013) of the total value of world trade of the commodities promoted by the applicant compared to;
• The applicant’s 6-year average share (2008–2013) of all Cooperator program expenditures plus, for those groups participating in the MAP program, a 6-year average share (2008–2013) of all MAP expenditures.

(d) Future Demand Expansion Goals (10)

• The projected total dollar value of world trade of the commodities being promoted by the applicant for the year 2019 compared to;
• The applicant’s requested funding level.

(e) Accuracy of Past Demand Expansion Projections (10)

• The actual dollar value share of world trade of the commodities being promoted by the applicant for the year 2012 compared to;
• The applicant’s past projected share of world trade of the commodities being promoted by the applicant for the year 2012, as specified in the 2009 Cooperator program application.

The Commodity Branches’ recommended funding levels for each applicant are converted to percentages of the total Cooperator program funds available and then multiplied by each weight factor to determine the amount of funds allocated to each applicant.

2. Anticipated Announcement Date: Announcements of funding decisions for the Cooperator program are anticipated during October 2013.

VI. Award Administration Information

1. Award Notices: The FAS will notify each applicant in writing of the final disposition of its application. The FAS will send an approval letter and project agreement to each approved applicant. The approval letter and project agreement will specify the terms and conditions applicable to the project, including the levels of Cooperator program funding, and cost-share contribution requirements.

2. Administrative and National Policy Requirements: Interested parties should review the Cooperator program regulations, which are available at the following URL address: http://www.fas.usda.gov/mos/programs/fndprogram.asp. Hard copies may be obtained by contacting the Program Operations Division.

3. Reporting: The FAS requires various reports and evaluations from Cooperators. Reporting requirements are detailed in the Cooperator program regulations in sections 1484.53, 1484.70, and 1484.72.

VII. Agency Contact(s)

For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture.

Courier address: Room 6512, 1400 Independence Ave. SW., Washington, DC 20250, or by phone: (202) 720–4327, or by fax: (202) 720–9361, or by email: podadmin@fas.usda.gov.

Signed at Washington, DC, on the 28 of March, 2013.

Suzanne E. Heinen,
Administrator, Foreign Agricultural Service, and Vice President, Commodity Credit Corporation.

[FR Doc. 2013–09461 Filed 4–22–13; 8:45 am]

BILLING CODE 3410–10–P

DEPARTMENT OF AGRICULTURE

Commodity Credit Corporation

Notice of Funds Availability: Inviting Applications for the Emerging Markets Program

SUMMARY: The Commodity Credit Corporation (CCC) announces that it is inviting proposals for the 2014 Emerging Markets Program (EMP). The intended effect of this notice is to solicit applications from the private sector and from government agencies for fiscal year 2014 and to set out criteria for the award of funds under the program in October 2013. The EMP is administered by personnel of the Foreign Agricultural Service (FAS).

The statutory authority for EMP expires at the end of fiscal year 2013. This notice is being published at this time to allow awards to be made early in fiscal year 2014, provided that the program is reauthorized prior to that time. In the event this program is not reauthorized, or is substantially modified, FAS will publish a notice in the Federal Register rescinding this Notice of Funds Availability.

DATES: To be considered for funding, applications must be received by 5 p.m. Eastern Daylight Time, May 28, 2013. Any applications received after this time will be considered only if funds are still available.

FOR FURTHER INFORMATION CONTACT:

Entities wishing to apply for funding assistance should contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service by courier address: Room 6512, 1400 Independence Ave. SW., Washington, DC 20250, or by phone: (202) 720–4327, or by fax: (202) 720–9361, or by email: podadmin@fas.usda.gov. Information is also available on the Foreign Agricultural Service Web site at http://www.fas.usda.gov/mos/em-markets/em-markets.asp.

SUPPLEMENTARY INFORMATION:

I. Funding Opportunity Description


Authority: The EMP is authorized by section 1542(d)(1) of the Food, Agriculture, Conservation and Trade Act of 1990 (The Act), as amended. The EMP regulations appear at 7 CFR part 1486.

1. Purpose. The EMP assists U.S. entities in developing, maintaining, or expanding exports of U.S. agricultural commodities and products by funding activities that improve emerging markets’ food and rural business
markets. Such travel must be to
emerging markets. Travel to developed
markets is not eligible under the
program even if the traveler’s targeted
market is an emerging market.

(d) Technical assistance to implement
the recommendations, projects, and/or
opportunities identified under 2(a)
above. Technical assistance that does
not implement the recommendations,
projects, and/or opportunities identified
by assistance under 2(a) above is not
eligible under the EMP.

Proposals that do not fall into one or
more of the four categories above,
regardless of previous guidance
provided regarding the EMP, are not
eligible for consideration under the
program.

EMP funds may not be used to
support normal operating costs of
individual organizations, nor as a source
to recover pre-award costs or prior
expenses from previous or ongoing
projects. Proposals that counter national
strategies or duplicate activities planned
or already underway by U.S. non-profit
agricultural commodity or trade
associations (“cooperators”) will not be
considered. Other ineligible
expenditures include: Branded product
promotions (e.g., in-store, restaurant
advertising, labeling, etc.); advertising,
administrative, and operational
expenses for trade shows; Web site
development; equipment purchases; and
the preparation and printing of
brochures, flyers, and posters (except in
connection with specific technical
assistance activities such as training
seminars). For a more complete
description of ineligible expenditures,
please refer to the EMP regulations.

3. Eligible Markets. The Act defines
an emerging market as any country that
the Secretary of Agriculture determines:

(a) Is taking steps toward developing
a market-oriented economy through the
food, agriculture, or rural business
sectors of the economy of the country;

(b) Has the potential to provide a
viable and significant market for U.S.
agricultural commodities or products
of U.S. agricultural commodities.

Because EMP funds are limited and
the range of potential emerging market
countries is worldwide, consideration
will be given only to proposals that
target countries or regional groups with
per capita income of less than $12,475
(the current ceiling on upper middle
income limits and their calculation
change from year to year with the
result that a given country may qualify
under the legislative and administrative
criteria one year, but not the next.
Therefore, CCC has not established a
fixed list of emerging market countries.

A few countries technically qualify as
emerging markets but may require a
separate determination before funding
can be considered because of political
sensitivities.

II. Award Information

In general, all qualified proposals
received before the application deadline
will compete for EMP funding. Priority
consideration will be given to proposals
that directly support or address at least
one of the goals and objectives in the
USDA and FAS Strategic Plans. The
USDA Strategic Plan and Strategic Plan
Update Addendum can be accessed at the
following link: USDA Strategic
Plan—http://www.usda.gov/ocfo
usdasp/sp2010/sp2010.pdf; USDA
Strategic Plan Update Addendum—
http://www.ocfo.usda.gov/usdasp/
sp2010/strategic%20Plan%20
Update.pdf. The FAS strategic plan
may be accessed at the following link:
Final5-16-12.pdf. The applicants’
williness to contribute resources,
including cash, goods and services,
will be a critical factor in determining which
proposals are funded under the EMP.
Each proposal will also be judged on the
potential benefits to the industry
represented by the applicant and the
degree to which the proposal
demonstrates industry support.

The limited funds and the range of
eligible emerging markets worldwide
generally preclude CCC from approving
large budgets for individual projects.
While there is no minimum or
maximum amount set for EMP-funded
projects, most projects are funded at a
level of less than $500,000 and for a
duration of approximately one year.
Private entities may submit multi-year
proposals requesting higher levels of
funding that may be considered in the
case that a given country may qualify
under the legislative and administrative
criteria one year, but not the next.
Therefore, CCC has not established a
fixed list of emerging market countries.

A few countries technically qualify as
emerging markets but may require a
separate determination before funding
can be considered because of political
sensitivities.

II. Award Information

In general, all qualified proposals
received before the application deadline
will compete for EMP funding. Priority
consideration will be given to proposals
that directly support or address at least
one of the goals and objectives in the
USDA and FAS Strategic Plans. The
USDA Strategic Plan and Strategic Plan
Update Addendum can be accessed at the
following link: USDA Strategic
Plan—http://www.usda.gov/ocfo
usdasp/sp2010/sp2010.pdf; USDA
Strategic Plan Update Addendum—
http://www.ocfo.usda.gov/usdasp/
sp2010/strategic%20Plan%20
Update.pdf. The FAS strategic plan
may be accessed at the following link:
Final5-16-12.pdf. The applicants’
williness to contribute resources,
including cash, goods and services,
will be a critical factor in determining which
proposals are funded under the EMP.
Each proposal will also be judged on the
potential benefits to the industry
represented by the applicant and the
degree to which the proposal
demonstrates industry support.

The limited funds and the range of
eligible emerging markets worldwide
generally preclude CCC from approving
large budgets for individual projects.
While there is no minimum or
maximum amount set for EMP-funded
projects, most projects are funded at a
level of less than $500,000 and for a
duration of approximately one year.
Private entities may submit multi-year
proposals requesting higher levels of
funding that may be considered in the
case that a given country may qualify
under the legislative and administrative
criteria one year, but not the next.
Therefore, CCC has not established a
fixed list of emerging market countries.

A few countries technically qualify as
emerging markets but may require a
separate determination before funding
can be considered because of political
sensitivities.

II. Award Information

In general, all qualified proposals
received before the application deadline
will compete for EMP funding. Priority
consideration will be given to proposals
that directly support or address at least
one of the goals and objectives in the
USDA and FAS Strategic Plans. The
USDA Strategic Plan and Strategic Plan
Update Addendum can be accessed at the
following link: USDA Strategic
Plan—http://www.usda.gov/ocfo
usdasp/sp2010/sp2010.pdf; USDA
Strategic Plan Update Addendum—
http://www.ocfo.usda.gov/usdasp/
sp2010/strategic%20Plan%20
Update.pdf. The FAS strategic plan
may be accessed at the following link:
Final5-16-12.pdf. The applicants’
williness to contribute resources,
including cash, goods and services,
will be a critical factor in determining which
proposals are funded under the EMP.
Each proposal will also be judged on the
potential benefits to the industry
represented by the applicant and the
degree to which the proposal
demonstrates industry support.

The limited funds and the range of
eligible emerging markets worldwide
generally preclude CCC from approving
large budgets for individual projects.
While there is no minimum or
maximum amount set for EMP-funded
projects, most projects are funded at a
level of less than $500,000 and for a
duration of approximately one year.
Private entities may submit multi-year
proposals requesting higher levels of
funding that may be considered in the
case that a given country may qualify
under the legislative and administrative
criteria one year, but not the next.
Therefore, CCC has not established a
fixed list of emerging market countries.

A few countries technically qualify as
emerging markets but may require a
separate determination before funding
can be considered because of political
sensitivities.
reports and final performance reports. Changes in the original project timelines and adjustments within project budgets must be approved in advance by FAS.

Note: EMP funds awarded to government agencies must be expended or otherwise obligated by close of business, September 30, 2014.

III. Eligibility and Qualification Information

1. Eligible Applicants: Any U.S. private or government entity (e.g., universities, non-profit trade associations, agricultural cooperatives, state regional trade groups (SRTGs), state departments of agriculture, federal agencies, profit-making entities, and consulting businesses) with a demonstrated role or interest in exports of U.S. agricultural commodities or products may apply to the program. Proposals from research and consulting organizations will be considered if they provide evidence of substantial participation by and financial support from the U.S. industry. For-profit entities are also eligible but may not use program funds to conduct private business, promote private self-interests, supplement the costs of normal sales activities or promote their own products or services beyond specific uses approved by CCC in a given project. U.S. export market development cooperators and SRTGs may seek funding to address priority, market specific issues and to undertake activities not suitable for funding under other CCC market development programs, e.g., the Foreign Market Development Cooperative (Cooperator) Program and the Market Access Program (MAP). Foreign organizations, whether government or private, may participate as third parties in activities carried out by U.S. organizations, but are not eligible for funding assistance from the program.

2. Cost Sharing: No private sector proposal will be considered without the element of cost-share from the applicant and/or U.S. partners. The EMP is intended to complement, not supplant, the efforts of the U.S. private sector. There is no minimum or maximum amount of cost-share, though the range in recent successful proposals has been between 35 and 75 percent. The degree of commitment to a proposed project, represented by the amount and type of private funding, is one factor used in determining which proposals will be approved for funding. Cost-share may be actual cash invested or professional time of staff assigned to the project. Proposals for which private industry is willing to commit cash, rather than in-kind contributions, such as staff resources, will be given priority consideration.

Cost-sharing is not required for proposals from government agencies, but is mandatory for all other eligible entities, even when they may be party to a joint proposal with a government agency. Contributions from USDA or other government agencies or programs may not be counted toward the stated cost-share requirement of other applicants. Similarly, contributions from foreign (non-U.S.) organizations may not be counted toward the cost-share requirement, but may be counted in the total cost of the project.

3. Other: Proposals should include a justification for funding assistance from the program—an explanation as to what specifically could not be accomplished without Federal funding assistance and why the participating organization(s) would be unlikely to carry out the project without such assistance. Applicants may submit more than one proposal.

IV. Application and Submission Information

1. Address to Request Application Package: EMP applicants have the opportunity to utilize the Unified Export Strategy (UES) application process, an online system that provides a means for interested applicants to submit a consolidated and strategically coordinated single proposal that incorporates funding requests for any or all of the market development programs administered by FAS.

Applicants are strongly encouraged to submit their applications to FAS through the UES application Internet Web site. The Internet-based format reduces paperwork and expedites FAS’ processing and review cycle. Applicants planning to use the on-line UES system must contact the Program Operations Division to obtain site access information. The Internet-based application is located at the following URL address: https://www.fas.usda.gov/ues/webapp/.

Although FAS highly recommends applying via the Internet-based application, applicants also have the option of submitting an electronic version to FAS at podadmin@fas.usda.gov.

2. Content and Form of Application Submission: To be considered for the EMP, an applicant must submit to FAS information required by this Notice of Funds Availability and the EMP regulations by FAS Part 1486. EMP regulations and additional information are available at the following URL address: http://www.fas.usda.gov/mos/em-markets/em-markets.asp.

In addition, in accordance with the Office of Management and Budget’s issuance of a final policy (68 FR 38402 (June 27, 2003)) regarding the need to identify entities that are receiving government awards, all applicants must submit a Dun and Bradstreet Data Universal Numbering System (DUNS) number. An applicant may request a DUNS number at no cost by calling the dedicated toll-free DUNS number request line on 1–866–705–5711.

In addition, in accordance with 2 CFR Part 25, each entity that applies to the EMP and does not qualify for an exemption under 2 CFR § 25.110 must:

(i) Be registered in the CCR prior to submitting an application or plan;
(ii) Maintain an active CCR registration with current information at all times during which it has an active Federal award or an application or plan under consideration by CCC; and
(iii) Provide its DUNS number in each application or plan it submits to CCC.

Similarly, in accordance with 2 CFR Part 170, each entity that applies to the EMP and does not qualify for an exemption under 2 CFR § 170.110(b) must ensure it has the necessary processes and systems in place to comply with the applicable reporting requirements of 2 CFR Part 170 should it receive EMP funding.

Applications should be no longer than ten (10) pages and include the following information:

(a) Date of proposal;
(b) Name of organization submitting proposal;
(c) Organization address, telephone and fax numbers;
(d) Tax ID number;
(e) DUNS number;
(f) Primary contact person;
(g) Full title of proposal;
(h) Target market(s);
(i) Specific description of activity/activities to be undertaken;
(j) Clear demonstration that successful implementation will benefit an emerging market’s food and rural business system and/or reduce potential trade barriers, and will benefit a particular industry as a whole, not just the applicant(s);
(k) Current conditions in the target market(s) affecting the intended commodity or product;
(l) Description of problem(s) (i.e., constraint(s)) to be addressed by the project, such as the need to assess and enhance food and rural business systems of the emerging market, lack of awareness by foreign officials of U.S. technology and business practices, impediments (infrastructure, financing,
regulatory or other non-tariff barriers) to the effectiveness of emerging market’s food and rural business systems previously identified by an EMP project that are to be implemented by the applicant, etc.;

(m) Project objectives;

(n) Performance measures: Benchmarks for quantifying progress in meeting the objectives;

(o) Rationale: Explanation of the underlying reasons for the project proposal and its approach, the anticipated benefits, and any additional pertinent analysis;

(p) Explanation as to what specifically could not be accomplished without Federal funding assistance and why the participating organization(s) would be unlikely to carry out the project without such assistance;

(q) Timeline(s) for implementation of activity, including start and end dates;

(r) Information on whether similar activities are or have previously been funded with USDA resources in the target country or countries (e.g., under MAP and/or Cooperative programs);

(s) Detailed line item activity budget:
   (t) Cost items should be allocated separately to each participating organization; and
   (u) Expense items constituting a proposed activity’s overall budget (e.g., salaries, travel expenses, consultant fees, administrative costs, etc.), with a line item cost for each, should be listed, clearly indicating:
      (1) Which items are to be covered by EMP funding;
      (2) Which by the participating U.S. organization(s); and
      (3) Which by foreign third parties (if applicable).

Cost items for individual consultant fees should show calculation of daily rate and number of days. Cost items for travel expenses should show number of trips, destinations, cost, and objective for each trip; and

(t) Qualifications of applicant(s) should be included as an attachment.

3. Funding Restrictions: Certain types of expenses are not eligible for reimbursement by the program, and there are limits on other categories of expenses, such as indirect overhead charges, travel expenses, and consulting fees. CCC will also not reimburse unreasonable expenditures or expenditures made prior to approval of a proposal. Full details of the funding restrictions are available in the EMP regulations.

4. Submission Dates and Times: EMP proposals are reviewed on a rolling basis during the fiscal year as long as EMP funding is available as set forth below:

   • Proposals received by, but not later than, 5 p.m. Eastern Daylight Time, May 28, 2013, will be considered for funding with other proposals received by that date;
   • Proposals not approved for funding during the review period will be reconsidered for funding after the review period only if the applicant specifically requests such reconsideration in writing, and only if funding remains available;
   • Proposals received after 5 p.m. Eastern Daylight Time, May 28, 2013, will be considered in the order received for funding only if funding remains available.

5. Other Submission Requirements: All Internet-based applications must be properly submitted by 5 p.m., Eastern Daylight Time, May 28, 2013, in order to be considered for funding; late submissions received after the deadline will be considered only if funding remains available. All applications submitted by email must be received by 5 p.m. Eastern Daylight Time, May 28, 2013, at podadmin@fas.usda.gov in order to receive the same consideration.

VI. Application Review Information

1. Criteria: Key criteria used in judging proposals include:
   • The objective of the activities is to develop, maintain, or expand markets for U.S. agricultural exports by improving the effectiveness of the food and rural business systems in emerging markets;
   • Appropriateness of the activities for the targeted market(s) and the extent to which the project identifies market barriers (e.g., a fundamental deficiency in the emerging market’s food and rural business systems, and/or a recent change in those systems);
   • Potential of the project to expand U.S. market share and increase U.S. exports or sales;
   • Quality of the project’s performance measures, and the degree to which they relate to the objectives, deliverables, and proposed approach and activities;
   • Justification for Federal funding;
   • Overall cost of the project and the amount of funding provided by the applicant and any partners; and
   • Evidence that the organization has the knowledge, expertise, ability, and resources to successfully implement the project, including the levels of EMP funding and cost-share contribution requirements.

2. Administrative and National Policy Requirements: Interested parties should review the EMP regulations, which are available at the following URL address: http://www.fas.usda.gov/mos-em-markets/em-markets.asp.

3. Reporting. Quarterly progress reports for all programs one year or longer in duration are required. Projects of less than one year generally require a mid-term progress report. Final performance reports are due 90 days after completion of each project.

Content requirements for both types of reports are contained in the Project Agreement. Final financial reports are also due 90 days after completion of each project as attachments to the final reports. Please see 7 CFR part 1486 for additional reporting requirements.

VII. Agency Contact(s)

For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture.

Courier address: Room 6512, 1400 Independence Ave. SW, Washington, DC 20250, or by phone: (202) 720–4327, or by fax: (202) 720–9361, or by email: podadmin@fas.usda.gov.

Signed at Washington, DC, on 28 day of March 2013.

Suzanne E. Heineman,
Administrator, Foreign Agricultural Service and Vice President, Commodity Credit Corporation.

[FR Doc. 2013–09460 Filed 4–22–13; 8:45 am]