



MAP03-001

United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

SUBJECT: Brand Company Graduates

TO: All MAP Participants

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

BACKGROUND: Section 7 CFR 1485.14 (d)(2) of the MAP regulations states that "CCC will not provide assistance to a single company for brand promotion in a single country for more than five years". The first program year to count toward graduation is 1994. After the five-year period has been reached, the company is considered "graduated" from the country and, thus, no longer eligible to be reimbursed for its market development expenses in that country.

ACTION: The Marketing Operations Staff has identified 52 companies that graduated in program year 1999, 41 companies that graduated in program year 2000 and 30 companies that have already graduated in program year 2001. The list of "potential" brand company graduates identifies those companies that have an approved budget for FY 2001 and have the potential to graduate if reimbursed for brand program expenditures.

Denise Huttenlocker

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Director
Marketing Operations Staff

Attachment