

## EMP Review Criteria

### **Appropriateness of the activities for the targeted market(s), and the extent to which the project identifies market barriers.**

- Is the current market situation accurately described (including accurate constraint identification)?
- Does the applicant identify the competition, past activities or other related activities that may impact the success of this activity?
- Does the activity fit into the FAS country/region strategy?
- Is there evidence that the organization has the knowledge, expertise, ability, and resources to successfully implement and manage the project?
- Are activity budgets presented with sufficient detail to provide confidence that the project can be implemented successfully?
- Are budgets reasonable?

### **Potential of the project to expand U.S. market share, increase U.S. exports or sales, and/or improve awareness of U.S. agricultural commodities and products.**

- Projected program results are identified and make an impact in regards to developing, maintaining or increasing US exports.
- Taking into account the funding request, what kind of return are we getting for the budget request?

### **Quality of the project's performance measures, and the degree to which they relate to the objectives, proposed approach and activities, and deliverables.**

- Performance measures are truly measurable and measure outcomes (impact) not outputs.
- Are quantitative criteria for measuring activity's success included in proposal?
- Will progress in performance measures directly affect the constraint and trade?