

(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.

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 funding is reviewed on a rolling basis during the fiscal year as long as remaining EMP funding is available. That is:

- Proposals received by, but not later than, 5 p.m. Eastern Daylight Time, May 16, 2011, 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 16, 2011, will be considered 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 16, 2011, 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 e-mail must be received by 5 p.m. Eastern Daylight Time, May 16, 2011, at [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov) in order to receive the same consideration.

## V. 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, 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 timeliness and quality of reporting on past EMP activities.

Please see 7 CFR part 1486 for additional evaluation criteria.

2. *Review and Selection Process:* All applications undergo a multi-phase review within FAS, by appropriate FAS field offices, and, as needed, by the private sector Advisory Committee on Emerging Markets to determine the qualifications, quality, appropriateness of projects, and reasonableness of project budgets.

## VI. Award Administration Information

1. *Award Notices:* FAS will notify each applicant in writing of the final disposition of the submitted application. FAS will send an approval letter and project agreement to each approved applicant. The approval letter and agreement will specify the terms and conditions applicable to 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 1 year or longer in duration are required. Projects of less than 1 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, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, or *by phone:* (202) 720-4327, or *by fax:* (202) 720-9361, or *by e-mail:* [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov).

Signed at Washington, DC, on the 25th day of March, 2011.

**John D. Brewer,**

*Administrator, Foreign Agricultural Service and Vice President, Commodity Credit Corporation.*

[FR Doc. 2011-9216 Filed 4-14-11; 8:45 am]

**BILLING CODE 3410-10-P**

## DEPARTMENT OF AGRICULTURE

### Commodity Credit Corporation

#### Notice of Funds Availability: Inviting Applications for the Technical Assistance for Specialty Crops Program

*Announcement Type:* New.  
*Catalog of Federal Domestic Assistance (CFDA) Number:* 10.604.

**SUMMARY:** The Commodity Credit Corporation (CCC) announces that it is inviting proposals for the 2012 Technical Assistance for Specialty Crops (TASC) program. The intended effect of this notice is to solicit applications from the private sector and from government agencies for FY 2012 and to award funds in October 2011. The TASC program is administered by personnel of the Foreign Agricultural Service (FAS).

**DATES:** To be considered for funding, applications must be received by 5 p.m. Eastern Daylight Time, May 16, 2011. 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, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, or *by phone:* (202) 720-4327, or *by fax:* (202) 720-9361, or *by e-mail:* [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov). Information is also available on the FAS Web site at <http://www.fas.usda.gov/mos/tasc/tasc.asp>.

#### SUPPLEMENTARY INFORMATION:

##### I. Funding Opportunity Description

*Authority:* The TASC program is authorized by section 3205 of Public Law 107-171. TASC regulations appear at 7 CFR part 1487.

*Purpose:* The TASC program is designed to assist U.S. organizations by

providing funding for projects that address sanitary, phytosanitary, or related technical barriers that prohibit or threaten the export of U.S. specialty crops. U.S. specialty crops, for the purpose of the TASC program, are defined to include all cultivated plants, or the products thereof, produced in the United States, except wheat, feed grains, oilseeds, cotton, rice, peanuts, sugar, and tobacco.

As a general matter, TASC program projects should be designed to address the following criteria:

- Projects should identify and address a sanitary, phytosanitary, or related technical barrier that prohibits or threatens the export of U.S. specialty crops;
- Projects should demonstrably benefit the represented industry rather than a specific company or brand;
- Projects must address barriers to exports of commercially-available U.S. specialty crops for which barrier removal would predominantly benefit U.S. exports; and
- Projects should include 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.

Examples of expenses that CCC may agree to reimburse under the TASC program include, but are not limited to: initial pre-clearance programs, export protocol and work plan support, seminars and workshops, study tours, field surveys, development of pest lists, pest and disease research, database development, reasonable logistical and administrative support, and travel and per diem expenses.

## II. Award Information

In general, all qualified proposals received before the specified application deadline will compete for funding. The limited funds and the range of barriers affecting the exports of U.S. specialty crops worldwide preclude CCC from approving large budgets for individual projects. Proposals requesting more than \$500,000 in any given year will not be considered. Additionally, the maximum duration of an activity is 5 years. In order to validate funding eligibility, proposals must specify previous years of TASC funding for each proposed activity/title/market/constraint combination.

Applicants may submit multiple proposals, and applicants with previously approved TASC proposals may apply for additional funding. The number of approved projects that a TASC participant can have underway at

any given time is five. Please see 7 CFR part 1487 for additional restrictions.

FAS will consider providing either grant funds as direct assistance to U.S. organizations or technical assistance on behalf of U.S. organizations, provided that the organization submits timely and qualified proposals. FAS will review all proposals against the evaluation criteria contained in the program regulations.

Funding for successful proposals will be provided through specific agreements. These agreements will incorporate the proposal as approved by FAS. FAS must approve in advance any subsequent changes to the project. FAS or another Federal agency may be involved in the implementation of approved projects.

## III. Eligibility Information

*1. Eligible Applicants:* Any U.S. organization, private or government, with a demonstrated role or interest in exporting U.S. agricultural commodities may apply to the program. Government organizations consist of Federal, State, and local agencies. Private organizations include non-profit trade associations, universities, agricultural cooperatives, state regional trade groups, and private companies.

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 or Matching:* FAS considers the applicant's willingness to contribute resources, including cash, goods, and services of the U.S. industry and foreign third parties, when determining which proposals are approved for funding.

*3. 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.*

## IV. Application and Submission Information

*1. Application through the Unified Export Strategy (UES):* Organizations are strongly encouraged to submit their applications to FAS through the UES application Internet Web site. Using the UES application process reduces paperwork and expedites FAS's processing and review cycle. Applicants planning to use the UES Internet-based system must contact FAS/Program Operations Division to obtain site access information, including a user ID and password. The UES Internet-based

application may be found at the following URL address: <https://www.fas.usda.gov/ues/webapp/>.

Although FAS highly recommends applying via the Internet-based UES application, as this format virtually eliminates paperwork and expedites the FAS processing and review cycle, applicants also have the option of submitting an electronic version to FAS at [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov).

*2. Content and Form of Application Submission:* All TASC proposals must contain complete information about the proposed projects as described in § 1487.5(b) of the TASC program regulations. In addition, in accordance with the Office of Management and Budget's policy directive (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 at 1-866-705-5711. Incomplete applications and applications that do not otherwise conform to this announcement will not be accepted for review.

*3. Submission Dates and Times:* TASC funding is reviewed on a rolling basis during the fiscal year as long as remaining TASC funding is available. That is:

- Proposals received by, but not later than, 5 p.m. Eastern Daylight Time, May 16, 2011, 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 16, 2011, will be considered for funding only if funding remains available.

Notwithstanding the foregoing, a proposal may be submitted for expedited consideration under the TASC Quick Response process if, in addition to meeting all requirements of the TASC program, a proposal clearly identifies a time-sensitive activity. In these cases, a proposal may be submitted at any time for an expedited evaluation. Such a proposal must include a specific request for expedited evaluation.

FAS will track the time and date of receipt of all proposals.

*4. Funding Restrictions:* Although funded projects may take place in the

United States or abroad, all eligible projects must specifically address sanitary, phytosanitary, or related technical barriers to the export of U.S. specialty crops.

Certain types of expenses are not eligible for reimbursement by the program, such as the costs of market research, advertising, or other promotional expenses, as set forth in the written program agreement between CCC and the participant. CCC will also not reimburse unreasonable expenditures or any expenditure made prior to approval of a proposal.

**5. Other Submission Requirements:** All Internet-based applications must be properly submitted by 5 p.m., Eastern Daylight Time, May 16, 2011, 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 16, 2011, at [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov) in order to receive the same consideration.

#### V. Application Review Information

**1. Criteria:** FAS follows the evaluation criteria set forth in § 1487.6 of the TASC regulations.

**2. Review and Selection Process:** FAS will review proposals for eligibility and will evaluate each proposal against the criteria referred to above. The purpose of this review is to identify meritorious proposals, recommend an appropriate funding level for each proposal based upon these factors, and submit the proposals and funding recommendations to the Deputy Administrator, Office of Trade Programs. FAS may, when appropriate, request the assistance of other U.S. government subject area experts in evaluating the merits of a proposal.

#### VI. Award Administration Information

**1. Award Notices:** FAS will notify each applicant in writing of the final disposition of the submitted application. FAS will send an approval letter and agreement to each approved applicant. The approval letter and agreement will specify the terms and conditions applicable to the project, including levels of funding, timelines for implementation, and written evaluation requirements.

**2. Administrative and National Policy Requirements:** The agreements will incorporate the details of each project as approved by FAS. Each agreement will identify terms and conditions pursuant to which CCC will reimburse certain costs of each project. Agreements will also outline the responsibilities of the participant. Interested parties should

review the TASC program regulations found at 7 CFR part 1487 in addition to this announcement. TASC program regulations are available at the following URL address: [http://www.fas.usda.gov/mos/programs/TASC\\_1487\\_regulations\\_1-1-06.pdf](http://www.fas.usda.gov/mos/programs/TASC_1487_regulations_1-1-06.pdf). Hard copies may be obtained by contacting the Program Operations Division at (202) 720-4327.

**3. Reporting:** TASC participants will be required to submit separate interim reports at 3, 6, and 9 months for each program year, and a final report, each of which evaluates their TASC project using the performance measures presented in the approved proposal, as set forth in the written program agreement.

#### VII. Agency Contact

For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, or by phone: (202) 720-4327, or by fax: (202) 720-9361, or by e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov).

Signed at Washington, DC, on the 25th of March, 2011.

**John D. Brewer,**

*Administrator, Foreign Agricultural Service, and Vice President, Commodity Credit Corporation.*

[FR Doc. 2011-9219 Filed 4-14-11; 8:45 am]

**BILLING CODE 3410-10-P**

### DEPARTMENT OF AGRICULTURE

#### Commodity Credit Corporation

#### Notice of Funds Availability: Inviting Applications for the Market Access Program

**Announcement Type:** New.  
**Catalog of Federal Domestic Assistance (CFDA) Number:** 10.601.

**SUMMARY:** The Commodity Credit Corporation (CCC) announces that it is inviting proposals for the 2012 Market Access Program (MAP). The intended effect of this notice is to solicit applications from eligible applicants and to award funds in October 2011. The MAP is administered by personnel of the Foreign Agricultural Service (FAS).

**DATES:** All applications must be received by 5 p.m. Eastern Daylight Time, May 16, 2011. Applications received after this date will not be considered.

**FOR FURTHER INFORMATION CONTACT:** Entities wishing to apply for funding

assistance should contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, Portals Office Building, Suite 400, 1250 Maryland Avenue, SW., Washington, DC 20024, or by phone: (202) 720-4327, or by fax: (202) 720-9361, or by e-mail: [podadmin@fas.usda.gov](mailto:podadmin@fas.usda.gov). Information is also available on the FAS Web site at <http://www.fas.usda.gov/mos/programs/map.asp>.

#### SUPPLEMENTARY INFORMATION:

##### I. Funding Opportunity Description

**Authority:** The MAP is authorized under Section 203 of the Agricultural Trade Act of 1978, as amended. MAP regulations appear at 7 CFR part 1485.

**Purpose:** The MAP is designed to create, expand, and maintain foreign markets for U. S. agricultural commodities and products through cost-share assistance. Financial assistance under the MAP will be made available on a competitive basis, and applications will be reviewed against the evaluation criteria contained herein and in the MAP regulations. All U.S. agricultural commodities, except tobacco, are eligible for consideration.

The FAS allocates funds in a manner that effectively supports the strategic decision-making initiatives of the Government Performance and Results Act (GPRA) of 1993. In deciding whether a proposed project will contribute to the effective creation, expansion, or maintenance of foreign markets, the FAS considers whether the applicant provides a clear, long-term agricultural trade strategy and a program effectiveness time line against which results can be measured at specific intervals using quantifiable product or country goals. The FAS also considers the extent to which a proposed project targets markets with the greatest growth potential. These factors are part of the FAS resource allocation strategy to fund applicants who can demonstrate performance and address the objectives of the GPRA.

##### II. Award Information

Under the MAP, the CCC enters into agreements with eligible participants to share the cost of certain overseas marketing and promotion activities. MAP participants may receive assistance for generic or brand promotion activities. For generic activities, funding priority is given to organizations that have the broadest possible producer representation of the commodity being promoted and that are nationwide in membership and scope. Only non-profit U.S. agricultural trade organizations, nonprofit State regional