



APPLICATION INSTRUCTIONS FOR THE EDWARD R. MADIGAN UNITED STATES AGRICULTURAL EXPORT EXCELLENCE AWARD

No Madigan Award will be considered unless a completed application form has been received.

By submitting this application, the applicant authorizes Federal Departments, Agencies, and Commissions to provide the U.S. Department of Agriculture with information pertaining to the applicant for the purposes of determining the Applicant's eligibility and fitness to receive the award for which it is applying.

The Edward R. Madigan United States Agricultural Export was established by Congress in the Federal Improvement and Reform (FAIR) Act of 1996. The award commemorates Edward R. Madigan who, as a congressman from Illinois and later as Secretary of Agriculture, played a major role in reshaping U.S. agricultural policy to enable farmers and ranchers to respond more effectively to market signals and pursue export opportunities.

I. PURPOSE

The Madigan Award is designed to help increase U.S. agricultural exports by:

- Identifying efforts of U.S. entities to develop and expand markets through new products and services and innovative marketing techniques;
- recognizing achievements of those who have demonstrated or supported entrepreneurial efforts to expand and create new markets for, or increase the value or volume of, agricultural exports; and
- Disseminating information on successful methods for developing and expanding markets for U.S. agricultural exports.

II. CATEGORIES

Entities may apply or be nominated for the Madigan Award in one of three categories:

- Development of new products or services for agricultural export markets;
- Development of new agricultural export markets; or
- Creative marketing of products or services in these markets

III. QUALIFICATION CRITERIA

To qualify for the Madigan Award, an entity must have:

- exhibited significant entrepreneurial effort to create new markets for, or to increase exports of, U.S. agricultural products; or
- Provided significant assistance to others in creating new markets for, or increasing exports of, U.S. agricultural products.

In addition, entities must:

- not have received another award in the same category for 5 years; and
- Meet other requirements that the Secretary of Agriculture deems appropriate.

IV. HOW TO APPLY

To be considered for the Madigan Award, an entity must apply to the board in writing or be nominated for it by the governor of a State.

All applications and nominations should be sent to: Coordinator, Edward R. Madigan United States Agricultural Export Excellence Award, U.S. Department of Agriculture, Foreign Agricultural Service, Office of Trade Programs, STOP 1020, 1400 Independence Avenue., S.W., Washington, DC 20250-1020. Questions about the application can be e-mailed to Dale.Miller@fas.usda.gov.

CONFIDENTIALITY

The U.S. Department of Agriculture will preserve the confidentiality of information about entities that falls under the categories of trade secrets, proprietary information, and privileged commercial or financial material.

VI. ELIGIBILITY

The eligibility of an entity to receive the Madigan Award will be based on a background check to disclose such factors as that entity's financial status, debarment or suspension from Government programs, and violations of Federal laws and regulations. In addition, entities must:

- not have received another award in the same category for 5 years; and,
- Meet other requirements that the Secretary of Agriculture deems appropriate.

VII. AWARDS FOR ENTREPRENEURIAL EFFORT

Applications and nominations of entities that have exhibited significant entrepreneurial effort to create new markets for or to increase exports of, U.S. agricultural products can include one or more of the following:

- statistical evidence of a substantial increase (by value or volume) in exports over the past 3 years
- information showing that exports constitute a significant share of the entity's total product sales or significantly exceed the industry average
- opening of a market previously closed to U.S. companies
- expansion of a market previously limited by difficult competitive conditions
- introduction of a new product or service to U.S. agricultural export trade
- key exporting difficulties that have been overcome
- details on foreign competition
- information about the entity's product(s) or service(s)
- the entity's market research and strategic planning
- the entity's international marketing program
- opening or expansion of a sales office to serve a foreign market
- information on organizations (financial institutions, freight forwarders, etc.) used in the entity's export operations
- a description of the development or expansion of the entity's distributor network and/or joint ventures
- Participation in trade missions and shows.

VIII. AWARDS FOR ASSISTANCE IN ENTREPRENEURIAL EFFORT

Applications and nominations of entities that have provided significant assistance to others in creating new markets for, or increasing exports of, U.S. agricultural products can include one or more of the following:

- a detailed description of service(s) provided to exporters
- information on innovative solutions to trade problems
- a description of promotional program(s)
- Statistical evidence of the effectiveness of the service(s) or program(s).

IX. BOARD OF EVALUATORS

The Secretary of Agriculture appoints a board of at least five individuals from the private sector, chosen for their knowledge and experience in exporting U.S. agricultural products, to evaluate applications and nominations for the Madigan Award. The board reports its recommendations for award recipients to the Secretary of Agriculture.

X. RECIPIENT

On the basis of recommendations received from the board of evaluators, the President of the United States or the Secretary of Agriculture presents the award to entities that significantly contribute to the advancement of U.S. agricultural exports.

To help fulfill the purpose of the Madigan Award, recipients are expected to provide general information on export techniques they have found successful to interested parties. Entities may publicize their receipt of the Madigan Award in advertisements and other materials.

XI. PREPARATION OF APPLICATION FORM

Item 1. AWARD BEING APPLIED FOR: Select only one.

Item 2. ORGANIZATION INFORMATION: Name of the organization as you would wish it to appear on the Madigan Award Plaque.

Item 3. SIGNATURE: The application should be signed by a responsible official (officer of organization or individual).

Item 4. TYPE OF ORGANIZATION: Indicate if the firm is a manufacturer, service exporter, agricultural producer or service organization such as an export management company, freight forwarder, financial or educational institution, chamber of commerce, state agency. If a subsidiary or division of another organization, explain under JUSTIFICATION FOR AWARD why sub-unit should receive the Award rather than the parent organization.

Item 5. EMPLOYEES: Indicate the number of U.S. employees currently working for the organization and how many of this number are employed directly due to export activities, either production for export markets or management of international sales and marketing. If a trade association, chamber of commerce, trade club or similar organization, include total membership of the association.

Item 6. MAJOR PRODUCTS EXPORTED: To identify your product or services NAICS category please access the following web site: <http://www.census.gov/epcd/www/naics.html>.

Item 7. STATE OFFICIAL RECOMMENDING AWARD: The signature of a State official is required.

Item 8. EXPORT STATISTICS: Please list export figures for each of the four (4) past years, plus latest quarterly data. Data should include shipments to Canada and Mexico, but *NOT* to Puerto Rico, Virgin Islands, Alaska and Hawaii. If you wish this information

treated as BUSINESS CONFIDENTIAL, please so indicate by checking the box below. Except to the extent required by law, no information or data for which the applicant has requested BUSINESS CONFIDENTIAL treatment will be disclosed to persons not involved in processing this application without the applicant's prior written consent. Statistics should be given on the basis of actual export data, not estimated future projections.

Item 9. KEY EXPORTING CHALLENGES: Self-explanatory.

Item 10. JUSTIFICATION: In a clear and concise manner, the applicant should: outline the organization's entrepreneurial efforts or assistance in entrepreneurial effort, which forms the basis for the Award application (**See VII. AWARDS FOR ENTREPRENEURIAL EFFORT and VIII. AWARDS FOR ASSISTANCE IN ENTREPRENEURIAL EFFORT**). Applicant should also indicate how the organization met the challenges indicated in Item 9: KEY EXPORTING CHALLENGES.

According to the Paperwork Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0551-0031. The time required to complete this information collection is estimated to **average 5 minutes per response**, including the time for reviewing instructions, searching existing data sources, gathering & maintaining data needed for completing & reviewing the collection of information

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer

March 2012, OMB 0551-0031

8. EXPORT STATISTICS:

Please list export figures for each of the four (4) past years, plus latest quarterly data. Data should include shipments to Canada and Mexico, but *NOT* to Puerto Rico, Virgin Islands, Alaska and Hawaii. If you wish this information treated as BUSINESS CONFIDENTIAL, please so indicate by checking the box below. Except to the extent required by law, no information or data for which the applicant has requested BUSINESS CONFIDENTIAL treatment will be disclosed to persons not involved in processing this application without the applicant's prior written consent.

BUSINESS CONFIDENTIAL

YEAR	TOTAL SALES	EXPORT SALES	PERCENTAGE OF EXPORTS TO TOTAL SALES	INCOME FROM LICENSING AGREEMENTS

9. KEY EXPORTING CHALLENGES: Check key exporting problems met: (Include in "Justification" section below discussion on how you overcame these problems)

- | | |
|---------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Development obtaining foreign distribution | <input type="checkbox"/> Specifications |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Delivery |
| <input type="checkbox"/> Credit terms | <input type="checkbox"/> Pricing |
| <input type="checkbox"/> Tariff barriers | <input type="checkbox"/> Dealer restrictions |
| <input type="checkbox"/> Non-tariff barriers | <input type="checkbox"/> Corporate organization |
| <input type="checkbox"/> Import quotas | <input type="checkbox"/> Product design |
| <input type="checkbox"/> Foreign Production | <input type="checkbox"/> Market research |
| <input type="checkbox"/> Selecting export channels of distribution | <input type="checkbox"/> Foreign language requirements |
| <input type="checkbox"/> Spare parts and servicing | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Adverse competitive conditions | |

10. JUSTIFICATION FOR AWARD: (Use additional paper, if necessary. Please attach to nomination form. See Instructions for guidance with writing justification.)

_____ Comment [p1]:

XI. PREPARATION OF APPLICATION ADDENDUM

CUT AND PASTE OR PHOTOCOPY THE TEXT BELOW (IRS WAIVER) ONTO COMPANY LETTERHEAD OR ORGANIZATION LETTERHEAD

In connection with the above-named company's (or organization's) application to the Department of Commerce for the President's Madigan[®] Award, I am signing this waiver to permit the Internal Revenue Service (IRS) to release otherwise confidential tax information about the company (or organization) to appropriate officials of the Department of Commerce. This waiver is made pursuant to 26 U.S.C. 6103 and is limited to the following:

1. Whether this company (or organization) has failed to file a Federal income tax return for any of the last three years for which filing of a return might have been required. (If the filing date, without regard to extensions, and normal processing period for the most recent year's return has not yet elapsed on the date IRS receives this waiver, and the IRS records do not indicate a return for the most recent year, the "last three years" will mean the three years preceding the year for which returns are currently being filed and processed.)
2. Whether there is any tax, penalty or interest liability for which the IRS gave notice of the amount due and requested payment that has been outstanding for more than 180 days and has not yet been paid.
3. Whether this company (or organization) has been or is under investigation by the IRS for possible criminal offenses.
4. Whether this company (or organization) has been assessed any civil penalty for fraud during the current or last three calendar years.

In the event of an adverse response to any of the above (negative to subparagraph 1 or affirmative to subparagraph(s) 2, 3, or 4), I hereby authorize the Internal Revenue Service to provide to the Department of Commerce, upon request, additional tax information pertaining to such adverse response.

To assist the Internal Revenue Service in locating the Federal tax information, I am voluntarily providing the following information regarding the company (or organization):

Name of Company _____

Employer Identification Number (EIN): _____

Address: _____

Returns required to be filed: _____

If consolidated corporate income tax returns were filed for any of the years covered by No. 1 above, complete the following:

Name of parent company: _____

EIN of Parent Company _____

Year(s): _____

If an income tax return for any of the last three years was not filed, please explain why (e.g., a non-profit organization):

If signing as a corporate officer, partner, tax matters partner/person, I certify that I have the authority to execute this form on behalf of the taxpayer.

(Signature) _____

(Title) _____

(Date) _____

REQUIRED BY THE TAX REFORM ACT OF 1976