

DEPARTMENT OF AGRICULTURE

Foreign Agricultural Service

Agricultural Trade Promotion Program

A. Program Description

Issued By: Foreign Agricultural Service, Office of Trade Programs

Catalog of Federal Domestic Assistance (CFDA) Number: 10.618

CFDA Title: Agricultural Trade Promotion Program

Notice of Funding Opportunity Title: Agricultural Trade Promotion Program

NOFO Number: 2018–09

Authorizing Authority for Program: The ATP is authorized under the CCC Charter Act, 15 U.S.C. 714c(f). The ATP regulations appear at 7 CFR Part 1489.

Program Type: New.

Program Overview, Objectives, and Priorities: The ATP is a cost–share program that is designed to reimburse nonprofit U.S. agricultural trade organizations, nonprofit state regional trade groups (SRTGs), U.S. agricultural cooperatives, and state agencies that conduct approved foreign market development activities and have suffered damages as a result of tariffs imposed on U.S. agricultural products in 2018/2019. For–profit U.S. commercial entities that do not exceed 300 percent of the small business size standards established for their particular industry at 13 CFR 121.201 may participate in a branded program through an ATP Participant. Although small for–profit, nonprofit, and government entities will receive full consideration under the ATP, FAS gives priority to organizations that have the broadest producer representation and affiliated industry participation of the commodity being promoted. Information, including a link

to the program regulations, is available on the FAS website at:

<http://www.fas.usda.gov/programs/agricultural-trade-promotion-program-atp>.

Under the ATP, FAS enters into agreements with eligible Participants to share the cost of certain overseas marketing and promotion activities, including activities that address existing or potential non-tariff barriers to trade. Financial assistance under the ATP is made available on a competitive basis, and applications are reviewed against the evaluation criteria contained herein and in the ATP regulations. All U.S. agricultural commodities, except tobacco, are eligible for consideration.

B. Federal Award Information

Award Amounts, Important Dates, and Extensions

Available Funding for the NOFO: The ATP will provide up to \$200 million in FY 2019 funding to support eligible projects. USDA makes no commitment to fund any particular application or to make a specific number of awards regardless of whether or at what level program funding for FY 2019 is provided.

Projected Number of Awards: It is anticipated that FAS will issue approximately 70 awards under the 2019 ATP, subject to programmatic approval and available funding. In general, all qualified proposals received before the submission deadline will compete for funding.

Period of Performance: Awards will generally be granted for a three year project period. When considering eligible proposals, shorter term (up to two year) projects will be given priority. FAS anticipates allocating program funding through annual budget periods, with the approval dates specified in the allocation approval letter that is provided as part of the award approval package. FAS will entertain requests to extend the agreement expiration date of an

award, up to a maximum award length of five years. Extension requests must be made at least 45 days in advance of the agreement expiration date and must include a justification as to why the extension of the award is necessary.

Projected Period of Performance Start Date(s): FAS anticipates that the initial funding selections will be made by the end of December 2018, with the initial award dates estimated to be by the end of January 2019. Example: January 31, 2019.

Projected Period of Performance End Date(s): Up to five years from initial award dates. Example: December 31, 2024.

Funding Instrument: Grant.

C. Eligibility Information

Eligible Applicants: To participate in the ATP, an applicant must be a nonprofit U.S. agricultural trade organization, an SRTG, a U.S. agricultural cooperative, or a state government agency that can demonstrate damages suffered (reduced sales, lost revenue, decreased market share, etc.) as a result of tariffs imposed on U.S. agricultural products. For-profit U.S. commercial entities that do not exceed 300 percent of the small business size standards established for their particular industry at 13 CFR 121.201 may participate in a branded program through an ATP Participant.

Eligible Activities: ATP Participants may receive assistance for generic or branded 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. For branded activities, only nonprofit U.S. agricultural trade organizations, SRTGs, U.S. agricultural cooperatives, and state government agencies can

participate directly in the branded program. Eligible small-sized U.S. companies may participate in the branded program through one of these entities.

Other Submission Requirements and Information: Applications should include a justification for funding assistance from the program – an explanation of what specifically could not be accomplished without federal funding assistance and why participating organizations are unlikely to carry out the project without such assistance.

Cost Share or Match: To participate in the ATP, an applicant must agree to contribute resources towards its proposed promotional activities. The ATP is intended to supplement, not supplant, the efforts of the U.S. private sector. In ATP generic promotion programs, an ATP Participant shall contribute a total amount in goods, services, and/or cash equal to at least 10 percent of the total amount reimbursed by the CCC for all generic promotion activities undertaken by the ATP Participant. In the case of branded promotion, an ATP Participant conducting its own branded promotion that is a U.S. agricultural cooperative or a for-profit entity shall contribute at least 50 percent of the total eligible expenditures made on each approved brand promotion.

The degree of commitment of an applicant to the promotional strategies contained in its application, as represented by the cost-share contributions specified therein, is considered by FAS when determining which applications will be approved for funding. Cost-share may be actual cash invested or in-kind contributions, such as professional staff time spent on the design and implementation of activities. The ATP regulations, in Section 1489.16, provide a detailed discussion of eligible and ineligible cost-share contributions.

D. Application and Submission Information

Key Dates and Times

Application Start Date: August 30, 2018

Application Submission Deadline: ATP proposals will be reviewed on a rolling basis during the fiscal year as long as ATP funding is available as set forth below. FAS will track the time and date of receipt of all proposals. All proposals received via the web-based Unified Export Strategy (UES) system by the initial program deadline of 5 p.m. Eastern Daylight Time, November 2, 2018, will be considered for funding in the initial allocation tranche. Proposals not approved for funding during this initial 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, November 2, 2018, will be considered for funding in the order received only if funding remains available.

Anticipated Funding Selection Date: FAS anticipates that the initial funding selections will be made by the end of December 2018.

Anticipated Award Date: FAS anticipates that the initial award dates will be by the end of January 2019.

Address to Submit Application Package: Organizations should submit their ATP applications to FAS through the UES system. The UES system allows interested applicants to submit a single consolidated and strategically coordinated proposal that incorporates requests for funding under all FAS market development programs. The suggested UES format encourages applicants to examine the constraints or barriers to trade that they face, identify activities that would help overcome such impediments, consider the entire pool of complementary marketing tools and program resources, and establish realistic export goals. Applicants planning to use the UES system must first contact FAS's Program Operations Division to obtain site access information. FAS expects to partner with SRTGs that help small entities participate successfully

and economically in programs such as the ATP. The UES system may be found at:
<https://www.fas.usda.gov/ues/webapp/>.

Content and Form of Application Submission: To be considered for the ATP, an applicant must submit to FAS an application package consisting of Standard Forms 424, “Application for Federal Assistance” (SF-424), and 424A, “Budget Information – Non-Construction Programs” (SF-424A), which are standard forms required for use as cover sheets for submission of applications and related information under discretionary programs, and the information required by Section 1489.13 of the ATP regulations. Incomplete applications or applications that do not otherwise conform to this announcement and the ATP regulations will not be accepted for review.

In addition, the following required certifications must be completed and provided to FAS before the application can be approved for funding:

1. SF-424B, “Assurances – Non-Construction Programs”
2. AD-3030 and AD-3031, “Representations Regarding Felony Conviction and Tax Delinquent Status For Corporate Applicants”
3. AD-1047, “Certification Regarding Debarment, Suspension, and Other Responsibility Matters”
4. AD-1049 and AD-1052, “Certification Regarding Drug-Free Workplace Requirements”
5. Certification Regarding Lobbying. If paragraph 2 of the certification applies, then also complete and submit the SF-LLL, “Disclosure of Lobbying Activities.”

Unique Entity Identifier and System for Award Management (SAM): In accordance with the Office of Management and Budget’s 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 toll-free request line at (866) 705-5711.

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

(i) Be registered in the System for Award Management (SAM) prior to submitting an application or plan; and

(ii) Maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by FAS; and

(iii) Provide its DUNS number in each application or plan it submits to FAS.

FAS may not make an award to an applicant until the applicant has complied with all applicable unique entity identifier and SAM requirements. If an applicant has not fully complied with the requirements by the time FAS is ready to make the award, FAS may determine that the applicant is not qualified to receive an award and use that determination as a basis for making an award to another applicant.

Similarly, in accordance with 2 CFR Part 170, each entity that applies to ATP and does not qualify for an exception 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 ATP funding.

Intergovernmental Review: An intergovernmental review may be required. Applicants must contact their state's Single Point of Contact (SPOC) to comply with their state's process under Executive Order 12372 (see <http://www.fws.gov/policy/library/rgeo12372.pdf>). To ensure

currency, the names and addresses of the SPOCs are maintained by the Office of Management and Budget at <https://www.whitehouse.gov/wp-content/uploads/2017/11/SPOC-Feb.-2018.pdf>.

Funding Restrictions: Only those ATP activities that are approved in each applicant's allocation approval letter may be implemented, and those activities must be implemented during the program period specified in the allocation approval letter. Requests for activity changes during the program period must be approved in advance by FAS. The ATP generally operates on a reimbursement basis. ATP Participants must re-apply for the program in any future years if additional money is made available.

An ATP Participant must use its own funds and may not use ATP program funds to pay any administrative costs of the ATP Participant's U.S. office(s), including legal fees, except as set forth in the program regulations. Where the ATP Participant uses its own funds to pay for administrative costs, such costs may be counted in calculating the amount of contributions the ATP Participant contributes to ATP generic or brand promotion programs, subject to certain limitations. Additional types of expenses are not eligible for reimbursement by the program, and there are limits on other categories of expenses. FAS also will not reimburse unreasonable expenditures or expenditures made prior to approval. Full details and a complete list of eligible and ineligible expenses may be found in the ATP regulations in Section 1489.17.

Generally, funds may not be used in any manner that is prohibited by 2 CFR Part 200 and 2 CFR Part 400. In addition, FAS grant agreement funds may only be used for the purpose set forth in the award, and must be consistent with the statutory authority for the award. Grant agreement funds and non-monetary support may not be used for matching contributions for other federal grants or cooperative agreements, lobbying, or intervention in federal regulatory or adjudicatory proceedings. Federal employees are prohibited from serving in any capacity (paid

or unpaid) on any proposal submitted under this program. Federal employees may not receive funds under this award. Also, federal funds may not be used to sue the Federal Government or any other government entity.

E. Application Review Information

Application Evaluation Criteria: FAS allocates funds in a manner that 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, FAS seeks to identify a clear, long-term agricultural trade strategy and a program effectiveness timeline against which results can be measured at specific intervals using quantifiable product or country goals. 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.

Prior to making a Federal award, the Federal awarding agency is required by 31 U.S.C. 3321 and 41 U.S.C. 2313 to review information available through any OMB-designated repositories of government-wide eligibility qualification or financial integrity information. Therefore, application evaluation criteria may include the following risk based considerations of the applicant: (1) financial stability; (2) quality of management systems and ability to meet management standards; (3) history of performance in managing federal awards; (4) reports and findings from audits; and (5) ability to effectively implement statutory, regulatory, or other requirements.

Applications received by the closing date will be reviewed by FAS to determine the eligibility of the applicants and the completeness of the applications. These requirements appear

in Sections 1489.12 and 1489.13 of the ATP regulations. Applications that meet the requirements will then be further evaluated by the appropriate Commodity Branch office of FAS's Cooperator Programs Division. The Commodity Branches will review each application against the criteria listed in Sections 1489.14(b) and (c) of the ATP regulations as well as in this announcement. The purpose of this review is to identify meritorious proposals and to recommend an appropriate funding level for each application based upon these criteria.

Meritorious applications then will be passed on to the Office of the Deputy Administrator, Office of Trade Programs, for the purpose of allocating available funds among the applicants. Those applications that best satisfy the factors and criteria listed in Sections 1489.14(b) and (c) of the ATP regulations and demonstrate the highest likelihood of success will be recommended to the FAS Administrator for funding.

In addition, FAS, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313). An applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM. FAS will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in 2 CFR 200.205 "Federal awarding agency review of risk posed by applicants."

F. Federal Award Administration Information

Notice of Award: FAS will notify each applicant in writing of the final disposition of its application. Funding for successful proposals will be provided through specific agreements. FAS will send an approval letter and program agreement to each approved applicant. The approval letter and program agreement will specify the terms and conditions applicable to the project, including the levels of ATP funding and cost-share contribution requirements. FAS must approve in advance any subsequent changes to the agreement. FAS or another Federal agency may be involved in the implementation of approved agreements.

Administrative and National Policy Requirements: All successful applicants for all grant and cooperative agreements are required to comply with the Standard Administrative Terms and Conditions, which are available online at: https://www.fas.usda.gov/grants/general_terms_and_conditions/default.asp. The applicable Standard Administrative Terms and Conditions will be for the last year specified at that URL, unless the application is to continue an award first awarded in an earlier year. In that event, the terms and conditions that apply will be those in effect for the year in which the award was originally made unless explicitly stated otherwise in subsequent mutually-agreed amendments to the award.

Before accepting the award the potential awardee should carefully read the approval letter and program agreement for instructions on administering the grant award and the terms and conditions associated with responsibilities under Federal Awards. Recipients must accept all conditions in this NOFO as well as any special terms and conditions in the approval letter and program agreement to receive an award under this program.

Reporting: FAS requires various reports and evaluations from ATP Participants.

Required reports include an annual contributions report that identifies, by cost category and in U.S. dollar equivalents, contributions made by the Participant, the U.S. industry, and the States during that program year. All ATP Participants must also report annual results against their target market and/or regional constraint/opportunity performance measures and must provide information that clearly ties program funding received to outcomes such as increased sales, market access, or increased revenue. Participants must also provide program success stories on an annual basis, or more often when appropriate or required by FAS. There are additional reporting requirements for trip reports, evaluation reports, and research reports. Full reporting requirements are detailed in Section 1489.21 of the ATP regulations.

As part of the financial reporting for this award, an annual Federal Financial Report SF-425 will be required. The Federal Financial Report form is available online at: <https://www.gsa.gov/portal/forms/download/149786>.

Close Out Reporting Requirements: Within 90 days after the end of the period of performance, or after an amendment has been issued to close out a grant, whichever comes first, recipients must submit final financial and progress reports detailing all accomplishments and providing a qualitative summary of the impact of those accomplishments throughout the period of performance. FAS will confirm that the Participant has provided all of the required reports and will review the reports for completeness and content. Once the required reports are approved, FAS will prepare a closeout letter that will indicate that the period of performance has closed, that any remaining funds on the award will be deobligated, and that the grant records must be maintained for three years from the date of the final financial report. The recipient will

be responsible for returning any funds that have been drawn down but remain as unliquidated on the recipient's financial records.

Monitoring/Review: FAS, through its authorized representatives, may review project accomplishments, management control systems, and administration of funding to ensure adherence to requirements and to provide such technical assistance as may be required. During such reviews, FAS will review recipients' files related to the grant-funded program. As part of any monitoring and program evaluation activities, grant recipients must allow FAS, upon reasonable notice, to review grant-related records and to interview the organization's staff and clients regarding the program, and must respond in a timely and accurate manner to FAS requests for information relating to their grant program.

G. Awarding Agency Contact Information

Contact and Resource Information

1. Application Submission Contact(s) and Program Support: For additional information and assistance, contact the Program Operations Division, Office of Trade Programs, Foreign Agricultural Service, U.S. Department of Agriculture *by courier:* Room 6512, 1400 Independence Ave., SW., Washington, DC 20250, or *by phone:* (202) 720-4327, or *by fax:* (202) 720-9361, or *by e-mail:* podadmin@fas.usda.gov.

2. Grants Management Contact(s): Eric Bozoian, Grants Management Specialist, Foreign Agricultural Service, United States, Department of Agriculture, email: Eric.Bozoian@fas.usda.gov, phone: (202) 378-1054.

H. Additional Information

Extensions: Extensions to this program are allowed. Applicants may request a no-cost extension in order to complete project activities. The request must be submitted 45 days prior to

the expiration of the performance period. Requests for extensions are subject to approval by FAS.

Prior Approval: The recipient shall not, without the prior written approval of the FAS Program Manager, request reimbursement, incur costs, or obligate funds for any purpose pertaining to the operation of the project, program, or activities prior to the approved budget period/performance period.