

Justification for a Non-Substantive Change Request

0551-0049: Regional Agricultural Promotion Program (RAPP)

Information Collection

The USDA Foreign Agriculture Service is requesting a non-substantive change for information collection 0551-0049: Agricultural Trade Promotion Program.

USDA has changed the name of the program from the “Agricultural Trade Promotion Program” to the “Regional Agricultural Promotion Program” and would like the information collection title to reflect this name change so there is no confusion to participants.

In the face of significant and unpredictable challenges around the world, including impacts to international commodities markets in the wake of ongoing conflicts, a changing climate, an increasing agricultural trade deficit, and increased competition in U.S. export markets, USDA recognized that additional investments in market development were needed to keep U.S. agriculture ahead of the competition. Consistent with a bipartisan request from the Senate Committee on Agriculture, Nutrition, and Forestry, USDA amended the Agricultural Trade Promotion Program regulation to implement the Regional Agricultural Promotion Program (RAPP). RAPP will provide assistance to eligible organizations to address the challenges related to trade impacting U.S. farmers and the international community. Continuing the work started under the Agricultural Trade Promotion Program (ATP), RAPP funding will ensure that U.S. agricultural industries are able to sustain the relationships key to effective market development and will enable exporters to break into new markets and increase market share in growth markets.

The final rule amending the ATP regulations with the RAPP name change is scheduled to publish in the Federal Register Friday, November 17, 2023 and will be effective upon publication.

CHANGE:

- ICR Title changed from Agricultural Trade Promotion Program to Regional Agricultural Promotion Program.