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TO: USLGE Membership

DATE: November 30, 2015

SUBJECT: FY 2016 MAP Branded Livestock Program

Attached is an announcement of the USLGE international branded livestock cost share funding program to promote U.S. livestock exports.

I would encourage you to provide a copy of this announcement to the person responsible for member and stakeholder communications within your organization. This is an excellent program for individual breeders that have interest in promoting their international marketing efforts.

To request a complete copy of the USLGE FY 2016 Market Access Program Guidelines and Application, please contact the USLGE office.

COST SHARE FUNDING PROGRAM TO PROMOTE US LIVESTOCK EXPORTS

US Livestock Genetics Export (USLGE) has received funds which will be available to private breeders, companies, or cooperatives interested in promoting livestock, semen, or embryo sales in international markets through December 31, 2016. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the US Department of Agriculture.

USLGE sponsors and administers the branded program with the goal of helping the US Livestock Industry increase the international demand for US livestock and genetics.

MAP funding is used to supplement but not supplant private funds that would be used for promotional activities.

The MAP branded program provides for partial reimbursement (up to 50 percent) of approved activities such as international advertising, the development, translation and distribution of promotional materials, and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement. An administrative fee is charged to participate in the program.

The allocation of these funds will be made to eligible participants on a fair and equitable basis as set by FAS and consistent with the goals and objectives of the MAP program as outlined by Congress. Funding criteria is based upon available funding, anticipated economic impact and the completeness of the application.

Applications will be considered throughout the year pending availability of funding.

Interested parties should request a FY16 MAP Branded Application and Program Guidelines booklet from US Livestock Genetics Export, Inc., 413 N. Broadway, Suite C, Salem, IL 62881, Phone: (618) 548-9154, Fax: (618) 548-9709, email: uslge@uslge.org.