Regional Agricultural Promotion Program (RAPP)

Webinar

December 7, 2023

3:00 PM



RAPP SUMMARY

- Export market development program
- Encourages market diversification
- \$1.2 Billion
 - Multi-year funding
 - Multiple tranches
 - Tranche 1: \$300 million
- Application period closes February 2
- Features a brand promotion component
- More details can be found on the FAS website: fas.usda.gov/programs/regional-agricultural-promotion-program



RAPP REGULATIONS

- Final Rule published November 17
 - Transformed ATP into RAPP
 - Eliminated requirement for tariff damage
 - Removed some application review language
 - Set comment deadline of December 18
- The amended regulation:
 - Establishes eligibility for participation
 - Proscribes cost-share requirements
 - Lists RAPP-eligible activities and contributions



Notice of Funding Opportunity (nofo)

- NOFO published November 29
 - Notified public of \$300 million first tranche
 - Set application deadline of February 2
 - Projected a start date of June 1
 - Projected an end date of September 30, 2029
 - Detailed the review process
 - Named ineligible markets
 - Established emphasized regions
- Tranche 2 anticipated announcement
 - Coincide with 2026 UES Cycle (March 2025)



PARTICIPANT ELIGIBILITY

- The program is open to:
 - Agricultural trade organizations
 - State regional trade groups (SRTGs)
 - Agricultural cooperatives
 - State agencies
- Small(ish) companies and cooperatives can apply for funds through participants approved for brand programming
 - Small(ish) = 3x SBA standard for industry



KEY PARTICIPATION POLICIES

- FAS endeavors to enter into RAPP agreements covering a broad array of agricultural commodity sectors
- FAS may give priority to organizations that have the broadest producer and affiliated industry participation
- FAS may require that an applicant participate in the RAPP through another RAPP participant or applicant.



RAPP - INELIGIBLE MARKETS

- To encourage market diversification, the following are ineligible for RAPP:
 - China (including Hong Kong and Macau)
 - Canada
 - Mexico
 - European Union
- These four markets received more than half of U.S. ag exports in 2022
- USDA-endorsed trade shows are eligible regardless of location



OTHER INELIGIBLE MARKETS

- Due to sanctions or USDA policy, the following markets are also ineligible:
 - Crimea region of Ukraine
 - Cuba
 - Iran
 - North Korea
 - Syria
 - Belarus
 - Russia



REGIONS OF EMPHASIS

- Proposed activities in emphasized regions will receive preference
 - Africa
 - Latin America and the Caribbean
 - South Asia and Southeast Asia
- Activities proposed in regions/markets not listed as ineligible but not in an emphasized region are eligible
- Africa \$25 million set aside



REIMBURSABLE, COST-SHARE PROGRAM

- The RAPP generally operates on a reimbursement basis
- Generic programming requires a 10% match
- Brand programming requires a 100% match



HIGHLIGHTED ACTIVITIES

- §1489.17 lists reimbursable activities
- READ §1489.17, then read it again!
- §1489.17(b) brand and generic
- §1489(c) generic only
- §1489(d) non-reimbursable activities
- Noteworthy changes from ATP
 - Domestic admin up to 8% (Generic)
 - Overseas office and employee expenses (Generic)



Explanation of Application Assessment

Chris Jacquette



REVIEW PROCESS

- Phase 1: Sufficiency Review (POD)
- Phase 2: Review of Proposed Activities and Requested Budgets (CoPD)
- Phase 3: Application Review and Scoring (CoPD)
- Phase 4: The Funding Recommendation (CoPD)
- Phase 5: Final Review and Allocation Decision Making (FAS Leadership)



PHASE 2 REVIEW OF ACTIVITIES AND BUDGETS

CoPD management will assign a Marketing Specialist as the first reviewer for each application

The first reviewer will:

- Assign the proposed activities to market categories:
 - Emphasized regions (Africa, Latin America/Caribbean, & South/Southeast Asia)
 - Ineligible markets (Canada, Mexico, the EU, and China)
 - Any activities proposed in the ineligible markets will receive no further consideration and will not be funded
 - All other regions/markets
- Review and rate each proposed activity on a scale of 1 to 3
- Determine whether requested activity budget is reasonable



PHASE 2 CONTINUED RATING OF ACTIVITIES (PRIORITY 1-3)

The first reviewer will rate each activity on a scale of 1 to 3

Priority 1: Satisfies and/or exceeds all the criteria below

Priority 2: Satisfies most, but not all of criteria below

Priority 3: Satisfies only some, or none of the criteria below (activity may require changes to gain approval)

- Anticipated return on investment
- Level of diversification of markets and customers
- Growth potential of target market
- Reasonable implementation plan
- Well-developed plans to measure impact
- Expected trade impact of activity
- Whether or not the activity includes quantifiable measures
- Level of FAS post and program area support
- Whether or not the applicant has sufficient administrative capacity to carry out the proposed activity
- Whether the activity is allowable within the guidelines of this NOFO announcement and the RAPP regulations
- Whether the activity is contrary to the obligations of the United States by treaty or international obligation



PHASE 2 CONTINUED REVIEWING FOR REASONABLE BUDGETS

Lastly, the first reviewer will review each proposed activity's corresponding requested budget and determine whether the amount is reasonable based on the following considerations:

- The reviewer's professional expertise
- Past examples of similar market development activities
- Whether the proposed activity is practical and appropriate to undertake in the identified market(s) in the identified period of performance
- The applicant's administrative capabilities and, if applicable, market development program history
- The level of market diversification and innovation the activity demonstrates
- Any known costs of the proposed activity

If the amount requested is determined to be unreasonable, the first reviewer will propose a reasonable revised budget for the activity based on the same considerations as above



PHASE 3 APPLICATION REVIEW AND SCORING

In Phase 3, CoPD management will assign the second reviewer to each application to perform the application review and scoring. The second reviewer will be different from the first reviewer in Phase 2.

The second reviewer will:

- Review the application and determine the application's score by using criteria in two primary categories:
 - Program Strategic Planning (total of 40 possible points)
 - Program Management and Implementation (total of 60 possible points)
- Provide a determination whether to fund or not
 - Based upon their evaluation of the application materials and the review score.
- Provide their expertise and evaluation of the feasibility of project success in consideration of the total sum of the reasonable budgets established in Phase 2



PHASE 3 CONTINUED APPLICATION REVIEW AND SCORING

RAPP Application Review Score Sheet	Range	Score
A. Program Strategic Planning		
Overall Quality and Clarity	0-10	
Program Description and Objectives	0-10	
3. Collaborations and Partnerships	0-5	
4. Innovation and Originality	0-5	
5. Significance and Impact	0-5	
6. Alignment with Program Goals	0-5	
Subtotal (0-40)		0
B. Program Management and Implementation		
Qualifications and Expertise	0-10	
2. Methodology and Approach	0-10	
3. Quality of constraints/opportunities and performance measures	0-10	
4. Evaluation and Metrics	0-10	
5. Budget and Budget Justification	0-5	
6. Data Management and Reporting	0-5	
7. Diversity, Equity, and Inclusion	0-5	
8. Program Sustainability and Long-Term Plans	0-5	
Subtotal (0-60)		0
Grand Total		0



PHASE 4 THE FUNDING RECOMMENDATION

CoPD management will remain involved and provide guidance throughout Phases 2 and 3.

In Phase 4:

- CoPD management will review the results of the Phase 2 and Phase 3 reviews
- Working from those results, applications will be ranked based on the application scores, from highest to lowest
- The total amounts of the established reasonable budgets for the priority 1, 2, and 3 activities will be calculated in the various market categories



PHASE 4 CONTINUED THE FUNDING RECOMMENDATION

CoPD management will determine funding recommendations by working through the applications (ranked by score) and reviewing the total reasonable budgets for each stage below.

- 1. Priority 1 activities in Emphasized Regions
- 2. Priority 1 activities in All Other Regions/Markets
- 3. Priority 2 activities in Emphasized Regions
- 4. Priority 2 activities in All Other Regions/Markets
- 5. Priority 3 activities in Emphasized Regions
- 6. Priority 3 activities in All Other Regions/Markets

CoPD management will begin with the first stage, and the highest scored application, and provide a recommendation based on the reasonable budget. If available funding remains after reviewing all activities/budgets in that stage, CoPD management will move on to consider the activities in the next stage. Once all available funding is exhausted, the process will stop.



PHASE 4 CONTINUED THE FUNDING RECOMMENDATION

At each stage in the Phase 4 review process, CoPD management may elect to increase or decrease a particular application's total reasonable budget after consideration of factors including:

- The application's score from Phase 3 and position in the ranked list of applications
- Input from the Phase 2 and 3 application reviewers
- Phase 2 activity priority rankings
- Emphasized regional markets
- The applicant's market development program history and experience, if applicable.



Applying to RAPP

Curt Alt



Applying to RAPP

How to Apply

Application Deadline: Feb 2, 2024

Status: Open

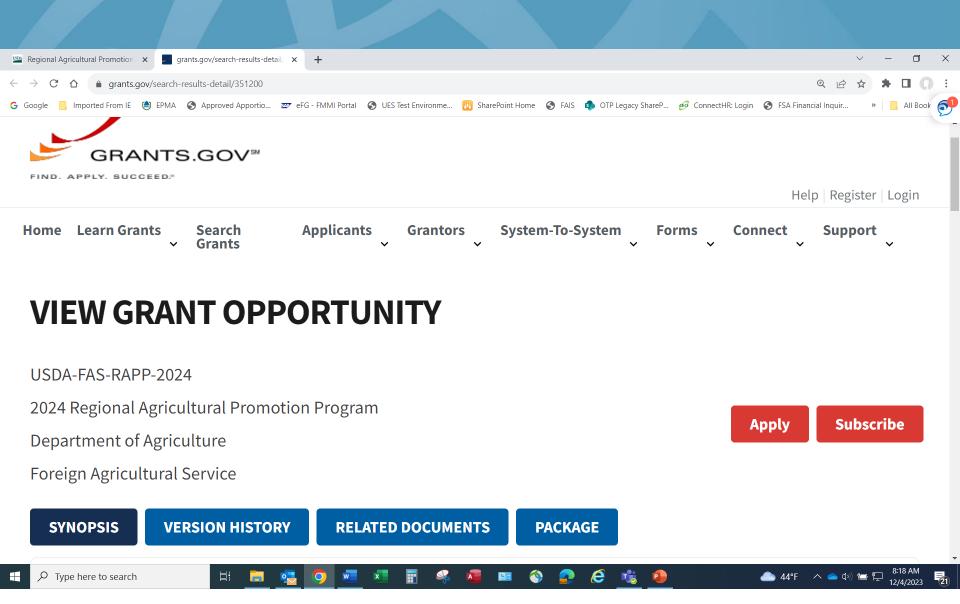
USDA is providing up to \$300 million in funding in its first year to support eligible projects that enable exporters to break into new markets and increase market share in growth markets.

For information and details on how to apply to the RAPP program, visit: https://grants.gov/search-results-detail/351200

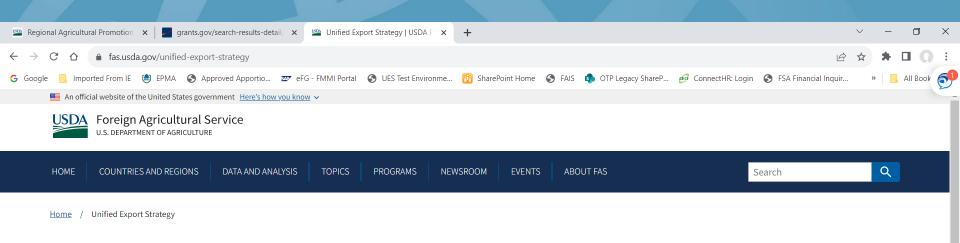
RAPP applications must be submitted through the Unified Export Strategy (UES) system. Click here to get started in the UES: <u>Unified Export Strategy (UES)</u>.

Add to Calendar









Unified Export Strategy

Type here to search

The Unified Export Strategy (UES) is the integrated planning system used by U.S. agricultural trade groups to apply for FAS market development and export promotion programs. The UES online system expedites the application review process and virtually eliminates paperwork.

Getting access to the UES is a 3-step process:

1. Users must first create an eAuthentication account at the following URL:

https://www.eauth.usda.gov/eauth/b/usda/home

their own eAuth account; eAuth accounts cannot be shared between individuals. FAS will verify the information provided below against your



Some RAPP Prerequisites...

- Active SAM Registration
- Eligible Entity Types
- Promoting Eligible Commodity

To Apply, by Feb 2, 2024:

- UES Application
- SF-424

The marketing plan required by this announcement must include the following elements:

- (1) Applicant and program information:
 - (i) The name, address, and website of the applicant organization;
 - (ii) The name of the applicant's Chief Executive Officer;
 - (iii) The name, telephone number, and email address of the applicant's primary contact person;
 - (iv) The name(s) of the person(s) responsible for managing the proposed program;
 - (v) A description of the applicant organization, including the type of organization
 - (e.g., nonprofit SRTG), its mission, and the statutory authorities by which it is constituted and under which it operates, if applicable;
 - (vi) Tax exempt identification number of the applicant if applicable.



Important: The UES technical team strongly recommends that you refer to the instructions for Rich Text Formatting (<u>click h</u> are having issues with text formatting.

- Add/Edit

Instruction for ADMIN

Welcome Admin! - Add/Edit

Instruction for PPS

Help for POD

- Add/Edit

Instruction for Participant

All PDF Guides are Current as of 2023

<u>Help</u>

User Manual

Steps for Entering EMP & TASC Proposals into UES May 2016

Steps for Entering QSP Proposals into UES October 2018

- Add/Edit

nomic Research Service (ERS) | <u>World Agricultural Outlook Board (WAOB)</u> | <u>Trade Links</u> | <u>FOIA | Accessibility Statement</u> | <u>Privacy Policy</u> | <u>Non-Ey</u> | <u>USA.gov</u> | <u>White House</u>



3 New RAPP Specific Elements

1. A description of the applicant's consideration of diversity, equity, and inclusion in program design and implementation

3 New RAPP Specific Elements

2. An executive summary, not exceeding two pages in length, of the applicant's overall RAPP strategy

3 New RAPP Specific Elements

3. An explanation for why Federal funding assistance is needed and why the applicant is unlikely to carry out the proposed projects without assistance

UES

Financial

Reports In

Reports Out

Manage

My UES

Current | Change

Tuna Packers Consortium "Test Participant-Ignore", Year 2024

Plan Explorer

- By Prom. Commodity
- By Market Definition

Plan Actions

- · Copyover / Snapshot
- Plan Submittal
- · Application Report

Plan Sections

- Application Notes
- Executive Summary
- Industry Goal
- · Market Definition
- Promoted Commodity
- Targeted Market
- Constraint
- Activity
- Admin Activity
- · World Wide Personnel
- Contingent Liability
- EMP Proposal
- TASC Proposal
- QSP Proposal
- Activity Fund Update

You are here: Home > UES > Application > Plan > Explorer (Promoted Commodity)

Welcome CURT!, [Administra

Plan Explorer

Plan Explorer presents a hierarchical view of the application by Promoted Commodity and can be used to navigate to key plan elements expand or collapse respectively.

Under each Promoted Commodity is listed the associated Targeted Markets, followed by their Constraints, and then the Activities as the Constraints. You can click on the Plan element directly to navigate to the view or edit pages of that element, depending on your UES permissions.

Note: Admin Activities do not appear here. Select 'Admin Activity' link in Plan Sections to go to Admin Activity page. - Add/Edit

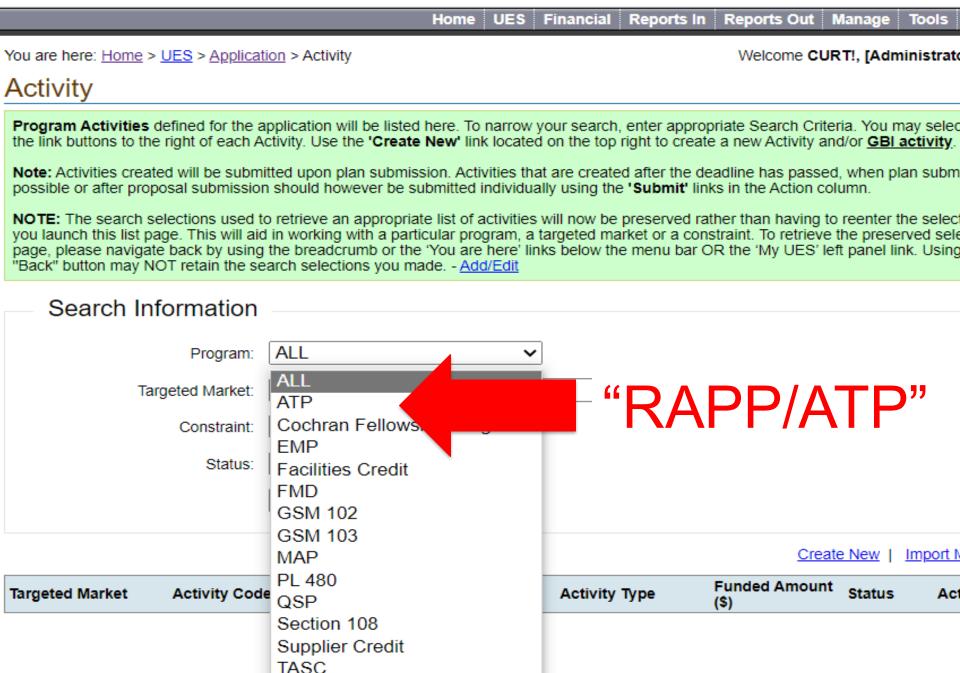
Collapse All | Expand All

Plan

>>>CREATE PROMOTED COMMODITY<<<

OTSEA

"RAPP Specific Info"



Trade Policy Initiatives

You are here: Home > UES > Application > Plan > Plan Submittal

Plan Submittal

Use this screen to submit the UES Application for this year. Enter the MAP Start and End Dates if applying for MAP. Select the 'Submit Plan' be to submit the application or the 'Save' button for later submission. Once the Plan is submitted, the Submission Date gets populated.

Please check the 'Sufficiency Checklist' prior to submitting your Plan. Checkmarks indicate that sufficient data has been supplied to fulfill the corresponding Application Item requirements. - Add/Edit

Plan Submittal Information Tuna Packers Consortium "Test Participant-Ignore" (TPC) Participant ID: Application Year: 2024 "RAPP Plan Submission Date: Month Year MAP Start January 2033 🕶 Submit" 2032 MAP End January ATP Plan Submit Submit Plan Save

