

# **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](https://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
<b>A. Program Strategic Planning</b>		
1. Overall Quality and Clarity	0-10	
2. 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	
<b>Subtotal (0-40)</b>		<b>0</b>
<b>B. Program Management and Implementation</b>		
1. 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	
<b>Subtotal (0-60)</b>		<b>0</b>
<b>Grand Total</b>		<b>0</b>



# 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: [Unified Export Strategy \(UES\)](#) .

[Add to Calendar](#)



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# VIEW GRANT OPPORTUNITY

USDA-FAS-RAPP-2024

2024 Regional Agricultural Promotion Program

Department of Agriculture

Foreign Agricultural Service

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# Unified Export Strategy

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>. Every UES user must have 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 ([click here](#)) if you are having issues with text formatting.

- [Add/Edit](#)

## Instruction for ADMIN

**Welcome Admin!** - [Add/Edit](#)

## Instruction for PPS

[Help for POD](#)  
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## Instruction for Participant

All PDF Guides are Current as of 2023

[Help](#)

[User Manual](#)

[Steps for Entering EMP & TASC Proposals into UES May 2016](#)

[Steps for Entering QSP Proposals into UES October 2018](#)

- [Add/Edit](#)

# 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**





## 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](#)
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- [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 CURTI, [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”

You are here: [Home](#) > [UES](#) > [Application](#) > ActivityWelcome **CURT!**, [Administrators]

## Activity

**Program Activities** defined for the application will be listed here. To narrow your search, enter appropriate Search Criteria. You may select the link buttons to the right of each Activity. Use the '**Create New**' link located on the top right to create a new Activity and/or **GBI activity**.

**Note:** Activities created will be submitted upon plan submission. Activities that are created after the deadline has passed, when plan submission is possible or after proposal submission should however be submitted individually using the '**Submit**' links in the Action column.

**NOTE:** The search selections used to retrieve an appropriate list of activities will now be preserved rather than having to reenter the selections you launch this list page. This will aid in working with a particular program, a targeted market or a constraint. To retrieve the preserved selections, please navigate back by using the breadcrumb or the 'You are here' links below the menu bar OR the 'My UES' left panel link. Using the "Back" button may NOT retain the search selections you made. - [Add/Edit](#)

### Search Information

Program:	ALL
Targeted Market:	ALL
Constraint:	ATP
Status:	Cochran Fellows
	EMP
	Facilities Credit
	FMD
	GSM 102
	GSM 103
	MAP
	PL 480
	QSP
	Section 108
	Supplier Credit
	TASC
	Trade Policy Initiatives



“RAPP/ATP”

[Create New](#) | [Import M](#)

Targeted Market

Activity Code

Activity Type

Funded Amount  
(\$)

Status

Act

# 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**' button 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

Participant ID:

Tuna Packers Consortium "Test Participant-Ignore" (TPC)

Application Year:

2024

Submission Date:

Month

Year

MAP Start

January

2033

MAP End

January

2033

Save

Submit Plan

ATP Plan Submit

“RAPP Plan Submit”