

Horst Auction Center Opens



At the Horst Auction Center open house last Sunday afternoon, 1,100 people came to see the new facility and greet the Horst family auction team.

"We were really pleased with the turn-out," said Glenn Horst. "We appreciate all our friends who came to see us."

During the four-hour event, the display area was set full of rare antiques in preparation for the first auction scheduled for Wednesday evening.

MEF Extends Branded Products Promotion

DENVER, Colo. — The U.S. Meat Export Federation (MEF) recently announced that it would accept proposals for its Branded Products Promotion Program under the new USDA Marketing Promotion Program (MPP).

The Branded Products Promotion Program is separate and distinct from those previously conducted. In a previous announcement, MEF announced that activities conducted under this program had to be completed by September 30, 1991; however, the new Branded Products Promotion Program year will be extended to March 31, 1992, effective for this allocation only.

The program year was extended because funding for the Branded Products Promotion Program will come from the new MPP. MPP is the successor to the TEA program, which expired with the 1985 Farm Bill.

In the Branded Products Promotion Program, MEF will match funds with U.S. companies that wish to conduct overseas promotions for their products. Branded products promotions may be conducted in any country in the world designated as an export market for U.S. products. This does not

include U.S. territories or Canada.

Allocations will be based upon the effectiveness of the company's proposed activities and adherence to USDA/Foreign Agriculture Service (FAS) regulations, and \$1,000,000 will be available for distribution to companies.

Companies that apply to MEF will be charged a 5 percent submission fee for participation in the program. This fee is based upon the total amount of award received through MEF. The fee is non-refundable and is not prorated if the company does not spend the full level of its award. The deadline for submission of proposals is April 30, 1991.

Companies wishing to participate in this program should be aware that the USDA has not yet finalized regulations for the MPP program. MEF will use the current TEA guidelines for content of proposals and determination of reimbursable costs; however, any change in USDA regulations may require that companies submit additional information to retain their eligibility for the program.

Companies interested in the program should contact Barbara Watson at (303) 399-7151 for guidelines and proposal format.

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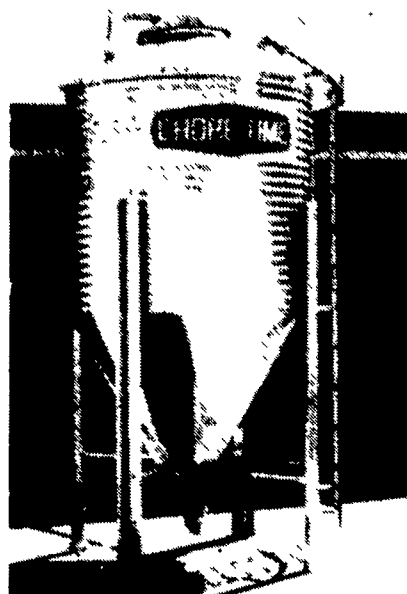
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