

\$3.9 Million For Poultry, Egg Promotions

STONE MOUNTAIN, Ga. — Approximately \$3.943 million in matching funds for the branded promotion of U.S. poultry and egg food products in foreign markets are being offered to any qualifying company by the USA Poultry & Egg Export Council (USAPEEC).

The promotional funding is part of the Market Promotion Program (MPP), which was established by Congress as part of the 1990 Farm Bill. This program was previously known as the Targeted Export Assistance (TEA) Program as originally created in the 1985 Farm Bill.

"This program allows any U.S. company to use branded advertising to promote the sale of U.S. poultry or egg food products in an approved foreign country under

the regulations of the program," said James H. Sumner, president of USAPEEC.

"Foreign-based companies may also participate in the program as long as the product or products being promoted are of 100 percent U.S. origin," Sumner said.

Approved promotions must be conducted between April 1, 1993 and March 31, 1994.

The deadline to make application to the Export Council is at the end of the business day on February 19, 1993. Companies are encouraged to submit applications as soon as possible to minimize delays in approval.

Funding for the program is contingent upon approval of a specific marketing plan by both the Council and the Foreign Agricultural

Service (FAS) of the U.S. Department of Agriculture, which administers the program.

Funding is available in increments of \$7,500. Although there is no limit to the amount of funds a company can request, allocations are based "on a reasonable ratio of funds requested per pound of product exported," Sumner said. Foreign-based participants will be required to submit copies of export certificates verifying that the products promoted are of U.S. origin.

Funding is available for the promotion of any U.S. poultry or egg products, including chicken, turkey, duck, cornish game hens, quail, and all further processed poultry and egg products.

For the FY '93 program, the

FAS has established funding ceilings limiting the amount of matching funds available for specific countries. The funding ceiling levels are:

In fiscal year 1993, USAPEEC will receive \$7.1 million in MPP funds to invest in expanding U.S. poultry and egg food markets. Approximately \$3.16 million of those funds will be used to conduct generic promotional activities in the above-listed countries and regions. The purpose of these generic activities is to serve as a catalyst for future branded promotions of U.S. poultry and egg products in these foreign markets.

In fiscal year 1992, \$3.725 million in matching promotion funds under the MPP were made available to 20 U.S. companies to

promote branded poultry and egg food products in 16 countries.

COUNTRY/FUNDING	CEILING
Japan	\$1,000,000
Hong Kong	\$900,000
Mexico	\$900,000
Singapore	\$400,000
Saudi Arabia	\$150,000
United Kingdom	\$150,000
South Africa	\$100,000
Bahrain	\$50,000
Greece	\$50,000
United Arab Emirates	\$50,000
Korea	\$50,000
Indonesia	\$30,000
Kuwait	\$30,000
Germany	\$23,000
Colombia	\$15,000
Malaysia	\$15,000
New Zealand	\$15,000
Taiwan	\$15,000
Total	\$3,943,000

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Percent stand survival

Variety	Survival
AGGRESSOR	60%
FUNKS 2841	40%
PIONEER BRAND 5364	35%
VERNAL	35%
FORTRESS	15%

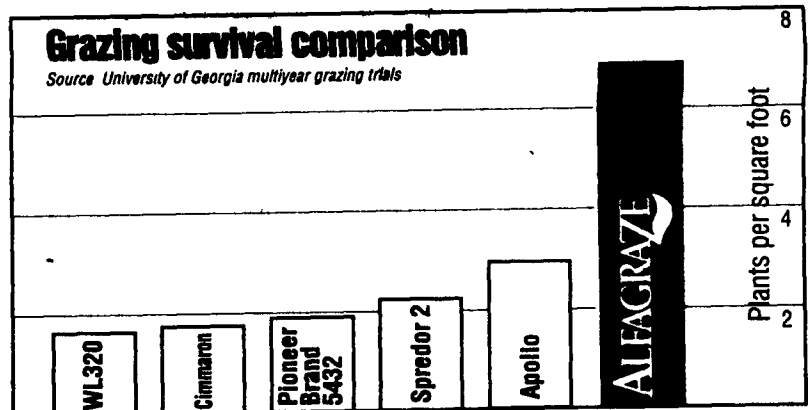
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