**[Organization]**

**Emerging Market Program (EMP)**

**[Program Year] Proposal**

**Note the four types of EMP activities can be found in the Appendix.**

(Applicants are required to be registered in SAM (<https://www.sam.gov/SAM/>) before submitting a proposal.)

1. **Date of Proposal: [month, day, year]**
2. **Name of Organization Submitting Proposal**
3. **Federal Tax Identification Number (TIN):** [##-#######]
4. **Full Title of the Proposal:**
5. **Name and Address of Organization Submitting Proposal:**

[Name]

[Address one]

[Address two]

[Telephone and fax number]

1. **DUNS #:** [##-###-###]:
2. **Chief Executive Officer:**

[Name]

[Title]

1. **Name, Telephone Number, and E-mail Address of the Primary Contact Person:**

[Name]

[Title]

Tel: [###-###-####]

Email: [ ]

1. **Describe the Organization and its Membership, and Qualifications:**
2. **Collaborating Organizations:**
3. **Target Emerging Market(s):** [Identify Country(ies)]
4. **Promoted Commodity**
5. **Proposal Description: Provide a brief proposal description and explain how the proposed activity(ies) will help overcome the problem(s)/constraint(s) in order to meet the project objectives.**
6. **Current Conditions and Market Analysis** [develop a sound market analysis - production, supply, demand, competition, pricing, U.S. export trade data analysis, and competitor analysis in the target market(s) affecting the commodity or product **and based on the market analysis your Rationale** Why this market over other markets?]**:**
7. **Description of the Problem(s) or Constraint(s) to be Addressed by the Project:** [what specific problem(s) or constraint(s) in the EMP target country(ies) require EMP funds to overcome.]
8. **Project Objectives:** [These are the project goals, the objectives that you want your project to accomplish. Project objective(s) should be written so that it can be evaluated at the conclusion of a project to see whether it was achieved. Objectives are specific, measurable accomplishments designed to address the stated problems and attain your project goal. An objective is an endpoint, not a process, to be achieved within the proposed project period. Completion of objectives must result in specific, measurable outcomes that benefit the industry and directly contribute to the achievement of the stated project goal.]
9. **Activity Code:** [ Create a unique 5-digit alpha-numeric Code; for use in the UES]
10. **Activity Description/Summary:** [Select an EMP activity/intervention (assessment, subsistence travel assistance, or technical assistance) and describe how will this activity help overcome the problem(s)/constraint(s) in order to achieve project objectives. Provide information on the Who, What, Where, Why and How of the activity(ies)/intervention(s). Make sure it is clear for proposal reviewers that there is a logical link between how the activity(ies) will help overcome the constraints in order to achieve the project objectives. If the project involves trainings or meetings, please describe how participants will be selected and if they are new or repeats to the project.
11. **Performance Measures:** [Based on the proposed activity, what performance measures will help quantify progress and demonstrate results. Performance measurement is the ongoing monitoring and reporting of program accomplishments, particularly progress toward preestablished goals. Performance measures may address the type or level of program activities conducted (process), the direct products and services delivered by a program (outputs), or the results of those products and services (outcomes). Please include standard performance measures and any customers performance measures that will be used within the life of the grant. Also include information about the data source, methodology, collection period, and who is responsible for collecting the data. The format for your performance monitoring plan is below along with example information.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Performance Measure** | **Goal** | **Data Source** | **Method/Approach of Data Collection or Calculation** | **When is the Data Collected** | **Who is responsible for collecting the data** |
| % of trainees with increased technical knowledge | 80% | Training Survey | Participants will be asked to complete a survey with a goal of 50% or more of trainees completing the survey | End of training | Project Manager |

1. **Target Completion Date:** [Please provide a date for when you expect the project to be completed supported by an Activity Timeline (sample below)]:

**Month**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity or Task** | **1** | **2** | **3** | **4** | **5** |  | **6** | **7** |
| **Hire consultant** | **x** |  |  |  |  |  |  |  |
| **Invite targeted trainees** |  | **x** |  |  |  |  |  |  |
| **Implement Training** |  |  | **x** | **x** |  |  |  |  |
| **Project evaluation & Review** |  |  |  |  | **x** |  |  |  |
| **Write final report and submit** |  |  |  |  |  |  | **X** |  |
| **Close out grant** |  |  |  |  |  |  |  | **x** |

1. **Budget Activity Itemization and Applicant Contributions (in-kind or cash):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cost Category** | **Budget Description *(include calculation of how you obtained the budget)*** | **Request *(include amount your organization is requesting from EMP)*** | **Participant Cost Share *(include cash or in-kind contributions by your organization)*** | **Third Party  Contribution *(include any contributions to line items by third party organizations)*** |
| Commodity samples |  |  |  |  |
| Consulting |  |  |  |  |
| Direct administrative costs |  |  |  |  |
| Indirect administrative costs |  |  |  |  |
| Marketing |  |  |  |  |
| Publications – training materials |  |  |  |  |
| Representation costs |  |  |  |  |
| Salaries and benefits |  |  |  |  |
| Seminar, conference facilities |  |  |  |  |
| Subcontracts |  |  |  |  |
| Translation - interpretation |  |  |  |  |
| Travel |  |  |  |  |
| Total: |  |  |  |  |

1. **How will project benefit the whole U.S. industry not just the applicant?**
2. **How will this project benefit the emerging market(s)’ food and rural business system?**
3. **Information on whether similar activities are or have previously been funded with USDA resources or other U.S. government recourses in the target country(ies) (e.g., MAP, FMD, GBI, ATP, food aid, Cochran, Borlaug, EMP, TASC, QSP or conducted by other federal agencies)**
4. **Explanation as to what specifically could not be accomplished without Federal funding assistance and why the participating organization(s) would be unlikely to carry out the project without such assistance.**

Appendix – Types of EMP Activities

All EMP projects must fall into at least one of the following four categories: *(In one paragraph or less, note the category that your project falls into in this section of the proposal)*

(1) Assistance to U.S. individual experts in assessing the food and rural business systems of other countries. This type of EMP project must include all three of the following:

* Conduct an assessment of the food and rural business system needs of an emerging market;
* Make recommendations on measures necessary to enhance the effectiveness of these systems; and
* Identify opportunities and projects to enhance the effectiveness of the emerging market's food and rural business systems.

(2) Subsistence travel assistance to enable individuals from emerging markets to travel to the United States so that these individuals can, for the purpose of enhancing the food and rural business systems in their countries, become familiar with U.S. technology and agribusiness and rural enterprise operations by consulting with food and rural business system experts in the United States.

(3) Subsistence travel assistance to enable U.S. agricultural producers and other individuals knowledgeable in agricultural and agribusiness matters to travel to assist in transferring their knowledge and expertise to entities from emerging markets.

(4) Technical assistance to implement recommendations, projects, and/or opportunities identified.

*(Proposals that do not fall into one or more of the four categories above, regardless of previous guidance provided regarding the EMP, are not eligible for consideration under the program.)*