

**COST SHARE FUNDING PROGRAM  
TO PROMOTE U.S. LIVESTOCK EXPORTS TO BEGIN NEW FISCAL YEAR**

U.S. Livestock Genetics Export (USLGE) has received funds which will be available to private breeders, companies, or cooperatives interested in promoting livestock, semen, or embryo sales in international markets through December 31, 2012. These funds are available through the Market Access Program (MAP) of the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA).

The USDA's Branded Products Promotion Program - livestock and livestock germplasm portion of which is administered through U.S. Livestock Genetics Export (USLGE) - has had success in helping breeders and small companies gain entry and establish identity of their branded livestock and germplasm in international markets. Participants in the USLGE Branded Promotion Program use their own money, leveraged with matching funds from the branded program to develop export markets for their livestock and germplasm. The MAP branded funds are used to supplement, but not supplant private funds that would be used for promotional activities. The program goal is to help the U.S. Livestock Industry increase the international demand for US livestock and genetics.

The MAP Branded Program provides for partial reimbursement (up to 50 percent) of approved activities such as international advertising, the development, translation and distribution of promotional materials, and participation in foreign trade shows and exhibitions. Funds cannot be used for travel or personnel reimbursement. An administrative fee is charged to participate in the program.

The allocation of these funds will be made to eligible participants on a fair and equitable basis as set by FAS and consistent with the goals and objectives of the MAP program as outlined by Congress. Funding criteria is based upon available funding, anticipated economic impact and the completeness of the application.

The Branded program is a small part of the larger coordinated USLGE effort that includes generic funding from USDA's Market Access and Foreign Market Development programs to promote foreign sales of U.S. livestock and genetics.

Applications are now being accepted and will be considered throughout the year pending availability of funding.

Interested parties should request a FY12 MAP Branded Application and Program Guidelines booklet from U.S. Livestock Genetics Export, Inc., 413 N. Broadway, Suite C, Salem, IL 62881, Phone: (618) 548-9154, Fax: (618) 548-9709, email: [uslge@uslge.org](mailto:uslge@uslge.org).