

Important QSP Project Facts

- The QSP project must either subject the commodity sample to further processing or substantial transformation in the importing country, or must be used in technical seminars in the importing country to demonstrate to an appropriate target audience the proper preparation or use of the sample in the creation of an end product.
- Individual projects with no substantial transformation are limited to \$15,000 of QSP reimbursement. Projects that include further transformation are limited to \$75,000 of QSP reimbursement.
- Projects should benefit the represented U.S. industry and not a specific company or brand.
- Sample commodities provided under a QSP project must be in sufficient supply and available on a commercial basis and in quantities less than a typical commercial sale, limited to the amount sufficient to achieve the project goal.
- All projects must include a technical assistance component.



For additional information and/or how to submit your QSP proposal please contact

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202.720.7927.

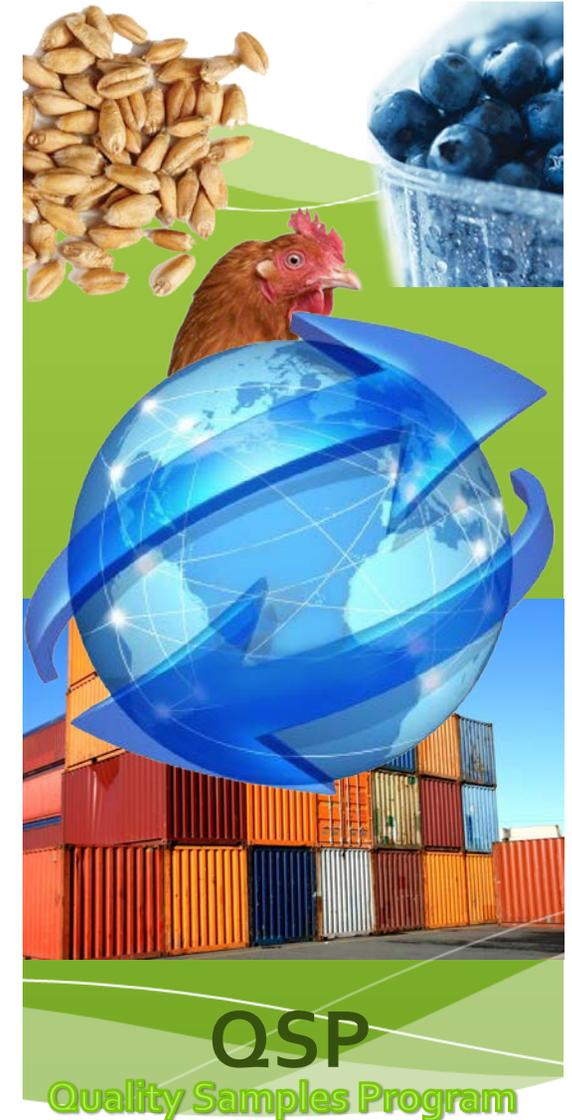
Visit the QSP webpage on the USDA FAS
Website:

[http://www.fas.usda.gov/
programs/quality-samples-program-qsp.asp](http://www.fas.usda.gov/programs/quality-samples-program-qsp.asp)

Additional USDA FAS program
information available at:

<http://www.fas.usda.gov/programs.asp>

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Office of Trade Programs
Program Operations Division
Grants Program Branch
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Quality Samples Program

The Quality Samples Program (QSP) helps U.S. agricultural trade organizations provide samples of their agricultural products to potential importers overseas. Each year, USDA announces an application period for participation in the QSP, publishing it in the *Federal Register*. Trade organizations and private firms can submit QSP proposals to USDA as part of the Unified Export Strategy (UES).



Eligible Expenses

- Domestic transporting cost of sample to port of export and to foreign country
- Purchase price of samples

Ineligible Expenses

- Transport from foreign port of entry to final destination
- Incidentals (documentation fees, inspection fees, etc.)
- Retail promotions
- Technical Assistance

Focusing on industry and manufacturing, as opposed to end-use consumers, the QSP permits potential customers to discover U.S. quality. The QSP also allows manufacturers overseas to facilitate test runs to assess how U.S. food and fiber products can best meet their production needs. Any United States private or government entity with a demonstrated role or interest in exporting U.S. agricultural commodities may apply to the program. Government organizations consist of Federal, State, and local agencies. Private organizations include non-profit trade associations, universities, agricultural cooperatives, state regional trade groups, and profit-making entities.

QSP applications undergo a competitive review process based on criteria specified in the *Federal Register* announcement. Participants approved for QSP funding obtain commodity

samples, export them and provide the importer the technical assistance necessary to use the sample properly. The technical assistance component is a requirement of the program but is not reimbursable under the QSP. When a project is finished, USDA reimburses the participants for the costs of procuring and transporting the samples. USDA's Commodity Credit Corporation (CCC) funds the program, which is authorized under the CCC Charter Act.

USDA has approved QSP proposals to promote a wide variety of U.S. commodities, including wheat, citrus, cranberries, mohair, hides, rice, and soybeans. Many other commodities are eligible.

