

# UES Application 2025-26 (Branded and Generic)

MARCH 2024



Prunes. For life.



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# MAP Funding Allocation Procedures 2025/26

## I. BRANDED BUDGET ALLOCATIONS

The recommended allocation of funds to participating California prune packers will be based upon the following criteria:

- a. Eligibility of applicant requesting support: Small entity (an entity that meets the small business size standards published at 13 CFR part 121, Small Business Size Regulations) or a U.S. agricultural cooperative.
- b. Ability of applicant to provide staff for adequate program supervision and financial resources to meet the mandatory 50% packer contribution to the total cost of branded activities.
- c. Ability to support promotional activities with adequate supplies of prunes grown and processed in California.
- d. Prominent identification of California as the source of supply on all consumer packages.

# MAP Funding Allocation Procedures 2025/26

- e. Absence of state or federal government funds (other than CPB authorized MAP funds) for branded prune promotions in the requested markets.
- f. Success of prior years' branded MAP programs (where applicable).
- g. Evaluation of proposed marketing program's likelihood of success in increasing exports and countering the adverse effects of unfair foreign trade practices.

## II. UNUSED BRANDED FUNDS

Branded funding will be allocated among brand applicants based upon the previous criteria. Branded funds allocated to an applicant but not spent will be used to supplement generic activities.

# MAP Funding Allocation Procedures

## Recommendation to the Board: Branded Allocation 25%

**VOTE** required @ 14<sup>th</sup> March meeting to approve 25% Branded Allocation to Board

### HISTORICAL MAP ALLOCATIONS (\$000)

Last 5 years

	<u>Branded</u>	<u>% of</u> <u>Total</u>	<u>Generic</u>	<u>% of</u> <u>Total</u>	<u>Total</u>
20/21	738	25	2,215	75	2,953
21/22	749	25	2,247	75	2,996
22/23	787	25	2,361	75	3,148
23/24	786	25	2,359	75	3,145
24/25	764	25	2,293	75	3,057

## Market Recommendations UES 2025/26

**VOTE** required @ 14<sup>th</sup> March meeting to approve budget recommendation to Board

To optimize the potential FAS funding levels CPB will develop the following market applications for **Generic MAP funding** for the 2025/26 UES.

- Italy (EU)
- Japan
- Canada
- UK
- S Korea
- Mexico\*

The choice of markets for generic support may be adjusted depending upon Export Committee review and recommendations Spring 2025. Additional Branded UES Market Applications (if not already noted above) will be developed and submitted to FAS (to align with Branded Applications markets submitted).

\*To optimize all other Federal funding opportunities, we have the option to apply for further **EMP** funding for **Mexico** – we can receive 3 awards for separate tranches of EMP funds per market before we have to ‘sunset’ to MAP funds; currently we only have received two awards. However, EMP funds are restrictive in their use for trade only activation and activities. Recommendation is to apply for increased MAP funds **and/or** RAPP funds for Mexico for 2026.