

§ 1484.51

- (16) Fees for participating in U.S. government activities;
- (17) The cost of air and local travel in the United States related to a foreign market development effort;
- (18) Transportation and shipping costs;
- (19) The cost of displays and promotional materials;
- (20) Advertising costs;
- (21) Reasonable travel costs and expenses related to undertaking a foreign market development activity;
- (22) Payment of employee's or contractor's share of personal taxes;
- (23) The cost associated with trade shows, seminars, entertainment and STRE conducted in the United States;
- (24) Product research that is undertaken to benefit an industry and has a specific export application; and
- (25) Consumer promotions.

§ 1484.51 What are ineligible contributions?

- (a) The following are not eligible contributions:
 - (1) Any portion of salary or compensation of an individual who is the target of a promotional activity;
 - (2) Any land costs other than allowable costs for office space;
 - (3) Depreciation;
 - (4) The cost of refreshments and related equipment provided to office staff;
 - (5) The cost of insuring articles owned by private individuals;
 - (6) The cost of any arrangement which has the effect of reducing the selling price of an agricultural commodity;
 - (7) The cost of product development or product modifications;
 - (8) Slotting fees or similar sales expenditures;
 - (9) Funds, services, or personnel provided by any U.S. government agency;
 - (10) Capital investments made by a third party, such as permanent structures, real estate, and the purchase of office equipment and furniture;
 - (11) The value of any services generated by a Cooperator or third party which involve no expenditure by the Cooperator or third party, e.g., free publicity;
 - (12) Membership fees in clubs and social organizations; and

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- (13) costs included as contributions for any other federally-assisted project or program.
- (b) The Deputy Administrator shall determine, at the Deputy Administrator's discretion, whether any cost not expressly listed in this section may be included by the Cooperator as an eligible contribution.

§ 1484.52 What are the guidelines for computing the value of non-cash contributions?

- (a) *Computing the value of an individual's time.* If an individual's salary is known, allocate the individual's salary on the basis of time spent on foreign market development activities. If the individual's salary is unknown, claim up to the equivalent of a step 10, GS-15 for professional personnel and up to the current estimated industry rate at the person's level of employment for non-professional personnel.
- (b) *Computing the value of indirect expenditures.* Allocate value on the basis of sound management and accounting procedures when considering indirect expenditures, such as overhead and facilities, which are furnished by the industry.

§ 1484.53 What are the requirements for documenting and reporting contributions?

- (a) Each claimed contribution must be documented by the Cooperator, showing the method of computing non-cash contributions, salaries, and travel expenses.
- (b) Each Cooperator must keep records of the methods used to compute the value of non-cash contributions, and
 - (1) Copies of invoices or receipts for expenses paid by the U.S. industry and not reimbursed by the Cooperator for the joint activity; or
 - (2) If invoices are not available, an itemized statement from the U.S. industry as to what costs it incurred pursuant to the joint activity; or
 - (3) If neither of the foregoing is available, a statement from the U.S. industry as to what goods and services it provided; or
 - (4) If none of the foregoing are available, a memo to the files of the U.S.