

To be eligible to participate in the Market Access Program (MAP) Branded:

- **All companies, except Agricultural Farm cooperatives, must be defined as “small” by the U.S. Small Business Administration (SBA) definitions. To determine if your company meets these definitions,**
 - Select a North American Industrial Classification System (NAICS) code from the list on page 2 and 3 that most appropriately matches your company’s primary business. (If your company’s industrial code is not listed, please see https://eweb1.sba.gov/naics/dsp_naicssearch2.cfm)
 - Refer to the “Limit” in the right-hand column of the NAICS code list on the back of this page.
 - Your employees or sales numbers must be below the maximum allowed for your designated NAICS code to meet the definitions.

- **Also, your company must:**
 - Have total gross sales (domestic & export) in previous calendar year exceeding \$100,000.
 - Promote branded products it owns/represents that are clearly labeled as product(s) of the USA.
 - Promote branded products that have 50% or more U.S. agricultural content by weight, exclusive of added water and packaging.
 - Have product in sufficient quantity to assure continued supply to foreign buyers.
 - Be willing and able to pay the required administrative fee (6 % of the requested budget) upon approval.
 - Be willing and able to pay for the proposed promotions in advance of claiming reimbursement.
 - Promote branded products for which it would be the exclusive recipient of Branded funds in the target country markets.
 - Not be eligible for and not receiving Branded funds through another FAS cooperator.
 - Be willing to provide detailed descriptions and documentation of promotional activities, expenses, and export sales and be willing to complete End-of-Year Evaluation Form.

If your company is not defined as “small” according to the U.S. Small Business Administration (SBA) definitions or cannot meet any of the above requirements, you are not eligible for MAP Branded Funding.

NAICS codes	NAICS U.S. industry title	Size standards (\$ mil or # employees)
Subsector 111- Crop Production		\$0.75
112111	Beef Cattle Ranching and Farming	\$0.75
112112	Cattle Feedlots	\$1.5
112120	Dairy Cattle and Milk Production	\$0.75
112210	Hog and Pig Farming	\$0.75
112310	Chicken Egg Production	\$10.5
112320-90	Broilers and Other Meat Type Chicken, Turkey, Poultry Hatcheries, and Other Poultry Production	\$0.75
112410-2512	Sheep, Goat, Finfish and Fish Hatcheries, Shellfish Farming	\$0.75
112519	Other Animal Aquaculture	\$0.75
112910	Apiculture	\$0.75
112920-90	Horse and Other Equine, Fur-Bearing Animal and Rabbit, All Other Animal Production	\$0.75
114111-19	Finfish, Shellfish, Other Marine Fishing	\$3.5
114210	Hunting and Trapping	\$3.5
311111	Dog and Cat Food Manufacturing	500
311119	Other Animal Food Manufacturing	500
311211	Flour Milling	500
311212	Rice Milling	500
311213	Malt Manufacturing	500
311221	Wet Corn Milling	750
311222	Soybean Processing	500
311223	Other Oilseed Processing	1000
311225	Fats and Oils Refining and Blending	1000
311230	Breakfast Cereal Manufacturing	1000
311311	Sugarcane Mills	500
311312	Cane Sugar Refining	750
311313	Beet Sugar Manufacturing	750
311320	Chocolate and Confectionery	500

NAICS codes	NAICS U.S. industry title	Size standards (\$ mil or # employees)
	Manufacturing from Cacao Beans	
311330	Confectionery Manufacturing from Purchased Chocolate	500
311340	Non-Chocolate Confectionery Manufacturing	500
311411	Frozen Fruit, Juice and Vegetable Manufacturing	500
311412	Frozen Specialty Food Manufacturing	500
311421	Fruit and Vegetable Canning ³	500
311422	Specialty Canning	1000
311423	Dried and Dehydrated Food Manufacturing	500
311511	Fluid Milk Manufacturing	500
311512	Creamery Butter Manufacturing	500
311513	Cheese Manufacturing	500
311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	500
311520	Ice Cream and Frozen Dessert Manufacturing	500
311611	Animal (except Poultry) Slaughtering	500
311612	Meat Processed from Carcasses	500
311613	Rendering and Meat By-product Processing	500
311615	Poultry Processing	500
311711	Seafood Canning	500
311712	Fresh and Frozen Seafood Processing	500
311811	Retail Bakeries	500
311812	Commercial Bakeries	500
311813	Frozen Cakes, Pies, and Other Pastries Manufacturing	500
311821	Cookie and Cracker Manufacturing	750
311822	Flour Mixes and Dough Manufacturing from Purchased Flour	500
311823	Dry Pasta Manufacturing	500
311830	Tortilla Manufacturing	500

NAICS codes	NAICS U.S. industry title	Size standards (\$ mil or # employees)
311911	Roasted Nuts and Peanut Butter Manufacturing	500
311919	Other Snack Food Manufacturing	500
311920	Coffee and Tea Manufacturing	500
311930	Flavoring Syrup and Concentrate Manufacturing	500
311941	Mayonnaise, Dressing and Other Prepared Sauce Manufacturing	500
311942	Spice and Extract Manufacturing	500
311991	Perishable Prepared Food Manufacturing	500
311999	All Other Miscellaneous Food Manufacturing	500
312111	Soft Drink Manufacturing	500
312112	Bottled Water Manufacturing	500
312113	Ice Manufacturing	500
312120	Breweries	500
312130	Wineries	500
312140	Distilleries	750
424410	General Line Grocery Merchant Wholesalers	100
424420	Packaged Frozen Food Merchant Wholesalers	100
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	100
424440	Poultry and Poultry Product Merchant Wholesalers	100
424450	Confectionery Merchant Wholesalers	100
424460	Fish and Seafood Merchant Wholesalers	100
424470	Meat and Meat Product Merchant Wholesalers	100
424480	Fresh Fruit and Vegetable Merchant Wholesalers	100
424490	Other Grocery and Related Products Merchant Wholesalers	100
424510	Grain and Field Bean Merchant	100

NAICS codes	NAICS U.S. industry title	Size standards (\$ mil or # employees)
	Wholesalers	
424520	Livestock Merchant Wholesalers	100
424590	Other Farm Product Raw Material Merchant Wholesalers	100
424810	Beer and Ale Merchant Wholesalers	100
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	100
424910	Farm Supplies Merchant Wholesalers	100
424930	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	100
424930	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	100
<p>Your code is not above? Visit https://eweb1.sba.gov/naics/dsp_naicssearch2.cfm</p> <p>Need more details? Visit http://www.sba.gov/library/lawroom.html</p>		

NAICS Code Listing