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DOF: 12/18/2013

AGREEMENT that discloses the Operation Rules of the Program for Innovation, Research, Technological Development and Education (PIDETEC), of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food.

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fishing and Food, based on articles Art. 25 Paragraph 5 and 28 last paragraph of the Political Constitution of the United Mexican States, 9th, 26 and 35 section XXII of the Organic Law of the Federal Public Administration ; 4th. of the Federal Law of Administrative Procedure; 9th. and 12 of the Planning Law; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 7o., 8o., 22 fraction IX subsection a), 32, fractions I, II, IV, IX, and XIII, 54, 55, 56, 58, 59, 60, 61, 72, 80, 86, 87, 124 , 140, 164, 178, 190 fraction I and 191 of the Sustainable Rural Development Law; 1st., 2nd., 3rd., 5th. fraction XXII, and 21 of the Regulations Interior of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food; 29, Second Transitory and Annex 10 of the Expenditure Budget of the Federation for Fiscal Year 2014, and 176 of its Regulations, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for the stewardship of national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime and that, by promoting economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation (DOF) on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to nutritious, sufficient, and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, so that the dependencies and entities of the Administration Public Federal will carry out the necessary actions to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources of the country with, among others, the following Lines of Action: establishing instruments to rescue, preserve and enhance genetic resources and take advantage of the development of biotechnology, taking care of the environment and human health, as well as the association models they generate economies of scale and greater added value for producers in the agri-food sector, promoting greater certainty in agrifood activity through risk management mechanisms, and modernizing the regulatory and institutional framework to promote a productive and competitive agrifood sector;
















That Article 36, Section I, of the same Decree, orders public policies aimed at increasing production, productivity, and the agri-food and fishing competitiveness of the country, giving priority to areas of high and very high marginalization and indigenous populations, and that the budget is oriented a priority towards small production units; and in the same way, Section III, paragraph c) and g) of the same Decree,

establishes as priorities, among others, those of Supporting producers to apply the available technological innovations and developments and strengthen their links with research centers, as well as the transfer of technology in the country and contribute to the sustainability of agricultural activities, fisheries and aquaculture in relation to genetic resources.

That the world trend and the current national situation pose major challenges in social and agrifood productivity; that they force the actors of the Mexican countryside to undertake a paradigm shift in their conception and application of research, innovation, technological development and education; so that the application of such resources and strategic tools constitute the engine that

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fosters a new era of agricultural and fishing development in the country, and that contributes to food security and the well-being of all Mexican women and men.

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Program for Innovation, Research, Technological Development and Education;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force; Y

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; so I have been kind enough to issue the following:

**AGREEMENT IS GIVEN TO KNOW THE RULES OF OPERATION OF THE PROGRAM OF
INNOVATION, RESEARCH, DEVELOPMENT TECHNOLOGICAL AND EDUCATION (PIDETEC) THE
SEC would challenge AGRICULTURE, GANADERÍA, RURAL DEVELOPMENT, FISHERIES AND SUPPLY OR N
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TITLE I

General disposition

Chapter I

Of the object of the program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Program for Innovation, Research, Technological Development and Education (PIDETEC), which is made up of the following components:

- I. Innovation for Applied Technological Development (IDETEC).
- II. Social mining.
- III. Livestock Technology Transfer and Innovation.
- IV. Aquaculture Genetic Resources.
- V. Agricultural Genetic Resources.
- SAW. Zoogenetic Resources.

The program and its components included in these Operation Rules are subject to the authorized budget in the Federation's Expenditure Budget for the corresponding fiscal year, and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development , with the In order to boost productivity in the agri-food sector, observing the priorities



established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the Program is to contribute to increasing the productivity of the agri-food sector , by supporting investment in innovation and applied technological development generated through research.

Article 3. The specific objective of the Program is to increase the percentage of agricultural and fishing producers who apply technological innovations developed through research.

Article 4. For the purposes and application of the program and its components contained in these Operation Rules , the following definitions shall apply :

- I. **Agricultural activities.-** Primary production processes based on renewable natural resources: agriculture, livestock, forestry, aquaculture and fishing;
 - II. **Technical Agent.-** Legal entity with its own legal personality, linked to the promotion and development of the agri-food sector, designated by the Responsible Unit, to support the execution of Program activities, by subscribing to the normative legal instruments ;
 - III. **Agostadero.-** Area used by livestock production units for grazing with natural or induced vegetation;
 - IV. **Beneficiary.-** Individuals, women and men, or legal entity that receives the incentive;
 - V. **Substitute beneficiary.-** Spouse, concubine (s), children (s) or first degree relatives in the ascending line of the beneficial owner, designated (s) in their application for registration to PIDETEC and its components, to obtain the one-time payment, in the event of your death (does not apply to legal entities or groups);
- SAW. **CADER.-** Support Center for Rural Development of the Secretariat;
- VII. **CGG.-** General Livestock Coordination;
- VIII. **Component.-** Refers to the various incentives granted by the Program named as follows: Innovation for Applied Technological Development; Social mining; Livestock Technology Transfer and Innovation ; Aquaculture Genetic Resources; Agricultural Genetic Resources ; Zoogenetic Resources;
- IX. **CONAPESCA.-** National Aquaculture and Fishing Commission;
- X. **Agreement.-** Agreement of wills between two or more parties to create, transfer, modify or extinguish obligations;
- XI. **Call.-** Document through which producers are invited to participate in the benefits of the Program of Innovation, Research, Technological Development and Education and its components, indicating the dates of opening and closing the window and the requirements to be met;
- XII. **National Public Biotechnological Crops.-** It is that agricultural or agro-industrial crop that has been developed by national public research institutions using modern biotechnology techniques , which aim to solve a national problem and is focused on improving the productivity and competitiveness of national producers and producers;
- XIII. **CURP.-** Unique Population Registry Code, document issued by the Ministry of the Interior;
- XIV. **DDR.-** Rural Development Districts of the Secretariat;
- XV. **Delegation.-** Federal Delegation of SAGARPA in each of the States, in the Federal District and in the Lagunera Region;
- XVI. **Technological Development.-** Process of change or transformation that solves a problem in the agri-food sector and, consequently, improves and makes a productive process more efficient ;
- XVII. **DOF.-** Official Gazette of the Federation;
- XVIII. **Executing Agency.-** Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XIX. **Official identification.-** Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XX. **Incentive.-** They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XXI. **Innovation.-** Substantive change that includes the introduction of new products and production processes , the opening of new markets, the development of new sources of supply, and the formation of new forms of organization, among others;
- XXII. **Resource Dispersion Instance.-** Auxiliary instances related to the sector that are designated by the Responsible Unit to disperse incentives;
- XXIII. **Executing Instance of Expenses Associated with the Operation.-** Auxiliary instances related to the sector designated by the Responsible Unit to apply associated expenses;
- XXIV. **LFPRH :** Federal Budget and Fiscal Responsibility Law;
- XXV. **Genetic material.-** Stallions, bellies, semen, embryos, of the different livestock species, including queen bees and bee nucleus;
- XXVI. **EIGHTH.-** Implement Certification Body and Agricultural Machinery;
- XXVII. **PDI.-** Institutional Development Program in Delegations, Rural Development Districts and Rural Development Support Center ;
- XXVIII. **PEF.-** Federal Expenditure Budget Decree for fiscal year 2014;
- XXIX. **PGN.-** National Livestock Register;
- XXX. **PIDETEC.-** Program for Innovation, Research, Technological Development and Education;

- XXXI. **Development Pole.-** Grouping of communities and localities that make up a region with similar physical and socioeconomic attributes, where the producers share current or potential infrastructure and therefore can be served as an integral unit, to promote productivity, promote associativity, consolidate the acquisition and efficient application of inputs, the commercialization of crops and, in general, to focus in an orderly manner on the support of the Secretariat and the Special Concurrent Program, in order to promote the economic development of the families that they inhabit the region that forms the pole of development;
- XXXII. **Prairie.-** Planting-induced vegetation surface that is used in animal production. Generally sown with grasses or legumes and their associations;
- XXXIII. **Program.-** Innovation, Research, Technological Development and Education Program;
- XXXIV. **Project.-** Document through which the applicants integrate the information indicated in Annex IV, called " Script for the elaboration of simplified and complete projects of the PIDEDEC ";
- XXXV. **Local Impact Project.-** the one that meets demands to solve problems in specific geographic areas with common characteristics, within a Federal Entity, preferably at the CADER or DDR level;
- XXXVI. **National Impact Project.-** the one that meets demands to solve problems, defined by the same sector at the national level or defined as a priority public policy by the Federal Government;
- XXXVII. **Regional Impact Project .-** the one that meets the strategic demands required for a region, understanding as a region the one made up of two or more Federal Entities;
- XXXVIII. **Innovation and Technology Transfer Projects.-** those that guarantee a substantive change through the use of new inputs, machinery, equipment and, in general, any technology incorporated into the production processes of the agri-food sector;
- XXXIX. **Strategic Project.-** those that aim to promote the interaction of local knowledge and scientific knowledge for the modernization of activities in the agri-food sector ;
- XL. **Rules.-** They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;
- XLI. **RFC.-** Federal Taxpayers Registry;
- XLII. **SA.-** Undersecretariat of Agriculture;
- XLIII. **SDA.-** Secretary of Agricultural Development of the States or equivalent;
- XLIV. **Secretary.-** Secretary of Agriculture, Livestock, Rural Development, Fishing and Food;
- XLV. **Agri-food Sector.-** It is made up of all the agricultural, livestock, forestry, aquaculture, fishing, mining, and agro-industrial or agro-food industry activities;
- XLVI. **SHCP.-** Ministry of Finance and Public Credit;
- XLVII. **Product System.-** The set of elements and concurrent agents of the productive processes of the agricultural, fishing and aquaculture products, including the supply of technical equipment, productive inputs, financial resources, primary production, storage, transformation, distribution and commercialization;
- XLVIII. **SURI.-** Single Information Registration System;
- XLIX. **Sustainable.-** Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;
- L. **TESOFE.-** Treasury of the Federation;
- LI. **Responsible Unit.-** Entity or administrative unit of the Secretariat, including decentralized administrative bodies, which is responsible for the interpretation for administrative purposes of the Program Operation Rules;
- LII. **Auxiliary Technical Unit.-** Group of trained personnel to evaluate and issue pre-opinions;
- LIII. **UPA.-** Agricultural Production Unit;
- LIV. **UPP.-** Livestock Production Unit;
- LV. **Window.-** Place where requests are presented to access the program incentives defined by the Responsible Unit through the Executing Agency, and
- LVI. **Belly.-** Females of the different livestock species in reproductive condition

Article 5. The target population are individuals or legal entities, who carry out activities in the agri-food sector and who improve their productivity through the application of innovations, technological and biotechnological developments, including conservation, characterization, evaluation, validation, improvement, management, reproduction and use of agricultural, livestock, fishing and aquaculture genetic resources, as well as the integral use of resources (social mining), at the national level.

Article 6. The coverage for the application of this program is national.

Chapter II

General guidelines

Article 7. The Target population interested in receiving incentives from any of the components of the Innovation, Research, Technological Development and Education Program, may submit their application at the windows and terms defined for this purpose, using the Unique Application Form, where appropriate, of Incentives included in these Operating Rules as Annex I.

Article 8. The applicant who meets the following general requirements, and where appropriate, those specified by each Component, will be eligible to obtain the support of this program and its components :

I. General Requirements:

a) For individuals:

1. Incentive Request in the Single Application Form (Annex I)
2. Official identification, in which the name coincides with that registered in the CURP;
3. CURP;
4. Federal Taxpayer Registry (RFC), if applicable;
5. Proof of residence of the applicant, and

6. Accredited, as the case may be, the property or possession of the (property) or (place where the Project will be installed), through the corresponding legal act, with the formalities required by Law.
- b)** In the event that the natural person is represented, the representative, guardian (in case of being a minor) or legal representative must meet the following requirements:
1. Power or Power of attorney for incentive management (certified or endorsed by a Notary);
 2. Official identification;
 3. CURP, and
 4. Proof of address (updated).
- c)** For legal entities:
1. Incentive Request in the Single Application Form (Annex I)
 2. Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes;
 3. RFC;
 4. Proof of tax address, valid for no more than three months prior to the date of application;
 5. Notarized minutes of the instance empowered to name the authorities or where the power for acts of administration is recorded .
 6. Official identification of the legal representative;
 7. CURP of the legal representative, and
 8. Accredited, as the case may be, the property or possession of the (property) or (place where the Project will be installed), through the corresponding legal act, with the formalities required by Law.

Producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, according to customs and customs.

With the exception of the incentive request that is delivered in original, the original will be submitted for comparison purposes and a simple copy of the other documents.

II. General Selection Criteria for the beneficiaries:

- a)** Submit a single request for support and, if applicable, additionally submit the project in accordance with Annex IV of the Rules;
- b)** Comply with the requirements applicable to each component, and
- c)** Based on the foregoing, the Executing Agency will apply the beneficiary selection procedure established in Article 10 of the Rules.

Article 9. The specific requirements (Annex II) to access each of the components are:

I. Innovation for Applied Technological Development (IDETEC).

- a) If the request for support is up to 100,000 pesos, you will only need to submit the Single Request for Support described in **Annex I** of the Rules.
- b) If the request for support is greater than 100,000 pesos and up to one million pesos, they must submit, in addition to the Single Request for Support (**Annex I**), a simplified project pursuant to **Annex IV** of these Rules.
- c) If the request for support is greater than one million pesos, in addition to the Single Request for Support (**Annex I**), you must submit a complete project in accordance with **Annex IV** of the Rules; the project should:
 1. Consider activities and solutions that meet emerging demands, needs or problems raised by the productive, public, private or social sector and Product System Committees .
 2. Be endorsed by at least one institution and / or a Research Professor who is a member of the National System of Researchers (SNI) and / or the National Registry of Scientific and Technological Institutions and Companies (RENIECYT), or be recognized for their productivity and / or performance in the Research Center or Institution of Higher Education to which it belongs.
 3. Have the support of a public or private body - different from the project operator - interested in promoting or supporting applied research, validation or application of available technological innovations and that guarantees that the project has the service or market insured of the products to obtain.

The projects considered in sections b) and c) must allocate 10% of the total authorized support to technical support by the research center or higher education institution that is the project operator.

II. Social mining .

- a) To be the owner, as the case may be, of a property with potential for non-metallic mineral exploitation located in a town with high and very high marginalization, and
- b) Present a simplified project, in accordance with **Annex IV** of these Rules.

III. Livestock Technology Transfer and Innovation.

- a) A regional or national impact project duly accredited by an institution specialized in the corresponding matter and with the approval of a national or regional organization of livestock producers in accordance with **Annex IV** of the Rules;
- b) Document proving their updated registration in the National Livestock Register, and
- c) For beekeepers, identification key (ID) of the Honey Traceability program before SENASICA.

IV. Aquaculture Genetic Resources.

- a) Current aquaculture permit or concession, if applicable;
- b) Have the necessary permits, authorizations and concessions for the operation of the project, issued by the CNA in the matter of water use and by SEMARNAT in environmental matters ;
- c) Present the Proposal of the project to be developed. (according to **Annex IV**);

- d) Document that proves the legal ownership or possession of the property, property or building where the project is or will be located, duly notarized;
- e) Present a letter of technical capabilities that describes and supports professional titles and curricula, the capabilities of the project's technical operating personnel, and
- f) Accredit that additional resources are available, through appraisal of assets related to the project, authorization of bank or supplier credit, or liquid disposition of resources in a bank current account in the name of the applicant.

V. Agricultural Genetic Resources.

- a) Complete project, according to **Annex IV** of the Rules, which may be of reproduction, conservation and / or sustainable use that enhance the benefits of plant genetic resources, with special attention to priority native crops (1), basic and / or strategies that are of national strategic importance for food and agriculture, including national public biotech crops;
- b) Applicants must prove the capacities of scientific technical personnel (own or of a research center or higher education institution) to coordinate or support the development of project activities, and
- c) The applicants must also prove the infrastructure relationship they have: experimental land, laboratories, purchase contracts, letters of intent, among other documents that prove the ability to execute it.

SAW. Zoogenetic Resources.

- a) Animal Genetic Resources Project, according to **Annex IV** of the Rules.

Article 10. The selection procedure is determined by the following stages:

- I. Delivery of the single request for support (**Annex I**) at the service window with all the corresponding documents;
- II. The executing agency issues a reception document;
- III. The executing agency analyzes and rules the request, in accordance with the provisions of the Responsible Unit aligned to the National Development Plan, Sector Program and the promotion of regional development, and
- IV. The Executing Agency publishes the list of authorized and unauthorized requests in the same window and on the Secretariat's website.

Article 11. The window opening and closing date will be from January 13 to April 18, 2014, or earlier if the components' budget sufficiency is exhausted.

The service windows will be established by the Executing Agency and published in advance on their respective electronic pages; as well as on the electronic page of the Secretariat.

TITLE II

Of the Components

Chapter I

From the Innovation Component for Applied Technological Development (IDETEC)

Article 12. The characteristics and types of supports are as follows:

Concept	Maximum Amounts
a) Innovation and Technology Transfer Projects that generate local, regional or national impact .	Up to \$ 30,000,000.00 (thirty million pesos 00/100 MN) per project, including the payment of technical support, without exceeding \$ 100,000.00 (one hundred thousand pesos 00/100 M.N.) per producer or partner of a legal entity.
b) Acquisition of machinery and equipment:	
I. Portable:	Up to \$ 15,000.00 (fifteen thousand pesos 00/100 M.N.) per producer.
- Motorized sprinklers	
- Motor - cultivators with gear transmission and equipped, certified by the OCIMA.	Up to 50% of the cost of the equipment, without exceeding \$ 50,000.00 (fifty thousand pesos 00/100 M.N.) per equipment and producer (a).
II. Equipment and implements for tractor	Up to 50% of the cost of the equipment, without exceeding \$ 75,000.00 (seventy-five thousand pesos 00/100 M.N.) per equipment and producer (a).
III. For precision agriculture	Up to 50% of the cost of the equipment, without exceeding \$ 100,000.00 (one hundred thousand pesos 00/100 MN) per equipment and producer.
c) Repair of tractors of up to 100 Hp and model 2010 and until 1999; whose diagnosis and cost of repair is issued by a Service Center that is part of the network of distributors published on the website of the Secretariat:	Up to 50% of the total cost of the repair, without exceeding \$ 50,000.00 (fifty thousand pesos 00/100 MN) per tractor and producer.
- Repair of: engine,	
- Repair of axles and acquisition of tires,	
- Transmission and / or hydraulic system repair.	
d) Other technologies, equipment and / or machinery that address strategies and lines of action of the Program to Democratize Productivity (PDP) of the SHCP.	Up to \$ 30,000.00 (thirty thousand pesos 00/100 M.N.) per producer.

e) Productivity Awards	Incentives will be granted once only to producers in the primary sector that are distinguished by the application of innovations and their productive results .
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Chapter II

Of the Social Mining Component

Article 13. The characteristics and types of supports are as follows:

Concept	Maximum Amounts
Projects for the use or elaboration of non-metalliferous minerals and rocks assets, as well as the integral use of resources in regions with low agricultural vocation.	Up to 50% of the cost of the project, without exceeding \$ 1,000,000.00 (One million pesos 00/100 MN) per project, including the payment of technical support.

Chapter III

Of the Livestock Technology Transfer and Innovation Component

Article 14. The concepts of supports are as follows:

Concept	Maximum Amounts
Research projects, innovation and / or transfer of livestock technology, of national or regional impact, which may include machinery, equipment and innovative facilities, as well as technical support.	Up to \$ 20,000,000.00 (twenty million pesos 00/100 MN) per legal person.
Innovation projects and / or transfer of livestock technology with regional or national impact.	Up to \$ 20,000,000.00 (twenty million pesos 00/100 MN) per project, without exceeding \$ 100,000.00 (one hundred thousand pesos 00/100 MN) per producer.

Chapter IV

Of the Aquaculture Genetic Resources Component

Article 15. The concepts of supports are the following:

Concept	Maximum Amounts
Characterization, Certification and Acquisition of certified genetic lines of commercial interest.	Up to \$ 1,000,000.00 (one million pesos 00/100 M.N.); a) 10% specialized technical assistance. b) 90% Characterization, Certification and / or Acquisition of breeders.
Construction and / or adaptation of infrastructure, facilities and equipment for laboratories for the production of larvae, post-larvae, seeds, offspring or juveniles of aquatic organisms for the improvement, management, reproduction and sustainable use of genetic resources of commercial importance .	Up to 50% of the project, without exceeding \$ 5,000,000.00 (five million pesos 00/100 M.N.). a) 40% Infrastructure and facilities b) 25% Materials and equipment. c) 10% Technical assistance. d) 25% Acquisition of technology packages.
Management and preservation of sexual products of species of commercial importance, in order to maintain genome banks.	Up to 50% of the project, without exceeding \$ 5,000,000.00 (five million pesos 00/100 M.N.). a) 70% Materials and equipment b) 30% Technical assistance.

Chapter v

Of the Agricultural Genetic Resources Component

Article 16. The concepts of supports are as follows:

Concept	Maximum Amounts
Conservation, characterization, exploitation and / or reproduction projects of native, basic or strategic crops; and national public biotech crops, among others.	Up to \$ 5,000,000.00 (five million pesos 00/100 MN) per project.

Chapter VI

Of the Animal Genetic Resources Component

Article 17. The concepts of supports are the following:

Concept	Maximum Amounts
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Conservation, characterization, evaluation, promotion and utilization projects of the genetic resources of the different species and livestock breeds.	Up to \$ 20,000,000.00 (twenty million pesos 00/100 MN).
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TITLE III

Operational Mechanics

Chapter I

Of the Operating Procedure

Article 18. For the incentive process, in general terms, the following procedure will be followed:

I. Applicants:

- a) Within the authorized dates of opening and closing service windows, if applicable, enter the page <https://www.suri.sagarpa.gob.mx> and pre-register your request;
- b) In the same period, he goes to the corresponding service window and presents, where appropriate, a copy of the pre-registration generated by the system, as well as the documents requested in the general and specific requirements of the requested component;
- c) The simple presentation of the request before the attention windows or the pre-registration of the request does not create the right to obtain the requested support, and
- d) Subsequently, they go to the service window to find out the opinion of their request and, where appropriate, carry out the procedures for the payment of their incentive, after verification.

II. The window:

- a) Receive, where appropriate, a copy of the pre-registration and the documents that prove compliance with the attached requirements;
- b) If you are missing any of the requirement (s) indicated in these Rules for the required component, you will inform the applicant, before entering the application, that you will have a maximum period of 10 business days to complete your file, after which if you do not submit the missing documentation, the support request will be considered as not submitted;
- c) Once checked, the staff at the service desk will immediately deliver the original documents provided by the applicants, enter the applications on the website <https://www.suri.sagarpa.gob.mx> and deliver proof of registration to (the producers (es), which must contain the sheet of their registration and keep for the follow-up and conclusion of their process;
- d) Integrate file and send it to the corresponding area for its opinion, and
- e) Publish the list of authorized and unauthorized requests, in accordance with the provisions of the Executing Agency.

III. The Executing Agency:

- a) Receive a file and verify compliance with the criteria and requirements corresponding to the requested component;
- b) In the event that the application does not meet any of the applicable requirements, it must warn the applicants, by notification to the email provided, publication in the corresponding window and on its electronic page, identifying the process by its folio number and for a single time, so that the omission can be corrected within a period of no more than 10 business days, counted from the day of publication, so that once the period has elapsed without the prevention being relieved, the request will be deemed not to have been submitted. Once the applicants complete the requirements, the process will continue;
- c) The review and ruling of the requests for support concludes, no later than May 15 of the current year, according to the criteria established in each component;
- d) Authorizing s support requests;
- e) Pursuant to the provisions established in the National Development Plan, Program Sectorial and regional development promotion needs, all of them instructed to the Executing Agency by the Responsible Unit, it must publish the list of authorized and unauthorized requests - with the corresponding justification in compliance with the provisions of article 31, section II of the PEF 2014 - at the same window and on the website of the Secretariat, and
- f) Carry out the procedures corresponding to the payment of the incentive, after verification by the beneficiaries.

IV. The Responsible Unit:

- a) Determines, no later than June 15 of the current year, the publication of the list of authorized and rejected applications in the corresponding windows and on the electronic page of the Secretariat, and where appropriate, on the electronic pages of the instance Executing, and
- b) Take the necessary steps to process the payment of support requests before the competent authority.

V. Delivery of the incentive or support:

- a) If the request is authorized by the Executing Agency, payment of the support is made to the applicants or to the provider on the account and order of the beneficiary, prior transfer of rights; as well as after verification by the beneficiaries;
- b) In order to modernize the payment of the supports, the necessary actions will be carried out to make the payments by means of deposits or bank transfers, and
- c) The Executing Agency must integrate the documentary file of the support requests with the documentation that guarantees the delivery of the supports and keep it in accordance with the provisions of current regulations.

TITLE IV

Complementary Provisions

Chapter I

Of the Rights, obligations and exclusions

Article 19. Those who are beneficiaries of the incentives will be subject to the following rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive free advice from the Responsible Unit, the Delegations and / or Executing Agencies, regarding the program and its respective components and selection procedures ;
- b) Acquire the goods with the supplier that you freely choose;
- c) File complaints and denunciations in the terms established in article 33 of these operating rules, and
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Unit and / or Executing Agencies in the terms established in the Federal Law of Administrative Procedure.

II. The obligations of the beneficiaries are:

- a) Comply with the requirements established in these Operation Rules;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation;
- c) Accept and facilitate verifications, audits, inspections, supervisions and requests for information by the Executing Agencies, supervisory bodies or any other determined by the Responsible Unit, in order to verify the correct application of the resources granted;
- d) You must request in writing to the Executing Agency, any change that implies modifications to the authorized project, and must subscribe, where appropriate, the legal instruments corresponding;
- e) All the information presented, delivered and reported is true and trustworthy during the process and verification of support, under protest to tell the truth;
- f) For the supports that are dispersed via bank deposit, you must provide and / or keep the corresponding account current, and
- g) In your case, keep your data updated in the National Livestock Register, in accordance with the provisions of each Component.

Article 20. No support will be granted for the following concepts:

I. Purchase of land;

II. Purchase of used equipment and machinery;

III. Repairs, spare parts and purchase of tires, unless expressly provided otherwise, established in the program or components;

IV. Purchase of tractors;

V. Purchase of any type of vehicle or vessel with luxury characteristics that is online or by prefabricated order, except for the acquisition of new chassis cargo land transport vehicles from 2.5 tons to 22 tons;

SAW. Purchase of trailers for the transfer of species from sports competition or gala events;

VII. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Ministry, or others provided for in these Rules;

VIII. Payment of liabilities;

IX. Building for residential use;

X. Repair of tractors that do not have a Service Center diagnosis;

XI. Acquisition of cultivators that do not have the certification issued by OCIMA, and

XII. The others that do not correspond to the incentive concepts of each component.

Chapter II

Of the Audit

Article 21. The resources that the Federation grants for the programs and / or components may be audited by the Ministry of Public Function, the Internal Control Body in the Ministry and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Ministry of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having it has been the subject of an agreement and is transferred for its application to any other instance other than the Secretariat.

Chapter III

Operating Expense

Article 22. Of the resources assigned to the Program of Innovation, Research, Technological Development and Education in its different components, 5% will be destined for the actions of evaluation, supervision, operation of the programs and dissemination from the resources authorized to this program based on the following distribution:

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP)	1.0%

TOTAL	5.0%
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* Exceptions are made to the components that do not make use of the state structure of the Secretariat, nor of their delegations, Districts and Rural Development Support Centers, for which said percentage will be exercised and destined for the operation and supervision by the Unit Responsible for the component.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with the FFOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products generated from the principal of the program may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published, resources, as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV

Of the Evaluation, Follow-up and Supervision

Article 23. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law, and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, observing the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Direction of Planning and Evaluation of the Secretariat will be the administrative unit that

It shall establish, contract and, as the case may be, operate and supervise the process of the national external evaluation of each one of the program and components subject to this process.

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the program's objectives :

goals	Indicator Name	Measurement Frequency
Agricultural and fisheries producers apply technological innovations developed through research	Variation rate of agricultural producers that apply technological innovations	Annual
Agricultural projects of innovation and applied technological development supported	Increase in the number of agricultural projects of innovation and technological development applied	Biannual
Incentives for innovation and the full use of resources (Social Mining).	Percentage increase in incentives for innovation and the full use of resources (Social Mining).	Biannual
Aquaculture conservation, management and use of genetic resources projects	Percentage of projects supported for the conservation, management and use of genetic resources in aquaculture	Quarterly
Research, validation and technological innovation projects supported in	Percentage of projects supported for technological innovation in aquaculture.	Quarterly

fisheries and aquaculture		
Supported innovation and transfer of livestock technology projects .	Percentage of innovation and transfer of livestock technology projects supported	Annual
Breeds for domestic use supported for genetic improvement.	Percentage of breeds for domestic use supported for genetic improvement.	Biannual
Conservation and / or sustainable use projects of supported agricultural genetic resources , to enhance the benefits of basic and / or strategic native crops , including national public biotech crops	Increase in the number of agricultural genetic resources projects	Biannual

Article 24. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the Directorate General for Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the program and / or components, as well as strategic projects .

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the program, components and projects at their disposal. position.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system , will determine by random procedure the verification and supervision of the incentives granted under each component.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the program and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 25. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by components, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the Secretariat's website: www.sagarpa.gob.mx and for each instance executing the expenditure no later than the last business day of December of the year that is reported and must be updated, in your case, with the data of the corresponding settlement.

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the publicity and promotion of the program and component, must include the logo of the Ministry and that of the respective Ministry of Agricultural Development, where appropriate, and the following legend: " This program is public, foreign any political party. Use for purposes other than those established in the program is prohibited . "

Article 26. In order to carry out the dissemination tasks of the Program and its components, the General Directorate for Programming, Budget and Finance of the Official Office, will reserve at the central level an amount of up to 0.3% of the original budget authorized for the Program and its components, to be exercised by the General Coordination of Social Communication.

Article 27. The Secretariat will continue with the Accountability System on the destination of the fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity , municipality and locality, productive activity, link in the value chain, concept of support, amount granted tax and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities . Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed ; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR ' s; monthly publish a report on compliance with the delivery of information by the UR ' s; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR ' s must identify their support concepts.

Chapter VI

Of Equity and Gender

Article 28. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

From the Institutional Coordination

Article 29. The Responsible Unit will have the power to sign agreements and legal instruments to carry out program actions and components referred to in these Operation Rules , as appropriate, with dependencies and entities of the Federal Public Administration, center or institutions research and / or higher education, national and international organizations, as i as organization is producer, civil associations and professional service providers, among others.

Article 30. Responsible Units.

Component	Responsible Unit		
	General Directorate for Productivity and Technological Development	CGG	CONAPESCA
Innovation for Applied Technological Development	x		
Social mining (Integral Use of Resources)	x		
Livestock Technology Transfer and Innovation .		x	
Aquaculture Genetic Resources .			x
Agricultural Genetic Resources .	x		
Zoogenetic Resources.		x	

I. Powers of the Responsible Units

- a) Publish on the website of the Secretariat, the regulations for the operation of the program and components before the opening of windows;
- b) Define the priorities, procedures and / or criteria to operate the components or strategic projects in accordance with the provisions of these Operation Rules;
- c) Establish the criteria to approve the modifications to the projects requested by the beneficiaries as long as they do not affect the agreed impact and target population;
- d) Establish the criteria for the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized supports, as long as it does not imply an increase in federal support or commit resources from subsequent years, which should not be more than half of the period originally authorized ;
- e) In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the program or component is carried out in accordance with the provisions of these Operation Rules and the applicable regulations;
- f) Authorize windows, determine or modify the closing and reopening periods and dates.
- g) Request reports from the Executing Agency and / or beneficiaries;
- h) Review the report of the public account of the program or component, with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE;
- i) In coordination with the General Directorate of Planning and Evaluation, carry out or order the supervision and inspection visits to verify that the supports granted have been granted and used in accordance with the applicable regulations;
- j) Reassign available resources when they have not been ministered, due to the cancellation of approved projects;
- k) Instruct within the framework of these Rules, the attention and focused application of support to CADER ' s, DDR ' s and Delegations of the Secretariat that deems it necessary.
- l) Exercise the power conferred by legal provisions, to propose to the head of the Secretariat, the approval of strategic projects, of national priority, state, regional or national impact and that address the problems of a Product System, a region or factor critical to compromise the development of the sector, related to innovation, research, technological development and education in the agricultural, fishing and aquaculture sector. Said strategic projects may establish concepts and maximum amounts of support and percentage of contributions, different from those established in these Rules, whose instrumentation may be direct or through the Executing Agencies, which allow the fulfillment of its powers through the respective instruments.
- m) Add or replace the Executing Instances, and must be published on the Secretariat's website,
- n) To subscribe the agreements or collaboration, institutional coordination or concertation agreements and other legal instruments for carrying out the actions of the program and its components, as appropriate, with agencies and entities of the Federal, State or municipal Public Administration , centers or research and / or higher education institutions, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others; where it will establish its obligations and responsibilities for the application of the supports contemplated in these Rules; reserving for itself all the faculties and attributions necessary for the achievement of the specific objective of the Program and application to its components, including the revocation of agreements with Executing Agencies, when there are no satisfactory results in the opinion of the Responsible Unit.
- o) Instruct the Executing Agency the necessary operational and methodological strategies, including the acceleration of stages within the terms of these Rules, so that the resources are well applied and are granted in a timely manner;
- p) Assist with the corresponding Executing Agency, in the establishment, monitoring and issuance of the resolutions of the administrative procedures established to determine breach of obligations by the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise the actions relevant legal under applicable law ;
- q) The Responsible Unit may, as the case may be, designate - with charge to operating expenses - an Auxiliary Technical Unit, or specialized work group, preferably agreed with technology transfer organizations, research institutions, higher education and international organizations , among others; to provide operational support, technical and methodological support to the head of the Responsible Unit, in order to achieve full compliance with the specific objective of the Program and its application to its components.

- r) In addition to the above, the Responsible unit may designate, Instances that function as: Technical Agent, Resource Dispersion Instance and Executing Instances of Expenses Associated with the Operation, among others, in order to achieve full compliance with the specific objective of the Program. and the application to its components
- s) In general, all the powers and obligations necessary to achieve the objectives of the program, components or strategic projects, in accordance with the provisions of these Operating Rules and applicable legislation.

Article 31. Executing Agencies: Those that are designated by the Responsible Units that must be published on the electronic page of the Secretariat, in accordance with Article 20.

I. Powers of the Executing Agency

- a) Operate the components of PIDEDEC in accordance with the provisions of these Operation Rules ;
- b) Carry out actions leading to the attention windows being enabled in a timely manner, as established in these Rules. They must also make a wide dissemination of the Program and its Components, and keep it until the windows are closed;
- c) Apply the criteria to approve the modifications of the projects requested by the beneficiaries as long as they do not affect the agreed impact and target population;
- d) Request prior written authorization from the Responsible Unit, regarding any change that implies modifications to the authorized project or to the conditions of direct or indirect support , which must be resolved by the Responsible Unit within ten business days after the presentation of the request, otherwise it will be considered resolved in a negative sense .
- e) Publish on its website the operating criteria of the Program and its components, established in these Operation Rules;
- f) Issue the calls for the presentation of requests for support of the Program and its components in accordance with the Responsible Units;
- g) Evaluate and rule on the applications submitted, no later than May 15 of the current fiscal year, in accordance with the eligibility requirements and selection criteria provided in these Operation Rules, and must make partial deliveries of revised applications until exhaustion as soon as possible the goals assigned by the Responsible Unit, with the understanding that the lack of progress may lead to the Responsible Unit reassigning those goals.
- h) In the case of supports or incentives applied through agreements with the beneficiaries and / or their legal representatives, the documentation that supports the receipt of supports will be those presented by the latter and the verification of the expenditure of the public resource by the Instance Executor, regardless of the follow-up that may correspond to the settlement of the same ;
- i) Propose the reallocation of resources that come to be generated when they have not been ministered or due to the cancellation of approved or withdrawn projects before closing the Public Account;
- j) The tasks and responsibilities of the Executing Agencies will be clearly stipulated and formalized in the legal instrument that, to that end, and where appropriate, they sign with the Responsible Units . The responsibilities must be fully fulfilled, otherwise it will be grounds for withdrawal of the legal instrument.
- k) Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit . In case of being unable by the regulations to issue said resolutions, you must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and to exercise the pertinent legal actions according to the applicable legislation.
- l) To cancel projects in whole or in part in case the beneficiary does not comply with the provisions of these Operation Rules;
- m) Cancel the projects, in the event that the beneficiaries do not subscribe the corresponding legal instruments or do not make the contribution indicated in these Operation Rules;
- n) Carry out the detailed control and record of the application of resources and the detailed progress of the goals of the Program and its components, as well as the preparation and sending to the Responsible Unit of the physical-financial reports that must be prepared and sent on a monthly and / or quarterly basis;
- o) Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits and any other required by the Responsible Unit , which allows verifying that the supports granted have been authorized and used in accordance with the applicable regulations. ;
- p) Request the beneficiary to submit progress reports;
- q) Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports;
- r) Register, and keep updated the information in the SURI;
- s) Integrate the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE, for delivery to the Responsible Unit , after validation is required.
- t) Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
- u) Reintegrate to TESOFE, in compliance with the applicable legislation, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
- v) File complaints, demands and any other legal actions for the fulfillment of the objectives of the programs, according to the applicable regulations;
- w) Notify the Unit Responsible for the Program and its components, as well as the Senior Officials regarding the resolutions to the breaches in which the beneficiaries incur;
- x) Present the verification of the resource at the end of the corresponding fiscal year;

- y) Provide the necessary information to keep the Directory of Natural and / or Moral Persons who lose their right to receive support from the programs Subject to the Rules of Operation of the Secretariat updated ;

In general, all the powers and obligations necessary to achieve the objectives of the Program and components.

Chapter VIII

Of the Sanctions , Complaints and Denunciations

Article 32. In the event that the beneficiaries fail to comply with any of the obligations indicated in article 19, section II of these Operation Rules or the agreement signed for such effect, after establishing the administrative procedure in terms of the established in the Federal Law of Administrative Procedure and resolution of the Executing Instance, or the Responsible Unit as appropriate, the support will be canceled and the return thereof required, plus the financial products generated and will be registered by the Executing Instance or the Responsible Unit in the directory of natural and / or moral persons who lose their right to receive support, which is in charge of the Official Mayor of the Secretariat, until the non-compliance detected is rectified. The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and the supervisory bodies.

Once the Executing Agency is aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure and prepare a draft resolution for validation and, where appropriate, issuance by the Responsible Unit. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each particular case must be sent to the Responsible Unit. The Executing Agency must formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and in where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 33. The beneficiaries and citizens in general may submit their complaints and denunciations in writing , regarding the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the Municipal Control Body , Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>), via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF) in the Federal Entities through the complaints receiving offices at the following telephone numbers : Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Federal District 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatán 01 (999) 943 69 88 y, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact Center toll free 01800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City)

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the Internal Control Body in the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST .- This Agreement will enter into force on January 1, 2014.

SECOND.- As of fiscal year 2014, these Operation Rules of the Innovation, Research, Technological Development and Education program and its components will be the only ones applicable to it, therefore, through the publication in the DOF of this agreement, without effect any other operating rules, guidelines, additions, updates or modifications that have been published prior to this agreement, unless expressly stated otherwise in these rules.

THIRD .- Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger " , the expenditures made to comply with said Decree, will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .

FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH .- In the event that it is appropriate, requests for support ruled favorably during the immediately preceding year may be supported with resources from fiscal year 2014 , when for reasons of budget sufficiency they could not have been attended to.

SIXTH .- Pursuant to the provisions of article 36, section XII of the Federal Expenditure Budget Decree for the Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federal Tax Code in the tool that for such effect makes available the fiscal authority.

SEVENTH.- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013.- The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez** .- Rubric.

Annex I



**SOLICITUD ÚNICA DE APOYO DE LOS COMPONENTES DEL
PROGRAMA DE INNOVACIÓN, INVESTIGACIÓN,
DESARROLLO TECNOLÓGICO Y EDUCACIÓN (PIDETEC)**

1. WINDOW DATA

COMPONENT **EDO** **DDR** **MUNICIPAL OR** **CADER** **WINDOW A** **DAY** **MONTH** **YEAR** **CONSECUTIVE OR**

*Folio number:

1. to IDENTIFICATION NUMBER OR REGISTRATION IN PADRÓN

SURI registration:

Folio Predio PROAGRO Productivo (PROCAMPO):

Producer PROAGRO Production Folio (PROCAMPO):

* CURP:

UPP:

2 DATA OF THE APPLICANT (NATURAL OR MORAL PERSON)

Type of person: Physics: Moral:

* Date of Birth or Constitution:

TO TO TO TO M M D D

* Name (s) or Company Name of legal entity: _____

* Name (s) of natural person or legal representative (if applicable): _____

* First last name: _____ * Nationality

* Second surname: _____

* CURP:

* RFC:

* Homoclave:

* Marital status (key)

* Gender:

* Disability Type:

*Ethnic group _____

Telephone (lada): _____ Email: _____

* Type official identification:

*Identification number _____

* Beneficiary type (key):

* Corporate purpose of the Legal Entity:

Total number of partners _____ No. of moral partners _____ No. of physical partners _____

No. of male partners _____ No. of female partners _____

No. of indigenous men _____ No. of indigenous women _____

*** If you are a legal entity, you must complete the list of beneficiaries in ANNEX 4**

2. ADDRESS OF THE APPLICANT

* Type of address: _____ * Type of human settlement: _____

* Name of the human settlement: _____

* Type of road: _____ * Name of road: _____

Outside number 1: _____ Outside number 2: _____ Inside number: _____ Postal Code: _____

Reference 1 (between roads): _____

Reference 2 (posterior vialidad): _____

* Reference 3 (Description of location): _____

* State:

*Municipality

*Location

*Required fields.

2. b DATA OF THE LEGAL REPRESENTATIVE

* Identification Document (key)

*Identification number:

* Accreditation Document: _____ Validity: _____

Nationality: _____

* CURP:

* RFC:

* Homoclave:

3. CONCEPT AND AMOUNTS OF INVESTMENT REQUIRED

Program: _____

Component: _____

Type of benefit: _____

3.1 SUPPORT REQUESTED

Support requested concept	Subconcept or support requested	Requested quantity	Unit of measure	Unitary support	Federal support requested	Other sources of financing			
						State support	Beneficiary	Credit	Other government sup

Did you receive support from the programs or components of the Secretariat in previous years?

Yes No Which one (s)?

Year	Program	Component	Amount Supported

4 GENERAL REQUIREMENTS (DELIVERABLE DOCUMENTS)**Physical person**

- a) Single request for support
- b) Official Identification
- c) CURP
- d) Proof of address (updated)

Moral person

- a) Single request for support
- b) Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes.
- c) RFC
- d) Proof of your tax address
- e) Minutes of the assembly in which the Legal Representation of the Organization is established.
- f) Notarized minutes of the authority empowered to appoint the authorities in force or where the general power of attorney for lawsuits and collections and / or for administrative acts of dominion is recorded
- g) Official identification of the legal representative
- h) CURP of the legal representative
- i) List of beneficiaries that must be contained in the Articles of Incorporation

Specific requirements corresponding to each component according to **Annex III**

5. DECLARACIONES

Declaro bajo protesta de decir verdad:

- a) Que no realice actividades productivas ni comerciales ilícitas.
- b) Que estamos al corriente con las obligaciones requeridas por la Secretaría en las presentes Reglas de Operación.
- c) Que aplicaremos los apoyos o incentivos únicamente para los fines autorizados, y que, en caso de no cumplimiento por nuestra parte, la consecuencia será la devolución del recurso y los productos financieros, así como la pérdida permanente del derecho a la obtención de apoyos de la Secretaría.
- d) Que estoy al corriente en mis obligaciones fiscales.
- e) Que estoy exento de obligaciones fiscales.
- f) Con fundamento en el artículo 35 de la Ley Federal de Procedimiento Administrativo acepto la recepción de notificaciones relacionadas con la presente solicitud a través de la página electrónica de la Secretaría (www.sagarpa.gob.mx) y/o de la página electrónica de la Instancia Ejecutora.
- g) Manifiesto que los datos son verídicos y me comprometo a cumplir con los ordenamientos establecidos en las Reglas de Operación y Lineamientos correspondientes, así como de toda la legislación aplicable.
- h) Expreso mi total y cabal compromiso, para realizar las inversiones y/o Trabajos que me correspondan, para ejecutar las acciones del proyecto aludido hasta la conclusión.
- i) Eximo a la Secretaría de toda responsabilidad derivada del depósito del importe del apoyo que se me otorgue, [en la cuenta bancaria que se precisa con antelación.] toda vez que los datos que de ella he proporcionado son totalmente correctos y vigentes, en cuanto la Secretaría efectúe los depósitos del importe que me corresponda, me doy por pagado, en caso de reclamación del depósito, para comprobar que el pago no se ha efectuado, me comprometo a proporcionar los estados de cuenta emitidos por el banco que la Secretaría requiera; con este documento me hago sabedor de que la Secretaría se reserva el derecho de emitir el apoyo mediante otra forma de pago, cuando así lo determine autorizo al banco para que se retire los depósitos derivados de los programas de la Secretaría efectuados por error en mi cuenta, así como los que no me correspondan o los que excedan al apoyo al que tengo derecho y sean reintegrados a la cuenta bancaria del programa correspondiente.

6. SIGNATURES

Name and signature of the applicant CADER Seal or Authorized Window Name and signature of the Head of CADER or Authorized Window

" Personal data collected will be protected and stored and processed in the data system personal " basis data beneficiaries of support " Based on the Federal Law of Transparency and Access to Public Government Information and whose purpose is to provide information on the beneficiaries of the various support programs. "

" This Program is public, alien to any political party. Its use for purposes other than those established in the Program is prohibited "

7. FILLING INSTRUCTION**1 WINDOW DATA**

- 1.- COMPONENT: Refers to the various incentives granted by the Program, named as follows: Innovation for Applied Technological Development; Social mining; Livestock Technology Transfer and Innovation; Aquaculture Genetic Resources ; Agricultural Genetic Resources; Zoogenetic Resources.
- 2.- STATE (name): Denomination of the Federal Entity.
- 3.- DDR (name): Denomination of the Rural Development District (DDR)
- 4.- MUNICIPALITY (name): Denomination of the Municipality where the producer's address is located, according to the Municipalities catalog that can be consulted at the electronic address: <http://www.inegi.org.mx>
- 5.- CADER (name): Name of the Rural Development Support Center (CADER)
- 6.- AUTHORIZED WINDOW (name): Name of the Authorized Window through which the procedure was carried out .
- 7.- REGISTRATION DATE (MM / DD / YYYY): Registration date at the Authorized Window, in which the application is presented .
- 8.- CONSECUTIVE: Number given at the window for internal control.
- 9.- FOLIO NUMBER: Folio 2014 or previous year (preloaded by the system).
- 10.- SURI Registry.- Folio assigned in the Single Registry System (SURI).
- 11.- Folio PROAGRO Productive property.- Folio assigned in PROAGRO or PROCAMPO.
- 12.- CURP.- Unique Population Registry Code, document issued by the Ministry of the Interior.
- 13.- UPP.- Folio assigned by the Livestock Production Unit
- 2. DATA OF THE APPLICANT (NATURAL OR MORAL PERSON)**
- 14.- PERSON: Type of person (F) if it is a Natural person or (M) for a Moral person.
- 15.- Date of Birth or Constitution: Date of birth of the Natural person or date of constitution of the Legal Entity.
- 16.- NAME OR CORPORATE NAME Moral person: Corresponds to the full name of the Moral person. It must coincide with the one established in the official identification and in the document of legal ownership or possession.
- 17.- NAME OF THE NATURAL OR MORAL PERSON: Corresponds to the full name of the producer or legal representative . It must coincide with the one established in the official identification and in the document of legal ownership or possession.
- 18.- FIRST LAST NAME: Corresponds to the paternal surname of the official identification of the producer or legal representative in the document of legal ownership or possession.
- 19.- SECOND LAST NAME: Corresponds to the maternal surname of the official identification of the producer or legal representative in the

document of legal ownership or possession.

20.- NATIONALITY: Nationality of the Natural or Moral Person.

21.- CURP: Unique Key of the Population Register (CURP) of the Physical person.

22.- RFC: Key of the Federal Taxpayer Registry of the producer or legal person.

23.- Homoclave: Corresponds to the Federal Taxpayer Registry of the producer or legal entity.

24.- CIVIL STATUS: Marital status of the producer, according to the following classification: Key Marital Status

Single 01

Married 02

Widow (er) 03

Divorced 04

Free Union 05

Concubinage 06

Other 07

25.- GENRE: Select the key according to the following classification: Gender Key

Male 01

Female 02

26.- Type of disability.- Disability, if any, is produced by the producer.

27.- ETHNIC GROUP.- Ethnic group to which the producer belongs.

28.- TELEPHONE.- Telephone number of the address of the producer or legal representative, starting with the password . Example: 01 (55) 10 14 21 22

29.- EMAIL: E-mail address of the producer or legal representative. Example: elproductordemaiz@yahoo.com.mx

30.- TYPE OF IDENTIFICATION.- Select the type of identification. Example Voting Card, passport.

31.- IDENTIFICATION NUMBER: Enter the identification number according to the type of identification selected.

32.- TYPE OF BENEFICIARY: Select the password according to the following classification: Type of beneficiary Password

Direct 01

Indirect 02

33.- SOCIAL REASON PURPOSE OF THE MORAL PERSON: Enter the type of company name Example SA de CV

34.- NUM. TOTAL MEMBERS: enter the total number of members of the company name.

35.- NUM. OF MORAL PARTNERS: enter the number of moral partners of the company name.

36.- NUM. OF PHYSICAL PARTNERS: enter the number of physical partners of the company name.

37.- NUM. OF MEN: number of male partners of the company name.

38.- NUM. WOMEN: number of female gender partners of the company name.

39.- NUMBER OF INDIGENOUS MEN: number of indigenous men of the social name.

40.- NUMBER OF INDIGENOUS WOMEN: number of indigenous women of the social reason.

2. ADDRESS OF THE APPLICANT

41.- TYPE OF ADDRESS: Type of domicile of the natural or legal person, according to the following classification: Type of Key Address

Urban 01

Rural 02

Communication path 03

42.- HUMAN SETTLEMENT TYPE: Name of the type of human settlement, in accordance with the Technical Standard on Geographical Domiciles published in the DOF of November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

43.- HUMAN SETTLEMENT NAME: Full name of the human settlement according to the type of previous settlement. Example: CENTRAL COLONY; MAKING SPRING; etc.

44.- ROAD TYPE: Name of the type of road where the physical or moral person's domicile is, according to the Technical Standard on Geographical Domiciles published in the DOF of November 12, 2010. Consult the electronic address : <http://www.inegi.org.mx/>

45.- ROAD NAME. Full name of the road where the producer lives, a natural person or fiscal domicile if it is a legal entity. Example CALLE LOS FRESNOS; BOULEVARD BENITO JUÁREZ; CALLEJÓN LAS BRUJAS, etc.

46.- EXT. NUMBER 1 /.- External number of the domicile of the natural or moral person and that has the road in front of it, in cases of double numbering indicate the one with the highest recognition. Example: APPLE 15 LOT 23

47.- EXT NUMBER 2 /.- Exterior number when the dwelling is located in a private unit, the dwelling number and the interior number in the case of the Horizontal Condominium, Housing Unit, Neighborhood, Multi-family, etc.

48.- INTERIOR NUMBER.- Refers to alphanumeric characters and symbols that identify one or more properties belonging to an exterior number, if applicable.

49.- ZIP Code of the Postal Code that corresponds to the domicile of the natural or moral person.

50.- REFERENCE 1.- Name of the roads between which is the domicile of the physical or moral person: Example: Between CALLE BENITO JUÁREZ AND CALLE LÁZARO CÁRDENAS.

51.- REFERENCE 2.- Name of the nearest road located at the back of the domicile of the natural or legal person . Example: AVENIDA LAS TORRES

52.- REFERENCE 3.- Brief description of the location of the domicile of the natural or moral person, if any. Example: IN FRONT OF THE INDEPENDENCE CHANNEL.

53.- STATE (cve / name): Code and name of the Federal Entity where the geographical address of the producer is located , or of the fiscal address if it is a legal entity. Example: 003 BAJA CALIFORNIA SUR, 028 TAMAULIPAS, etc.

54.- MUNICIPALITY (cve / name): Code and Denomination of the Municipality where the domicile of the physical or moral person is located , according to the Municipalities catalog that can be consulted at the electronic address: <http://www.inegi.org.mx/>

55.- LOCATION: (cve / name): Code and full name of the locality to which the producer's geographical address belongs, according to the INEGI catalog of geo statistical codes. Example: 0025 EL SALITRE, 0001

2. b DATA OF THE LEGAL REPRESENTATIVE

56.- IDENTIFICATION DOCUMENT (- DESCRIPTION) Official identification presented by the legal representative to prove his personality.

57.- IDENTIFICATION NUMBER: Of the document with which it is accredited

58.- ACCREDITATION DOCUMENT (DESCRIPTION): Power of attorney or act of assembly that proves legal representation.

59.- VALIDITY: Date of the document (power of attorney or meeting minutes) that certifies the validity of the power.

60.- NATIONALITY.- Nationality of the Legal representative.

61.- RFC: Code of the Federal Taxpayers Registry.

62.- Homoclave: Corresponds to the Federal Taxpayers Registry.

3. REQUIRED CONCEPTS AND INVESTMENT AMOUNTS

63.- Program.- Corresponds to the Program in which the natural or legal person intends to participate.

64.- Component. Enter the name of the support you want to receive in relation to the Program.

65.- Type of Benefit: enter the type of benefit, example: credit, subsidy, microcredit, etc.

3.1 Support requested

65.- SUPPORT CONCEPT.- concept requested in relation to the selected component.

66.- SUBCONCEPT OF SUPPORT.- Subconcept that is requested in relation to the concept applied by the producer.

67.- QUANTITY REQUESTED

68.- UNIT OF MEASURE

69.- UNITARY SUPPORT

70.- FEDERAL SUPPORT REQUESTED

OTHER SOURCES OF FINANCING:

71.- STATE SUPPORT

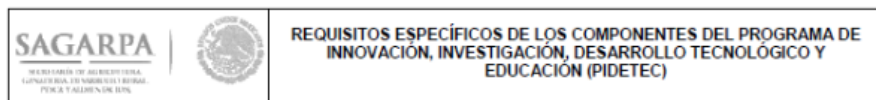
72.- BENEFICIARY

73.- CREDIT

74.- OTHER GOVERNMENT SUPPORT

75.- TOTAL INVESTMENT

Annex II



1. INNOVATION COMPONENT FOR APPLIED TECHNOLOGICAL DEVELOPMENT

Most of my production goes to: Self-consumption

Commercialization

In case of belonging to the support concept " Innovation and Technology Transfer Projects that generate local, regional or national impact " the following will be requested:

I.- Project data

*Project's name: _____

* Type of project: New

Continuation

II.- Location of the project

(Address 1)

* Type of address: _____ * Type of human settlement: _____

* Name of the human settlement: _____

* Type of road: _____ * Name of road: _____

External number 1: _____ External number 2: _____ Internal number: _____ Postal Code: _____

Reference 1 (between roads): _____

Reference 2 (posterior vialidad): _____

* Reference 3 (Description of location): _____

* State:

*Municipality

*Location

(Address 2)

* Type of address: _____ * Type of human settlement: _____

* Name of the human settlement: _____

* Type of road: _____ * Name of road: _____

External number 1: _____ External number 2: _____ Internal number: _____ Postal code: _____

Reference 1 (between roads): _____

Reference 2 (posterior vialidad): _____

* Reference 3 (Description of location): _____

* State:

*Municipality

*Location

(Address 3)

* Type of address: _____ * Type of human settlement: _____

* Name of the human settlement: _____

* Type of road: _____ * Name of road: _____

Exterior number 1: _____ Exterior number 2: _____ Interior number: _____ Postal Code: _____

Reference 1 (between roads): _____

Reference 2 (posterior vialidad): _____

* Reference 3 (Description of location): _____

* State: _____ *Municipality _____ *Location _____

III.- Beneficiaries

No. of beneficiaries to attend Women: _____ Men: _____

No. of youth (14-29): _____ No. of adults (30-59): _____ No. of older adults (60 and over): _____

No. of indigenous: _____ No. of indigenous women: _____ No. of indigenous men: _____

IV.- Jobs to be generated

No. of direct jobs: _____ Women: _____ Men: _____

V.- Crops to attend

Culture 1 _Surface _____ Cycle: _____ Year: _____

Culture 2 _Surface _____ Cycle: _____ Year: _____

Culture 3 _Surface _____ Cycle: _____ Year: _____

*Required fields.

- In your case, for the support concept " Innovation Project for Applied Technological Development " you must submit **Annex IV** , as established in Art. 9.

Component specific documentation:

- Simplified Investment Project (**Annex IV**)
- Complete Investment Project (**Annex IV**)
- Document that guarantees that a public or private instance is interested in promoting or supporting research, validation or application of available technological innovations, and that guarantees that the project has technical support and / or service and / or market insured of the products to obtain.
- Document that proves that the project is endorsed and will have the technical support of at least one Research Professor who is a member of the National System of Researchers (SNI) and / or of the National Registry of Institutions and Companies and Technological (RENIECYT) or that is recognized for their productivity and / or performance at the Research Center or Institution of Higher Education to which they belong.

2. Social mining (Integral Use of Resources)

- Owning a property with potential for non-metallic mineral exploitation located in a town with high and very high marginalization.
- Present a simplified project, in accordance with **Annex IV** of these Rules.

3. INNOVATION AND TRANSFER COMPONENT OF LIVESTOCK TECHNOLOGY

- Regional or national impact project duly accredited by an institution specialized in the relevant field and with the approval of a national or regional organization of livestock producers (**Annex IV**)
- Document proving your updated registration in the National Livestock Register.
- For beekeepers, identification key (ID) of the Honey Traceability program before SENASICA.

4. AQUACULTURE GENE RESOURCES COMPONENT

- Current aquaculture permit or concession, if applicable.
- Have the necessary permits, authorizations and concessions for the operation of the project, issued by the CNA in the matter of water use and by SEMARNAT in environmental matters.
- Present the Proposal of the project to be developed. (according to **Annex IV**).
- Document that proves the legal ownership or possession of the property, property or building where the project is or will be located , duly notarized.
- Present a letter of technical capabilities that describes and supports, with professional titles and curriculum, the capabilities of the project's technical operating personnel.
- Proof that complementary resources are available, through appraisal of assets related to the project, authorization of bank or supplier credit, or liquid disposition of resources in a bank current account in the name of the applicant.

5. COMPONENT OF AGRICULTURAL GENETIC RESOURCES

- Complete project (according to **Annex IV**), of reproduction, conservation and / or sustainable use that enhance the benefits of plant genetic resources, with special attention to priority, basic and / or strategic native crops that are of national strategic importance for the food and agriculture, including national public biotech crops.
- Accreditation of the capacities of scientific technical personnel (own or of a research center or higher education institution) to coordinate or support the development of project activities.
- Accreditation of the infrastructure relationship that exists: experimental land, laboratories, purchase contracts, letters of intent, among other documents that prove the ability to execute it.

6. COMPONENT OF ZOOGENETIC RESOURCES

- Animal Genetic Resources Project, according to **Annex IV** .

Annex III



RELACIÓN DE INTEGRANTES PARA PERSONAS MORALES											
DATOS DE LOS AGREMIADOS SOLICITANTES											
Número	Datos generales del integrante de la persona moral									Pertenece a un grupo indígena	Tipo
	Apellido Paterno	Apellido Materno	Nombre (s)	Género	CURP	Entidad Federativa	Municipio donde se ubica el predio	Localidad donde se ubica el predio			
1											
2											
3											

Annex IV

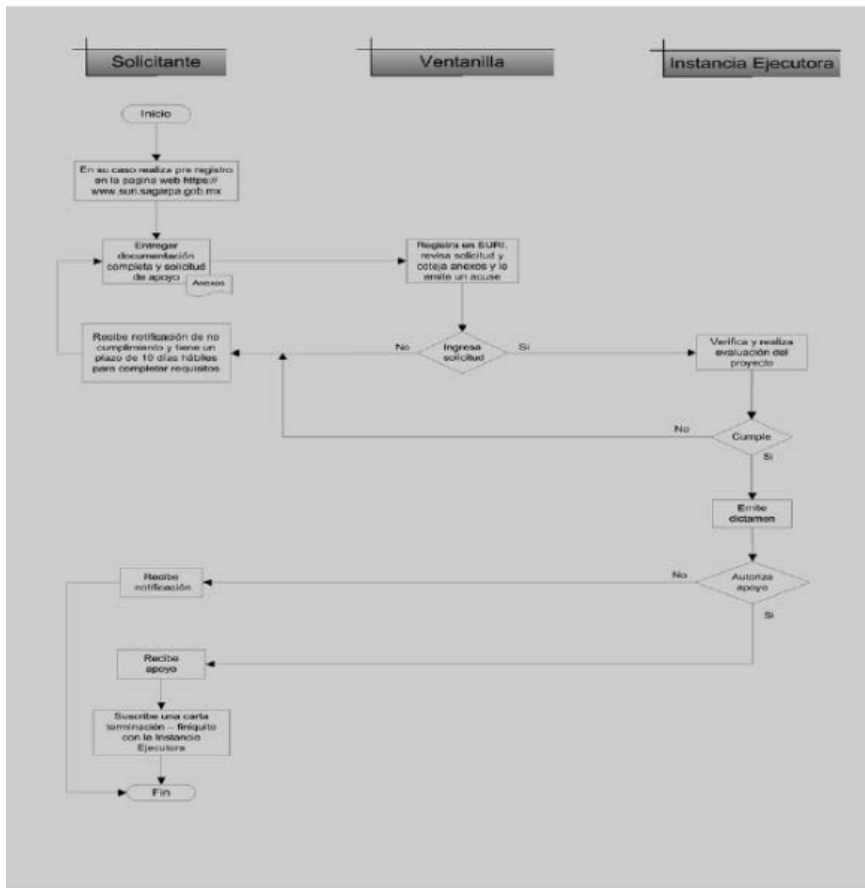
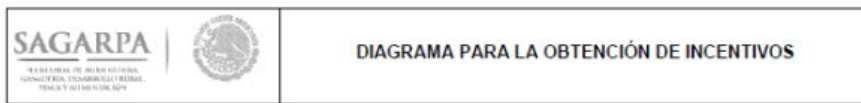
	GUIÓN PARA LA ELABORACIÓN DE PROYECTOS SIMPLIFICADOS Y COMPLETOS DEL PIDETEC
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- 1. Name of the project** (including in the title, the level of local, regional or national impact).
- 2. Name of the applicant** (list of members that make up the working group or legal entity, in the format of **Annex 4** of the Rules).
- 3. General data of the project** (location, georeference , productive activity, number of beneficiaries, job to be generated).
- 4. Research Institution or Higher Education that supports the project** (attach letter of intent and attach data from the legal representative of the Institution).
- 5. Researcher, research professor or professional responsible for the project** (attach letter of intent indicating your specialty).
- 6. Organization of the sector that endorses and supports the project** (attach letter of intent).
- 7. Executive Summary.**
- 8. Background and Justification.**
- 9. General Objective.**
- 10. Specific objectives.**
- 11. Impact goals.**
- 12. Description of activities to be carried out** (in the case of work groups requesting the acquisition of machinery and equipment, they must mention the conditions for the use and enjoyment of the machinery or equipment, which, after authorization of the request, must be accredited by Notarize record).

- 13. Calendar of activities.
- 14. Description of the attributes of the deliverables with their respective delivery dates .
- 15. Program, component (s), support concept (s) and breakdown of government contributions participants, credit or others.
- 16. Breakdown of costs.

Note: The simplified project should omit the information contained in the numerals: 4, 5, 6, 7 and 14.

Annex V



1 Priority Native Crops.- It is that crop of which Mexico is a center of Origin and / or genetic diversity, with importance in food, agriculture, culturally and socioeconomically determined by the National System of Plant Genetic Resources for Agriculture and Food of the Secretariat .

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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Concurrency Program with the Federal Entities of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food are disclosed .

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fishing and Food, based on articles 25 fifth paragraph of the Political Constitution of the United Mexican States; 9o, 12, 17 Bis, fraction III, 23, 26 and 35 of the Organic Law of the Federal Public Administration ; 9o, 12, 33, 34 and 35 of the Planning Law; 75 and 77, second paragraph of the Federal Budget and Fiscal Responsibility Law , 176 and 217, last paragraph of its Regulations; 7th, 8th, 32 sections IX, X and XIII, 54, 55, 56, 58, 59, 60, 61, 70, 71, 72, 73, 86, 87, 88, 89 and 124 of the Sustainable Rural Development Law ; 29, 30, Second Transitory, and Annex 24 of the Expenditure Budget Decree of the Federation for Fiscal Year 2014; and 5, section XXII, of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That the government resources destined to the agricultural, fishing and aquaculture sector should be used in a more efficient way to attend to the problem in which the sector is immersed, since the producers face limitations due to low levels of investment, productivity and lack of strategies for adding value in their economic units for primary activities;

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annex 10.1, establish the general criteria for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;
















That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food, approved for 2014, includes the Concurrency Program with the Federal Entities;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the

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dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force; Y

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; so I have been kind enough to issue the following:

**AGREEMENT BY WHICH THE RULES OF OPERATION OF THE
CONCURRENCY PROGRAM WITH THE FEDERATIVE ENTITIES OF THE SECRETARY OF AGRICULTURE, LIVESTOCK, F
KNOWN**

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TRANSITORY

Annexes

Annex I Format Specific Accession Agreement

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TITLE I

General disposition

Chapter I

Of the Object of the program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Concurrency Program with the Federal Entities and its Component:

I. Productive or strategic projects; agricultural, livestock, fishing and aquaculture.

The program and its component included in these Operation Rules are subject to the authorized budget in the Federation's Expenditure Budget Decree for the corresponding fiscal year, and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the program is to promote, in coordination with local governments, investment in productive or strategic projects; agricultural, livestock, fishing and aquaculture.

Article 3. The specific objective of the program is the opinion and authorization of productive or strategic projects ; agricultural, fishing and aquaculture livestock.

Article 4. For the purposes and application of the program and its component contained in these Operation Rules, the following definitions shall apply :

- I. **Primary activities:** Activities that provide primary satisfiers, that is, those that are taken directly from nature without transformation;
- II. **Value Aggregation:** Economic value / additional value that goods and services acquire when they are transformed during the production process;
- III. **External Audit:** Review carried out by an external public accountant who has an updated and current registry before the Ministry of Finance and Public Credit (SHCP), to carry out financial audits agreed by FOFAE;
- IV. **State Bank for Sector Projects:** Registry of all executive projects drawn up and not implemented for productive or strategic projects with regional, local or state impact , agricultural, livestock, fishing and aquaculture viable;
- V. **Direct beneficiary:** A natural or moral person or a person legally integrated by one or both, who receives the subsidy, stimulus or support, and for the purposes of the Accountability System, will consider as beneficiary / or those persons with whom I agreed to carry out actions to achieve the objectives of the program or component;

SAW. **CADER:** Support Center for Rural Development of the Secretariat;

VII. **CLABE:** Standardized Bank Code;

VIII. **CONAPESCA:** National Aquaculture and Fisheries Commission, decentralized administrative body of the Secretariat;



- IX. **CONAPO:** National Council for Population and Housing;
- X. **Coordination Agreement:** Legal instrument that is formalized with the powers and responsibilities of the Executing Agency, which, where appropriate, it signs with the Secretariat, and indicates the government contributions of resources;
- XI. **Specific Accession Agreement " Annex I " :** Legal instrument that is formalized between FOFAE and the Direct Beneficiaries that receive the support " government resources " and which establishes the obligations of its application and verification;
- XII. **Unique Key of Population Registry, CURP:** Document issued by the Ministry of the Interior;
- XIII. **DDR:** Rural Development District of the Secretariat;
- XIV. **Delegation:** Federal Delegation of SAGARPA in each of the States, in the Federal District and in the Lagunera Region;
- XV. **DOF:** Official Gazette of the Federation;
- XVI. **DPEF:** Federal Expenditure Budget Decree for the current fiscal year;
- XVII. **FOFAE:** Trust Fund for Agricultural Development in the States;
- XVIII. **Settlement of the Specific Accession Agreement " Annex II " :** Document that relates the verification of the application of the resources received by the direct beneficiaries and, where appropriate, the corresponding refund;
- XIX. **Official identification:** Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XX. **Incentive:** These are the subsidies assigned through federal resources provided for in the Federation's Expenditure Budget, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of priority social or economic activities. in the sector;
- XXI. **Executing Agency:** Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility of operating the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XXII. **Technical Instance:** Administrative unit of the central structure of the Secretariat, the decentralized administrative body of the subsector corresponding to Agriculture, Livestock, Fishing and Aquaculture;
- XXIII. **No . IFE:** Registration number with the Federal Electoral Institute, expressed in the credential issued by the IFE;
- XXIV. **Project:** Document by which the applicants integrate the concepts of investment to be made and the amount of the budget in accordance with the provisions of these Operation Rules as well as technical, financial, and market aspects, among others;
- XXV. **Executive Project:** Set of reports, plans, calculations, specifications, budgets and programs, which contains precise data and sufficient details so that it is possible to interpret the graphic and written information contained therein in order to carry out the physical and work authorization ;
- XXVI. **Local Strategic Project:** Set of planned activities whose main purpose is to expand the productive capacity of an economic sector and its productive units , authorized by FOFAE and validated by the State Council for Sustainable Rural Development ;
- XXVII. **Productive Project:** Set of activities planned with a defined purpose that seeks to increase the profitability and competitiveness of the productive units;
- XXVIII. **Operation Rules:** They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;
- XXIX. **RFC:** Federal Taxpayer Registry;
- XXX. **SDA:** Secretariat of Agricultural Development of the States or equivalent;
- XXXI. **Secretariat , SAGARPA:** Secretariat of Agriculture, Livestock, Rural Development, Fishing and Food;
- XXXII. **Agri-food sector:** It is made up of all the agricultural, livestock, forestry, aquaculture, fishing, mining and agro-industrial or agro-food industrial activities;
- XXXIII. **SURI:** Unique Information Registration System;
- XXXIV. **Sustainable:** Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;
- XXXV. **TESOFE:** Treasury of the Federation;
- XXXVI. **Production Unit:** Person or persons, set of elements, spaces and means of production that applied carry out activities of economic interest;
- XXXVII. **Responsible Unit:** Entity or administrative unit of the Secretariat, including decentralized administrative bodies , which is responsible for the interpretation for administrative purposes of the program and / or component and for the control, supervision and monitoring of the program or component referred to in these Rules of Operation, and / or that designated by the Head of the Secretariat and which will be announced by notice on its website ;
- XXXVIII. **State Technical Unit:** FOFAE auxiliary instance constituted jointly with officials from the Delegation and the SDA, responsible for technically ruling the projects, in accordance with the Operation Rules, and
- XXXIX. **Window:** Place where the documentation is presented personally to access the support of the program and component administered by the Secretariat, Federal Entities and Municipalities, where the corresponding response must be issued, which may be the Delegations of the Secretariat through of the DDR and CADER, Central Offices and Regional Directorates , as well as other private or public instances that will be established based on the Coordination Agreements.

Article 5. The target population is made up of the agricultural, livestock, fishing and aquaculture production units ; or newly created, in the Federal Entities.

Article 6. The coverage of this program is National, applicable in the 31 Federal Entities and the Federal District. Priority will be

given to the municipalities established in the National System Against Hunger, " Without Hunger " , which can be consulted in the DECREE establishing the National System for the Crusade against Hunger, published in the Official Gazette of the Federation, on January 22 , 2013, through the page <http://sinhambre.gob.mx/>, as well as those towns of medium, high and very high marginalization, according to the CONAPO classification.

Chapter II

General guidelines

Article 7. Producers who meet the following will be eligible to obtain the supports of this program and component :

General criteria:

- Present original documents that accredit Natural and / or Moral Persons, according to the required format of the Specific Adhesion Agreement " Annex I " , to be signed between FOFAE and the possible beneficiaries, for collation and a simple copy of the project.
- Present complete and updated documentation at the window for registration and processing. The procedure will be free and at no cost to producers.

Article 8. Opening and closing of windows will be established in the publication of the call issued by FOFAE, previously validated by the State Council for Sustainable Rural Development in January, which must contain, among others, the priorities and approaches that defines the CEDRS, the location, dates of opening and closing of windows (included within the January period, for its opening, to April at the most for its closing), the hours of operation, the support concepts with their percentages and maximum amounts , indicate the electronic page for general consultation of the results of the opinion and transparency, without contravening the provisions of article 9 and other related and applicable of these Operation Rules .

TITLE II

Component

Chapter I

Of the Component Productive or strategic projects; agricultural, livestock, fishing and aquaculture.

Article 9. Of the supports of the component Productive or strategic projects; agricultural, livestock, fishing and aquaculture, shall adhere to the provisions of article 36, section VII, paragraph c), of the Federal Expenditure Budget Decree for this Fiscal Year, its Annex 10.1, to the budget availability and the next:

Concept	Maximum Amounts
I. Del total de recursos del programa se destinará hasta el 47.4% de los recursos convenidos para inversión en proyectos productivos o estratégicos, de impacto regional, local o estatal, agrícolas, pecuarios, de pesca y acuícolas.	El incentivo podrá ser de hasta del 50% del valor del proyecto que se determine por el FOFAE, y al menos 5 participantes beneficiarios directos, (sean personas físicas, morales y/o se conformen de manera legal de unos o ambos), dedicados a las actividades primarias (agrícolas, pecuarias de pesca y acuícolas) y/o que agreguen valor a estas actividades.
II. Of the total resources of the program, at least 47.4% of the agreed resources will be destined for investment in productive projects with local agricultural, livestock, fishing and aquaculture impact .	The incentive may be up to 80% of the value of the project is determined by the FOFAE without exceeding 250 thousand pesos per project for low - income producers, unlimited recipients direct, (whether individuals, moral or conform to fashion of one or both), dedicated to primary activities (agricultural, fishing and aquaculture livestock), and / or that add value to these activities. Their contribution may be with their own economic resources or they may be recognized, pre-existing assets, labor and materials that the project justifies, located in areas and localities of high and very high marginalization, determined by CONAPO. for consultation at: http://www.conapo.gob.mx/es/CONAPO/Indice_de_Marginacion_por_Localidad_2010
III. Of the total resources of the program, up to 0.5% of the agreed resources will be destined for the elaboration of executive projects for productive or strategic projects of regional, local or state impact , agricultural, livestock, fishing and aquaculture.	The incentive may be up to 50% of the cost of preparing the executive project, without exceeding up to 30 thousand pesos per project; with a maximum of up to 5 projects per service provider. The executive projects once drawn must be submitted to the FOFAE for registration in the State Bank Project, differentiating implemented in those without.

Likewise, the following should be observed:

- In the case of the supports established in sections I, II and III of this article, the support will be for the only time, in the legal concepts that the project justifies, that are determined, authorized and approved in the FOFAE, through the corresponding agreement and that they comply with the sanitary provisions, www.senasica.gob.mx/;
- In the case of the supports established in sections I, II and III of this article, the supports will be delivered to the beneficiaries according to the availability of the resources of the FOFAE fund, regardless of their origin and use the electronic payment to the beneficiaries;
- In the case of the supports established in sections I and II of this article, productive or strategic projects will be supported in infrastructure, equipment, and machinery, as well as genetic material and technological packages (validated by the corresponding central Administrative Units) , among others, for the agricultural, livestock, fishing and aquaculture subsectors;
- The requirements, concepts, amounts and percentages of support will be approved by the Executing Agency, in accordance

with the programs of: Promotion of Agriculture, Livestock Development , Promotion of Fishery and Aquaculture Productivity, as well as Innovation, Research, Technological Development and Education; the above in order to avoid duplication and competition between the support concepts. As appropriate, the technical specifications will be published on the SAGARPA page, www.sagarpa.gob.mx in January;

- e) The limit of supports per producer that will be the equivalent to the resulting production of 100 hectares of irrigation or its equivalent in time; 2,500 head of cattle or 5,000 in pigs and 11,000 in sheep and goats for slaughter in TIF Tracks; 50 animal units for replacement of breeding foot; and, in the case of phytozoosanitary campaigns and aquaculture health and agri-food safety, the Secretariat will establish the limits, this section does not apply to the CHAIN due to its emergency characteristics; Y
- f) The verification by the beneficiary of the support amounts will be carried out, excluding VAT, from the verification of the investments made in the projects, so as not to exceed the maximum amounts of the support.

Article 10. Selection procedure for the Concurrency Program with the Federal Entities, and Component: productive or strategic projects; agricultural, livestock, fishing and aquaculture:

Personal delivery at the window corresponding , in the format requisitioned of the specific agreement of Accession " Annex I " , to be signed between the FOFAE and potential beneficiaries, accompanied by the documents original accrediting data and copy of the project; the documentation must be delivered complete to complete the process. The delivery of the information does not grant the right to receive the supports, they must be ruled by the State Technical Unit and the FOFAE;

Once the information and documentation is presented, the process of registration and opinion of the projects will begin in accordance with the following:

- I. Registration of projects in the Single Information System (SURI), return of the original documentation checked by the authority of the window and delivery of the registration receipt to the producer;
- II. Opinion of projects, for the opinion of projects in FOFAE 4 basic criteria will be used , and an index of social impact. The percentages and points to be reached for each of the four base qualification criteria will be determined according to the regional priorities and characteristics for the development and promotion of the sector in the corresponding Federal Entity , and add to these, the index of CONAPO, through FOFAE agreement, previously validated by the State Council for Sustainable Rural Development in its first session;
- III. The qualification criteria and the CONAPO index will be distributed on a 100% (percent) basis, in the total sum of all of them for all productive or strategic projects. These will be the following:
 - to. Increased production.
 - b. Added value to production.
 - c. Greater number of direct jobs.
 - d. Greater number of direct beneficiaries.
 and. CONAPO Index, (Degree of Marginalization).
- IV. Issuance of the resolution opinion, from January and 15 working days after the closing of the windows, the list of positive and negative projects will be published, this will be the official notification of the result to the producers / beneficiaries, in the windows and electronic page of the Executing Agency, indicated in the call for consultation.
- V. Project authorization, signature of the Specific Adhesion Agreement and delivery of support, from January to August, according to budget availability.
- SAW. Reassignment of support for savings balances, withdrawals and the addition of financial products of the program, in accordance with the initial ruling of resolution published in the windows and electronic page of the Executing Agency, by signing the Specific Adhesion Agreement with the beneficiaries, beneficiary / or from October to November.
- VII. Finalized by the beneficiary of the Specific Accession Agreement from the conclusion and in general in July in the format Finalized of the Specific Accession Agreement " Annex II " . The beneficiary must present it at the window of origin with the original documentation for comparison and a simple copy.

Article 11. The following are participants in this component:

- I. Executing Agency: Government of the Federal Entities and the Federal District, through the FOFAE.
- II. Responsible Unit: General Coordination of Delegations.
- III. Technical Instance: Administrative Unit of the Secretariat in the subsector corresponding to Agriculture, Livestock, Fishing and Aquaculture.
- IV. Instance of Evaluation: It will be determined based on article 18 of this Operation Rule .

TITLE III

Operational Mechanics

Chapter I

Of the Operating Procedure

Article 12. Of the Operation of the Concurrency Program with the Federal Entities, Component Productive or Strategic Projects; agricultural, livestock, fishing and aquaculture :

	Operation Stage	Responsible	Period
one	FOFAE work sessions, regular with quarterly frequency and extraordinary as necessary.	FOFAE	January - December
two	Subscription of Coordination Agreements for Sustainable Rural Development, with Federal Entities.	SAGARPA - State Government - Delegation	January February
3	Call, opening and closing of windows, and registration of projects in SURI.	Delegation - State Government	January April

		SAGARPA - State Government	March August
4	Federal and state agreed resources ministry.		
5	Opinion of projects selection, qualification with the four criteria and degree of marginalization of CONAPO, issuance of the resolution opinion 15 working days after the closing of the windows, and publication of the list of beneficiaries per page; authorization of projects, signing of Specific Adhesion Agreements and delivery of support to the beneficiary.	FOFAE State Technical Unit	From January - August
6	Subscription of the Execution Annex, 15 business days after the closing of the windows, validated by the corresponding Technical Instance.	State Government - Delegation	January, May
7	Finalization of the Specific Adhesion Agreement by the beneficiary and delivery of the verification of the application of the support.	Beneficiary à FOFAE	From its conclusion and in general July
8	Supervision by the Delegation by random method of the files of authorized projects and in the field.	Delegation	July December
9	Reassignment of supports and signing of the Specific Adhesion Agreement with the beneficiary, delivery of the support for savings balances , withdrawals and addition of financial products ; according to the issuance and publication of the resolution opinion .	FOFAE	October - November
10	Program expense report.	State Government - Delegation	November
eleven	Public Account Supports, list of final beneficiaries with resources paid, accrued and reimbursed to TESOFE. Closing and Settlement of the Exercise.	State Government à FOFAE - Delegation	To December and delivered on the last business day of January of the following year.

TITLE IV

Complementary Provisions

Chapter I

Of Rights, Obligations and Exclusions

Article 13. The rights of the beneficiaries are:

- I. Receive guidance from CADER, DDR and other windows, regarding the program, component and procedures for access and processing of incentives;
- II. In your case, acquire the good or service with the provider that you freely choose;
- III. File complaints and denunciations in the terms established in article 26 of these Rules of Operation, and
- IV. Exercise the means of defense against the acts and resolutions issued by the Responsible Units and / or Executing Instances under the terms of the Federal Law of Administrative Procedure .

Article 14. The obligations of the beneficiaries are:

- I. Comply with the requirements established in these Rules of Operation;
 - II. Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation;
 - III. Not be enrolled in any other Federation program to receive support in the same investment concepts;
 - IV. Accept, facilitate and attend to verifications, supervisions, audits, inspections and requests for information by the responsible units, the executing agencies, inspection bodies or the competent authority, in order to observe the correct application of the resources granted by the Secretary;
 - V. Request prior written authorization from the Executing Agency of any change involving modifications to the authorized project or to the conditions of the direct or indirect support, who will resolve it within ten business days following the presentation of the request, otherwise it will be understood that it was resolved in the negative sense;
- SAW. For supports via bank deposit, you must provide the account number with your Interbank CLABE and keep it current ;
- VII. Comply with the tax obligations that correspond to it in accordance with the applicable regulations, and
 - VIII. By writing in protest to tell the truth that the information presented, delivered and reported is true and reliable during the process and verification of the incentive.

Article 15. Incentives of this program will not be granted to:

- I. The purchase of land, building for residential use or social events;
 - II. The payment or payment of liabilities and of any type of contracted financial interest;
 - III. The purchase of used equipment and machinery, repairs or spare parts;
 - IV. The purchase of trailers for the transfer of exotic species, of competition or gala;
 - V. The purchase of grass for sports, decorative spaces and supplies for gardening arrangements;
- SAW. Acquisition of tractors or cultivators that do not have the current certification by OCIMA and that are not registered as such on the page of www.inifap.gob.mx/SitePages/productos_servicios/ocima.aspx;
- VII. To receive supports or subsidies from other federal programs for the same support concepts;

- VIII. The construction or acquisition of vessels not included as strategic assets defined by CONAPESCA, see http://www.conapesca.gob.mx/wb/cona/anex_xlviii_3;
- IX. Raw materials, supplies, consumables, or working capital, with the exception of technological packages authorized by the Ministry;
- X. The purchase of any type of vehicle or vessel with luxury characteristics that is line, by order or prefabricated, except for the acquisition of new chassis cargo land transport vehicles from 2.5 tons to 22 tons; Y
- XI. The acquisition of livestock species to those who do not demonstrate the capacity to give them housing and supply them with water and food for their maintenance; taking care in the case of grazing animals that the animal carrying capacity is not exceeded, nor is degradation of grazing land caused.

Chapter II Of the Audit

Article 16. The resources that the Federation grants for the programs and / or components may be audited by the Ministry of Public Function, the Internal Control Body in the Ministry and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Secretariats of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants, pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having it has been the subject of an agreement and is transferred for its application to any other instance other than the Secretariat.

Chapter III Of the Investment and Program Expense.

Article 17. In accordance with subsection a) fraction IV of article 8 of the DPEF, of the total resources to be agreed for the program, **80% will** correspond to the contribution of federal resources and **20%** to the contribution of state resources, and in accordance with budget availability, distributed for your financial year according to the following table:

Executor	Concept	Percentage		Responsible	Concept
State Government through FOFAE	Investment	At least the	94.8	Beneficiaries	Productive or Strategic Projects
		Until the	.5	Beneficiaries	Executive Projects
	Program Expense	Up to 4.7	two	Delegation	Operating, Monitoring, Supervision and PDI Expenses (includes PAP)
			two	State government	Operation and Monitoring Expenses
			.7	FOFAE	External Evaluation Expenses 1 /

1 / The evaluation will be carried out, in accordance with article 18 of this Operation Rule.

The program expense will be based entirely on the first minister and may not be used for the acquisition of vehicles, real estate or work commitments, the current Operating Expense Guidelines will continue to be applied, until they are modified.

The financial products generated from the principal of the program may be used in the following order: 1) Payment of services and trust account; 2) Payment of calls, publications and official stationery; 3) Increase of program goals and amounts; 4) External Audits; in no case for program expenses and must be reported separately.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published. resources, as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV Of the Evaluation, Follow-up and Supervision

Article 18. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law, and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, observing the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Directorate of Planning and Evaluation of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of each of the program and components subject to this process.

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations.

In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, they must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The Secretariat, together with the SDAs, must update and improve the matrix of results indicators, in order to identify the impact achieved, no later than the **last business day of April** . Likewise, the Secretariat will establish the necessary coordination mechanisms with the governments of the corresponding Federal and Municipal Entities in order to increase the viability and level of impact of the resources agreed upon with the Federal Entities, through concurrence with the rest of the programs. federal, state and municipal, and establishing the mechanisms of accountability, supervision, monitoring and evaluation of the same.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the program's objectives:

objective	Indicators	Measurement Frequency
Promote, in coordination with local governments , investment in productive or strategic projects ; agricultural, livestock, fishing and aquaculture.	Investment Percentage in Coordination Agreements	Biannual
Establish productive or strategic projects of regional, local or state impact, agricultural, fishing and aquaculture livestock for the development of primary activities.	Percentage of Established Projects	Biannual

Article 19. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the program and / or component.

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as for the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the programs, components and projects a office.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system , will determine through a random procedure the verification and supervision of the supports granted under each component.

In the specific case of the Concurrency Program with Federal Entities, the supervision will be carried out through the SAGARPA Delegations in each entity.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the programs and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 20. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information shall be permanently updated and published semi-annually on the Secretariat's website www.sagarpa.gob.mx and for each instance executing the expenditure no later than the last business day of December of the year reported and shall be updated, in its case, with the data of the corresponding settlement.

Likewise, the executing agency of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the publicity and promotion of the program and component, must include the logo of the Secretariat and that of the SDA and the following legend: " This program is public, alien to any political party. The use is prohibited for purposes other than those established in the program. "

Article 21. To carry out the tasks of disseminating the program and components, it shall be carried out in accordance with subsection 2) of the third paragraph of article 17 of these Operating Rules.

Article 22. The Secretariat will continue with the Accountability System on the destination of the fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements:

key or registration number that will be assigned by the dependency to the beneficiary, geographic region, federal entity , municipality and locality, productive activity, link in the value chain, concept of support, fiscal amount granted and date of grant, agricultural cycle and the corresponding layering.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities . Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed ; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to

the UR ' s; monthly publish a report on compliance with the delivery of information by the UR ' s; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR ' s must identify their support concepts.

Chapter VI

Of Equity and Gender

Article 23. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

Of the Obligations of the Executing Agency.

Article 24 . The Obligations of the Executing Agency:

- I. Exercising the resources, in accordance with the provisions of the Federal Budget and Fiscal Responsibility Law and its Regulations, the Federal Budget Egress Budget Decree and these Operating Rules;
- II. The Federal Entities will only be responsible for the timely execution of the resources and will be administered by the Trusts of the State Agricultural Development Fund (FOFAE), formed jointly for this purpose by proprietary members and their respective alternates, representatives of the federative entity and the Secretariat Delegation;
- III. FOFAE must have exercised and paid at least 70% of the contributions so that the Federal Government can deposit the second and subsequent ministries; previously validated by the Delegation, the foregoing in accordance with the provisions of section VII, subsection a) of article 36 of the federation's expenditure budget decree for fiscal year 2014;
- IV. Issue the calls in accordance with article 8 of these Operation Rules for opening and closing windows, publish on its website the percentages and maximum amounts of support, the operating criteria and qualification of the program and component supports , established in these Rules of Operation, as well as the priorities and approaches defined by the State Council for Sustainable Rural Development;
- V. Establish the State Technical Unit as an auxiliary body of FOFAE, which will be jointly composed of officials from the Delegation and the Federal Entity, to align, qualify and issue the technical opinion of the projects presented and registered, in accordance with the requirements of Eligibility and selection criteria provided in these Operating Rules. Only in the absence of a consensus should take into account the final opinion of the titular representative of " SAGARPA " in the state;
- SAW. Establish a State Project Bank of the sector, in coordination with the Delegation for the registration of all executive projects drawn up and not implemented of productive or strategic projects , of regional, local or state impact, agricultural, livestock, fishing and aquaculture viable ; referred to in section III of article 9 of these Rules of Operation, and which will serve as the basis for establishing local planning and priorities in the immediately subsequent exercise;
- VII. In case of breach of obligations by the beneficiaries, the Executing Agency within the scope of its powers, will apply the administrative procedure in accordance with the Federal Law of Administrative Procedure and other applicable regulations;
- VIII. Formalize and cancel the supports; exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Delegation. In case of being unable by the regulations to issue resolutions, you must inform and provide the Delegation with all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and to exercise the pertinent legal actions according to the applicable legislation;
- IX. Total or partial cancellation of support in the event that the beneficiary does not comply with the provisions of these Operating Rules or does not subscribe the corresponding legal instruments or does not make the contribution indicated in these Operating Rules;
- X. Maintain expressly and identically the participation of the Government of the Republic through the " SAGARPA " and the " GOVERNMENT OF THE STATE " , in the delivery of incentives, using in all acts and documents the official institutional image of both orders of government;
- XI. Directly carry out the consultations in accordance with section XII of article 36 of the DPEF, in the technological tools that will be made available by the tax authorities, regarding the fulfillment of the obligation contained in article 32 D of the Federal Tax Code and not the beneficiary ;
- XII. Register, and keep the information updated in the SURI, in a monthly cut-off report on the last business day of each month and quarterly. It will be the official information to request the ministrations;
- XIII. Keep a detailed control and record of the application of the resources and the progress of the goals of the program and component, preparation of the physical and financial reports monthly and quarterly, their submission to the Delegation of the Secretariat, no later than the third business day. of each following month, and deliver any information that is required;
- XIV. Safeguard the documentation of the delivery-reception of supports for the time established in the applicable regulations;
- XV. Integrate the information and supports of the public account of the program and component, with the final list of beneficiaries as of December 31, in which the resources paid, accrued and unearned will be specified ; the resources that at the end of the year have not been accrued and the financial products that correspond to the TESOFE, validated by the Delegation;
- XVI. Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
- XVII. File complaints, lawsuits and any other legal actions for the fulfillment of the objectives of the program, according to the applicable regulations;
- XVIII. Keep the Directory of Natural and / or Moral Persons who lose their right to receive support from programs subject to SAGARPA's Operating Rules updated ;
- XIX. In general, all the powers and obligations necessary to achieve the objectives of the program and component;
- XX. The powers and responsibilities of the Executing Agency will be formalized in the legal instrument that, where appropriate,

it signs with the Secretariat.

Chapter VIII

Of the Sanctions, Complaints and Denunciations

Article 25. In the event that the beneficiary fails to comply with any of the obligations indicated in article 14 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executor, the Delegation or the Regulatory Instance unit as appropriate, the support will be canceled and the return thereof, plus the financial products generated, will be canceled and will be registered by the Executor, the Delegation or the Regulatory Instance in the directory of natural and / or moral persons who lose their right to receive support, which is in charge of the Office Greater than SAGARPA, until the detected non-compliance is corrected. The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and the supervisory bodies.

Once the executing agency becomes aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and the

Delegation or the Normative Instance a report on each particular case. The executing agency must issue the resolutions of the administrative procedures established to determine the breach of obligations and, where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide the Delegation with all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and in its case, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 26. Beneficiaries and citizens in general may submit their complaints and denunciations in writing, with respect to the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body, Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>), via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF) in the Federal Entities through the complaints receiving offices at the following telephone numbers: Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Federal District 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatán 01 (999) 943 69 88 y, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact Center toll free (01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the Internal Control Body in the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST .- This Agreement will enter into force on January 1, 2014.

SECOND .- As of fiscal year 2014, these Rules of Operation of the Concurrency Program with the Federal Entities, will be the only ones applicable to the program and component administered by the Secretariat, therefore, through the publication in the DOF of this agreement Any other Operating Rules, Guidelines, additions, updates or modifications that have been published prior to this agreement are void, unless expressly stated otherwise in these Rules.

THIRD .- Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger ", the expenditures made to comply with said Decree, will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .

FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Public Administration

Federal; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH .- Pursuant to the provisions of article 36, section XII of the Federal Expenditure Budget Decree for the Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federal Tax Code in the tool that for this purpose make available to the tax authorities.

SIXTH.- The Secretariat will carry out for each one of the applicants for support of this program, be they individuals or companies, the corresponding consultation to corroborate the fulfillment of the fiscal obligations that apply to them at the time of receiving the incentive; except in cases where the amount is less than that referred to in the corresponding fiscal miscellany.

SEVENTH.- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013.- The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez**.- Rubric.

Annex I Format Specific Accession Agreement

The registration number and folio of the Specific Accession Agreement will be integrated with the abbreviation of the Federal

Entity, a half hyphen, the INEGI code of the Federal Entity, a mid hyphen, 6 consecutive digits , a mid hyphen, the letter F if it is a natural person or M if it is a Moral person; as presented do the process.



Convenio Especifico de Adhesión al Componente Proyectos Productivos o Estratégicos; Agrícolas, Pecuarios, de Pesca y Acuícolas, del Programa de Concurrencia con las Entidades Federativas, Ejercicio 2014

Logotipo del Estado

Anexo I, No. de Folio

AGS-01-000001-F

Data of the Natural Person and / or legal representative . Registration No. SURI.

Name	Name (s) à A. Paternal à A. Maternal					Date of birth	
	RFC	curp		Gender		Age	
home owners	Street, Interior and Exterior Number						
	Suburb		Town hall / Delegation			State	
	No. IFE	Validity		No. Passport			
No phone	Cell No.		CP				
CLABE account	Bank						
E - mail	Acronym union organization						
Main activity	Agricultural		Livestock		Fishing		Aquaculture

Moral Person Data	
SURI Registration No.	

Name	Name or Company Name as it appears in the Articles of Incorporation					Constitution Date	
	Current tax address						
Street, Interior and Exterior Number							
Suburb		Town hall / Delegation			State		
RFC	No phone		CP				
Key account	Bank						
Email	Acronym union organization						
Main activity	Agricultural		Livestock		Fishing		Aquaculture
Constitutive Act	Incorporated in accordance with Mexican laws as evidenced in the articles of incorporation number _____, dated __, _____, _____, issued before the Faith of _____, Notary Public Number __, with practice in: City _____, in the Entity of _____.						

Project Data	Productive		Strategic		New	
Name						
Production unit location	Enter full address			Name of the locality		
Total cost	Total support					
Support and contribution concepts (in pesos)	Federal	State	Producer	Total		
one						
two						

3					
4					
5					
6					
7					
8					
Totals					

Selection, qualification and opinion criteria	Apply YES or NO	Index Amount	points
Increased production.		%	
Added value to production.		%	
Greater number of direct jobs.		Do not.	
Greater number of direct beneficiaries.		Do not.	
Name of the locality / CONAPO index, (degree of marginalization).			
		Degree °	
Total points earned			

Annex I, Page 1/2

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

1. Joint statements; by the Trust Fund for Agricultural Development of the State of _____, (FOFAE), its authorized Representative on C. _____, and the Beneficiary Applicant, C. _____ hereinafter the " PARTIES " ;

The " PARTIES " declare that the previous information on Page 1, coincides with the contents of the documentation provided by the natural and / or legal person, which was held in view and returned, the beneficiary applicant and / or his Legal representative, demonstrating under protest to tell the truth, indicate that no change or modification is registered, and that the power granted to the legal representative is in force, so it has not been limited, revoked or modified.

The " PARTIES " agree that the interpretation and implementation of this instrument, at the administrative level corresponds to the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, through its delegation will or n in the State of _____, and in accordance with the last paragraph of article 217, of the Regulation of the Federal Law of Budget and Fiscal Responsibility ; without prejudice to the powers that correspond to the Advocate General, in terms of Article 9 of the Internal Regulations of the Registry.

The " PARTIES " declare that there is no fraud or bad faith in the signing of this instrument.

2. FOFAE declares and agrees:

That it is a Trust established by Trust Agreement No. _____, dated _____, in force, in order to provide support to producers who are beneficiaries and meet the eligibility criteria of the Operating Rules, resources from the DPEF 2014 and Agreement Coordination for Sustainable Rural Development, signed between the State Government and SAGARPA, of the Concurrency Program with Federal Entities, with address at: Street: _____ No _____, Colonia _____, Municipality _____, in the State of _____; and through Agreement No. _____, dated _____ by its Technical Committee appointed C. _____ as the sole and exclusive representative to sign this instrument with the beneficiary.

That the supports are granted to the beneficiary in accordance with the published opinion and in advance in accordance with the provisions of Articles 70, 71, 72 and 73 of the Sustainable Rural Development law and in accordance with the provisions of the Agreement by which The Rules of Operation of the Concurrency Program with the Federal Entities of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food are published, published in the Official Gazette of the Federation (DOF) on date _____;

by means of the Authorization Agreement No. _____, dated _____, 2014 issued by FOFAE, and they will be deposited in the CLABE account _____, in the banking institution named _____, and indicated at the beginning of this instrument by the beneficiary and / or its legal representative.

3. The Beneficiary Applicant declares and agrees:

That you know the scope of signing this Specific Accession Agreement by your will, that your data is established at the beginning of this instrument, and have the necessary authorizations, permits, concessions from the competent authorities, to establish and carry out the project, also that it is not receiving other federal resource support for the same support concepts .

That it is obliged to contribute the necessary own resources against the game to implement the authorized project , which has the source of sufficient resources to do so.

That it is obliged to apply the resource received in the authorized support concepts, for this it will freely choose its provider; under the following execution schedule from _____, from _____, to _____, from _____, _ of 2014, in accordance with the second paragraph of article 176 of the Regulations of the Federal Budget and Fiscal Responsibility Law; likewise to verify under its full responsibility the application of the resource and the implementation of the project with the presentation of the original documentation, reimburse the resources not exercised to the TESOFE through the FOFAE; deliver the settlement more extensive than in law, as well as inform and request in advance in writing any change you intend to make.

It is obliged to provide all the facilities to carry out both documentary and physical audits and reviews , supervision and verification visits at its domicile and related facilities, registered and / or authorized in order to monitor compliance with the legal provisions derived from the FOFAE operating rules and authorization agreement; by the people designated by the competent

authority .

That it acknowledges and agrees that by signing this instrument, it receives the authorized support, is obligated, and subject to the provisions of the Agreement by which the Concurrency Program Operation Rules are disclosed with the Federal Entities of the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, published in the Official Gazette of the Federation (DOF), on __, _____, 20__, and the provisions of Authorization Agreement No. _____, dated _____, 2014 issued by FOFAE.

That in the event of withdrawal, it will of its own accord inform the FOFAE in writing, and undertakes to return the resources received, as well as the financial products generated.

In the event of any conflict or controversy arising from the execution and compliance of this instrument, the beneficiary subscriber agrees to expressly submit to the jurisdiction of the competent courts of the City of _____, waiving any other jurisdiction that may correspond, reason for your present or future address, or any other cause.

In accordance with the provisions of Article 247, section I of the Federal Penal Code, the beneficiary declares Under Protest to tell the truth that he recognizes as true the information set forth in this document and that he agrees with the terms and conditions of this operation and that it is up to date in the fulfillment of its tax obligations and that it does not have firm tax credits. As far as aware of the transcendence and legal force of its content, sign this in duplicate in the City of _____, _____ on the __ days of the month of _____ of 20__.

Name and signature of the beneficiary and / or the
legal representative

In the case of more than one direct beneficiary,
attach the signatures

Name and signature by FOFAE

Official seal or hologram

Annex I, Page 2/2

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "



Convenio Específico de Adhesión al Componente Proyectos Productivos o Estratégicos; Agrícolas, Pecuarios, de Pesca y Acuícolas, del Programa de Concurrency con las Entidades Federativas, Ejercicio 2014

Logotipo
del Estado

Annex to the Specific Accession Agreement Folio No.	AGS-01-000001-F
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List of Individuals Direct Beneficiaries (Additional)

Do not.	Names)	Paternal Last Name	Maternal Surname	RFC	curp	Date of birth	Gender M- Male or F- Female
one							
two							
3							
4							
5							
6							
7							
8							
9							
10							

List of Direct Beneficiaries (Additional) Legal Entities

Do not.	Name or Business Name As It appears in the Articles of Incorporation	RFC	Constitution Date	No. Notary	Book No.	Sheet No.
one						
two						
3						
4						
5						
6						
7						
8						
9						
10						

This document signed by the producer and / or his legal representative, is an integral part of the Specific Agreement of Adhesion with the folio number indicated at the beginning of this document.

Name and signature of the beneficiary and / or the legal representative

In the case of more than one direct beneficiary, attach the signatures

Name and signature by FOFAE

Official seal or hologram

Annex to the Specific Accession Agreement, Page 1/1

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex II: Finalized Format of the Specific Accession Agreement.



Convenio Especifico de Adhesión al Componente Proyectos Productivos o Estratégicos; Agrícolas, Pecuarios, de Pesca y Acuícolas, del Programa de Concurrencia con las Entidades Federativas, Ejercicio 2014

Logotipo del Estado

Annex II, Settlement of the Specific Accession Agreement Folio No.	AGS-01-000001-F
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I allow myself to deliver and present the Settlement as Beneficiary of the support, on __, days of the month of __, of 20__, in the City of __, of the State of __.

Settlement of the Specific Adhesion Agreement signed in the Code of __, on the __ days of the month of __, of 20__, with the original documentation for comparison, attaching a simple copy for the file according to the following relationship:

List of documents verifying authorized and received resources

Do not	Support Concept	Document / Invoice	Folio No.	Date	Amount in pesos
one					
two					
3					
4					
5					
6					
7					
8					
9					
10					
eleven					
12					
13					
14					
fifteen					
16					
17					
18					
19					
twenty					
a1)	Resource reinstated to FOFAE before December 31 .				
b1)	Resource reinstated to State Finance, after December 31.				
b2)	Resource reinstated to TESOFE, after December 31.				
Total amount					

Physical Location of the Project (Geo r reference Data of the Centroid of the Property)		Photographs	
Degrees Latitude	Degrees Length	Quantity Before	Quantity After

The data has been corroborated with the original documentation presented by the beneficiary and / or his legal representative , stating that the established data correspond to the documents of legal and original origin presented.

The beneficiary is hereby informed that, if observations are made by the revisions, supervisions or audits by the competent authorities, the delivery of the Settlement does not exempt him from the responsibility of solving them, and where appropriate, the sanctions or provisions that by such reason is determined by the competent authority.

In accordance with the provisions of article 247, section I of the Federal Penal Code, the beneficiary declares Under Protest to Tell the Truth, that the information set forth in this document is true and reliable in its content , which is in accordance with the terms and conditions of this operation, which is current in the fulfillment of its tax obligations and which does not have firm tax credits. As far as aware of the transcendence and legal force of its content, he signs this in duplicate in the City. from _____, _____, to __, days of the month of _____, from 20__.

Name and signature of the beneficiary and / or the
legal representative

In the case of more than one direct beneficiary,
attach the signatures

Name and signature by FOFAE

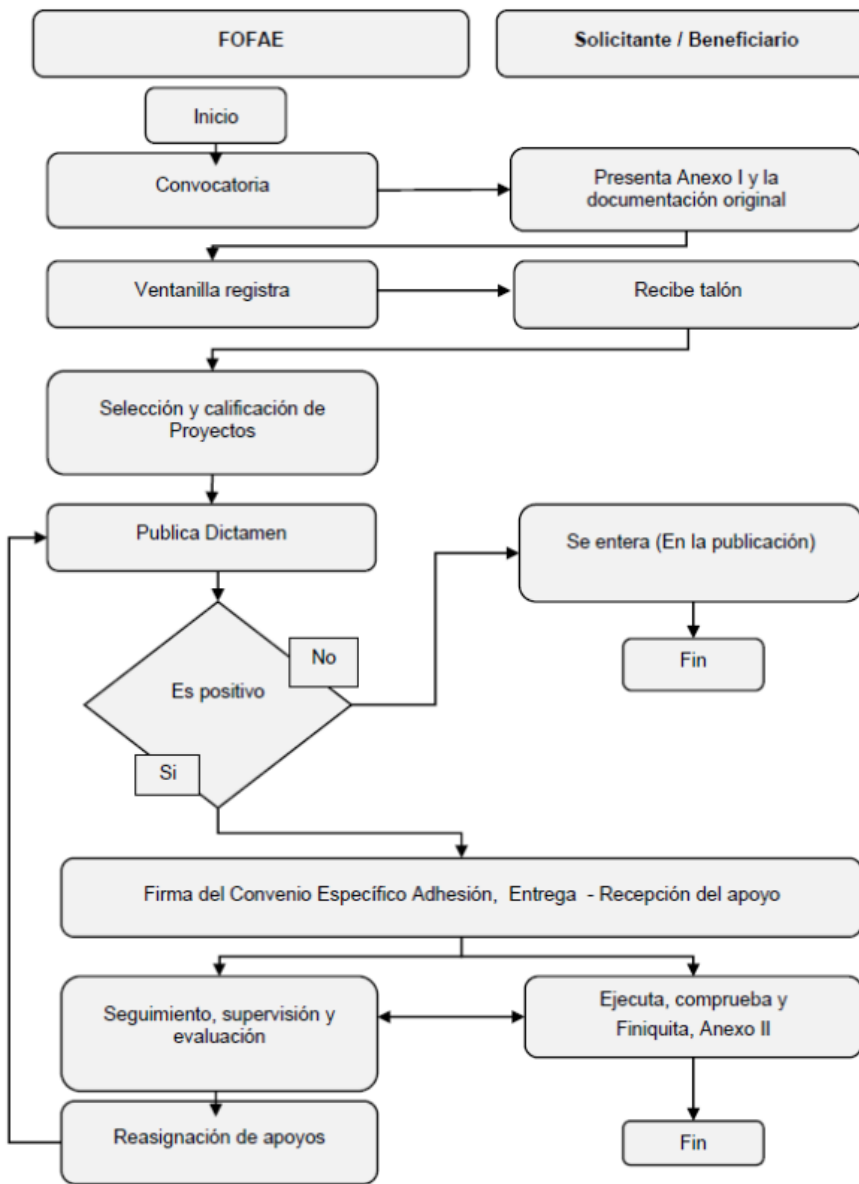
Official seal or hologram

Settlement of the Specific Accession Agreement, Page 1/1

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex III: Flow Diagram of the Concurrency Program with the Federal Entities

Component: productive or strategic projects; agricultural, livestock, fishing and aquaculture



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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Program for the Promotion of Agriculture of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed .

In the margin a stamp with the National Shield, which says: **United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.**

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, based on articles 25, 27, section XX and 28, twelfth paragraph of the Political Constitution of the United Mexican States; 9, 12, 23, 26 and 35 of the Organic Law of the Federal Public Administration; 4th. of the Federal Law of Administrative Procedure; 9, 12, 33, 34 and 35 of the Planning Law; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 70., 80., 32, 53, 54, 55, 56, 58, 59, 60, 61, 72, 79 first paragraph, 80, 86, 87, 140, 143, 164, 178, 190 fraction I and 191 of the Sustainable Rural Development Law; 1st., 2nd., 3rd., 5th., Fraction XXII, 18, 19, 20 and 21 of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food; Article 30 and Annex 24 of the Federal Expenditure Budget Decree for Fiscal Year 2014, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That government resources destined to the agricultural sector should be used in a more efficient way to address the problems in which the sector is immersed, since producers face limitations due to low productivity and insufficient production of agricultural production units, due to the fragmentation of the production units, lack of organization of the producers and disarticulation of the productive chains; reduced use of technology, the deterioration of natural resources, and low mechanization and value addition;
















That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for

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2014, includes the Program for the Promotion of Agriculture;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force; Y

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; so I have been kind enough to issue the following:

**AGREEMENT TO KNOW THE RULES OF OPERATION OF
THE AGRICULTURE PROMOTION PROGRAM OF THE SECRETARIAT FOR AGRICULTURE, LIVESTOCK,
RURAL DEVELOPMENT, FISHERIES AND FOOD**

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TITLE I

General disposition

Chapter I

About the Purpose of the Program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Program for the Promotion of Agriculture and its Components:

I. Agroincentives

II. Integral Agroproduction

III. Agro-Food Cluster Development (AGROCLUSTER)

IV. Productive PROAGRO

V. PROCAFE and Productive Boost to Coffee

SAW. Intensive Production and Agricultural Covers (PROCURA)



- VII. Agricultural Product Systems (SISPROA)
- VIII. Technification of Irrigation
- IX. Bioenergy and Sustainability
- X. Reconversion and Productivity
- XI. Maize and Bean Producer Incentives Program (PIMAF)

The program and its components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective is to contribute to increasing agricultural productivity through incentives.

Article 3. The specific objective is to contribute to increasing the production and productivity of rural agricultural Economic Units through incentives for: integration of production chains (systems

product), agrocluster development; investment in physical, human and technological capital, productive reconversion , agro-inputs, post-harvest management, efficient use of energy and sustainable use of natural resources .

Article 4. For the purposes and application of the program and components contained in these Operation Rules, the following definitions shall apply :

- I. **Agricultural activities.-** Primary agricultural production processes based on the use of renewable natural resources;
- II. **Strategic assets.-** Productive assets of greater relevance to generate the highest and / or fastest levels of desirable change in a region, state or locality in accordance with the national priorities established by the Secretariat in accordance with the Federal Entities;
- III. **External audit.-** Review and analysis of the execution of a program and its comparison with the current regulatory and operational framework, carried out by specialists in the field, with no working ties to the audited entity;
- IV. **Associativity.-** Legal entities formed by producers or in alliance with producers, and even producer groups, to face competition, promote specialization and / or take advantage of market opportunities in the agri-food sector and promote the integration of production chains;
- V. **Beneficiary .-** Natural or legal person who receives the subsidy or incentive. In the case of the incentives referred to by the components listed as public goods and for the purposes of the Accountability System referred to in article 66 of these Operating Rules , those persons with whom the carrying out actions to achieve the objectives of the program or component in the target population ;
- SAW. **Bioeconomy.-** Production of the goods obtained from the directed transformation of living beings and their substances (plants, animals, bacteria, enzymes, etc.) to satisfy human needs, according to their characteristics and circumstances (eg nutraceuticals, pharmaceuticals, functional foods, biofibers, bioplastics, cosmeceuticals, and biopesticides);
- VII. **Bioenergy.-** Renewable energy source obtained from the use of biomass, considering in it both the products of plant species cultivated for this purpose, as well as by- products or waste of plant or animal origin;
- VIII. **Biomass.-** Organic matter obtained from animal and vegetable products and waste, usable as an energy source;
- IX. **CADER.-** Support Center for Rural Development of the Secretariat;
- X. **Training.-** Transmission or acquisition of knowledge, through workshops and courses, among others;
- XI. **CLABE.** - Standardized Bank Key;
- XII. **Cluster.-** A form of " self-organization " that offers competitive advantages and, at the same time that they foster intense competition, facilitate cooperation, sometimes described as competition;
- XIII. **CNCH .-** National Crusade Against Hunger;
- XIV. **Coverage.-** Scope for the care of the program and its components with a population, territorial and crop focus , among others;
- XV. **Technical Committee for Judging.-** Collegiate body that rules and authorizes, where appropriate, investment applications and projects, under the chairmanship of the Responsible Unit.
- XVI. **CONAGUA.-** National Water Commission;
- XVII. **CONAPO.-** National Council of Population and Housing;
- XVIII. **Agreement .-** Agreement of wills between two or more parties to create, transfer, modify or extinguish obligations;
- XIX. **Announcement.-** Means for the individuals or legal entities of the target population to know about the opening of windows that will receive the incentive requests;
- XX. **Organic cultivation.-** Agricultural cultivation that uses natural inputs in its integral production process , maximizes the recycling of nutrients and avoids the use of products derived from fossil fuels such as fertilizers and chemical pesticides, thus avoiding the presence of chemical products from synthetic manufacturing in the product;
- XXI. **CURP.-** Unique Population Registry Code, document issued by the Ministry of the Interior;
- XXII. **DDR.-** Rural Development Districts of the Secretariat;
- XXIII. **Delegation.-** Federal Delegation of SAGARPA in each of the States, in the Federal District and in the Lagunera Region;
- XXIV. **DOF.-** Official Gazette of the Federation;
- XXV. **Notary Public.-** Person invested with public faith, in accordance with the provisions of the corresponding legislation ;
- XXVI. **FIRA.-** Trusts Instituted in Relation to Agriculture;
- XXVII. **FIRCO.** - Shared Risk Trust;
- XXVIII. **FONAGA.** - National Guarantee Fund for the Agricultural, Forestry, Fishing and Rural Sectors ;

- XXIX. **Georeferencing.**- Refers to the positioning with which the location of a spatial object is defined (represented by point, vector, area, volume) in a given coordinate system and datum. This process is frequently used in Geographic Information Systems (GIS);
- XXX. **Basic Grains** .- In accordance with the Sustainable Rural Development Law, the following are considered : corn, beans, wheat, rice, sorghum;
- XXXI. **Official identification.**- Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XXXII. **Impact** .- Set of consequences caused by a fact or action that affects a social or natural environment or environment;
- XXXIII. **Incentive.**- They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XXXIV. **Resource Dispersion Instance** .- Administrative unit of the central structure of the Secretariat, the decentralized and / or decentralized administrative bodies of the Federal Public Administration, the Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given responsibility to pay the incentives instructed by the Responsible Unit.
- XXXV. **Executing Agency.**- Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies
- XXXVI. **Associated Expenses Executing Agency** Administrative unit of the central structure of the Secretariat, the decentralized and / or decentralized administrative bodies of the Federal Public Administration, the Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility of apply the expenses associated with the operation;
- XXXVII. **LDRS.**- Law of Sustainable Rural Development;
- XXXVIII. **LFPRH.**- Federal Budget and Fiscal Responsibility Law;
- XXXIX. **Sustainable Management** .- Application of methods and techniques for the conservation and rational use of natural resources;
- XL. **EIGHTH.**- Implement Certification Body and Agricultural Machinery;
- XLI. **Office of the Chief Officer.**- Area of the Secretariat responsible for establishing policies, standards, systems and procedures for the organization and operation of the Secretariat, the administration of human, financial, computer resources, materials and general services of the agency, as well as monitoring and verify their compliance;
- XLII. **Padrones.**- lists, registers or databases beneficiaries who have set up , manage, operate and are responsible, agencies or entities with respect to the Administration Programs Public Federal;
- XLIII. **National Coffee Registry (PNC)** .- Database that contains in a structured and systematized way, as a result of the survey and verification, the topographic information of producers, farms and lots of coffee crops, validated by the Agri-Food and Fisheries Information Service, decentralized administrative body of the Secretariat, and which constitutes the database of the possible beneficiaries of the incentives referred to in this Agreement;
- XLIV. **Technological Package** .- Set of productive activities of a crop which includes from the preparation of the land to the harvest and conservation;
- XLV. **PAP.** -Program of Attention to the Producer;
- XLVI. **PDI.** - Institutional Development Program in Delegations, Rural Development Districts and Rural Development Support Center ;
- XLVII. **DPEF.** - Federal Expenditure Budget Decree for fiscal year 2014;
- XLVIII. **PIMAF.**- Incentive Program for Maize and Bean Producers;
- XLIX. **Business plan.**- Feasibility study with different degrees of detail, depending on the magnitude of the investment, type and purposes of the project in question, which analyzes and concludes on the technical, economic, financial and environmental viability of the analyzed project;
- L. **National Development Plan.**- The **National Development Plan** 2013 à 2018;
- LI. **Target population.**- It is the one to which the incentives will be directed;
- LII. **Development pole.**- Production center capable of increasing the product, which generates employment and economic progress to combat poverty;
- LIII. **Productive PROAGRO.**- Component that grants direct incentives to Agricultural Producers ;
- LIV. **PROCAFE.** - Component that grants incentives to Coffee Producers;
- LV. **PROCURA.** - Component that grants incentives to Intensive Production and Agricultural Covers;
- LVI. **Commercial promotion.**- Activities aimed at supporting and empowering the agri-food sector through strategies aimed at improving the competitiveness of producers and beneficiaries, their effective insertion in national and international markets, increasing the value and volumes of products to commercialize, the diversification of the markets and the progress of the commercialization channels;
- LVII. **Project.**- Document by which the applicants integrate the concepts of investment to be made and the amount of the budget in accordance with the provisions of these Operation Rules as well as technical, financial, and market aspects, among others;
- LVIII. **Strategic project** .- Set of activities whose main purpose is to expand the productive capacity of a given economic and social sector or productive branch; and that in the context of the national priorities defined in the planning, it contributes in a particularly significant way to the achievement of the objectives and goals of the corresponding program, within the framework of its own strategy and / or that they are considered of high impact in the Sector, be it state, regional or national;
- LIX. **Operation Rules.**- They are a set of provisions that specify the way to operate this program, in order to achieve the

expected levels of effectiveness, efficiency, equity and transparency;

LX. **RFC.-** Federal Taxpayers Registry;

LXI. **SDA.-** Secretary of Agricultural Development of the States or equivalent;

LXII. **Secretary.-** Secretary of Agriculture, Livestock, Rural Development, Fishing and Food;

LXIII. **Agri-food sector.-** It is made up of all the agricultural, livestock, forestry, aquaculture, fishing, mining and agribusiness or agro-food industrial activities;

LXIV. **SHCP.-** Ministry of Finance and Public Credit;

LXV. **SISPROA .-** Component that grants incentives for Agricultural Product Systems;

LXVI. **Product System.-** The set of elements and concurrent agents of the productive processes of agricultural products, including the supply of technical equipment, productive inputs , financial resources, primary production, storage, transformation, distribution and commercialization;

LXVII. **Subsidy. -** Incentive granted by the Secretariat in money or in kind, to support the beneficiaries of the programs or components;

LXVIII. **SURI.-** Single Information Registration System for natural and legal beneficiaries and users of the programs and services of the Secretariat, operated by the Executing Agencies and technologically administered by the General Directorate of Information and Communication Technologies of the latter;

LXIX. **Sustainable.-** Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;

LXX. **TESOFE.-** Treasury of the Federation;

LXXI. **Responsible Unit.-** Entity or Administrative Unit of the Secretariat, including decentralized administrative bodies , which is responsible for the interpretation for administrative purposes of the program and / or component and for the control, supervision and monitoring of the program or components referred to in these Rules. of Operation, and / or that designated by the Head of the Secretariat and that will be announced by notice on the website of the same;

LXXII. **Technical Operational Unit.-** Instance related to the sector, for the determination of the corresponding applications and projects and to give physical-financial follow-up, legally established, that collaborated with the federal government, or professional service providers by time, work and project. determined, or the services of universities or research institutions, higher education and international organizations.

LXXIII. **Window.-** Place where requests are presented to access the incentives of the programs and components administered by the Secretariat, Federal Entities and Municipalities, where the corresponding response must be issued, which may be the Delegations through the DDR and CADER, ASERCA Central Offices and Regional Offices, as well as other private or public instances that will be established based on agreements.

Article 5. The target population is made up of producers and organizations dedicated to primary activities, transformation and commercialization, or adding value to the production chain.

Priority will be given to projects that have the participation of members of the group of households in the list of beneficiaries of the Oportunidades Human Development Program and the Food Support Program for their attention by the Program. For this criterion, the components may provide the necessary advice for access to the support concepts, in the components that are defined in the calls that will be published on the website of the Secretary.

Article 6. The coverage of this program is National application in the 31 Federal Entities and the Federal District. Priority will be given to the municipalities and localities that are included in the National System Against Hunger, " Without Hunger " , which can be consulted in the DECREE establishing the National System for the Crusade against Hunger, published in the DOF on 01/22/2013 and at <http://sinhambre.gob.mx/>; as well as those localities of medium, high and very high marginalization, according to the CONAPO classification.

For the PROCAFE component and productive boost to coffee, preferably in the 12 coffee states of the Mexican Republic. (Chiapas, Colima, Guerrero, Hidalgo, Jalisco, Nayarit, Oaxaca, Puebla, Querétaro, San Luis Potosí, Tabasco and Veracruz).

Chapter II

General guidelines

Article 7. The Target population interested in receiving support from any of the components of the Program for the Promotion of Agriculture, may submit their request at the windows and deadlines defined for this purpose, using, where appropriate, the Incentive Request for the Components of the Program of Promotion of Agriculture included in these Operation Rules as Annex I.

Producers who meet the following will be eligible to obtain the incentives of this program :

- I. Register your pre-application to the Program for the Promotion of Agriculture, in the Incentive Request for the Components of the Program for the Promotion of Agriculture (Annex I) on the page [https:// www.suri.sagarpa.gob.mx](https://www.suri.sagarpa.gob.mx) In If required, you may receive advice from CADER, DDR, State Delegations and responsible Units. In the case of the Productive Reconversion and Agroincentives components, they may submit their request directly at the windows in the Incentive Request Form for the Components of the Program for the Promotion of Agriculture (Annex I), without pre-registering.
- II. Present a copy of your pre-application for the incentive of the Agriculture Promotion program, in the corresponding windows, which must be accompanied by the documents detailed in the following article.

Article 8. The general requirements that applicants must submit, in a simple and original copy for comparison purposes, will be:

I. Individuals of legal age;

- a) Official identification;
- b) CURP;
- c) RFC, if applicable;
- d) Proof of residence of the applicant, with a validity of no more than three months prior to the date of application;
- e) Proof of legal possession of the property, except PROCAFÉ and productive impulse to coffee, Agricultural Product Systems and Productive PROAGRO.

II. Legal persons :

- a) Articles of incorporation of the requesting organization and its modifications, which in its case it had at the date of the request, duly notarized before a notary public;
- b) Minutes stating the appointment of its legal representative or power duly notarized before a notary public;
- c) Proof of tax address, with a validity of no more than three months prior to the date of application;
- d) RFC;
- e) Official identification of the legal representative;
- f) CURP of the legal representative;
- g) Proof of legal possession of the property;

The original documents once collated and generated the administrative record in the SAGARPA's Unique Information Registration System (SURI), will be returned to you immediately.

The producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, according to customs and customs.

The producer must comply with the corresponding tax obligations in accordance with the applicable regulations.

The program guarantees the participation of women and men on equal opportunities, for their eligibility in obtaining incentives.

III. The specific requirements established for the requested incentive component are indicated in the corresponding article of these rules.

IV. Express in writing that you have not received or are receiving incentives in an individual or organized manner for the same concept of the SAGARPA program, component or other programs , which implies duplicating incentives to the application, except in the case of phased projects.

V. State in writing that it is up to date in its obligations to the Secretariat.

In the event that the applicant already has a registration in the SURI or PROAGRO Productivo (formerly PROCAMPO), he will not be obliged to present the documentation of paragraphs a), b) and c) of section I, article 8; for individuals, unless you have to update your address or other information, or are required by the Executing Agency.

Article 9. The date of opening and closing of windows will be in accordance with the following:

- I. Applicants may pre-register their incentive request from January 15 to February 17, specified in the call for each component.
- II. Incentive requests will be received from January 15 to February 17, the date specified in each component, at the windows defined by the Responsible Unit and published on the SAGARPA website.
- III. The Responsible Units, where appropriate, may reopen the window, according to the need for operation of each project and / or component, which they will notify on the SAGARPA website.

The call must be disseminated from the first business day of January.

TITLE II**Of the Components****Chapter I****Of the Agroincentives Component**

Article 10. The incentives will be destined to producers and organizations that are dedicated mainly to the production of basic grains, to strengthen productivity, through economic incentives for the use of inputs that affect profitable agriculture , which will be due to the following concepts:

Concept	Maximum amounts
a) .- Incentive for technology packages authorized by the Ministry	Up to 30% of the cost of the technology package, with a maximum of 20 hectares per producer
b) .- Incentive in the technological innovation package authorized by the Secretariat.	

The incentive may be delivered in its entirety, once the request has been authorized based on budgetary availability, in accordance with the provisions of article 55, Section III, paragraph a) of these operating rules.

Article 11. The specific requirements of the beneficiaries are:

- I. For the moral person to prove the property or legal possession of the property of each producer for whom the incentive is requested, without exceeding 20 hectares per producer.

Article 12. The selection procedure is determined by:

- I. Those who meet the requirements until the budget availability is exhausted.

Article 13. The following are participants in this component:

- I. Responsible Unit-General Directorate for the Promotion of Agriculture.
- II. Technical Operational Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Responsible Unit and those it designates.

V. Executing Agency for Expenses Associated with the operation.- The Responsible Unit and those designated by it.

SAW. Window.- Those designated by the Executing Agencies with opening on January 15 and closing on the last business day of April 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx>.

Chapter II

Of the Integral Agroproduction Component

Article 14. Incentives will be for legal entities engaged in agricultural activities that seek to take advantage of an opportunity to increase their competitiveness, granting incentives to rural agricultural economic units for comprehensive agricultural strategic projects that promote plantations, infrastructure and equipment, which may be:

Concept	Maximum amounts
Comprehensive Agricultural Strategic Projects	Incentives of up to 50% of the value of the project, not exceeding \$ 10 ' 000,000.00 (ten million pesos 00/100 MN)

The project may include the purchase of equipment and machinery, preferably national, or in its case of import.

When in specific cases they are tractors of 250 HP or greater; grain and oilseed harvesters ; silos up to 5 thousand tons (certified); fixed and portable grain dryers; equipment for screening, cleaning and conditioning of grains, fruits and vegetables; fertilizer plants; stone pickers and rakes; laser beam leveling equipment; spikes, threshers, among others defined by the Responsible Unit, as long as it is shown that these are not manufactured in the country, they may be imported, with up to ten years of use, in good operating conditions and their import instruments in Customs matters correspond to fiscal year 2014.

The incentive may be delivered in its entirety, once the application has been authorized, the payment requirements have been met and there is a commitment from the beneficiary to fully carry out the project. The above based on budget availability.

Article 15. The specific requirements are:

- I. Investment project according to the script for project development. (Annex II)
- II. In your case, present original and copy for comparison of the current concession or document that demonstrates the process or that accredits the volume of water to be used in the project; or proof of the Permanent National Registry for agricultural wells located in free-light areas, granted by the competent authority.

Article 16. The selection procedure is:

- I. Those who obtain a better qualification based on the technical, economic, financial and social impact evaluation , with the ID included in the script for the preparation of annex II and III projects.

Article 17. The following are participants in this component:

- I. Responsible Unit-General Directorate for the Promotion of Agriculture.
- II. Technical Operational Unit- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Responsible Unit and those designated by it.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- SAW. Judging Technical Committee.- Collegiate Body chaired by the Responsible Unit.
- VII. Window.- Those designated by the Responsible Unit, opening on January 15 and closing on February 17 , 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx> .

Chapter III

From the Agro-Food Cluster Development Component (AGROCLUSTER)

Article 18. Incentives will be for legal entities with agri-food activity, interested in integrating producers and producer associations to develop and strengthen the value chain and generate economies of scale, as well as, increase their productivity and competitiveness, promoting associative models and greater added value throughout the value chain for the benefit of producers; which may be:

Concepts	Maximum amounts
The incentives that are contemplated, indicatively, are: technical and administrative support, infrastructure (new and modernization), equipment, in all the links of the productive chain, from the inputs for production, establishment of plantations, post-production management , transformation, distribution and commercialization.	The incentive per project will be up to 30% of the total value of the project and up to a maximum of 30 million (thirty million pesos 00/100 MN) per stage of the project.

The project may include the purchase of equipment and machinery, preferably national, or in its case of import.

When in specific cases they are tractors of 250 HP or greater; grain and oilseed harvesters ; silos up to 5 thousand tons (certified); fixed and portable grain dryers; equipment for screening, cleaning and conditioning of grains, fruits and vegetables; fertilizer plants; stone pickers and rakes; laser beam leveling equipment; spikes, threshers, among others defined by the Responsible Unit, as long as it is shown that these are not manufactured in the country, they may be imported, with up to ten years of use, in good operating conditions and their import instruments in Customs matters correspond to fiscal year 2014.

- I. The project may be supported through financing arrangements with development banks and other public, private, national and international financial institutions.
- II. SAGARPA will promote the eventual participation and contribution of resources from other agencies and organizations to promote the cluster, which incorporate incentives for technological packages, commercial promotion, guarantees and risk coverage, among others.

Article 19. The specific requirements are:

- I. Investment project (Annex II) and the Agrocluster business plan, which considers each of the links in the value chain.
- II. Documents that accredit the association, considering the participants, roles, responsibilities, rights, participation in the value chain and the formalization mechanism of the association.

Article 20. The selection procedure is determined by:

- I. Technical evaluation of the project, opinion and allocation of amounts, with the certificate of annex III.

Article 21. The following are participants in this component:

- I. Responsible Unit.- General Directorate for the Promotion of Agriculture.
- II. Technical Operational Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Responsible Unit and those it designates.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- SAW. Project authorization committee.-Chaired by the owner of the branch.
- VII. Window.- Those designated by the Executing Agencies, opening on January 15 and closing on February 17 , 2014.

Chapter IV

Of the Productive PROAGRO Component

Article 22. The incentives will be for all those agricultural producers, individuals or companies, with farms in operation that are duly registered in the PROAGRO Productive Register that have received support from PROCAMPO in any of the last two previous homologous cycles and comply with the rest of the regulations of this component, with the purpose of improving agricultural productivity .

The strata into which the target population is divided are:

Stratum	Water regime	
	of Temporal	Irrigation
Self-consumption	Up to 5 has.	Up to 0.2 has.
Transition	Greater than 5 and up to 20 hectares.	Greater than 0.2 and up to 5 ha.
Commercial	Greater than 20 hectares.	Greater than 5 has.

For purposes of calculating incentives, the following quotas per hectare are defined:

Stratum		Quota per eligible hectare or fraction
Self-consumption	With properties of up to 3 hectares of storm located in any of the 405 municipalities of the PNMSH	\$ 1,500.00
	Rest of the country	\$ 1,300.00
Transition		\$ 963.00
Commercial		\$ 963.00

The quotas will be assigned based on the surface unit: hectare or fraction thereof, with the following characteristics:

- I. The amounts of the incentives will be in each case, the result of applying the quota per hectare to the " eligible area " that the agricultural producer registered in the PROAGRO Productive Register has . For the corresponding effects, the area supported by PROCAMPO in the last previous homologous agricultural cycle will be taken as " eligible area " ;
 - II. Agricultural producers with seasonal farms whose area is less than one hectare will receive the incentive equivalent to one hectare (rounding);
 - III. Agricultural producers who are benefited with the incentives of the PROAGRO Productivo are obliged to plant at least the eligible surface supported by the PROAGRO Productivo Registry ;
 - IV. In case of weather conditions or natural disaster that prevents planting on eligible areas, the incentive may be granted as long as the SAGARPA Delegation makes the request in writing to the Unit Responsible for the component and is accompanied by the technical opinion of the authority. competent to guarantee the presence of such conditions in the affected areas. The above will be subject to the existence of budget availability;
 - V. The maximum incentive per benefited natural person and production unit per agricultural cycle, will be that corresponding to 100 hectares;
- SAW. The incentives of PROAGRO Productivo must be linked to improving agricultural productivity , for which the beneficiaries will be obliged to manifest and accredit in CADER and within the term indicated by SAGARPA, the destination they will give to the incentives received in concepts related to : technical, productive, organizational and investment aspects, depending on their producer stratum and regional conditions, which may include: training and technical assistance, mechanization, use of improved seeds or selected creoles, plant nutrition , productive conversion, agricultural insurance and price coverage, among others.

Article 23. The specific requirements of the beneficiaries are:

- I. The documentation required from the moral or physical persons benefited from the component, as well as from the properties subject to the estimation and calculation of incentives, is detailed in the Annex IB. This documentation should only be presented by the producer when it has any change.
- II. The accreditation of the link to improve the productivity of any of the factors of agricultural production, must be carried out by the beneficiary in the period established by the Responsible Unit . Otherwise, the incentive will be suspended until its application is verified to the satisfaction of SAGARPA. The types of productive linkage and the forms of accreditation will be defined in the General Operating Procedure that will be published on the page of the Secretariat.

Article 24. The participating instances are in all cases administrative units of SAGARPA both at the central level: General Directorate of Operation and Exploitation of Registers, General Directorate of Information and Communication Technologies and the Deputy General Directorate of Payment Methods; while at the local level participate: the Federal Delegations of SAGARPA, its Rural Development Districts as well as the Rural Development Support Centers.

- I. Executing Agency: The 33 Federal Delegations of SAGARPA, the 193 Rural Development Districts (DDR) and 712 Rural Development Support Centers (CADER).
- II. Responsible Unit: The General Directorate of Operation and Exploitation of Standards (DGOEP) dependent on the

Undersecretariat of Agriculture of SAGARPA, who will publish the General Operating Procedure of the component and other specific provisions for its implementation.

Article 25. Mechanics of operation:

- I. The agricultural producer will appear at the corresponding CADER window when requested to do so by the Secretariat through the Executing Agency of the PROAGRO Productivo. It will provide the official on duty with the necessary information (Annex IB) to update his registration, if applicable, and will obligatorily prove the link of his incentives with the verification of his investments or productive actions. Likewise, the producer, prior to accreditation, may go to CADER to express their productive linkage proposals, and must subsequently prove said linkage.
- II. The agricultural producer will notify the CADER staff in which it carries out the procedures, when it has to make modifications to the information contained in the pre-loaded application in the " system " , particularly when the agricultural producer and / or the area to be supported and / or the bank account in the cycle to operate are different.

At the conclusion of its process, the producer will be given a receipt in which it will be notified about the origin or not of its update.

- III. The agricultural producer may receive the incentive automatically (subject to budget availability) without having to go to the service window, if the following requirements are met :

- a) That it has been subject to the incentive in the previous homologous agricultural cycle.
- b) That they have successfully completed the process of updating and integrating their data into their File of the PROAGRO Productive Register at the Rural Development Support Center (CADER) that corresponds to them.
- c) That the geo-referencing data of the registered properties be available at the central level.
- d) That there are no changes in the data of the owner and / or the producer and / or in the characteristics of the property and the crop.
- e) That they have an open and valid bank account, or the payment of the incentive is by payment order.

For their origin, these automatic payments must be processed by the executing agency , in coordination with the Responsible Unit.

For deposits in the account, the agricultural producer will previously provide a valid bank account number and the corresponding CLABE.

- IV. The agricultural producer will go to the corresponding window, according to the location of the property, so that in the case of payment by check, he will receive it and sign the " acknowledgment of payment list " . In the case of electronic deposits or payment orders, the CADER corroborates by consulting the " list of operational progress of applications " the reference of the deposit or, the agricultural producer assists the financial institution to verify the transfer of resources to your bank account.

Chapter v

From the PROCAFE Component and Productive Boost to Coffee

Article 26. The concepts of incentives for coffee producers is through technical production and the acquisition of an Arabica coffee plant for the renewal of coffee plantations with technical support and training, updating of the coffee plantation register and payment of direct incentives. Preferably in the following 12 States of the Mexican Republic: Chiapas, Colima, Guerrero, Hidalgo, Jalisco, Nayarit, Oaxaca, Puebla, Querétaro, San Luis Potosí, Veracruz and Tabasco, are:

Concepts	Maximum amounts	Maximum Amount per
Infrastructure and plant production in technified nurseries	Up to \$ 6,500,000.00 (six million five hundred thousand pesos 00/100 MN) for a technical nursery project of 500 thousand plants.	\$ 6,500.00 (six thousand five hundred pesos 00/100 MN) producer, in associated project.
Acquisition of arabica coffee plant	\$ 3.00 / plant (three pesos 00/100 M.N. per plant)	\$ 1,500.00 (one thousand five hundred pesos 00/100 M)
Economic incentives (to be established through the " Productive Stimulus Fund for Small Producers "). one	\$ 1,300.00 / producer (one thousand three hundred pesos 00/100 MN) per producer	\$ 1,300.00 (one thousand three hundred pesos 00/100 M)
Technical support for the productive boost to coffee	Up to \$ 180,000.00 (one hundred eighty thousand pesos 00/100 MN) per coffee municipality	Up to \$ 900.00 (nine hundred pesos 00/100 MN) per producer
Updating of the coffee pattern for the productive boost to coffee	Up to 8% of the Component Budget will be allocated once the operating expenses have been discounted	Does not apply

¹ Preferably aimed at applicants with a maximum area of 3.0 ha.

Article 27. The specific requirements of the beneficiaries are:

- I. Have a record in the National Coffee Registry.
- II. Having registered as a producer of coffee in the primary sector in the National Cafeculture Information System, having commercialized their coffee in the 2011-12 and / or 2012-13 agricultural cycle.
- III. Letter under protest to tell the truth that your property is located at an altitude greater than or equal to 600 meters above sea level, with the exception of applicants for economic incentives.
- IV. Investment project for the establishment of a technified nursery, only for applicants for the stimulus " infrastructure and plant production in a technified nursery " .

Article 28. The selection procedure is determined by:

- I. Priority will be given to applicants located in the municipalities of the National Crusade Against Hunger and small producers with coffee production units of less than 3 hectares.

Article 29. The following are participants in this component:

- I. Responsible Unit.- General Directorate of Productivity and Technological Development.
- II. Technical Operational Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Delegations and others that define the Responsible Unit.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- SAW. Judging Technical Committee.- Collegiate Body chaired by the Responsible Unit.
- VII. Window.- Those designated by the Executing Bodies, opening from January 15 to March 17 , 2014.

Chapter VI

Of the Component of Intensive Production and Agricultural Covers (PROCURA)

Article 30. Incentives will be for individuals or corporations that seek to technify their production units under cover , granting economic incentives to rural agricultural economic units to incorporate surface to covered production; which may be:

Concept	Maximum amounts
Macro tunnel	Incentives of up to \$ 90,000.00 (ninety thousand pesos 00/100 MN), per hectare; up to \$ 2 ' 700,000.00 (two million seven hundred thousand pesos 00/100 MN) per project. Incentives greater than 50% will not be awarded.
Shade cloth	Incentives of up to \$ 300,000.00 (three hundred thousand pesos 00/100 MN), per hectare; up to \$ 2 ' 700,000.00 (two million seven hundred thousand pesos 00/100 MN) per project. Incentives greater than 50% will not be awarded.
Anti-hail mesh with structure	Incentives of up to \$ 70,000.00 (seventy thousand pesos 00/100 MN), per hectare; up to \$ 700,000.00 (seven hundred thousand pesos 00/100 MN) per project. Incentives greater than 50% will not be awarded .
Greenhouses	Incentives of up to \$ 900,000.00 (nine hundred thousand pesos 00/100 MN), per hectare; up to \$ 2 ' 700,000.00 (two million seven hundred thousand pesos 00/100 MN) per project. Incentives greater than 50% will not be awarded.

The incentive may be delivered in its entirety, once the application has been authorized, the payment requirements have been met and there is a commitment from the beneficiary to fully carry out the project. The above based on budget availability and in accordance with the provisions of article 55 Section III, paragraph a) of these operating rules.

Special projects may be supported, after reviewing compliance with the criteria, requirements and the special condition of regional or national impact, being able to designate maximum incentive amounts for an area of up to 30 hectares per project in shade mesh or up to 10 hectares of new greenhouse that considers at least 4 producers, at the discretion of the Responsible Unit.

Article 31. The specific requirements are:

- I. Current quote, issued by the provider where the characteristics and price of the requested equipment and infrastructure are indicated;
 - II. Current concession or document that demonstrates the process or that accredits the volume of water to be used in the project; or proof of the Permanent National Registry for agricultural wells located in free-light areas, granted by the competent authority;
 - III. Water quality analysis;
 - IV. Letter of commitment to receive training;
 - V. Investment Project according to the script for preparing projects (Annex II);
- SAW. Complete file scanned on electronic media.

Article 32. The selection procedure is:

- I. Those who obtain a better qualification based on the technical, economic, financial and social impact evaluation , with the ID included in the script for the elaboration of projects.

Article 33. The following are participants in this component:

- I. Responsible Unit-General Directorate for the Promotion of Agriculture.
 - II. Technical Operational Unit.- Those designated by the Responsible Unit.
 - III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
 - IV. Executing Agency.- The Responsible Unit and those it designates.
 - V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- SAW. Window.- Those designated by the Executing Agencies, opening on January 15 and closing on February 17 , 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx>.

Chapter VII

Of the Agricultural Product Systems Component (SISPROA)

Article 34. The incentives will be for the national and state Product System Committees of the agricultural sector , integrated according to the Sustainable Rural Development Law, granting economic incentives to the Product System Committees to improve their operation, and will be:

Concept	Maximum Amounts
1. Professionalization.- Mainly payment for professional services to ensure their professionalization, primarily for the facilitator, assistant, accounting services, as well as training.	
2. Equipment.- For the acquisition of new computer equipment (desktop	

computers, Lap Top, screen, multifunction printers, projector, USB, photographic and video cameras and software mainly) and office equipment strictly necessary for the installation of the equipment. of computation.

3.- Communication.- Expenses destined to goods and services for the realization of Congresses, Forums, Conventions, Assemblies, Symposium, work tables and workshops, in order to communicate to the links of the chain, progress or decisions of different order that favor it; and transmit new technical, production and health knowledge; and economic and commercial information of interest, or to discuss specific problems and propose solutions.

4. Expenses Inherent in the Operation - Are those derived from the general operation of the Product System Committees, such as tickets, accommodation and food, among others.

a) To \$ 2 ' 000,000.00 (two million pesos 00/100 MN), for Committees National and
b) Up to \$ 500,000.00 (five hundred thousand pesos 00/100 M.N.) for State.

Article 35. The specific requirements are:

- I. Master Plan;
- II. Annual Strengthening Plan;
- III. Minutes of the last meeting held in the immediately preceding year, with the assistance of a SAGARPA representative.

Article 36. The selection procedure is determined by:

- I. Technical assessment of the Annual Strengthening Plan.

Article 37. The following are participants in this component:

- I. Responsible Unit-General Directorate for the Promotion of Agriculture.
- II. Technical Operational Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Responsible Unit and those it designates.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- VII. Window.- Those designated by the Executing Agencies, opening on January 15 and closing on February 17 , 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx> .

Chapter VIII

Of the Technification Component of Irrigation

Article 38. The incentives will be for agricultural producers and irrigation user associations, with authorization from the National Water Commission to have water available for agricultural use on the surface that they wish to technify, contributing to the rational use of water in agriculture, through the establishment of technified irrigation systems at the parcel level that increase technical and productive efficiency; and they will be:

Concept	Maximum amounts
Irrigation systems for multi-doors with pulsation and alfalfa valves .	Up to \$ 10,000.00 / hectare
Sprinkler Irrigation Systems (center pivot, front feed, side roll, fixed spray, portable spray, barrel and traveling barrel (indicative and non-limiting); micro- spray and drip.	Up to \$ 15,000.00 / hectare
Drainage in agricultural land.	Up to \$ 15,000.00 / hectare

The incentive may be delivered in its entirety, once the application has been authorized, the payment requirements have been met and there is a commitment from the beneficiary to fully carry out the project. The above based on budget availability.

I. Maximum incentive amounts:

- a) Individuals up to \$ 750,000.00 (seven hundred and fifty thousand pesos 00/100 MN);
- b) Legal entities up to \$ 2,000,000.00 (two million pesos 00/100 MN), at least made up of 5 individuals;
- c) Projects may be supported, after reviewing compliance with the criteria, requirements and the special condition of regional or national impact, being able to designate maximum incentive amounts for an area of up to 2,500 hectares per stage of the project, which considers at least 50 producers , under the criteria of the Responsible Unit;
- d) In all cases without exceeding 50% of the total cost of the project.

Article 39. The specific requirements are:

- I. Valid quotation issued by an irrigation technification company;
 - II. Have a water consumption meter or, failing that, consider its installation within the project;
 - III. Proof of the current water service issued by a legally constituted authority for this purpose, which proves the volume of water to be used in the project, and
 - IV. Project according to script (Annex II). In case of projects of less than \$ 450,000.00, only the technical sheet of the Technification of Irrigation component will be presented (Annex II);
 - V. Document that proves the legal possession of the land;
- SAW. Current document that accredits the water use concession.

Article 40. The selection procedure is determined by:

- I. Not having received incentives in the two previous years for the technification of irrigation as a natural or legal person, in any of the programs that the Secretariat has operated; except the associations of users of irrigation that execute their projects in stages; Incentives will only be granted for the installation of new systems.
- II. Those that obtain a better qualification based on the technical, economic, financial and social impact evaluation , with the ID included in the script for the elaboration of projects.

Article 41. The following are participants in this component:

- I. Responsible Unit-General Directorate for the Promotion of Agriculture.
- II. Technical Operational Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Responsible Unit and those it designates.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- SAW. Judging Technical Committee.- Collegiate Body chaired by the Responsible Unit.
- VII. Window.- Those designated by the Executing Agencies with opening on January 15 and February 17 , 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx>.

Chapter IX

Of the Bioenergy and Sustainability Component

Article 42. Incentives will be for individuals or companies that are engaged in primary production processes in agricultural, livestock, aquaculture and fishing activities, granting incentives to promote sustainable practices, such as the exploitation, generation and use of renewable energy, the efficient use of energy, the sustainable production of bioenergetics, organic crops, the production and use of bio - inputs, and new products from the bioeconomy; and they will be:

Concept	Maximum amounts
1. Bioenergetics	
a) Establishment of seed beds and / or commercial crops for the production of inputs for bioenergetics. Incentive to comprehensive projects (including pilot plants) for the production of bioenergetics . ¹	Up to 30% of the cost of the technological package, and up to a maximum of \$ 5,000,000.00 (five million pesos 00/100 M.N.) per project. For pilot plants, up to 50% of the project, and up to a maximum of \$ 20,000,000.00 (twenty million pesos 00/100 MN) per project.
2. Renewable energy and energy efficiency	
b) Thermal systems; autonomous or interconnected photovoltaic ; motor generators; biodigestion systems ; accessory works for interconnection; high efficiency pumping systems for agricultural irrigation ; type cooling systems " chiller " ; cooling chamber modernization; accessory equipment for energy efficiency; among others.	Up to 50% of the cost of the system without exceeding \$ 2,000,000.00 (two million pesos 00/100 MN).
c) Use of biomass for power generation and / or other renewable energy projects . ¹	Up to 50% of the project cost, and up to a maximum of \$ 15,000,000.00 (fifteen million pesos 00/100 MN) per project.
3. Bioeconomy	
d) Comprehensive bioeconomy projects; biofertilizer and organic fertilizer production projects ; and projects for the production of organic mineral fertilizers . ^{1/2}	Up to 50% of the total investment of the project, and up to a maximum of \$ 3,000,000.00 (three million pesos 00/100 M.N.) per project. For organic mineral fertilizer projects up to 50% of the total investment of the project, and up to a maximum of \$ 10,000,000.00 (ten million pesos 00/100 MN) per project.
e) Incentive for a technological package to induce the use of bio - inputs and the use of organic mineral fertilizers .	Up to 50% of the cost of the bio-inputs considered in the technological package without exceeding \$ 750,000.00 (seven hundred and fifty thousand pesos 00/100 MN) per final beneficiary.
f) Establishment and / or maintenance of commercial organic plantations . ¹ Services for organic and / or sustainability certifications .	Up to 30% of the cost of the technological package, and up to \$ 1,000,000.00 (one million pesos 00/100 MN) per project. Certification services up to 50%, without exceeding \$ 500,000.00 (five hundred thousand pesos 00/100 M.N.).
4. Other incentives	
g) Specific Projects: Incentive for the acquisition of assets that will be recognized as a shareholder contribution by producers in bioenergy, renewable energy and energy efficiency projects . ¹	Up to the same amount that the producer invests in capital, without this amount exceeding \$ 50,000,000.00 (fifty million pesos 00/100 MN) per project.
h) Incentive Scheme guarantees under " FONAGA Green " for bioenergy projects, energy renewables, energy efficiency and / or bio - economy.	The percentages and amounts of coverage of the guarantee service will be based on the region of the country, production line , project or type of credit, which will be published on the website of the Secretariat.
i) Research, technological development and technology transfer in species with productive potential as inputs for the production of bioenergetics, renewable energy, biofertilizers, organic fertilizers and / or products of the bioeconomy.	Up to \$ 20,000,000.00 (twenty million pesos 00/100 M.N.).
j) Feasibility and impact studies of the implementation of technologies for bioenergetics, renewable energy, energy efficiency and / or bioeconomy projects.	Up to 5% of the value of the project without exceeding \$ 250,000.00 (two hundred and fifty thousand pesos 00 / 100 MN)

¹ The indicated incentive amounts must consider a ceiling of up to \$ 750,000.00 (seven hundred and fifty thousand pesos 00/100 MN) per final beneficiary.

² The Comprehensive Bioeconomy Projects contemplate the production of inputs, processing and marketing of bioplastics, functional foods, nutraceuticals, biofibers, pharmaceuticals, cosmeceuticals and biopesticides.

As a contribution from the beneficiary, fixed investments may be considered, the verification of which does not exceed one year in advance of the incentive authorization date, provided they are investment concepts considered in this Component.

In the case of incentive requests that exceed the maximum incentive amounts per project, and that are considered of high

impact in the sector, whether state, regional or national, after analysis of the relevance of the body responsible for the opinion, they may be submitted to consideration, and where appropriate, authorization of the Responsible Unit, without exceeding the maximum amount per final beneficiary.

In all the above incentive concepts, the maximum incentive amount may be up to 75% of the total investment of the project, in the case of producers located in locations with high and very high marginalization, according to the classification made by CONAPO, and in the municipalities included in the National Crusade Against Hunger.

Article 43. The specific requirements are:

- I. Document indicating the technical specifications of the infrastructure, equipment and / or service for which the incentive is requested, as well as the investments, benefits and impact;
- II. In the case of projects whose requested incentive amount is greater than 500,000.00 (five hundred thousand pesos 00/100 MN), a project must be submitted in accordance with the script established in Annex II;
- III. Letter signed by the natural person, or in its case corresponding authority or legal representative of the participating institution or company, in which it establishes the commitment to grant its necessary contribution to carry out the project.
- IV. In the case of projects for the production of inputs for bioenergetics, present a technological package validated by the Secretariat.
- V. In the case of high efficiency pumping system projects for agricultural use, they must comply with the following:
 - to. Current water concession title issued by CONAGUA, or a copy of the official letter stating that the concession has been granted.
 - b. Proof of being up-to-date with the payment for the supply of electrical energy with the Federal Electricity Commission.
 - c. Quote for new and highly efficient equipment to be purchased.

The pumping equipment to be replaced must have more than 15 years oldage or an efficiency energy less than 40%.

Article 44. The selection procedure is determined by:

- I. Compliance with applicable requirements;
- II. Opinion (technical, financial, economic and environmental);
- III. Evaluation under the following parameters:
 - a) Existence of budgetary sufficiency.
 - b) Qualification according to the opinion issued.
 - c) Alignment to the priorities defined by the Responsible Unit.
 - d) First in time, first in law.
- IV. In the case of high efficiency pumping system projects for agricultural use, preference will be given to those projects that have water consumption meters.

Article 45. The following are participants in this component:

- I. Responsible Unit: The General Directorate for Natural Fibers and Biofuels.
- II. Executing Instances: Those determined by the Responsible Unit.
- III. Resource Dispersion Instance: Those designated by the Responsible Unit.
- IV. Auxiliary Technical Unit: Those designated by the Responsible Unit.
- V. Windows: Those designated by the Responsible Unit with opening from January 15, 2014. The location of the windows will be available on the website [https:// www.suri.sagarpa.gob.mx](https://www.suri.sagarpa.gob.mx).

Chapter X

Of the Reconversion and Productivity Component

Article 46. The incentives will be for individuals or companies that are engaged in agricultural activities whose crops have low profitability; high accident rate; in areas with surplus production; or where the ordering of the market is promoted, improving productivity, through incentives for the conversion of agricultural areas based on recurring claims, market conditions towards crops with higher profitability in areas of productive potential, and they will be:

Concepts	Maximum Amounts
a) .- Incentive for technological packages authorized by SAGARPA	The minor between 30% of the cost of the technological package and / or up to \$ 750,000.00 (seven hundred and fifty thousand pesos 00/100 MN) per beneficiary

The incentive may be delivered in full, once the request has been authorized based on budget availability.

Article 47. The specific requirements are:

- I. For legal entities, to prove the ownership or legal possession of the land of each producer for whom the incentive is requested, without exceeding 100 hectares of irrigation or its equivalent per producer.
- II. The new crops must be established with a technological package authorized by SAGARPA.

Article 48. The selection procedure is determined by:

- I. Those who meet the requirements until the budget availability is exhausted.

Article 49. The following are participants in this component:

- I. Responsible Unit.- General Directorate for the Promotion of Agriculture;
 - II. Technical Operational Unit.- Those designated by the Responsible Unit.
 - III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
 - IV. Executing Agency.- The Responsible Unit and those it designates.
 - V. Executing Agency for Expenses Associated with the Operation. The Responsible Unit and those that it designates.
- SAW. Window.- Those designated by the Executing Agencies with opening on January 15 and closing on the last business day

of April 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx>.

Chapter XI

From the Component Incentive Program for Maize and Bean Producers (PIMAF)

Article 50. Incentives will be for individuals or companies that are dedicated to the production of corn or beans, for the application of technological packages that increase productivity; and they will be:

Small producers:

Concept	Maximum amounts (\$ / ha.)	Maximum amount per producer
<p>Technological package, with technical support (MasAgro) *, of at least two inputs in the following strict order of priority:</p> <ol style="list-style-type: none"> 1. Seed adapted to the region, either improved creole or variety or national hybrid, preferably of certified category, and / or 2. Plant nutrition inputs (fertilizers and / or biofertilizers and / or soil improvers, among others), and / or 3. Phytosanitary control products (chemical or biotechnological pesticides), and / or 4. Spray equipment, and / or 5. Metal silos or other family granaries. <p>* Each technician will attend at least 2 groups of up to 50 producers, this incentive may reach 250 pesos per hectare and up to 150 thousand pesos per technician.</p>	<p>\$ 2,450 / ha. (two thousand four hundred and fifty pesos 00/100 MN)</p>	<p>\$ 7,350 (seven thousand three hundred and fifty pesos 00/100 MN)</p>

I. Producers with a high productivity scheme:

Concept	Maximum amounts (\$ / ha.)	Maximum amounts per producer
<p>Technology package, made up of each and every one of the following elements, according to your specification:</p> <ul style="list-style-type: none"> • Hybrid seed certified category preferably national with an incentive amount of \$ 1,400 pesos per hectare. • Specialized consulting and personalized technical support to the producer, including laboratory analysis with an incentive amount of \$ 1,050 pesos per hectare. • Incentive to promote associativity in development poles and that it fosters increased productivity and strengthens the acquisition of inputs and marketing of crops with an incentive amount of \$ 100 pesos per hectare. 	<p>\$ 2,550 / ha (two thousand five hundred and fifty pesos 00/100 MN)</p>	<p>\$ 51,000 (fifty-one thousand pesos 00/100 M.N.)</p>

Article 51. The specific requirements are:

Accredit the legal ownership or possession of the land, with the exception of applicants who are registered in the Directory of the PROAGRO Productive component (formerly PROCAMPO).

Article 52. The selection procedure is determined by:

I. Priority will be given to producers who promote Development Poles and who are located in the municipalities of the National Crusade against Hunger. This component is exclusive of the incentives of the Agro-incentive Components and MasAgro.

Article 53. The following are participants in this component:

- I. Responsible Unit.- General Directorate of Productivity and Technological Development.
- II. Auxiliary Technical Unit.- Those designated by the Responsible Unit.
- III. Resource Dispersion Instance.- Those designated by the Responsible Unit.
- IV. Executing Agency.- The Delegations and others that define the Responsible Unit.
- V. Executing Agency for Expenses associated with the operation.- The Responsible Unit and those designated by it.
- VII. Window.- Those designated by the Executing Agencies, opened on January 15, 2014. The location of the windows will be available on the website <https://www.suri.sagarpa.gob.mx>.

Chapter XII

Agricultural Priority Projects

Article 54. In order to facilitate the application of resources and in the case of projects of national priority, state, regional or municipal impact defined by the Secretariat through the Units

Responsible or, by the Federal Entities that attend to the problems of a Product System, a region or critical factor that compromises the development of the sector, may establish concepts and maximum amounts of incentive and percentage of contributions, different from those established in this agreement.

These priority agricultural projects must be previously analyzed by the Responsible Units, which will technically determine whether it is appropriate or not, after legal validation by the Office of the Attorney General of the Secretariat and, where appropriate, verify the adherence of the proposal to the need to attention to strategic factors or assets for the scope of application, and the sufficiency or corresponding budget authorization.

In the event that the Executing Agency is a Federal Entity or a private body, they must sign the corresponding agreements. The agreements or agreements indicated must include the supportable strategic assets, and the amounts and goals that are committed to achieving the objectives of the projects, as well as the delivery of monthly, quarterly, public account and settlement reports established for any of the Responsible Units.

Additionally, for each one of the components, the Responsible Units may direct resources, mainly, to projects of regional impact by productive branch, development poles or typology of producers.

TITLE III

Operational Mechanics

Chapter I

Of the Operating Procedure

Article 55. Incentive requests for the program and its components must be delivered on the dates established and published before the windows disclosed by the Executing Agency, and deliver the documentation required for each of these in accordance with these Operation Rules. For the incentive procedure of the Agriculture Promotion program and its components, the following procedure will be followed :

I. Request:

- a) The applicant will fill out their pre-application for an incentive via the internet on the page <https://www.suri.sagarpa.gob.mx> and will obtain their copy of the pre-registration;
- b) The applicant shall submit a copy of the pre-application for the Program for the Promotion of Agriculture generated by the system during its pre-registration, as well as the documents of the general and specific requirements of the incentives of the requested component;
- c) The window receives and registers the incentive application with the required annexes and documents, and provides the applicant with an acknowledgment of receipt with its registration folio, which must be kept for follow-up and completion of its process;
- d) In the event that the request does not contain the data or the applicable requirements are not met, the applicant must be warned by publication in the corresponding window and the electronic page of the Executing Agency, identifying the process by its folio number and by one once, to remedy the default within a period not exceeding ten working days, counted from the date of notification, so after the period without work off the prevention have not submitted the application. Once the applicant has completed the requirements, the process will continue.

II. Opinion:

- a) Verify compliance with the applicable requirements.
- b) Issues an opinion, evaluating under the parameters applicable to each component.
- c) Generate a resolution to the request in accordance with the provisions of each component.
- d) Publish the list of authorized beneficiaries and the list of rejected applicants, in the corresponding windows and on the electronic page of the Secretariat, and where appropriate, on the electronic pages of the Executing Agency or the SDA, within a period of up to two months, counted from the date of closing of windows, unless another term is stipulated in the components of these rules;
- e) If required, for the ruling of the corresponding applications and projects and

To give physical-financial follow-up, there may be legally established operational technical units that incorporate into their objectives being co-adjuvants of the federal or state governments , or professional service providers for time, work and determined project , or the services of universities. or research institutions, higher education and international organizations.

In the case of the components that require it, if the applicant does not demonstrate through a document issued by a financing source, that he has resources for the investment of his part in the project, having been notified of the positive opinion on the request for incentive presented, will be considered not fulfilled and for which the corresponding administrative act will be drawn up.

III. Delivery of incentives:

- a) If the application has a positive opinion, the incentive is delivered to the applicant, after complying with the established payment requirements. In the event that payment is made to the provider on behalf of the beneficiary. The beneficiary will be responsible for the application of the resource for the authorized purposes and the completion of the works, if applicable.
- b) In the case of incentives applied through agreements, individuals will present their receipts and legal entities will do so through their legal representative.
- c) The beneficiary will present the tax receipts in accordance with the applicable regulations and / or official receipt in original or certified copy and, where appropriate, the corresponding receipt established by the component. The Responsible Unit will recognize the expense related to the project, from January 1 to December 31 of the corresponding fiscal year.
- d) In the case of incentives that by decision of the beneficiary are applied through suppliers, the transfer of rights of the beneficiary must be in favor of the supplier.
- e) The resources that are available for non-allocation to the beneficiaries approved as positive, documented by letter of withdrawal or administrative act as a decrease in prices or costs of the approved incentives, will be added once the payment of services of the bank account in which the resources of the component are managed. The result of this aggregation will form the amount of resources to be reallocated to other projects / beneficiaries, it must be carried out as of the withdrawal of the beneficiaries of each fiscal year. The foregoing shall not lead to an increase in operating expenses for its exercise.

IV. Incentive check:

- a) The beneficiary will present an official invoice and / or receipt and, where appropriate, the corresponding receipt established by the component. The Responsible Unit will recognize the expense related to the project, from January 1 to December 31 of the corresponding fiscal year .
- b) In the case of incentives applied through agreements with the beneficiaries and legal representatives of legal entities, the documentation that supports the receipt of incentives will be those presented by the latter and the verification of the verification of the expenditure of the public resource the The Executing Agency will do, regardless of the follow - up that corresponds to the settlement of the same.
- c) The documentation in original or certified copy that guarantees the receipt of incentives must form part of the corresponding file, being the responsibility of the Executing Agency its protection for the corresponding legal effects, for the time established by the applicable regulations.

The flow chart is identified in Annex IV.

The simple presentation of the request before the windows for the granting of incentives does not create the right to obtain the requested incentive.

Articles 7, 8, 9 and 10 do not apply to the Productive PROAGRO component. Observe those stipulated in the component.
The operating mechanics for the delivery of the PROAGRO Productive incentives are established in article 25.

TITLE IV

Complementary Provisions

Chapter I

Of the Rights, obligations and exclusions

Article 56. Those who are beneficiaries will be subject to the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive advice from the Responsible Unit, the Delegations and / or Executing Agencies, regarding the program and its respective components and selection procedures ;
- b) In his case, to acquire the good or service with the direct or indirect support of the provider that he freely chooses;
- c) File complaints and denunciations in the terms established in article 70 of these Operation Rules, and
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Units and / or Executing Instances under the terms of the Federal Law of Administrative Procedure .

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these Operation Rules;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation ;
- c) Accept, facilitate and attend to verifications, supervisions, audits, inspections and requests for information, by any inspection authority that requires it or, where appropriate, by the responsible unit or executing agency in order to verify the correct application. of the resources granted by the Secretariat;
- d) Request prior written authorization from the Executing Agency of any change involving modifications to the authorized project or to the conditions of direct or indirect incentives , who will resolve it within ten business days following the presentation of the request, otherwise it will be reported that it was resolved in the negative sense;
- e) Express in writing that the information and documentation presented and delivered is true and reliable to continue the process and verification of the incentive;
- f) Comply with the specific requirements and obligations established for the requested component;
- g) For the payment of incentives via bank deposit, the beneficiary must provide a copy of the contract for the opening of the productive bank account and / or bank statement in his name, specifying the interbank CLABE where the incentive was deposited. In case of payment to the provider, letter of instruction in favor of the provider in free written form, duly endorsed signed by the beneficiary indicating the business name and the interbank CLABE of the deposit account; The supplier is obliged to present proof that the producer received the contracted good or service.

Article 57. No incentives will be granted for the following concepts:

I. Purchase of land;

II. Purchase of used equipment and machinery, unless expressly provided otherwise, established in the program or components;

III. Repairs, spare parts and purchase of tires, unless expressly provided otherwise, established in the program or components;

IV. Purchase of any type of vehicle or vessel with luxury features that is online or by pre-made order;

V. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Ministry, or others provided for in these Operation Rules;

SAW. Payment of liabilities;

VII. Building for residential use;

VIII. Acquisition of tractors or cultivators that do not have the certification issued by OCIMA, unless expressly provided otherwise, established in the program or components, and

IX. The others that do not correspond to the incentive concepts of each component, likewise, the incentive surface area limit per producer will be 100 hectares of irrigation or its equivalent in temporary, and 2,500 hectares of irrigation or its equivalent per legal entity.

Chapter II

Of the Participants

Article 58. Responsible Units:

I. **General Directorate for the Promotion of Agriculture:**

- a) Components:
 1. Agroincentives
 2. Integral Agroproduction
 3. Agro-Food Cluster Development (AGROCLUSTER)
 4. Intensive Production and Agricultural Covers (PROCURA)
 5. Agricultural Product Systems (SISPROA)
 6. Technification of Irrigation
 7. Reconversion and Productivity

II. **General Directorate of Operation and Exploitation of Standards :**

- a) Component:
 1. Productive PROAGRO

III. **General Directorate of Natural Fibers and Biofuels :**

a) Component:

1. Bioenergy and Sustainability

IV. General Directorate for Productivity and Technological Development .

a) Components:

1. PROCAFE and Productive Boost to Coffee
2. Incentive Program for Maize and Bean Producers (PIMAF)

Article 59. The Responsible Unit, for the application of incentives, will have the following powers and obligations:

I. Powers:

- a) Analyze and, where appropriate, approve the criteria for the operation of the program and components;
- b) Define the procedures to operate the agricultural priority program, components or projects , in accordance with the provisions of these Operation Rules;
- c) Establish the criteria to approve the modifications to the projects requested by the beneficiaries as long as they do not affect the agreed project objective, impact and target population;
- d) Establish the criteria for the necessary modifications and / or extensions when it is required to extend the validity of the incentives approved for the execution of the authorized incentives, as long as it does not imply an increase in the federal incentive or commit resources from subsequent years, which should not be more than half of the period originally authorized ;
- e) Authorize windows, determine or modify the periods and dates of opening, closing and reopening;
- f) Request reports from the Executing Instances, Auxiliary Technical Units, Resource Dispersion Instances, Associated Expense Dispersion Instances and / or beneficiaries;
- g) Reallocate available resources when beneficiaries have not been ministered, due to the cancellation of approved projects;
- h) Exercise the power conferred by legal provisions, to give priority to priority agricultural projects of federal, regional application and implement their direct execution with auxiliary organizations or through the entities that allow them to comply with their attributions through the respective instruments;
- i) Sign the agreements, covenants and other legal instruments for carrying out program actions and components referred to in these Operation Rules, as appropriate, with agencies and entities of the Federal Public Administration, research centers or institutions and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers , among others;
- j) Appoint, add or replace executing agencies, and must be published on the Secretariat's website;
- k) Issue the guidelines of components in their charge;
- l) Approve priority agricultural projects after legal validation by the Office of the Attorney General of the Secretariat ;
- m) To designate, Resource Dispersion Instances, Associated Expense Executors and Auxiliary Technical Units ;
- n) In general, all the powers necessary to achieve the objectives of the agricultural priority programs, components or projects , in accordance with the provisions of these Operating Rules and applicable legislation.

II. Obligations:

- a) Publish on the website of the Secretariat, the announcement of the program and components prior to the opening of windows;
- b) In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the program, component or strategic project is carried out in accordance with the provisions of these Operation Rules and the applicable regulations;
- c) Review the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE, this relationship does not It may be modified;
- d) In coordination with the General Directorate of Planning and Evaluation, carry out or order the supervision and inspection visits to verify that the incentives have been granted and applied in accordance with the applicable regulations;
- e) It will consult, through the technological tool made available by the Fiscal Authority , the fulfillment of the producer's obligation contained in article 32 D of the Fiscal Code of the Federation;
- f) Assist with the corresponding executing agencies, in the establishment, monitoring and issuance of the resolutions of the administrative procedures to determine the non-compliance of the obligations by the beneficiaries, and where appropriate, formalize the cancellation of the incentives, requesting the incentive and intervention of the legal area of the Secretary in order to exercise the pertinent legal actions in accordance with the applicable legislation.

III. Executing Instances:

- a) Those designated by the responsible units.
- b) The Responsible Unit may dictate to the executing agency the operational and methodological strategies so that the resources of the program and the components are applied in a timely manner.
- c) The Unit Responsible for each component, where appropriate, will enter into a collaboration agreement with the executing agency where the powers and obligations for the timely application of the incentives will be established in an efficient and agile manner. In it, grounds for termination will be established for lack of satisfactory results.
- d) The executing agency will carry out the necessary actions so that the windows start activities within the time established in these rules. Previously they will spread the opening of windows through the respective call.

IV. The executing agency will have the following powers and obligations:

- a) Operate the programs and / or components in accordance with the provisions of these Operation Rules ;
- b) Apply the criteria for the allocation of incentives to the beneficiaries issued by the Responsible Unit .

- c) Present the work program of the agreed components with their respective goals and amounts;
- d) In accordance with the Responsible Unit, issue the calls for the presentation of incentive applications for the program and components, considering the date for opening of windows in these rules.
- e) Apply the criteria issued by the Responsible Unit to approve the modifications of the projects requested by the beneficiaries, as long as they do not affect the objective, the technical and economic viability, as well as the impact of the project;
- f) Publish on its website the operating criteria and incentive rating of the program and components established in these Operating Rules;
- g) Evaluate the applications submitted and issue the technical opinion of the projects, in accordance with the eligibility requirements and selection criteria set forth in these Operation Rules and to submit the approval of the corresponding incentive amounts to the consideration of the Responsible Unit ;
- h) Propose to the Responsible Unit the reallocation of resources, when they have not been ministered or due to the cancellation of approved or abandoned projects;
- i) Initiate the Administrative Procedure and, where appropriate, issue the resolutions to the administrative procedures established to determine breach of obligations, and formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation , and inform the Responsible Unit. In case of being unable by the regulations to issue said resolutions, you must inform and provide to the responsible unit all the public and / or private documentaries where said non-compliance is recorded , so that it can issue the corresponding administrative resolution and, where appropriate, formalize canceling the incentives and exercising the pertinent legal actions in accordance with applicable legislation.
- j) Fully comply with the powers and responsibilities, which will be clearly stipulated and formalized in the legal instrument that, to that end, and where appropriate, subscribe with the Responsible Unit, otherwise it will be grounds for termination of the legal instrument.
- k) Sign the corresponding legal instruments with the beneficiaries and request their contribution, as indicated in these Operation Rules;
- l) Cancel the approval of projects, in the event that the beneficiaries do not subscribe the corresponding legal instruments or do not make the contribution indicated in these Operation Rules;
- m) Carry the detailed control and record of the application of resources and the detailed progress of the goals of the component, as well as the preparation and sending to the corresponding Responsible Unit of the Secretariat, of the physical-financial reports, with a monthly and quarterly periodicity ;
- n) Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits and any other required by the Responsible Unit , which allows verifying that the incentives granted have been authorized and applied in accordance with current regulations. ;
- o) Request the beneficiary to submit physical-financial progress reports on the project;
- p) Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of incentives;
- q) Register in a timely manner, and keep the information in the SURI updated;
- r) Integrate the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued to the TESOFE, for delivery to the Responsible Unit . This relationship cannot be modified;
- s) Attend the audits carried out by the supervisory bodies of the federal level or the Superior Audit of the Federation until their resolution;
- t) Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the closing of the year have not been accrued, as well as the corresponding products and financial charges ;
- u) File complaints and demands for breach of the beneficiary's obligations, following an administrative procedure;
- v) Notify the Unit Responsible for the Program and Components, as well as the Official Office regarding the resolutions referred to in Article 21 of the Operation Rules;
- w) Keep updated the Directory of Natural and / or Moral Persons who lose their right to receive incentives from the programs Subject to SAGARPA's Operation Rules, in accordance with article 21 of these Operation Rules,
- x) Present the verification of the resource at the end of the corresponding fiscal year;
- y) In the case of the components that operate direct incentives or through a list of beneficiaries, through electronic means of payment to the account (Bank System) or means of disposal of each beneficiary, in a nominal or With the support of a financial intermediary, the documentation that guarantees the delivery-reception of the incentives will be constituted with the deposit order of the Executing Agency of the expense and with the reports and / or reports that the Financial Intermediary issues to the executor of the expense.
- z) In general, all the necessary obligations to achieve the objectives of the program and components.

Chapter III

Of the Audit

Article 60. The resources that the Federation grants for the program and / or components, may be audited by the Ministry of Public Function, the Internal Control Body in the Ministry and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Ministry of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the program and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having been matter of an agreement and to be transferred for its application, to any other instance different from the Secretariat.

Chapter IV

Operating Expense

Article 61. Of the resources assigned to the Agricultural Development Program in its different components, 5% will be destined for evaluation, supervision, program operation and dissemination actions, charged to the resources authorized to this program based on the following distribution :

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating costs	2.7%
Diffusion	0.3%
POI (PAP) *	1.0%
TOTAL	5.0%

* The General Coordination of Delegations will directly carry out the procedures for the budget transfer before the General Directorate of Programming, Budget and Finance; in the event that the operation of the Component does not make use of the state structure of the Secretariat, (Delegations, Districts

of Rural Development, and Rural Development Support Centers), the indicated percentage will be exercised directly for the operation and supervision by the Responsible Unit.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products generated from the program's principal may be applied according to the following: payment of the fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

In the case of the PROAGRO Productivo component, the distribution will be as follows:

Responsible	Percentage	Concept
Productive PROAGRO Responsible Unit	1.8	Includes Operating Expenses, PDI, PAP, Dissemination, Supervision, Verification and Evaluation of the Component

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published. resources , as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter v

Of the Evaluation, Follow-up and Supervision

Article 62. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law , and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the program must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL) , within the scope of their respective competences, the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators must be observed .

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Planning and Evaluation Directorate of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of the program and components subject to this process.

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to

improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level;

The following indicators will measure the achievement of the program's objectives:

objective	Indicator Name	
Agricultural economic units increase their production, income and sustainable agricultural practices	Agricultural physical volume index	
	Area incorporated into sustainable agricultural practices	
	Percentage of alignment of farms with productive activities	
	Percentage of participation of direct incentives in the production, intermediate consumption and / or agricultural added value of the year.	
Economic incentives to beneficiaries from the PROAGRO Productivo pattern, dispersed	Percentages of direct incentives delivered in the calendar year	
Economic incentives granted per hectare to producers for reconversion of agricultural area based on productive potential , market conditions or claims.	Supported converted surface	
Economic incentives given to agricultural economic units to integrate associative models that generate economies of scale and greater added value	Agro cluster percentage integrated	
Incentives given to coffee producers for the renovation of their coffee plantations	Surface of renovated coffee plantations	
Incentives given to agricultural producers for the establishment of technical irrigation systems in their plots	Percentage of technified surface with respect to the surface with hydro-agricultural infrastructure	
Economic incentives granted to the Product System Committees to improve their professionalization	Percentage of Professionalized Agricultural Product System Corr	
Incentives given to corn and bean producers to increase their productivity	Percentage of increase in productivity of corn and beans	Annual
Economic incentives granted to agricultural economic units for comprehensive agricultural strategic projects that modernize infrastructure and equipment	Projects strategic comprehensive agricultural instrumented	Annual
Economic incentives granted to agricultural economic units to incorporate agricultural area to production under cover	Area incorporated into production under cover	Annual
Incentives given to producers in the agri-food sector for sustainable agricultural practices , use, generation and use of renewable energy, energy efficiency , and generation and use of biomass for bioenergetics.	Percentage of greenhouse gas emissions avoided.	Annual
Economic incentives per hectare to agricultural producers to induce the use of inputs that affect productivity.	Percentage of hectares supported	Biannual

Article 63. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the program and / or components, as well as priority agricultural projects .

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the program, components and projects at their disposal. position.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system , will determine by random procedure the verification and supervision of the incentives granted under each component.

In the specific case of the Concurrency Program with Federal Entities, the supervision will be carried out through the SAGARPA Delegations in each entity.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the program and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter VI

On Transparency, Dissemination and Accountability

Article 64. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by component, which must be disaggregated by gender, age group, state

entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the website of the Secretariat www.sagarpa.gob.mx and of each executing agency of expenditure no later than the last business day of December of the year that is reported and must be updated, in its case, with the data of the corresponding settlement .

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the advertising and promotion of the program and component, they must include the logo of the Secretariat and that of the SDA, if applicable, and the following legend: " This program is public, alien to any political party. Use for purposes other than those established in the program is prohibited . "

Article 65. To carry out the tasks of dissemination of the program and components, the General Directorate for Programming, Budget and Finance of the Official Office, will reserve at the central level an amount of up to 0.3% of the original budget authorized for the program and components to be exercised by the General Coordination of Social Communication.

Article 66. The Secretariat will continue with the Accountability System regarding the destination of the fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity , municipality and locality, productive activity, link in the value chain, concept of support, amount granted tax and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities . Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed ; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR ' s; monthly publish a report on compliance with the delivery of information by the UR ' s; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR ' s must identify their support concepts.

Chapter VII

Of Equity and Gender

Article 67. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VIII

From the Institutional Coordination

Article 68. The Responsible Unit will have the power to sign agreements and legal instruments to carry out program actions and components referred to in these Operation Rules , as appropriate, with dependencies and entities of the Federal Public Administration, centers or institutions of research and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others.

Chapter IX

Of the Sanctions, Complaints and Denunciations

Article 69. In the event that the beneficiary fails to comply with any of the obligations set forth in article 56, section II of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executing Instance or the responsible unit jointly or separately and according to its attributions, the incentive will be canceled and its return required , plus the financial products generated and will be registered by the Executing Instance or the Responsible Unit in the directory of natural and / or moral persons who lose their right to receive incentives, which is in charge of the SAGARPA Senior Official, until the detected non-compliance is corrected . The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and / or the supervisory bodies.

Once the executing agency becomes aware of any breach by the beneficiary , it must initiate the corresponding administrative procedure and prepare a draft resolution to

validation and, where appropriate, issuance by the Responsible Unit. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each particular case must be sent to the Responsible Unit. The Executing Agency must formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 70. Beneficiaries and citizens in general may submit their complaints and claims in writing , regarding the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body , Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>), via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF) in the Federal Entities through the complaints receiving offices at the following telephone numbers : Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Federal District 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatán 01 (999) 943 69 88 y, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact

Center toll free (01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the Internal Control Body in the Secretariat as soon as possible, in terms of the applicable legal provisions.

Transients

FIRST.- This Agreement will enter into force on January 1, 2014 .

SECOND.- As of fiscal year 2014, the present Rules of Operation of the Program for the Promotion of Agriculture and its components will be the only ones applicable to it, therefore, by means of the publication in the DOF of this agreement, the Rules are without effect. of Operation, guidelines, addition, update or modification that have been published prior to this Agreement, unless expressly stated otherwise in these rules .

The Rules of Operation of the Direct Support to the Field Program (PRODUCTIVE PROCAMP), published in the Official Gazette of the Federation on February 20, 2002 are abrogated; the General Operating Procedure for agricultural cycles O-I2012 / 2013, PV 2013 and subsequent, published on August 23 , 2011; the Agreement by which they issue the Guidelines for the Program for Updating Data and Records of the PROCAMPO Directory published in the DOF on March 25, 2010.

THIRD.- Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger " , the expenditures made to comply with said Decree will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .

FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes the measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically,

by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH.- In accordance with the provisions of article 36, section XII of the Federation's Expenditure Budget Decree for the Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federation Tax Code in the tool that for this purpose make available to the tax authorities.

SIXTH.- As long as the new Guidelines are issued establishing the administrative procedure for canceling the registration of properties in the directory of the direct support program for the field, PRODUCTIVE PROCAMPO, which must be observed by the public servants of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food, published in the Official Gazette of the Federation on September 3, 2013, will continue to apply, as applicable, those in force.

SEVENTH.- The rights of the producers beneficiaries of the Program of Direct Supports to the Field (PRODUCTIVE PROCAMPO), will be respected in accordance with the law and in no case will they be affected by the issuance of this Agreement.

EIGHTH.- The General Directorate of Operation and Exploitation of Registers of the Secretariat, as the Unit Responsible for the Productive PROAGRO Component, shall issue the new Guidelines establishing the administrative procedure for canceling the registration of properties in the directory of said Component, in a term of 90 calendar days from the publication of this Agreement.

Mexico City, December 9, 2013.- The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez.-** Rubric.

Annex I

Crop 1	Surface	Cycle: OI	PV	Perennial	Year
Crop 2	Surface	Cycle: OI	PV	Perennial	Year
Crop 3	Surface	Cycle: OI	PV	Perennial	Year

Other:

4. COMPONENTS AND INCENTIVE CONCEPTS REQUESTED:

4.1 REQUESTED INCENTIVE				Amount in pesos							
Requested incentive concept	Requested incentive sub concept	Unit of measure	Requested Quantity	Federal incentive applied for	State incentive	Beneficiary	Other sources of financing Credit	Another government incentive	TOTAL investment	De	(c

Did you receive incentives from SAGARPA programs or components in previous years?

Yes ___ No ___ What component (s)? _____ Amount _____

5. APPLICANT'S STATEMENTS

I declare under protest to tell the truth:

- That I do not carry out illegal productive or commercial activities.
- That we are up to date with the obligations required by SAGARPA in these Operation Rules ...
- That we will apply incentives only for authorized purposes, and that, in case of non-compliance by us, the consequence will be the return of the resource and [financial products], as well as the permanent loss of the right to obtain incentives of SAGARPA.
- That I am up to date with my tax obligations. Yes () No ()
- That I am exempt from tax obligations. Yes () No ()
- Based on article 35 of the Federal Law of Administrative Procedure, I accept the receipt of notifications related to this application through the electronic page of the Secretariat (www.sagarpa.gob.mx) and / or the electronic page of the executing agency.
- In accordance with the provisions of these Rules of Operation of the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food, I manifest in protest to tell the truth that I have not received incentives that imply duplication for the same concept of this program.
- I declare that the data is true and I promise to comply with the regulations established in the corresponding Operation Rules and Guidelines, as well as all applicable legislation.
- I express my total and complete commitment, to carry out the investments and / or Works that correspond to me , to execute the actions of the aforementioned project until the conclusion.
- I exempt SAGARPA from any responsibility derived from the deposit of the amount of the incentive that is granted to me, [in the bank account that is specified in advance,] since the information that I have provided is completely correct and valid, in When SAGARPA makes the deposits of the amount that corresponds to me, I consider myself paid, in the event of a claim for the deposit, to verify that the payment has not been made, I agree to provide the account statements issued by the bank that SAGARPA requires; With this document, I am aware that SAGARPA reserves the right to issue the incentive through another form of payment, when so determined, I authorize the bank to withdraw the deposits derived from SAGARPA programs carried out by mistake on my account, as well as those that do not correspond to me or those that exceed the incentive to which I am entitled and are returned to the bank account of the corresponding program.

6. GENERAL REQUIREMENTS (LIST OF DOCUMENTS DELIVERED THAT ARE NOT ON THE FILE)

To conclude with the registration of your application, you must present a copy of this signed pre-application at the corresponding window and accompany it with the following general and specific requirements , depending on whether you

are registered in the PROAGRO Productivo or SURI register and of the requested component (simple and original copy for comparison):

PHYSICAL PERSONS

ID
Official.
RFC, if applicable

curp

Voucher
of domicile
Proof of
the legal possession
of the property

Documentation of the
legal representative
(in his
case):

In the case of having a legal representative:

ID
officer of the
attorney
legal
CURP of
attorney
legal
General power
of the attorney

MORAL PEOPLE

Articles of incorporation (in its
case, notarial instrument
where they appear
modifications to it and / or
to its statutes).

RFC.

Proof of
Tax residence.
Voucher
of the legal
Ownership of the property.

Notarized record of
empowered instance
to name
authorities or where
state general power for lawsuits
and collections and / or acts
administration or
domain (if applicable).
Legal representative documentation:
Official identification of
Legal representative.

CURP of the representative
legal.

5.1 SPECIFIC REQUIREMENTS (list of documents delivered): those corresponding to each component in accordance with ANNEX IB

7. SIGNATURES

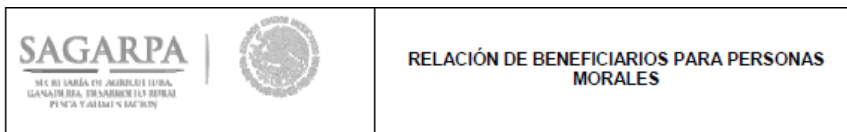
7. a Full name and signature or fingerprint of the applicant

7. b Full name, signature and title of the receiving official

" The personal data collected will be protected and incorporated and processed in the personal data system " database of beneficiaries of incentive programs " based on [Art. XXXX of the Internal Regulations of SAGARPA] and the Federal Transparency Law to Government Public Information , and whose purpose is to provide information on the beneficiaries of the various incentive programs. "

" This Program is of a public nature, alien to any political party. Its use for purposes other than those established in the Program is prohibited . "

Annex I A.





DETAILS OF THE AWARDED APPLICANTS													
Number	Name of the requesting producer			Gender	curp	Federal Entity	Municipality where the property is located	Locality where the property is unique	Geographical coordinates*]			Support requested concept	Amount o support requeste
	Paternal Last Name	Maternal Surname	Name (s)						Latitude	Length	Altitude		
one													
two													
3													
4													

hundred thousand pesos 00/100 MN), a project must be submitted in accordance with the script established in Annex II.	
3. Letter signed by the natural person, or in its case the corresponding authority or legal representative of the participating institution or company, in which it establishes the commitment to grant its necessary contribution to carry out the project.	
4. In the case of input production projects for bioenergetics, present a technological package validated by the Secretariat.	
5. In the case of a project for a high-efficiency pumping system for agricultural use, they must comply with the following:	
<ul style="list-style-type: none"> • Current water concession title issued by CONAGUA, or a copy of the official letter stating that the concession has been granted. 	
<ul style="list-style-type: none"> • Proof of being up to date with the payment for the supply of electrical energy with the Federal Electricity Commission. 	
<ul style="list-style-type: none"> • Quote for new and highly efficient equipment to be purchased. 	
INTENSIVE PRODUCTION AND AGRICULTURAL COVERS (PROCURA)	
1. Current quote, issued by the provider where the characteristics and price of the requested equipment and infrastructure are indicated	
2. Current concession or document that demonstrates the process or that accredits the volume of water to be used in the project; or proof of the Permanent National Registry for agricultural wells located in free-light areas, granted by the competent authority.	
3. Analysis of water quality;	
4. Letter of commitment to receive training;	
5. Productive Project according to the script for the elaboration of projects;	
6. Complete file scanned on electronic media.	
INTEGRAL AGROPRODUCTION	
1. Investment project according to the script established in ANNEX II.	
2. Where appropriate, current concession or document that demonstrates the process or that accredits the volume of water to be used in the project; or proof of the Permanent National Registry for agricultural wells located in free-light areas, granted by the competent authority	

INCENTIVES FOR CORN AND BEAN PRODUCERS (PIMAF)	
1. Accredit the legal ownership or possession of the land with the exception of the applicants who are registered in the Directory of the PROAGRO Productive component (formerly PROCAMPO).	
AGRICULTURAL PRODUCT SYSTEMS (SISPROA)	
1. Master Plan	
2. Annual Strengthening Plan,	
3. Minutes of the last assembly held in the immediately preceding year, with the attendance of a SAGARPA representative.	
INCENTIVES FOR COFFEE PRODUCERS (PROCAFÉ)	
1. Updated registration number of the producer in the National Coffee Registry.	
2. Active registration as a coffee producer in the primary sector in the National Cafeculture Information System and having commercialized their coffee in the last two agricultural cycles 2011-12 and 2012-13 .	
3. Letter under protest to tell the truth that your property is located at an altitude greater than or equal to 600 meters above sea level, with the exception of applicants for economic incentives.	
4. Investment project for the establishment of a technical nursery, only for applicants for the stimulus " infrastructure and production of a plant in a technical nursery " .	
AGRO-FOOD CLUSTER DEVELOPMENT (AGROCLUSTER)	
1. Investment project and business plan of the cluster, which considers each of the links in the value chain.	
2. Documents that accredit the associativity scheme, considering the participants, roles, responsibilities, rights, participation in the value chain and mechanism of formalization of the association.	
RECONVERSION AND PRODUCTIVITY	

1. For legal entities, accredit the ownership and legal possession of the property of each producer for whom the incentive is requested, without exceeding 100 hectares of irrigation or its equivalent per producer.	
2. New crops must be established with a technological package authorized by SAGARPA.	
IRRIGATION TECHNOLOGY	
1. Current quotation issued by an irrigation technification company;	
2. Have a water consumption meter or consider its installation within the project;	
3. Proof of the current water service issued by a legally constituted authority for this purpose, which proves the volume of water to be used in the project, and	
4. Project according to script (Annex II). In the case of projects of less than \$ 450,000.00, only the technical sheet of the Technification of Irrigation component will be presented	
5. Document that proves the legal possession of the land, and of the concession in the use of water.	

Annex II

 	GUIÓN PARA LA ELABORACIÓN DE PROYECTOS DE INVERSIÓN
---	--

1. Name of the project**2. Executive Summary****3. Program, component (s), incentive concept (s), requested incentive amount and contribution amount of the applicant****4. General objective (s) and specific objective (s)**, which must be aligned with the objectives of the program (s) and corresponding component (s), established in these Operating Rules**5. Justification**

- a. Describe the identified problem or opportunity
- b. Way in which the project, if materialized, will address the identified problem or opportunity
- c. Goals, if the project is completed, that correspond to the identified problem and indicators that will verify compliance with the general and specific objective (s).
- d. Expected effects of not completing the project

6. General project data

- a. Geographical location of the project (federal entity, municipality and locality, as well as the specific location of the project)
- b. Productive activity, link in the value chain and agricultural cycle (if applicable)
- c. Technical description of the project 1 /.
- d. Quotes from suppliers that support the costs and budgets of the investments to be made (at least three quotes from different suppliers).
- e. Organizational aspects, background, type of organization and partner relationship; Structure Board of Directors.
- f. Board of directors and required profile and capacities of managers and operators (if applicable).
- g. Current infrastructure and equipment
- h. Permits and compliance with sanitary, environmental and other applicable regulations.

7. Market Analysis

- a. Description and analysis of raw materials, products and by-products (presentation, packaging, nature, quality, quantity, attributes, among others).
- b. Channels of distribution and sale
- c. Plan and marketing strategy
- d. Recent purchase intention letters or purchase-sale contract (s) referring to the offered product that contain: name and address of the clients, product volume, price, places and periods of delivery, reception, form and term of payment for the products to generate with the project
- e. Market studies carried out (if applicable).
- f. Estimation of economic benefits with the project

8. Financial Analysis

- a. Financial evaluation of the project, which must contain the calculation of the Internal Rate of Return (IRR), break-even point and the Net Present Value (NPV), breaking down all its components and attaching documentation that supports said calculation (the considered Excel file must be included for the calculations made), sensitivity analysis, cost-benefit ratio.
- b. Budgets, investment program and complementary financing of some financial or other intermediary (in your case)

- c. Current and projected financial projection (income / expenses)
- d. Description of costs (fixed and variable)
- and. Investment needs
- F. Assets , inventory of Fixed Assets (buildings, agricultural and livestock land, inventories of equipment, livestock and others).
- g. Letters of authorization or commitment from the financial institutions participating in the financing of the project, if applicable.

9. Description and analysis of expected impacts

- to. Increase in capitalization levels (descriptive)
- b. Expected percentage increase in production volume.
- c. Expected number of direct jobs to be generated.
- d. Increase in yields (if applicable)
- and. Estimated cost reduction
- F. Comparative with and without the project.

10. Analysis of the environmental situation (if applicable).

- to. Description and analysis of the current situation of the use of resources, disposal of waste and environmental impact of the company.
- b. Conditions and mechanisms for the use of alternative energy equipment.
- c. Company's environmental sustainability plan and strategies.
- d. Permits and authorizations from regulatory entities on the preservation of the environment, applicable.

11. Conclusions and recommendations

1 / Content of the technical description of the project of the project for the components Bioenergy and Sustainability and Technification of Irrigation.

Component: Bioenergy and Sustainability

- For all the incentive concepts, technical specifications of the infrastructure, equipment and / or service for which the incentive is requested, as well as processes, technologies to use, technical assistance consulting and / or training.
- For renewable energy projects: current energy demand, quantity and type of fossil fuel displaced quantity and type of renewable energy generated (MWh), economic savings due to energy displacement or replacement by renewable energy, baseline and potential scenario of emission reduction (t Co₂).
- For bioenergetic projects, type of crop and variety to be established, number of hectares to be established, humidity regime (irrigation, temporary), and, where appropriate, estimated bioenergetic yield (l / ha).

Component: Technification Of Irrigation 2014 (Simplified Irrigation Project)

Recommended minimum information that an irrigation project should have based on NMX-0-177-SCF 2011 specifications

1. Description of the project

Name or company name of the owner					
Irrigation or drainage system					
Total area (ha)		Temporary Irrigation Technify (ha)		Technified Irrigation (ha)	
Concept		Previous		New (With Project)	
Culture					
System					
Irrigation Efficiency (%)					
Water consumption (m ³)					
Estimated Value of Gross Production (\$ / ha)					

2. Project information

State	
Municipality	
Location	
Name of the property	
Water supply source	
Concession Title No. or document that replaces it	

Irrigation Unit	
Specify	
Irrigation District	
Specify	
Capacity of existing pumping equipment	
Existing filtration system	
Operation characteristics	

Current data related to the property

- Coordinates of the perimeter traverse of the projected irrigation system or the drainage
- Coordinate system (UTM, WGS84)
- Photographs of the point where it is proposed, the irrigation system will be incorporated into the propose supply source or drainage. Attach 3 photographs at different angles, trying to cover recognizable aspects c the loss, such as: Well, pumps, power lines, pipes, ponds, buildings. , etc. The photos must have date the were taken

3. Agronomic design**Field cultivation arrangement**

Lot	Culture	Row spacing (m)	Distance between plants (m)	Surface (ha)	Plantation frame	System irrigation
Total						

Consumptive use of crops or real evapotranspiration

Maximum daily evapotranspiration (mm / day)	
Maximum daily evaporation method or reference	

Operation characteristics

Specify the following information for each of the projected irrigation systems or planting frames

Irrigation intensity or hourly precipitated sheet (mm / h);						
Operation time;						
Irrigation frequency, hours, days available per month;						
Number of sections;						
Spending by section;						
Layout of the sections;						
Watering time per position, and						
Number of emissions per plant						
Supply source	Type	Maker	Model	Load	Expenditure	Observations

4. Hydraulic design

The results of the project design must present the following hydraulic characteristics

- Dynamic load of the irrigation system and expense
- Expense meter

Source of supply	Maker	Model	Observations

5. Concept catalog

The project must include in detail all the quantities of work of: materials and equipment; classifying them with progressive number; key; concept; unit and quantity, grouping them as follows:

- Localized irrigation and sprinkler system

- Irrigation head
- Filtration

Fertigation equipment
Automation system
Conduit lines, connections, valves and accessories (Main)
Side lines, connections, valves and accessories (Secondary)
Sidelines
Emitters
Collecting lines and washing valves (underground irrigation)
Valve automation accessories

- **Mechanized irrigation system. Take what apply from the previous point and add the following**

Structure
Board
towers
Electrical accessories
Sprinklers, downspouts and accessories
Other equipment
Cabling

- **Civil works, and mechanical and electrical equipment (does not include electric connection)**

- Agricultural Drainage

6. General plan of the irrigation system

Must contain:

- Polygonal of the project site;
- Topography of the project surface;
- Lines of conduction, Laterals and portallaterales, indicating length, diameter, cost and nomenclature of the pipe;
- Distribution of irrigation sections, and
 - isolating valves, safety and accessories, according to the symbols, with their corresponding nomenclature and cruise reference
- Sketch of the installation of cruise ships, leaks and fertigation

7. Construction Specifications

- The plan must indicate the necessary construction and installation diagrams, and
- It must also indicate the national or international standards that the equipment and materials use comply with .

Annex III

Indicator	Weighting	Unit of measure	Response levels	Score
Degree of marginalization of the locality where the project will be executed according to CONAPO 2 /	0.30	Degree of marginalization	High and Very High	100
			Medium	75
			Low	fifty
			Very low	25
Inclusion	0.1	No. of Producers directly benefited	More than 100	100
			FROM 50 to 100	fifty
			Less than 50	25
Sustainable use of natural resources	0.1	Includes technologies and practices for the conservation of natural resources	Yes	100
			Do not	0
Number of expected jobs	0.05	Number of jobs	More than 20	100
			16 to 20	80
			11 to 15	60
			6 to 10	40
			1 to 5	twenty



			0 or not specified	0
Complementary financing from a financial intermediary	0.15	If not	Yes	100
			Not or not specified	0
Percentage of contribution of the applicant with respect to the total required by the project	0.15	Contribution percentage	more than 50%	100
			more than 40 to 50%	75
			more than 25 to 40%	fifty
			10 to 25%	25
			Less than 10%	0
Estimated cost reduction	0.05	Reduction percentage	more than 10	100
			more than 6 to 10	75
more than 3 to 6		fifty		
more than 0 to 3		25		
0 or not specified		0		
Internal Rate of Return (IRR) with subsidy	0.05	Percentage	more than 25	0
			more than 20 to 25	fifty
			10 to 20	100
			less than 10 or not specified	0
Expected percentage increase in production volume	0.05	Percentage	more than 10	100
			more than 5 to 10	75
			more than 3 to 5	fifty
			1 to 3	25
			less than 1 or not specified	0

1 / In the case of projects for which an indicator does not apply, the weight of the indicators included for the evaluation of the project will be adjusted proportionally, so that they add up to 100%.

2 / In the case of localities not classified by CONAPO, the degree of marginalization of the municipality to which said locality corresponds will be considered. If the applicant organization is made up of more than 50% of youth, women, indigenous people, elderly or disabled people, 10 additional points will be awarded over the total points obtained. % Likewise, the indicators the URs can substitute in the case that one does not apply to them, with some that do apply to the project.

In the event that the federal entities need to include additional qualification criteria to those established in this table, they must ensure transparency in the distribution, application and verification of resources, which must be validated by the unit responsible for the component in question and not They may be more than 20% of the total indicated in this table.

Annex III A

 	CÉDULA DE CALIFICACIÓN DE LAS SOLICITUDES DE INCENTIVO DEL COMPONENTE BIOENERGÍA Y SUSTENTABILIDAD
---	---

Date: Folio No.:

State Management in:

Name of the Company or Natural Person:

Project's name:

Town and Municipality:

Requested Incentive Amount (\$): Total project investment amount (\$):

Number of the parameter of rating	Name of the parameter rating	Description of the qualification parameter	Type parameter rating	Rang values para rating
one	New jobs to generate	New permanent direct jobs	Number	between more

two	Cost effectiveness	Benefit-cost ratio (B / C)	Number	Between
				Between 1
				More than 1
3	Investment induced by incentive weight	Total investment amount of the project / Total amount of incentive requested	Amount	Up to 20%
				Between 20% and 40%
				More than 40%
4	Members contribution	Amount of cash contribution of the company	Percentage based on 100% of the project investment	Less than 10%
				Between 10% and 20%
				More than 20%
5	Market MERCHANTABILITY - tion	Market security level	Situation	Not in market conditions
				Presence of market with limited intent purchase
				Pre contract sale and
6	Innovative Project	Document	Existence	Innovative project in current market
				Addressing problem of agricultural
				Project integrate concepts bioenergy and solutions

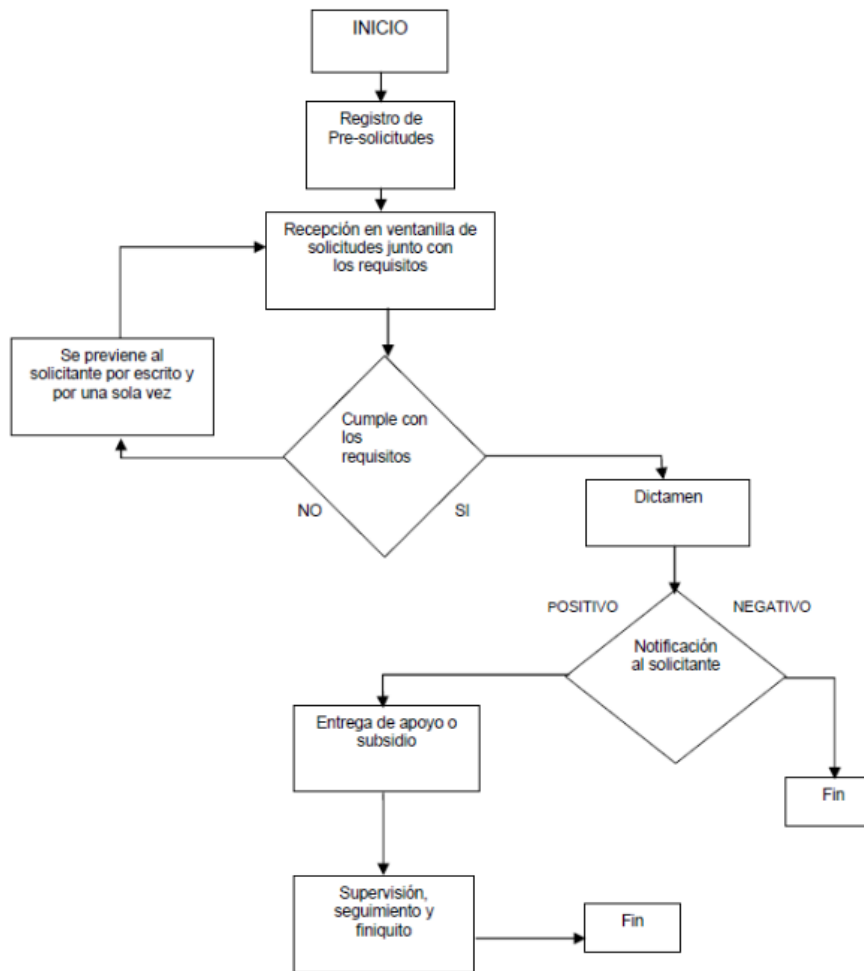
7	Impact means environment	Actions and permissions	Situation	Reduces GHG emissions by more than 20%	10
	Reduces GHG emissions by up to 19%	8			
	Does not apply	5			
8	leveraged ment	With Authorized Lines of Credit	Situation	Less than 20%	5
				Between 20% and 40%	two
				More than 40%	0
9	Marginalization	Location	Location	High and Very High marginalization zone	10
				Medium marginalization zone	5
				Low or no marginalization zone	3
10	Number of beneficiaries	Number of persons physical partners direct or indirect (unionized in people moral members) of the company or organization	Number	3 or less	one
				4 to 10	3
				11 to 25	5
				26 or more	10
TOTAL RATING (Sum)					
<p>Note: This certificate must be validated by the corresponding executing agency, as long as they are eligible to comply with the corresponding requirements of the SAGARPA Operating Rules. This certificate must be attached for each incentive request issued. To access the supports you must have a score equal to or greater than 70 points.</p>					

Elaborated
Name and title

Revised
Name and title

Valid
State Manager or counterpart

Annex IV. Flowchart



*Se notificará por folios a través de la página de la SAGARPA si fueron aceptados o no.

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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Agrifood Health and Safety Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed .

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, based on articles 25 Paragraph 5 and 28 last paragraph of the Political Constitution of the United Mexican States, 9th, 26 and 35 section XXII of the Organic Law of the Federal Public Administration ; 4th. of the Federal Law of Administrative Procedure; 9o., 12, 33, 34 and 35 of the Planning Law; 74, 75, 77, 78, 79, 82 and 83 of the Federal Budget and Fiscal Responsibility Law and 176, 177, 178, 179 180 and 181 of its Regulations; 7o., 8o., 19, 32, fractions I, II, IV, IX, and XIII 54, 55, 56, 58, 59, 60, 61, 72, 79 first paragraph, 80, 86, 87, 88, 89 , 91, 92, 93, 94 124, 140, 164, 178, 190 section I and 191 of the Law of Sustainable Rural Development; Federal Animal Health Law and its Regulations; Federal Plant Health Law ; General Law of Sustainable Fisheries and Aquaculture; Genetically Modified Organisms Biosecurity Law and its Regulations; Organic Products Law and its Regulations; 1st., 2nd., 3rd., 5th. fraction XXII, of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food 30, 31 and Annex 24 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;
















That the government resources destined to the agri-food sector and in co-aid with the population that needs to be supported with public policies aimed at promoting co- responsibility, this program seeks to incentivize part of the coordinated actions, under the stewardship of the Mexican state regarding priorities, strategies and regulation. Despite this government effort, the participation of the private sector is essential for health;

That the National Service of Health, Safety and Agro-Food Quality (SENASICA), as the person in charge of health and safety and in order to preserve and improve sanitary conditions, and food safety , executes priority projects for agricultural, livestock, aquaculture campaigns and fishing, actions of pollution risk reduction systems, epidemiological surveillance and inspection in the mobilization;

That agricultural production in Mexico, like other parts of the world, is not exempt from risks or agents that cause damage to production, which is why SENASICA's priorities include the risk of the introduction of exotic pests and diseases, through the agricultural, aquaculture and fishing protection in the national territory, as well as the fight against pests and diseases present in the country; the above has to do directly with agri-food production and is also part of food safety as part of export support;

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That it is necessary to strengthen national protection to make control and surveillance more efficient, as well as the application of health campaigns in time, form and targeting;

That it is of utmost importance to increase the coverage of pollution risk reduction systems in aquaculture and food agri-food production units at the national level in order to obtain hygienic, quality and safe food in its primary production that guarantees the health of the consumers;

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods and services, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries, and Food, approved for 2014, includes the Agrifood Health and Safety Program;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force, and

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; so I have been kind enough to issue the following:

**AGREEMENT BY WHICH THE OPERATION RULES OF THE
AGRO-FOOD SAFETY AND HEALTH PROGRAM OF THE SECRETARIAT OF AGRICULTURE, LIVESTOCK, RURAL DEVEL**

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TITLE I

GENERAL DISPOSITION

Chapter I

About the Purpose of the Program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Agri-food Health and Safety Program and its Components:

I. Health:

- to. Animal health;
- b. Epidemiological Surveillance in Animal, Aquaculture and Fishing Health;
- c. Aquaculture and Fisheries Health;
- d. Plant Health;
- and. Epidemiological Surveillance in Plant Health.

II. Safety;

III. Inspection in the National Mobilization;

IV. Cattle Slaughter in Federal Inspection Type Establishments.

The program and its components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the



priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2 . The general objective is to contribute to the strengthening of health and safety through the conservation and improvement of sanitary conditions to support the competitiveness of the agricultural, aquaculture and fishing sector.

Article 3 . The specific objective is to conserve and / or improve the sanitary status of agricultural, aquaculture and fishing areas or regions ; and apply measures and / or systems to reduce the risk of contamination in agricultural, aquaculture and fishing production units that promote food safety and health .

Article 4 . For the purposes and application of the program and its components, contained in these Operation Rules, the following definitions shall apply :

- I. Specific Agreement:** Legal instrument prepared annually by the Federal Government through collaboration between SAGARPA à SENASICA, where it may include the participation of the State Governments and the Federal District, in which the allocation of resources is considered. financial agreements agreed to implement and apply the Agri-Food Safety and Health Program , assigned for each project, also establishes the commitments and responsibilities of the parties, as well as their goals and program amounts, operating expenses and evaluation;
- II. Technical Annex:** Legal instrument that includes the actions, goals and program amounts of the economic resources assigned for each activity, prior subscription of a concertation agreement;
- III. Producers Association :** Organization of producers legally constituted under Mexican law;
- IV. ASERCA:** Agency of Services to the Commercialization and Development of Agricultural Markets;
- V. Beneficiary.-** Natural or legal person who receives the subsidy or incentive to achieve the objectives of the program or component in the target population;
- SAW. CADER:** Support Center for Rural Development of the Secretariat;
- VII. CLABE.-** Standardized Bank Code;
- VIII. Agricultural Health Commission or Subcommittees :** Instances in charge of monitoring the projects of the Agri-food Health and Safety Program, through the Minutes of the Session of the Commission or Subcommittee;
- IX. State Agricultural Development Fund Trust (FOFAE):** Legal figure to file the resources of the State Health and Safety Program. Responsible for the administration and administration of resources to the Operational Executing Instance in accordance with the execution annex and as specified in the Work Programs;
- X. Incentive. -** They are the subsidies assigned by means of federal resources foreseen in the Budget of Expenditures of the Federation, that through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social activities. o economic priorities in the sector;
- XI. Official Identification:** Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XII. Executing Agency:** Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility of operating the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XIII. Financial Executing Agency:** Multiple Banking Institutions, Rural Finance, FIRA, FIRCO, Cooperative Savings and Loan Societies and popular financial companies; community financial companies, rural financial integration organizations; the credit unions and the general warehouses of deposit referred to in the General Law of Organizations and Auxiliary Activities of Credit, the multiple purpose financial companies , the Entities in transition contemplated in the Law of Savings and Popular Credit, as well as the others financial intermediaries that the Secretariat determines;
- XIV. Operational Executing Agency:** The one that has the recognition of the Responsible Unit for the execution of the programs or components that are part of the Operation Rules in coordination with the Responsible Unit and the SAGARPA Delegation in each Federal Entity, who may serve as Operational Executing Instance upon request of the Responsible Unit;
- XV. Related Instance :** academic and research institutions or specialized organizations , of a national nature, that have recognition and experience in the respective subjects of the programs that cooperate with the Secretary through SENASICA;
- XVI. Administrative Expense :** Resources destined for services required to ensure the technical operation of the components;
- XVII. OAS :** Auxiliary Bodies constituted by Producer Organizations that act as interveners of the Secretariat and that represents the beneficiaries authorized or registered by SENASICA;
- XVIII. OASA :** Auxiliary Organisms in Animal Health constituted by Organizations of producers authorized by SENASICA, which act as adjuvants of the Secretariat in Animal Health matters, in terms of the Federal Animal Health Law and its regulations;
- XIX. OASV :** Auxiliary Organisms in Plant Health constituted by Organizations of producers that act as adjuvants of the Secretariat in terms of the Federal Law of Plant Health;
- XX. Integrated Work Plan :** Technical document in which the actions are described, strategies, physical and financial goals of the projects proposed by the Auxiliary Organizations or Association of producers of a federal entity;
- XXI. Work Program :** Technical document containing the objective of the phytozoosanitary campaign or phytozoosanitary epidemiological surveillance program as appropriate, achievements to be achieved, actions to be carried out, goals, geographic scope, budget required for the actions, and the committed contribution by of the Federal Government;
- XXII. Project:** Document through which the applicants integrate the concepts of investment to be made and the amount of the budget in accordance with the provisions of these Operating Rules and that make up the Work Programs;
- XXIII. Health Projects: Health** campaigns, epidemiological surveillance programs, National Emergency Devices and other derivatives of the Specific Agreement, as well as Concertation Agreements with which the Auxiliary Organizations and / or related entities operate ;

XXIV. PVI 's : Verification Points and Internal Inspection;

XXV. PVIF 's: Federal Inspection and Verification Points;

XXVI. Operation Rules.- They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;

XXVII. RFC : Federal Taxpayer Registry;

XXVIII. Slaughter of Livestock in TIF Establishments : Process of receiving cattle in facilities of the TIF establishment, going through the process of desensitization of the animal until obtaining the carcass;

XXIX. SAGARPA : Ministry of Agriculture, Livestock, Rural Development, Fishing and Food;

XXX. SDA: Secretariat of Agricultural Development;

XXXI. SENASICA : National Service for Health, Safety and Agro-Food Quality, Decentralized Administrative Body of SAGARPA.

XXXII. SIG : Information and Management System through which producers' registrations are registered as well as requests for support;

XXXIII. Pollution Risk Reduction Systems (SRRC): Measures and procedures established by the Secretariat to guarantee that during the primary production of food of agricultural, aquaculture and fishing origin, physical, chemical and microbiological contamination is reduced ;

XXXIV. SIV: Veterinary Inspection System where the daily slaughter of animals from each establishment is recorded ;

XXXV. Supervision : Procedure by which, official staff of the Secretariat, verifies through physical and documentary review, compliance with the actions included in the Integrated Work Plan for Safety Programs and the obligations of the beneficiary;

XXXVI. SURI: Unique Information Registration System;

XXXVII. Trace Type Federal Inspection: It is the facility for the slaughter and process of livestock, certified by SENASICA, after complying with the applicable regulations, and requesting to participate as an authorized window in the project to Support the Slaughter of Livestock;

XXXVIII. TESOFE : Treasury of the Federation;

XXXIX. Responsible Unit: SENASICA through its General Directorates for Animal Health, Plant Health, Agri-Food Aquaculture and Fisheries Safety, and Phytozoosanitary Inspection;

XL. Epidemiological Surveillance: Permanent official process, through which information is obtained and recorded from health diagnoses, sampling, space-time prospecting, verification or other procedures associated with the absence, presence, transience, outbreak and spread of a regulated pest to determine with precision and opportunity the risk factors and establish schemes to achieve their efficient and coordinated management;

XLI. Validation: Procedure by which documentary evidence is obtained to determine whether the validation process of the Work Programs meets the predetermined specifications and attributes, and

XLII. Authorized Window : The TIF Establishment for slaughter that, after complying with the applicable regulations, is authorized by SENASICA, and has a space within its facilities to carry out the procedures for receiving, capturing, managing and storing the documentation related to and generated by the Sacrifice Support Project.

Article 5. The Target Population: are States, zones or regions of the country where pests and diseases that affect agriculture, livestock, aquaculture and fishing are combated ; as well as production and / or primary processing units for agriculture, livestock, aquaculture and fisheries capable of implementing Pollution Risk Reduction Systems.

Article 6. The coverage of this Program is National, determining the granting of supports based on the criteria and specifications of each component.

Chapter II

General guidelines

Article 7. The following are general guidelines for this Operation Rule:

- I. When contingencies arise that activate the National Emergency Device, or as a consequence of the appearance of pests or diseases of quarantine importance, that may harm the agricultural, aquaculture and fishing sector and that affect the production units , the Responsible Unit may authorize, under its strict responsibility in terms of these rules, the advance payment of the incentive and the deferral of the commitments of the beneficiaries, upon subscription of the corresponding legal instruments, to ensure the requirement of compliance;
- II. In case of not having the necessary resources to face health contingencies that may affect any health condition, resources from other SAGARPA Programs may be exercised , in order to safeguard agricultural, aquaculture and fishing health status .
- III. The execution schedule of the programs will be in accordance with the operational needs and technical particularities and specialization thereof, without the start and end of said Program not exceeding a period of 12 months in the corresponding fiscal year;
- IV. SENASICA will formalize its operation considering the resources and distribution in accordance with Annex 10.1 of the 2014 Federal Expenditure Budget. The preceding legal instruments such as Coordination Agreements or Collaboration Agreements between SAGARPA and the corresponding Federal Entity, as well as The Specific Agreements, Technical Annexes , Work Programs, must be signed by the Responsible Unit and the participants and must define at least: the contribution and application of the necessary resources , the definition of objectives and goals, the modalities to which their joint action and their operational participation, as well as the instruments and control mechanisms operational and financial with which they will collaborate for the effective fulfillment of the agreed activities in which the non-duplication of actions between the parties must be sought, as well as clearly defining the operational issues of the same;
- V. For the operation of the different components of the Program, SENASICA will issue the Specific Technical Guidelines for each one of them;
- SAW. In accordance with the powers and functions of each General Directorate of SENASICA, it will issue the update of its Specific Technical Guidelines, in accordance with the established regulations that will be published on the website www.senasica.gob.mx;
- VII. SENASICA will determine, according to the characteristics of each component and the incentive concept , the body that

will act as the Operational Executing Body;

- VIII. The Technical Health Commission and its subcommittees will be in charge of contributing to the follow-up of the projects of the Component, through Minutes of the Session of the Commission or Subcommittee, who must meet within the first 15 days of each month;
- IX. The Operational Executing Agency must comply with the following general requirements:
- have physical, technical and financial capacity for the operation of the activities of the component, in accordance with the provisions of the page of [http://www.senasica.gob.mx/? id = 2724](http://www.senasica.gob.mx/?id=2724).
 - be up to date in their reports and closings of previous years, in accordance with the provisions of the page of <http://www.senasica.gob.mx/?id=2724>.
- X. The spending goals and concepts set forth in the validated Work Programs may not be modified without prior authorization from SENASICA through its General Directorates;
- XI. The resources received by the Operational Executing Agency must be deposited in specific productive accounts , where appropriate for each Component and for each of the contributors, whether Federal or State, which must maintain permanent availability of resources;
- XII. In your case, the resources from FOFAE financial products may be used only in the following order: 1) Payment of fiduciary services 2) Payment of calls, publications and official stationery or 3) Increase of program goals, reported separately ; in no case for indirect costs of the program. When it is intended to use for the increase of goals, the Unit Responsible by the executing agency must be notified for the validation, where appropriate, of the Specific Work Program for that purpose, so that otherwise, said resource must be informed to the Treasury of the Federation (TESOFE);
- XIII. The financial products generated by the accounts of the Operational Executing Agency must be applied in accordance with the following order of priorities: a) the payment of the services of the bank account b) the increase of the goals in the authorized concepts and c) payment of publication of calls, which must be validated by the Responsible Unit;
- XIV. If there is a need to transfer resources between Components, the Work Program must be previously validated by the corresponding General Directorate ;
- XV. Resources of federal origin must be reimbursed or paid to TESOFE no later than December 31 of the current year, which have not been exercised during the period provided for in the Work Program and / or its modifications, duly validated by the Responsible Unit ; that they have been exercised in concepts that are not validated; or financial products whose use in goal expansion has not been validated by SENASICA;
- XVI. The Responsible Unit may carry out the supervision or verification of the incentives given to the beneficiaries or, where appropriate, the resources destined to the Supervision may be exercised by the SAGARPA Delegations in the Federal entities or by any other related instance that may determine SENASICA for the same purpose;
- XVII. The Operational Executing Agency must present in the sessions of the Commissions or Subcommittees the progress of the physical financial reports of the corresponding month of the Components Health, Safety and Inspection in the National Mobilization, which once they are validated by the Commissions or Subcommittees must be captured in the Health and Safety Module of the Single Information Registration System (SURI), within the first 15 days of each month, and
- XVIII. The beneficiary will keep as depositary the unique accounting files, as well as the supporting documentation and finalized minutes of the verification of the resources, for a minimum term of five years and will grant the facilities to the Responsible Unit and / or fiscal and fiscal authorities , for evaluation and audits.

TITLE II

Of the Components

Chapter I

Of the Health Component

Article 8. The incentives granted must be destined to the implementation of sanitary, agricultural, aquaculture and fishing measures established in the campaigns, as well as their vigilance, in order to prevent, control or eradicate diseases and / or pests of interest. public, in states, zones or regions of agriculture, aquaculture and fisheries, with commercial importance, that allow to conserve or improve sanitary status.

The sanitary measures will be applied through the producers and / or agricultural, aquaculture and fisheries production units , through:

- Animal Health;
- Epidemiological Surveillance in Animal, Aquaculture and Fishing Health;
- Aquaculture and Fisheries Health;
- Plant Health;
- Epidemiological Surveillance in Plant Health.

The concepts and maximum amounts are:

Concept	Maximum Amounts
I. Animal Health. Incentives for the operation of animal health projects in the national territory.	The amount of federal incentives will be based on the prioritization of projects and thus cover 100%.
II. Epidemiological Surveillance in Animal, Aquaculture and Fisheries Health . Incentives for the establishment and application of promotional, dissemination, training and technical assistance actions for the prevention, investigation, diagnosis of diseases and pests of terrestrial, aquatic species and traceability.	In the event that there is a contribution of state resources , they will be considered complementary and the legal instrument establishing the specific operating conditions must be signed . Otherwise, the Responsible Unit will determine in full the operating conditions.
III. Aquaculture and Fisheries Health. Incentives for the establishment and application of prevention, control and, where appropriate, eradication of aquatic species diseases and pests.	The amounts must be used exclusively for Health and Safety projects and / or activities, committed in the corresponding work program .

IV. Plant health. Incentives with federal resources for the development of Phytosanitary Projects in states, zones or regions of the country, susceptible to being affected by regulated pests.
V. Phytosanitary Epidemiological Surveillance: Incentives with federal resources for the development of the Phytosanitary Epidemiological Surveillance Program in areas or regions of the country, susceptible to being affected by regulated or quarantine pests determined as priority by SENASICA.

Article 9. The specific requirements of this component are :

- I. Valid Registration Certificate of official recognition as an Auxiliary Body issued by SENASICA, through the General Directorate of Animal Health and / or General Directorate of Plant Health .

Article 10. The selection procedure will be in accordance with the following:

- I. Copy of the Registration Certificate of official recognition as an Auxiliary Organism issued by SENASICA, through the General Directorate of Animal Health and / or General Directorate of Plant Health .
- II. The Auxiliary Organism must present the Work Program according to the terms of reference contemplated in Annex IV
- III. Obtain validation of the Work Program by the corresponding General Directorate of SENASICA.

Article 11. The following are participants for this component:

- I. **Financial Executing** Agency: FOFAE and / or the SAGARPA Delegation in the corresponding Federal entity and / or any other Financial Institution;
- II. **Operational Executing** Agency: SENASICA and / or Delegation of SAGARPA and / or Auxiliary Body , and
- III. **Responsible Unit** : SENASICA through the General Directorate of Animal Health and / or General Directorate of Plant Health.

Chapter II

From the Safety Component

Article 12. The incentives granted must be used to implement measures that minimize and prevent the presence of physical, chemical and / or biological contaminants in the units of production and / or primary processing of food of agricultural, livestock, aquaculture and fishing origin. in terms of training, technical assistance, dissemination, monitoring of pollutants and residues, as well as complementing infrastructure, in states, zones or regions of agriculture, aquaculture and fisheries with commercial importance that favor food safety.

The measures may be carried out through the Auxiliary Bodies and / or some related instance that have recognition, experience and comply with the conditions and requirements demanded by SENASICA.

The concepts and maximum amounts for the component are:

Concept	Maximum amounts
Food, Aquaculture and Fishing Safety. Incentives for the activities of implementation, promotion, training, technical assistance, evaluation of associated risks in the national territory and monitoring of pollutants and toxic waste and complement infrastructure.	<p>The amount of federal incentives will be based on the prioritization of the projects and thus cover 100%;</p> <p>In the event that there is a contribution of state resources, they will be considered complementary and the legal instrument establishing the specific operating conditions must be signed .</p> <p>Otherwise, the Responsible Unit will determine in full the operating conditions.</p> <p>The amounts must be exclusively destined to the projects and / or activities of Safety, committed in the corresponding Work Program.</p>

Article 13. The specific requirements of this component are :

- I. Valid Registration Certificate of official recognition issued by SENASICA, through the General Directorate of Animal Health and / or General Directorate of Plant Health; In the case of the operation through a related instance, SENASICA, through the General Directorate for Food, Aquaculture and Fisheries Safety, will grant its consent for the operation of said component based on experience, technical capacity, recognition and other requirements. that contemplate the applicable legal provisions.

Article 14. The selection procedure will be according to the following:

- I. In the case of the operation through the Auxiliary Organizations, you must present a copy of the Official Recognition Registration Card.
- II. In the case of the operation through a related instance, you must present your official acknowledgment and / or your authorization issued by SENASICA, through the General Directorate of Food, Aquaculture and Aquaculture Safety.
- III. Present the Work Program and / or Integrated Work Plan according to the terms of reference set out in Annex III.
- IV. Obtain validation from the General Directorate for Food, Aquaculture and Fisheries Safety .

Article 15. Participants for this component are:

- I. **Financial Executing** Agency: FOFAE and / or the SAGARPA Delegation in the corresponding Federal entity and / or any other Financial institution;
- II. **Operational Executing** Agency: SENASICA and / or Delegation of SAGARPA and / or Auxiliary Organizations for Animal Health, Plant Health and Aquaculture Health and / or related entities, and

III. Responsible Unit : SENASICA through the General Directorate for Food, Aquaculture and Fisheries Safety .

Chapter III

Of the Inspection Component in the National Mobilization

Article 16. Incentives should be aimed at promoting compliance with the regulatory framework for the national mobilization of agricultural, livestock, aquaculture and fishery products and by-products, through actions at Verification and Inspection Points or other inspection sites at the origin, destination and transit of regulated goods, which are previously authorized in the Work Program (See Annex III).

The actions may be carried out through the auxiliary bodies and / or by another related instance that have recognition, experience and meet the conditions and requirements demanded by SENASICA.

Concept	Maximum Amounts
Inspection of the National Agricultural Mobilization. Incentives aimed at verification and inspection and compliance with federal regulations, at Federal Verification and Inspection Points, Internal Verification and Inspection Points and other Inspection sites Authorized by SENASICA.	The amount of federal incentives will be based on the prioritization of the projects and thus cover 100%; In the event that there is a contribution of state resources, they will be considered complementary and the legal instrument that establishes the specific conditions of operation must be signed . Otherwise, the Responsible Unit will determine in full the operating conditions The amounts must be used exclusively for Health and Safety projects and / or activities, committed in the corresponding work program .

Article 17. The specific requirements of this component are :

I. Registration Certificate of official recognition issued by SENASICA, through the General Directorate of Animal Health and / or General Directorate of Plant Health. In the case of the operation through a related instance, SENASICA will grant its consent for the operation of said component based on the experience, technical capacity, recognition and other requirements that the applicable legal provisions contemplate.

Article 18. The selection procedure will be in accordance with the following:

- I. In the case of the operation through the Auxiliary Bodies, you must present a copy of the Official Recognition Registration Card;
- II. In the case of the operation through a related instance, you must present your official recognition and / or your authorization issued by SENASICA, through the General Directorate of Phytozoosanitary Inspection;
- III. Present, the Work Program and / or Integrated Work Plan according to the terms of reference contemplated in Annex III, and
- IV. Obtain validation from the General Directorate of Phytozoosanitary Inspection.

Article 19. The following are participants for this component:

I. Financial Executing Agency: FOFAE and / or the SAGARPA Delegation in the corresponding Federal Entity and / or any other Financial institution;

II. Operational Executing Agency: SENASICA and / or Delegation of SAGARPA and / or Auxiliary Organizations for Animal Health, Plant Health and Aquaculture Health and / or related entities, and

III. Responsible Unit : SENASICA through the General Directorate of Phytozoosanitary Inspection .

Chapter IV

Of the Livestock Slaughter Component in Federal Inspection Type Establishments

Article 20. The incentives that are granted to producers of bovine, porcine, ovine and / or goat cattle must be used to slaughter their cattle in Federal Inspection Type Establishments:

I. The incentive will be granted per species and head of livestock, in accordance with the following characteristics:

Concept (Livestock species)	Livestock characteristics:	Cattle Head Limit	Maximum amount of head of cattle
Bovine	Animal for supply, over 12 months of age.	Up to 2,500 heads	Up to \$ 220.00
Porcine	Animal for slaughter, between 4 and 6 months of age and an average weight of between 85 and 120 kilograms.	Up to 5,000 heads	Up to \$ 100.00
Ovine	Animal for slaughter, 5 to 12 months old and weighing between 30 and 45 kilograms.	Up to 11,000 heads	Up to \$ 50.00
* Goat	Males between 12 and 18 months of age and weighing between 35 and 45 kilograms. Females between 5 and 12 months of age.	Up to 11,000 heads	Up to \$ 50.00

* In the case of kids, animals with a weight of between 5 and 15 Kilograms will be supported

II. In no case will be subject to incentive:

a) **Import cattle:** This requirement will be verified through the Animal Health Mobilization Certificate ;

b) **Livestock waste:** Animals of the participating species, which are slaughtered with semiology that the veterinary inspection of the TIF Establishment suspects zoonotic diseases or disease states caused by some etiological agent; as well as animals that at the time of the ante-mortem inspection show possible claudication or are unable to enter the slaughter room by themselves; animals that after the slaughter present total or partial confiscation of the carcass and animals with problems or complications during pregnancy; and animals that have already completed their cycle as breeders or their cycle as dairy cattle. Previous conditions will be

verified and, where appropriate, corroborated by the responsible Veterinary Doctor ;

- c) The batch of livestock that does not have a Zoosanitary Mobilization Certificate and that is not registered in the Veterinary Inspection System (SIV). This requirement will be verified through the Animal Health Mobilization Certificate, registered in the application for and in the Veterinary Inspection System (SIV), and
- d) If the cattle to be slaughtered are detected to have substances such as clenbuterol or any other prohibited by SAGARPA and / or SENASICA in their body , as well as substances that are outside the permitted limits:** The beneficiary will be sanctioned With the cancellation of your registration, the incentives for the animals presented for slaughter will not be delivered and you will not be able to participate in this incentive scheme in the following fiscal years. This without prejudice to the legal actions that proceed against it. The above conditions will be verified with the control programs that SENASICA establishes.

Article 21. In order to obtain the incentives for Livestock Slaughter in TIF Establishments, producers must comply with the following requirements and documentation, which must be submitted in original for comparison and deliver a simple copy at the authorized Window The address of the window is You can check at www.senasica.gob.mx.

- I. Official identification with photograph and signature any of the following documents will be accepted: voting credential issued by the Federal Electoral Institute, passport issued by the Ministry of Foreign Affairs, primer of the National Military Service or Professional Certificate);
- II. Proof of private address, valid for no more than two months, any of the following documents will be accepted : electricity, telephone, property, water;
- III. Unique Population Registry Key (CURP);
- IV. Federal Taxpayer Registry (RFC);
- V. Valid Registration Key in the National Livestock Register (UPP or PSG);
- SAW. Proof issued by financial institution, not more than two months in which it is stated that the bank account in the name of the beneficiary and its interbank CLABE;
- VII. Animal Health Mobilization Certificate, duly required and with the stamps that protect the corresponding mobilization, and
- VIII. Invoice for the payment of the slaughter service, which demonstrates the service provided by the TIF Establishment.

The documents provided for in sections I to VII, will be delivered at the beginning of the request for the sole occasion for the registration of the producer to be generated; and those corresponding to sections VIII and IX are delivered continuously for each shipment presented by the Producer, in order to generate the supporting vouchers in the Computer System of this program (GIS).

Article 22. The Federal Inspection Type Establishments that slaughter cattle of the bovine, porcine, ovine or caprine species , will be the authorized windows, which will be announced by means of the corresponding publication on the SENASICA electronic page, from the publication of the present rules .

I. Producer Registration:

- a) The Producer must submit the Application (Annex I) together with the documentation mentioned in the previous article of these Operation Rules at the Authorized Windows and published in the electronic address www.senasica.gob.mx, where it is established its location for the delivery of the application and the corresponding documentation.
- b) The Window receives and reviews the documents, to register the Producer's data in the GIS, generating the Registration;
- c) In case of omitted or missing information, it performs the prevention to the applicants at the same time of their presentation, granting them a maximum period of 5 business days to attend to said request; in case the information is not presented or the omission is rectified, the procedure will be rejected and the corresponding registration will not proceed. Once the applicant submits the requirements, the process will continue;
- d) The Window reviews the registration document that is generated, and requests the interested party or his legal representative, and the legal representative of the TIF Establishment to subscribe to it;
- e) The Producer signs the Registration, which acknowledges and accepts the terms and conditions established in said document;
- f) The responsible Veterinary Doctor verifies the data and documents that make up the Discharge, and, in case they are correct and complete, proceed to their signature;
- g) The Window integrates the documentation in the single file of the beneficiary, and
- h) The Responsible Unit, through the Supervisor of TIF Establishments in the State, performs the physical validation of the file and electronic validation in the GIS.

II. Record of Producer Shipments and issuance of proof for the slaughter of livestock:

- a) The Producer goes to the TIF Establishment by entering his shipment of cattle for slaughter, for which he must comply with the requirements mentioned above;
- b) The responsible Veterinary Doctor reviews the compliance with the livestock specifications and authorizes the number of animals that are susceptible for the Producer to receive the incentives;
- c) The TIF Establishment, after the slaughter of the cattle, issues the invoice for the slaughter service, and
- d) The Supervisor of TIF Establishments in the State performs the validation of the electronic vouchers against the physical documentation that appears in the applicant's file .

Article 23. Participants for this component are:

- I. Financial Executing Agency :** The one determined by the Unit Responsible for Filing the resources to the beneficiaries, and
- II. Responsible Unit :** The operation will be in charge of SENASICA, through the General Directorate of Food Safety, Aquaculture, Aquaculture and Fisheries.

TITLE III
Operational Mechanics
Chapter I

Of the Operating Procedure

Article 24. Description of the Operational Mechanics of the components of Health, Safety and National Mobilization

I. Administrative and Financial Operation:

- a) To the Publication of the Decree of the Exit Budget of the Federation, the budget is assigned ;
- b) According to the health priorities in the country, SENASICA will carry out a budget distribution, by component and project;
- c) In compliance with article 178 of the Regulations of the Federal Law on Budget and Fiscal Responsibility, once the inter-institutional agreements or agreements with the participating agencies and entities have been signed , they will be published in the Official Gazette of the Federation within a period of 15 days. natural after the celebration of the same. In the event that agreements are signed with individuals (individuals or corporations), the model must be included as an annex to the Operating Rules ;
- d) Federal resources may be committed for the operation of the projects from January to December of the corresponding fiscal year, as long as the Executing Agency has the Work Program validated no later than January 15 of the corresponding year by the Responsible Unit . The projects (Work Programs) proposed by the Auxiliary Bodies or related Instances must be sent to each General Directorate of SENASICA, as the case may be, who will issue their observations and / or their validation. Said Programs will form the Comprehensive Work Program of each Federal Entity and must be sent by magnetic means to SENASICA no later than the last business day of March;
- e) Of the total agreed contributions, 100% corresponds to Federal Resources, if there is a contribution of State resources, it will be added to increase the scope of the Work Programs, being established in the corresponding legal instruments , and
- f) Of the total federal and, where appropriate, state resources that have been agreed, the administration of said resources will be in charge of FOFAE and / or the SAGARPA Delegation in the corresponding Federal entity and / or any other Financial institution that the Responsible Unit determines, in accordance with the provisions of the corresponding legal instrument.

Article 25. Description of the Operational Mechanics of the Livestock Slaughter Component in Federal Inspection Type Establishment.

I. Responsible Unit. The Unit Responsible by itself or through the Executing Agency will be in charge of the control, supervision and monitoring, under the following operating scheme:

- a) The Responsible Unit receives proof of the producer's registration request;
- b) Verify and review the file with the data captured in the producer's high request vouchers and that these coincide with the Animal Health Mobilization Certificate, slaughter invoice and the SIV, and
- c) The Responsible Unit within a maximum period of 20 business days from its receipt, will determine whether the incentive payment is appropriate, based on compliance with the requirements established in these Guidelines and based on budget availability . In the event that the incentive payment is appropriate, it will be delivered to the Producer within the following 10 business days, counted from the notification of the respective listings through the Windows.

Once the beneficiary has complied with the provisions of the selection procedure described above and the TIF establishment has issued the vouchers.

Incentives will be subject to budget availability derived from the annual budget authorized by the Secretary in the Federal Expenditure Budget Decree in accordance with the authorizations, modifications of expansion or reduction authorized by the Responsible Unit.

II. Authorized Window

The TIF Establishments that slaughter cattle of the bovine, porcine, ovine or caprine species, that intend to operate as authorized Windows will be subject to the following procedure:

- a) They must present the petition to operate as a Window at the offices of the Responsible Unit of SENASICA located at Avenida Guillermo Pérez Valenzuela No. 127, ground floor, El Carmen neighborhood, Coyoacán Delegation, CP 04100, Mexico, Federal District , in any moment, during its validity. Annex II;
- b) Along with this request, the TIF establishment must deliver a program through which it demonstrates actions aimed at ensuring that its suppliers have not applied substances such as clenbuterol or any other prohibited by SAGARPA and / or SENASICA to the animals' body. , as well as those that serve to demonstrate that substances outside the permitted limits are not found in the body of animals;
- c) The Responsible Unit through the corresponding General Directorate receives the request to operate as a window together with the program indicated in the previous paragraph, and resolves within a period of no more than 15 business days from the complete presentation of the request . If appropriate, it will be delivered to the TIF Establishment that will act as a Window, its password and access password for the GIS, which will be unique and non-transferable, assigned by the Responsible Unit to the legal representative of the TIF Establishment, being its responsibility the use that it gives to said key; If it is not appropriate, your request will be returned explaining the reasons for the rejection;
- d) The TIF establishment must provide the cattle slaughtering service and the incentive registration service in the GIS in a timely manner, to any person who requests it and agrees to comply with the established procedures, as well as with the obligations described in these Rules of Operation, and
- e) The beneficiary may grant to a natural or legal person registered in the National Livestock Register, the transfer of rights to collect the incentive to slaughter in federal inspection type establishments .

The quality of Ventanilla will operate during the term of the project, so at the conclusion of the project it will not generate the acquisition of any right and can only be maintained, as long as it does not lose its Federal Inspection Type recognition, comply with the activities, procedures and responsibilities outlined in these Rules .

The Federal Inspection Type Establishment will keep as depositary the unique files of the beneficiaries for a minimum term of five years and will grant the facilities to the Responsible Unit and / or fiscal and regulatory authorities, for their evaluation and audits.

The deposit order and the account statements issued by the banking institution through which the deposits are made in the

accounts of the producers are the instruments by which SENASICA will accredit the delivery-receipt of the incentives.

TITLE IV

Complementary Provisions

Chapter I

Of Rights, Obligations and Exclusions

Article 26. Those who are beneficiaries of the incentives will be subject to the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive advice from the Responsible Unit, the Delegations and / or Executing Agency, regarding the program and its respective components and the selection procedures ;
- b) Acquire the goods with the supplier that you freely choose;
- c) File complaints and denunciations in the terms established in article 39 of these operating rules, and
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Unit and / or Executing Agency in the terms established in the Federal Law of Administrative Procedure.

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these operating rules;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation;
- c) Accept and facilitate the supervision, audits, inspections and requests for information by the responsible units, the executing agencies, supervisory bodies or any other competent authority, in order to verify the correct application of the resources granted, as well as the supervision of the instances of the Secretariat and those that it determines;
- d) Request prior written authorization from the Unit Responsible for any change that implies modifications to the authorized Work Plan. The request to modify the Work Plan will be made by means of a free writing containing: date, name of the Executing Agency or legal representative, reason for the modification and detailed explanation of what is intended to be modified, and signs documentation that accredits the legal representative's personality. that I acted on behalf of the Executing Agency. The request must be delivered to the corresponding Responsible Unit. The Responsible Unit will review the request and respond within the terms and deadlines established in the Federal Law of Administrative Procedure, starting from the receipt stamp of the same;
- e) By writing under protest to tell the truth that the information presented, delivered and reported is true and reliable during the process and verification of the incentive. The document must be part of the physical financial report that must be delivered quarterly and that is mentioned in the Specific Technical Guidelines issued by each General Directorate that will be published on the website www.senasica.gob.mx, and
- f) Keep the bank account current.

Article 27. Incentives will not be granted for the following concepts:

I. Purchase of land;

II. Purchase of used equipment and machinery, unless expressly provided otherwise, established in the programs or components;

III. Repairs, spare parts and purchase of tires, unless expressly provided otherwise, established in the programs or components;

IV. Purchase of any type of vehicle or vessel with luxury characteristics that is online or by pre-made order, except for the acquisition of new specialized cargo land transport vehicles ;

V. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Ministry, or others provided for in these Operation Rules;

SAW. Payment of liabilities;

VII. Building for residential use;

VIII. Acquisition of tractors or cultivators that do not have the certification issued by OCIMA, unless expressly provided otherwise, established in the programs or components;

IX. The purchase of supplies or goods for landscaping or for sports use purposes ;

X. The construction or acquisition of vessels not included as strategic assets defined by CONAPESCA;

XI. The acquisition of livestock species to those who do not demonstrate the capacity to give them housing and supply them with water and food for their maintenance; taking care, in the case of grazing animals, that the animal carrying capacity is not exceeded, nor is degradation of grazing lands caused;

XII. Who has received incentives or subsidies from other federal programs for the same approved concepts, and

XIII. The others that do not correspond to the incentive concepts of each component.

Chapter II

Of the Audit

Article 28. The resources that the Federation grants for the programs and / or components may be audited by the Ministry of Public Function, the Internal Control Body in the Ministry and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Secretariats of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having it has been the subject of an agreement and is transferred for its application to any other instance other than the Secretariat.

Chapter III

Operating Expense

Article 29. Of the resources assigned to the Agrifood Health and Safety Program in its different components, 5% will be allocated to evaluation, supervision, program operation and dissemination actions, charged to the resources authorized to this

program based on the following distribution:

CONCEPT	PERCENTAGE CONTRIBUTION
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP)	1.0%
TOTAL	5.0%

* The components that do not make use of the State structure of the Secretariat are excepted, therefore, said percentage will be exercised and destined for the operation and supervision by the Unit Responsible for the component.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

The operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products generated from the principal of the program may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published, resources, as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV

Of the Evaluation, Follow-up and Supervision

Article 30. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law, and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the program must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective competences, the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators must be observed.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Planning and Evaluation Directorate of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of the program and components subject to this process.

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the program's objectives:

objective	Indicator Name	Measurement Frequency
Commercially important agricultural, aquaculture and fishing areas or regions conserve or improve sanitary status and Livestock producers and agricultural, aquaculture and fishing production units apply measures and / or systems that promote food safety	Percentage of national surface conserved as free of fruit flies. Percentage of states preserved as free from classical swine fever and Newcastle disease	Annual

Phytozoosanitary, aquaculture and fishing inspections of shipments that are mobilized within the national territory carried out	Percentage of application of quarantine measures to shipments of high health risk that pass through the verification and inspection points	Biannual
Incentive given to livestock producers for the slaughter of cattle in Traces Type Federal Inspection .	Percentage of cattle head supported for slaughter in TIF Tracks	Biannual
Recognition and certification of Pollution Risk Reduction Systems and Good Practices for primary production units and / or primary processing of delivered agricultural and aquaculture products	Percentage of recognition of contamination risk reduction and good practices issued to agricultural production units (harvest and packaging), livestock, handling and packaging of honey; and aquaculture and primary processing.	Biannual
Phytozoosanitary, aquaculture and fishing campaigns on regulated pests and diseases of economic importance present in the country	Percentage of projects executed under the Work Program	Biannual
Epidemiological, phytozoosanitary, aquaculture and fisheries surveillance on pests and exotic diseases carried out	Percentage of projects executed under the Work Program	Biannual

Article 31. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the programs and / or components. , as well as strategic projects .

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as for the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the programs, components and projects a office.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system , will determine by random procedure the verification and supervision of the incentives granted under each component.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the programs and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 32. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by components, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the Secretariat's website: www.sagarpa.gob.mx and for each instance executing the expenditure no later than the last business day of December of the year that is reported and must be updated, in your case, with the data of the corresponding settlement.

Likewise, all the executing agencies of the program included in these Rules of Operation must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the publicity and promotion of the program and component, must include the logo of the Ministry and that of the respective Ministry of Agricultural Development, where appropriate, and the following legend: " *This program is public, foreign any political party. Use for purposes other than those established in the program is prohibited . "*

Article 33. In order to carry out the tasks of disseminating the programs and components, the General Directorate for Programming, Budget and Finance of the Official Staff, will reserve at the central level an amount of up to 0.3% of the original authorized budget for each program and component to be exercised by the General Coordination of Social Communication.

Article 34. The Secretariat will continue with the Accountability System on the destination of fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity , municipality and locality, productive activity, link in the value chain, concept of support, amount granted tax and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities . Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed ; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR ' s; monthly publish a report on compliance with the delivery of information by the UR ' s; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR ' s must identify their support concepts.

Chapter VI

Of Equity and Gender

Article 35. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

From the Institutional Coordination

Article 36. The Responsible Unit will have the power to sign agreements and legal instruments to carry out the actions of the program and components referred to in these Operation Rules , as appropriate, with dependencies and entities of the Federal Public Administration, centers or institutions of research and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers, among other points.

Chapter VIII

Technical Operation

Article 37. The technical operation will be in accordance with the following:

- I. SENASICA, through its General Directorates, will validate the Work Program;
- II. SENASICA will request the release of resources for FOFAE and / or the SAGARPA Delegation in the corresponding Federal entity and / or any other Financial institution;
- III. Once the Work Program has been validated to the Executing Agency , SENASICA will request FOFAE and / or the SAGARPA Delegation in the corresponding Federal entity and / or Any other Financial institution to release the resources for the Executing Agency;
- IV. The executing agency will operate the work programs and will issue physical and financial reports on the progress made in executing the program, which must be rendered on a monthly and quarterly basis. According to the format established in the Specific Technical Guidelines that will be published on the page www.senasica.gob.mx;
- V. The Responsible Unit, through its General Directorates, will monitor the exercise of the resources assigned to the Executing Agency, and
- SAW. The Responsible Unit, through its General Directorates, will supervise the activities carried out by the Executing Agency and verify the appropriate exercise of resources.

The Operational and Financial Executing Agency will carry out the closing of activities and the execution of resources of the Work Program, which establishes the resources exerted, the accrued and those that must be reimbursed to TESOFE. As well as the goals achieved in the execution of the work program and, where appropriate, the justification of the goals not met by the end of the fiscal year as of December 31, 2014, according to the format established in the Specific Technical Guidelines to be published in the page www.senasica.gob.mx

Chapter IX

Of the Sanctions, Complaints and Denunciations

Article 38. In the event that the beneficiary fails to comply with any of the obligations indicated in article 26 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executing Instance or the responsible unit jointly or separately and according to its attributions, the incentive will be canceled and the return of the same, plus the financial products generated, will be registered by the Executing Instance or the Unit Responsible in the directory of natural and / or moral persons who lose their right to receive incentives, which is in charge of the SAGARPA Official Office, until the detected non-compliance is corrected . The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and / or the supervisory bodies.

Once the Executing Agency is aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure and prepare a draft resolution for validation and, where appropriate, issuance by the Responsible Unit. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each particular case must be sent to the Responsible Unit. The Executing Agency must formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and in where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products .

Article 39. Beneficiaries and citizens in general may submit their complaints and claims in writing , regarding the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body , Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx/index.php/denuncia.html>), via email (contactociudadano@funcionpublica.gob.mx and quejas@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at Insurgentes Sur Secretariat 489, Mezzanine, Mexico, DF) in the Federal Entities through the offices receiving complaints at the following telephone numbers: Aguascalientes 01 (449) 914 05 94, Baja California 01 (686) 554 00 49, Baja California Sur 01 (612) 122 74 31, Campeche 01 (981) 816 53 88, Chiapas 01 (961) 617 10 51, Chihuahua 01 (614) 214 41 08, Coahuila 01 (844) 411 83 01, Colima 01 (312) 312 08 41, Durango 01 (618) 829 18 00 Ext. 78200, Estado de México 01 (722) 278 12 43, Hidalgo 01 (771) 713 15 52, Guanajuato 01 (461) 616 04 13, Guerrero 01 (747) 472 61 64, Jalisco 01 (331) 401 51 41, Michoacán 01 (443) 113 03 01, Morelos 01 (747) 771 92 12, Nayarit 01 (311) 213 39 58, Nuevo León 01 (811) 160 75 05, Oaxaca 01 (951) 549 00 71, Puebla 01 (222) 235 39 42, Querétaro 01 (442) 218 78 91, Quintana Roo 01 (983) 835 12 70, Lagunera Region 01 (871) 175 04 00 Ext. 45010, San Luis Potosí 01 (444) 834 31 01, Sinaloa 01 (667) 760 15 45, Sonora 01 (662) 259 98 13, Tabasco 01 (993) 358 18 10, Tamaulipas 01 (834) 318 21 01, Tlaxcala 01 (243) 465 07 06 , Veracruz 01 (228) 841 63 76, Yucatán 01 (999) 943 69 88 and Zacatecas 01 (492) 925 61 46, or to the Citizen Contact Center toll free 01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the Internal Control Body in the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST.- This Agreement will enter into force on January 1, 2014.

SECOND .- As of fiscal year 2014, these Operation Rules of the Agri-food Health and Safety program and its components will be the only ones applicable to it, therefore, by means of the publication in the DOF of this agreement, any other operation rule, guidelines, addition, update or modification that have been published prior to this agreement, unless expressly stated otherwise in these rules.

THIRD .- Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger " , the expenditures made to comply with said Decree, will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal

Responsibility Law .

FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH. - In the event that it is appropriate, requests from the fiscal year 2014 may be supported favorably ruled during the immediately preceding year, when for reasons of budget sufficiency they could not have been met.

SIXTH.- Pursuant to the provisions of article 36, section XII of the Federation's Expenditure Budget Decree for Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federation Tax Code in the tool that for such effect makes available the fiscal authority.

SEVENTH.- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, of the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013.- The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food , **Enrique Martínez y Martínez.-** Rubric.

Annex I. Producer Registration



Support for Livestock Slaughter in Federal Inspection Type Establishments (TIF)

Fiscal year 2014

PRODUCERS HIGH

DATE: **FOLIO: 00-000-00**

ESTABLISHMENT No. TIF: BUSINESS NAME:

EDO: MUNICIPALITY: CADER: DDR:

DATA OF THE PRODUCER TO REGISTER

PRODUCER'S SHEET:

CURP: RFC: NATIONAL LIVESTOCK PADRON (PGN):

NAME:

LAST NAME:

MOTHER'S LAST NAME:

SEX:

IFE CREDENTIAL SHEET:

STREET AND NUMBER:

LOCATION: CP:

MUNICIPALITY:

STATE:

WAY TO PAY:

BANKING CLABE:

PROOF OF FISCAL OBLIGATIONS ISSUED BY THE SAT, ARTICLE 32-D:

ASSOCIATION TO WHICH IT BELONGS:

EXERCISE

PRODUCER: FILLER: BOTH:

SPECIES:

BENEFIT:

DATA OF THE LEGAL REPRESENTATIVE (If applicable)

(CURP): IFE CREDENTIAL FOLIO:

PATERNAL LAST NAME : MATERNAL LAST NAME : NAME (S):

BENEFICIARY IN CASE OF DEATH

RFC: RELATIONSHIP:

PATERNAL LAST NAME : MATERNAL LAST NAME : NAME (S):

PRODUCTION UNITS

KNOWLEDGE OF THE PENALTIES TO WHICH CREDITORS ARE MADE WHO FALSELY DECLARE BEFORE

AUTHORITIES OTHER THAN JUDICIAL, MANIFESTO UNDER PROTEST TO SAY TRUE THAT THE DATA CONTAINED IN THIS DOCUMENT ARE TRUE AND REAL; THEN OTHERWISE, THE ADMINISTRATIVE PROCEDURE OF CANCELLATION OF REGISTRATION IN THE DIRECTORY OF THE PROGRAM, WITHOUT PREJUDICE OF THE SANCTIONS, THAT UNDER THE APPLICABLE LEGISLATION CORRESPOND TO ME BY THE CONDUCT PERFORMED.

THE HOLDER OF THIS REGISTRATION GUARANTEES THAT THE ANIMALS SUBMITTED FOR SACRIFICE, BY THEM OR THROUGH A THIRD PARTY, DO NOT HAVE IN THEIR ORGANISM SUBSTANCES LIKE CLENBUTEROL OR ANY OTHER PROHIBITED BY SAGARPA AND / OR SENASICA. THE BENEFICIARY TO SIGNING THE PRESENT, YOU ACKNOWLEDGE THAT IF YOU FIND SUBSTANCES PROHIBITED IN THE BODY OF THE ANIMAL PRESENTED FOR SLAUGHTER SHALL BE PUNISHED BY SENASICA WITH CANCELLATION OF REGISTRATION IN THE PROJECT ALSO NOT BE DELIVERED INCENTIVES FOR ANIMALS PRESENTED FOR SACRIFICE AND YOUR RE-ENTRY WILL NOT BE ALLOWED, WITHOUT PREJUDICE TO THE LEGAL ACTIONS AGAINST YOU.

THE SUBSCRIBED PRODUCER, UNDER PROTEST OF SAYING TRUE MANIFESTS THAT KNOWS THE CONTENT OF THE GUIDELINES THAT GOVERN THIS PROJECT AND THAT IS SUBJECT TO THEM; IN THE SAME WAY, IT UNDERTAKES TO RETURN

THE ECONOMIC BENEFIT WHEN, BY ITS ACTION OR OMISSION, IT CONTRACTS THE PROVISIONS OF THESE PRECEPTS; WHEN YOU INVOLVE IN AN ILLICIT OR CRIME SANCTIONED BY THE FEDERAL LAW OF ANIMAL HEALTH OR BY APPLICABLE LAWS.

THIS PROGRAM IS PUBLIC UNRELATED TO ANY POLITICAL PARTY. USE FOR PURPOSES OTHER THAN THOSE ESTABLISHED IN THE PROGRAM IS PROHIBITED .

IN TERMS OF THE RULES OF OPERATION IN FORCE AND FOR THE REQUEST OF DISCHARGE OF PRODUCER, WHICH PRESENTS IN TIME AND FORM, I GIVE MY AUTHORIZATION TO THE SECRETARIAT OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHING AND FOOD (SAGARPA), A THEIR BODIES ADMINISTRATIVE DECENTRALIZED AND SERVICES TO THE AGRICULTURAL MARKETING (ASERCA) AND NATIONAL SERVICE OF HEALTH, SAFETY AND QUALITY FOOD (SENASICA) FOR INVOLVING IN YOUR CATALOG OF BANK ACCOUNTS, ACCOUNT WHOSE DATA ARE REQUIRED IN THIS HIGH WITH PURPOSE OF DEPOSITING IN SUCH ACCOUNT THE AMOUNT OF THE INCENTIVES THAT MAY APPLY TO ME, IF I COMPLY WITH THE CURRENT REGULATIONS OF THE PROJECT.

I EXEMPT SAGARPA, ASERCA AND SENASICA FROM ALL LIABILITY ARISING FROM THE DEPOSIT OF THE AMOUNT OF INCENTIVE GRANTED TO ME, IN THE BANK ACCOUNT THAT IS PROVIDED IN ADVANCE, EVERY TIME THE INFORMATION I HAVE PROVIDED OF IT IS FULLY CORRECT WHAT MANIFESTO UNDER PROTEST TO SAY TRUTH. AS SOON AS I MAKE THE DEPOSIT OR DEPOSITS OF THE AMOUNT THAT APPLIES TO ME, I GIVE UP PAYMENT . IN CASE OF CLAIM OF THE DEPOSIT, TO PROVE THAT THE PAYMENT HAS NOT BEEN MADE, I UNDERTAKE TO PROVIDE THE ACCOUNT STATEMENTS ISSUED BY THE BANK, WHICH SAGARPA, SAW OR SENASICA REQUIRES ; WITH THIS DOCUMENT I MAKE KNOW THAT ASERCA RESERVES THE RIGHT TO ISSUE THE INCENTIVE THROUGH ANOTHER WAY OF PAYMENT, WHEN DETERMINED SO. I AUTHORIZE THE BANK TO WITHDRAW THE DEPOSITS DERIVED FROM THE PROJECT MADE BY ERROR IN MY ACCOUNT, AS WELL AS THOSE THAT DO NOT CORRESPOND TO ME OR THOSE THAT EXCEED THE INCENTIVE TO WHICH I HAVE A RIGHT AND ARE REINTEGRATED TO THE CORRESPONDING BANK ACCOUNT.

PRODUCER 'S NAME AND SIGNATURE

NAME AND SIGNATURE OF THE
LEGAL REPRESENTATIVE

NAME AND SIGNATURE OF THE MVZ
RESPONSIBLE FOR THE
TIF ESTABLISHMENT

Annex II. Livestock Slaughter Component in Federal Inspection Type Establishments

Authorized Window Request

COMPANY'S LETTERHEAD

____ (STATE) , _ (City) , a (the date of the letter must be from the day the DOF guidelines come into effect)

C . _____

**General Director of Food Safety,
Aquaculture and Fisheries of SENASICA**

AT 'N: Incentive for Sacrifice in TIF Establishments

____ (Name of the Producer or its Legal Representative) _____ in my capacity as legal representative of the company, ____ (Business Name) _____ that is registered in that agency with the number of Establishment " TIF " _ (Number) __, with address located in ____ (street, number, colony, municipality or locality, city, state of the Rastro) _____, which performs the slaughter of livestock __ (Species, cattle, pigs or goats) __ , during this fiscal year, I manifest the following:

I request that the General Directorate consider my represented to participate as a Window in the " *Incentive for the Slaughter of Livestock in Federal Inspection Type Establishments (TIF)* " .

In this sense, my representative declares that this establishment provides the service of slaughter of cattle and registration of the application for registration of producer in the GIS in a timely manner, to anyone who requests it and agrees to comply with the established procedures, as well as with the obligations described in the Operating Rules of this incentive program for fiscal year 2014.

Name and Signature of the Legal Representative of the TIF No. _____

RFC of the Legal Representative with Homoclave: _____

Personal Email of the Legal Representative: _____

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex III. Terms of Reference for the Operation of the Agri-Food Health Program

E I program supports the implementation of various health campaigns for the prevention, control, containment and / or establishment of major agricultural pests and diseases, animal diseases, aquaculture and fisheries, both regulated, emerging and re - emerging, surveillance programs epidemiological, mobilization and implementation of pollution risk reduction systems that require resources.

The assigned resources will be oriented towards the established projects (Work Programs) and the provisions issued by SENASICA, which should be considered by the State Councils for Sustainable Rural Development (CEDRS), through the planning process, and integrated into the Work Programs as viable projects with achievable goals, in order to obtain a tangible health improvement that includes the need to concentrate resources in strategic areas of the national territory, also considering neighboring areas with neighboring states and greater coordination among them.

SENASICA shall exercise the power conferred on it by the Laws of Sustainable Rural Development, the Federal Law on Animal Health, the Federal Law on Plant Health, the General Law on Sustainable Fisheries and Aquaculture for

give priority to strategic programs for regulated diseases and pests, as well as improving the competitiveness of products of agricultural, livestock, aquaculture and fishery origin, taking into account one or more of the following aspects:

- The conservation of the status achieved in each entity or agro-ecological region;
- The degree of vulnerability it has to the development of an outbreak of plague and / or regulated disease , and
- That it be strategic for the preservation of Food Security in the country.

The Agricultural Health Commission based on articles 19, 91, 92, 93 and 94 of the Sustainable Rural Development Law will be

responsible for attending, disseminating, coordinating and following up on the sector and special programs that are intended to promote sustainable rural development.

I. Health Component

a) Animal Health;

b) Epidemiological Surveillance in Animal, Aquaculture and Fisheries Health;

c) Aquaculture and Fisheries Health

d) Plant Health and

e) Epidemiological Surveillance in Plant Health

a) Animal Health.

The Work Programs to be executed correspond to Animal Health and Depopulation Campaigns.

The technical work in each entity will be carried out through Work Programs, which must be based on the guide called Project Plan, which contains the following aspects:

1. Current situation
2. Strategic objective 2014-2018
3. Annual goal (of the fiscal year to operate)
4. Technical actions (scope)
5. Budget

The Work Programs presented must consider relevant health impacts to be authorized by the General Directorate of Animal Health:

1. Animal health campaigns in ruminants: Bovine tuberculosis, Tuberculosis in dairy cattle, Bovine Brucellosis, Brucellosis in sheep and goats, Tick of the genus *Boophilus* spp, and Bovine Paralytic Rabies ; in pigs: *Aujeszky's disease* and in birds: Notifiable avian influenza.
2. *Varroasis* of bees.

b) Epidemiological Surveillance in Animal, Aquaculture and Fisheries Health

The Epidemiological Surveillance Work programs may correspond to the following:

I. Epidemiological Surveillance in Birds:

- a) Avian Diseases under epidemiological surveillance
- b) Avian Influenza

II. Epidemiological surveillance in pigs:

- a) Swine diseases under epidemiological surveillance
- b) *Aujeszky's* disease
- c) Epidemiological surveillance of Reproductive and Respiratory Syndrome

III. Epidemiological surveillance in ruminants:

- a) Bovine brucellosis
- b) Tick *Boophilus* spp

IV. Epidemiological surveillance in crustaceans, fish and molluscs

V. Depopulation of poultry and pig production units in free zones

SAW. Training and research in epidemiology

VII. Other Epidemiological Surveillance Programs approved and validated by the General Directorate of Animal Health .

c) Aquaculture and Fisheries Health

The Aquaculture Health Work Programs should be prepared considering the actions to prevent, control, combat and, where appropriate, eradicate diseases and pests of aquatic species that provide relevant favorable health impacts, based on the following guidelines.

Through the Executing Agency, incentives derived from agreed resources will be aligned.

The projects to operate correspond to fish, crustaceans and molluscs, which must contain the following sanitary actions:

1. Epidemiological diagnosis of the current situation referring to the main diseases that affect aquatic species;
2. Verification of the mobilization of aquaculture and fishery products at the points located in the quarantine cords;
3. Epidemiological surveillance through outbreak care, follow-up of detected cases, analysis of results and decision-making;
4. Biosecurity;
5. Promotion and dissemination;
6. Training;
7. Technical assistance, for the application of sanitary measures focused on the prevention and control of diseases and pests, and the sanitary management of crops;
8. Attention to contingencies oriented to fish, crustacean and mollusc diseases, as well as other aquatic species of economic and quarantine importance;
9. Epidemiological surveillance in disease-free areas in crustaceans, fish and molluscs; Y
10. Traceability of animals and their products in disease-free areas in crustaceans, fish and molluscs.

The specific health actions will be formalized with the corresponding legal instrument and the Work Program validated by the General Directorate of Animal Health, according to the priorities established in coordination with SENASICA.

Use of mass media, printed, electronic, fairs and exhibitions, among others.

The extensive mass media communication allowed this content in the catalog of actions and activities of the Project Plan Guide.

Investment concepts in promotion and different from those mentioned in the previous paragraph will not be validated.

Training:

It should be established in a program structured in a scheme of short, medium and long-term training goals , containing the product that is expected as technical-sanitary results in each of the stages mentioned.

For the validation of the training actions, it will be required that the Work Program contain at least: the name of the course, syllabus, curriculum of the professional trainer, training entity, venue of the event, duration in hours, as well as the number of trainees, in its professional profiles case.

Training actions will not be validated for both the personnel hired by the OASA and the producers, on topics not linked to performance improvement in the application of aquaculture and fisheries health measures , which have a favorable impact on the achievement of goals.

The training actions carried out by OASA personnel, which are charged to the authorized budget in other states, will not be validated or recognized .

Technical assistance:

The technical assistance actions subject to validation are considered in the catalog of actions and activities in the Project Plan Guide.

Technical assistance actions other than those considered in the areas of disease prevention and control, as well as crop health management, will not be validated .

Actions of technical assistance that do not limit exclusively to instructing the producer as carried out will not be validated in the Work Programs or recognized in the corresponding reports .

Surveillance:

The epidemiological surveillance actions subject to validation are considered in the catalog of actions and activities in the Project Plan Guide.

Diseases subject to epidemiological surveillance in:

I. Crustaceans

- a) Yellow head disease
- b) White spot disease
- c) *Taura* syndrome
- d) Infectious hypodermic and hematopoietic necrosis
- e) Infectious myonecrosis
- f) *Litopenaeus vannamei*
- g) *Nodavirus*

II. Fishes:

- a) Spring viraemia of the carp
- b) Viral hemorrhagic septicemia
- c) *Iridovirus* of Japanese gilthead bream
- d) *Gyrodactylus salaris* infection

III. Mollusks:

- a) *Perkinsus marinus* infection
- b) *Marteiliarefringens* infection
- c) *Perkinsus solseni* infection
- d) Herpes virus of the oyster

The Work Programs that contain sanitation actions other than disease diagnoses, care and outbreak monitoring, as well as traceability based on the traceability established in the aquaculture health certificates for mobilization in the national territory, will not be validated .

Work Programs that contain diagnoses of diseases in species not susceptible to them will not be validated .

d) Plant Health and**e) Epidemiological Surveillance in Plant Health**

Through the Executing Agency, incentives derived from agreed resources will be aligned.

The following Projects, ordered by priority, will be eligible for supports with resources from the Agri-Food Health and Safety Program :

- I. Priority 1: Campaign against Citrus Huanglonging, Preventive Trapping of Exotic Fruit Flies , Phytosanitary Epidemiological Surveillance Program.
- II. Priority 2: Campaign against Red Mite of the Palms, the Pink Cochineal, Oriental Thrips, Regulated Citrus Pests , Oriental Fruit Moth and Vine Mealybug .
- III. Priority 3: National Campaign against Native Fruit Flies; against Lobster; Regulated Avocado Pests ; Moko del Banana, against Regulated Cotton Pests, Pierce's Disease, Coffee Drill, Regulated Weeds, Chapulin and Evaluation of phytosanitary third parties .
- IV. Priority 4: Phytosanitary Contingency Program and others determined by SENASICA.

II. Safety Component

Projects for the implementation of Pollution Risk Reduction Systems (Good production practices, handling, harvesting, primary processing, HACCP, POES, etc.) will be executed in the

primary production of products of plant, animal and aquaculture and fishing origin through the Auxiliary Bodies or instances related to the sector determined by the regulatory area, considering the case, aligning the incentives derived from agreed resources. Projects related to the implementation and certification or recognition of pollution risk reduction systems in the primary production

of products of plant, animal, aquaculture and fishery origin should be considered.

The programs to be executed must include actions aimed at technical assistance, training, monitoring of pollutants and residues, as well as complementing infrastructure, in the production, harvesting, storage, handling, packaging, packaging and primary processing of products of agricultural and livestock origin, aquaculture and fishing, according to the monitoring and evolution of the Safety component that the General Directorate of Food, Aquaculture and Fishing Safety disseminates for said purposes.

The Work Program will comply with the actions in the implementation of the Pollution Risk Reduction Systems under the modality of companies and comprehensive areas as well as everything related to the collection of empty containers of agrochemicals and / or relevant programs, according to that established in the Specific Technical Guidelines for the Operation, monitoring and evaluation of the Component that the General Directorate of Food, Aquaculture and Aquaculture Safety disseminates for said purposes.

The monitoring indicators of the programs will be those that measure the impact of the actions applied in the states such as the following:

- a) Number of Companies capable of implementing SRRC;
- b) Number of Companies served under the SRRC;
- c) Area, Herds, Volume of product that have SRRC implementation;
- d) Area, Herds, Volume of product with SCRRC recognition and / or certification;
- e) Number of Companies with recognition and / or certificate;
- f) Comprehensive areas with SRRC application recognized and / or certified;
- g) Kilograms of empty containers collected and destined for final disposal;
- h) Number of Training Courses aimed at the productive sector;
- i) Number of Training Courses for technical personnel;
- j) Products and / or species subject to sampling, and
- k) Identification of pathogens associated with products and / or species.

In the Specific Technical Guidelines for the operation, monitoring and evaluation of the Safety Component, the procedures for monitoring and evaluating the actions and resources committed in the Safety Programs will be established, in order to ensure compliance with related technical activities. to the transparent and effective use of resources.

In order to assess compliance with technical activities related to the transparent and effective use of the resources described in the corresponding Work Plan, SENASICA will carry out verifications, audits and evaluations.

Relevant Programs and Projects. In the case of the National Program for the Collection of Empty Containers of Agrochemicals and Related Products " Let's keep a clean field " , in this item the training, technical assistance and dissemination actions must be indicated , as well as the volume of collection and disposal; These volumes must be reported in the monthly Financial Physical Reports and in the quarterly reports , as well as in the System that SENASICA publishes.

Risk Assessment Projects may be carried out through Research centers, Academic Institutions , Offices or Consultancies that have academic and research support, as long as the person responsible for the development of the project shows a minimum experience of four years in the subject . The need for the project aimed at the benefit of the productive sector that requires it must be technically justified . Considering only for this item the cost of the project.

III. Inspection Component in National Mobilization

Projects in the field of National Mobilization Inspection will be carried out through the Operational Executing Body that determines the regulatory area, considering the case, aligning incentives derived from agreed resources.

The projects that will be eligible to be carried out with resources from the Agrifood Health and Safety Program are: Operation of Internal Inspection and Verification Points (PVI 's), Operation of Federal Inspection and Verification Points (PVIF 's), operation at Inspection Sites Authorized and Operation of Special Inspection Programs.

The federal resources assigned will be allocated as a priority to those states that subscribe the corresponding legal instrument for Mobilization Control, with which the official personnel of the State Government assume the functions of verification and inspection of compliance with Federal Health Laws. Animal and Plant Health, as well as the General Law of Sustainable Fisheries and Aquaculture . The amounts of resources disbursed for the salary of the state official personnel authorized by SENASICA, will be counted as part of the contribution of the State Government.

Likewise, the resources assigned to the states will be exclusively used to support the operation of Federal Verification and Inspection Points and authorized Internal Verification and Inspection Points , as well as other sites where the verification and inspection of agricultural goods , as long as it is validated by SENASICA.

The technical work in each federal entity will be carried out through specific projects, which must be based on the PVI Operation Project and PVIF Operation format.

The projects may be executed by the Auxiliary Organizations and / or Related Instances, according to what the General Directorate of Phytosanitary Inspection determines based on the predominant type of inspection in each State.

The Operational Project of PVIF's will apply in those states where the Federal Inspection and Verification Points are located, which make up the Phytosanitary Quarantine Cordons.

The PVI 's Operation Project supports the actions related to the PVI 's operation. The inspection sites operation project considers supports for the verification and inspection of agricultural merchandise in other sites, such as tracks, collection or supply centers and national airports, as determined by SENASICA; and the project operation of special inspection programs, considers supports for alternative schemes implemented by SENASICA.

In the case of the PVIF's Operation project, it is supported with verification services and concepts related to the maintenance, equipment and improvement of its facilities.

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex IV. General Guidelines for the Execution of the Agrifood Health and Safety Program

These General Guidelines establish the procedures that the Executing Agency must comply with for the operation of the

Agrifood Health and Safety Program, have effects for the operation of the activities that are carried out with the resources of Federal and State contributions, which will have that the amounts exercised of the resource programmed by each contributor be fiscally verified .

These guidelines are issued as Generals, therefore, according to the powers and functions of each General Directorate of SENASICA, the update of their Specific Technical Guidelines will be issued , in accordance with the established regulations, which will be published on the page electronic www.senasica.gob.mx.

I. Technical Guidelines

- a) The content of the technical aspects for the application of the Program Projects is established in the Terms of Reference provided in Annex IV of these RULES, and the Specific Technical Guidelines, which will be published on the SENASICA website.

II. Administrative Guidelines

The executing agency will be responsible for monitoring the operation carried out with the program's public resources, in its various components.

- a) The Executing Agency, in terms of article 2 of the Federal Law on Administrative Responsibilities of Public Servants, will be subject to responsibility, as they are people who manage or apply public economic resources and carry out activities in the area of the Agri-food Health and Safety Program Therefore, they may be creditors to the sanctions established by the corresponding laws in their case of embezzlement of resources;
- b) The administration and exercise of the resources, as well as the execution of the actions will be the responsibility of the Executing Agency and must comply with the legal provisions, as well as those that the Responsible Unit has designated;
- c) Expenses not contemplated in the work programs reviewed and favorably validated by the Responsible Unit may not be made ;
- d) In order to promote the professionalization of the Executing Agency, and support in health actions, the contracting of companies, educational institutions or organizations that provide advice for the adoption and application of management systems may be authorized. the quality and labor competence, according to budget availability;
- e) The Executing Agency must issue one or more receipts for the resources filed by the financial institution in accordance with the provisions of Article 4, Section IV, Subsection a), Second Paragraph of the Agreement that disclose the Rules of Operation of SAGARPA Programs , of which you must send a copy to the Responsible Unit. (It must be updated), and
- f) The closing of the work programs will have a deadline of December 31 of the current fiscal year , so the resources not exercised or accrued as of that date must be reimbursed to the TESOFE.

III. Financial Guidelines

- a) The exercise of financial resources, provided for in the Operation Rules, must be carried out subject to the criteria of objectivity, fairness, transparency, publicity, selectivity and timing, ensuring that the application of resources is carried out efficiently , efficiency, economy, honesty and transparency, guaranteeing that they are channeled exclusively to the object established in the projects, ensuring that the operation and administration mechanism facilitates the obtaining of information and the evaluation of economic and social benefits ;
- b) When there are contributions from producers or other instance that has been agreed in a corresponding instrument, they will be accounted for their proper use and transparency for all those actions that are authorized in the corresponding work programs. Preventing the Executing Agency from duplicating actions or concepts authorized in the Work Programs ;
- c) That the Transfer of economic resources is subject to the timely delivery and fulfillment of the Work Program and the physical-financial reports;
- d) The resources received by the Executing Agency must be deposited in specific productive accounts for each of the contributors (Federal, State or whatever), which must maintain permanent availability of the resources;
- e) The financial products generated from the program may be used only in the following order: 1) Payment of services and fiduciary account 2) Payment of calls, publications and official stationery or 3) Increased goals and amounts of the program, reported separately; in no case for program expenses, and
- f) The destination of the resources from financial products, in accordance with the provisions of the Operating Rules, will be reported to the Responsible Unit. When this resource is intended to be used for the expansion of goals, the Responsible Unit must be notified, so that, where appropriate, the latter carries out the validation of the Specific Work Program for this purpose, as long as this is done no later than the last day. business of the month of November.

IV. Material Resources and Services

- a) The General Directorates will authorize the concepts for the application of resources to the components of the Agri-Food Health and Safety Program;
- b) For the process of authorization of the Projects of the Work Programs, the inventories of the material resources available to the Auxiliary Bodies or Related Instance , acquired with public resources in accordance with the format requested by each General Directorate, should be requested. or in the Specific Technical Guidelines published on the SENASICA website;
- c) The assets acquired will be protected by the Auxiliary Bodies or Related Instances , thus recognized by SENASICA, only for the fulfillment of the purpose of the Program, which must be made available to the Responsible Unit at the end of the year ;
- d) The needs for the acquisition of goods and services must be subject to the work programs validated by the General Directorates of SENASICA;
- e) The corresponding General Directorate is the one who validates, under the procedure that issues the removal of movable and immovable property acquired by the Auxiliary Bodies or Related Instances at the request of the latter, through an official letter of authorization where it determines the disposal of said property , Y
- f) The acquisition of goods will be carried out through a procedure that allows the operation of the programs and for this purpose will be described in the Specific Technical Guidelines, and this process must be communicated to the Corresponding General Directorate.

V. Provision of Services

Of the resources allocated to the Professional Services of the Agri- Food Health and Safety Program , to carry out the various

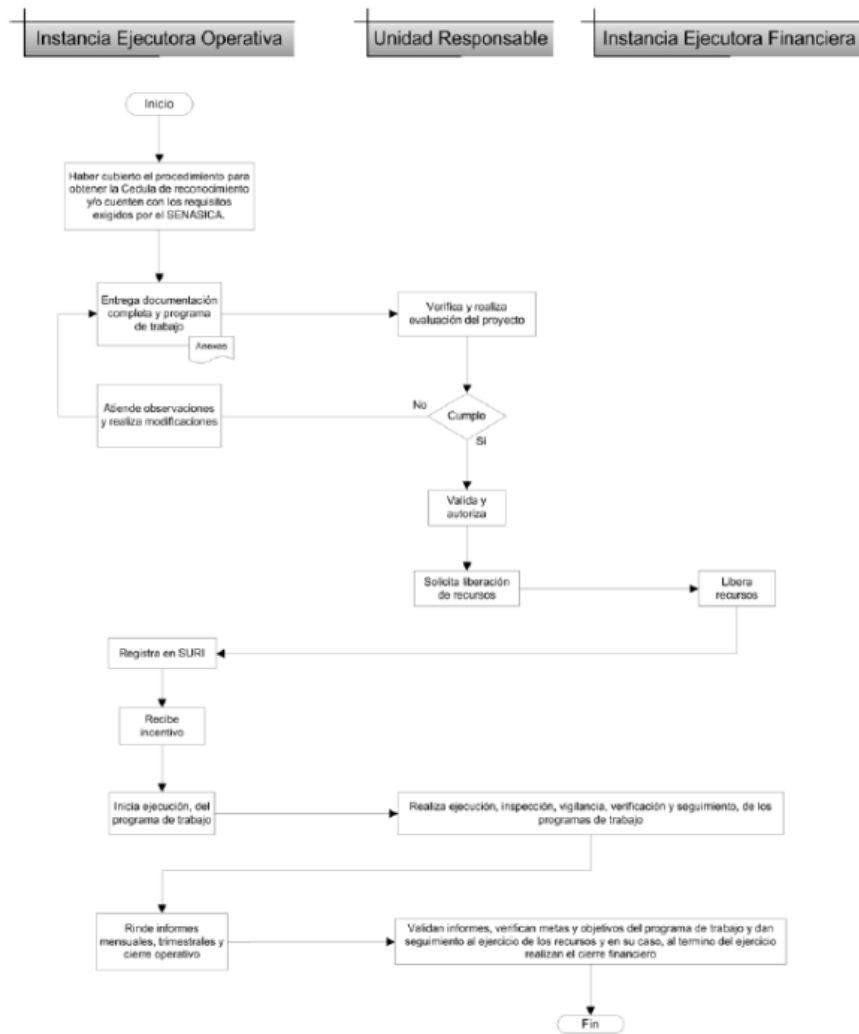
actions described in the Work Program by the Auxiliary Bodies and Related Instances, the following must be observed:

- a) The contracting of professional services should be carried out preferably under the fee regime, otherwise it should be subject to the annuality of the current fiscal year.
- b) For the hiring of professional services, the needs of the validated work program and coherence and relevance with its needs must be observed ;
- c) The corresponding General Directorate will validate the capacities of the professional service providers of the auxiliary organizations or related entities which should be oriented to the better development of the activities carried out by said organizations, in accordance with the Work Program projects, and
- d) The labor relations previously generated in the Auxiliary Body or Related Instance due to their capacity as legal entities under private law, are their sole and exclusive responsibility , in charge of their assets, so there will be no labor link with SENASICA o SAGARPA, consequently federal resources will only be applied to the projects contemplated in the program.

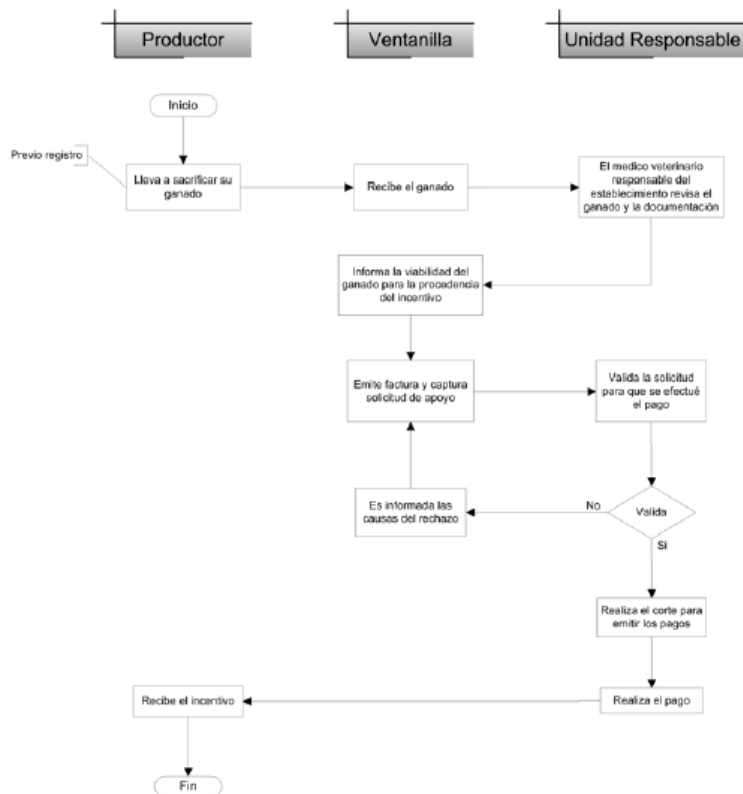
The interpretation of the provisions contained in these Guidelines, as well as the resolution of situations not foreseen in these, will be the power of SENASICA.

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex V. Flowchart of Procedure to Obtain Incentives in Agrifood Health and Safety



Annex VI. Procedure Flow Chart for Obtaining Support for Livestock Slaughter in TIF Establishments



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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Program for the Promotion of Fishing and Aquaculture Productivity of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food are disclosed .

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, based on articles 25 Paragraph 5 of the Political Constitution of the United Mexican States , 9th., 12, 26 and 35 of the Organic Law of the Federal Public Administration; 4o., Of the Federal Law of Administrative Procedure; 9th., And 12 of the Planning Law; 75 and 77 of the Federal Law on Budget and Fiscal Responsibility; and 176 of its Regulations; 7o., 8o.,, 32, 54, 55, 56, 58, 59, 60, 61, 72 , , 80, 86, 89,164, 178, 190 fraction I and 191 of the Sustainable Rural Development Law; 30, 31 and Annex 24 of the Federal Expenditure Budget Decree for Fiscal Year 2014, 1st., 2nd., 3rd., 5th. fraction XXII, and 21 of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for the stewardship of national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime and that, by promoting economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That government resources destined to the aquaculture and fishing sector should be used in a more efficient way to address the problem in which the sector is immersed, since producers face limitations due to low levels of capitalization of their economic units, low income, low technical-administrative capacities, vulnerability to health risks; the deterioration of natural resources for primary production, poor development of aquaculture potential as a source to contribute to food security; as well as the low consumption of fish and shellfish in the Mexican population .

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annex 10 and 10.1, the criteria are established regulations for the contribution and application to which the operating rules of federal programs must be subject and in Annex 24 of the Decree itself, the federal programs subject to operating rules;
















That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the fishing and aquaculture sector, while continuing to support private investment.

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Program for the Promotion of Fisheries and Aquaculture Productivity;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law , it is pointed out that the agencies, the entities through their respective sector coordinating agencies or, where appropriate, the uncoordinated entities will

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be responsible for issuing the rules of operation of the programs that begin their operation in the following fiscal year or, where appropriate, modifications to those that continue in force; Y

That to the programs subject to operating rules other public policy axes will be added, to help boost the markets and improve the information available to the sector, for which reason I have seen fit to issue the following:

AGREEMENT BY WHICH THE RULES OF OPERATION OF THE PROGRAM FOR THE PROMOTION OF FISHERIES AND AQUACULTURE PRODUCTIVITY OF THE SECRETARIAT FOR AGRICULTURE, LF



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TITLE I

General disposition

Chapter I

Of the Objective of the Program

Article 1 . The purpose of this agreement is to establish the Operation Rules for the application of the Program for the Promotion of Fisheries and Aquaculture Productivity, which is made up of the following components:

I. Component to Promote Fisheries and Aquaculture capitalization, with incentives:

- a) Modernization of Major and Minor Fishing Vessels;
- b) Works and Studies for the Improvement of Fishing and Aquaculture Productivity and,
- c) Fishing and Aquaculture Energy, Marine Diesel and Coastal Gasoline.

II. Productive and commercial integration component, fishing and aquaculture, with incentives:

- a) Fishery and Aquaculture Product Systems;
- b) Transformation and Development of Fishery and Aquaculture Products and;
- c) Fishing and Aquaculture Training.

III. Strategic Development Component of Aquaculture, with incentives:

- a) Promotion of Rural Aquaculture;
- b) Commercial Aquaculture in Internal Waters
- c) Productive Improvement of Reservoirs and;
- d) Mariculture.

IV. Integral and Sustainable Fisheries and Aquaculture Management Component, with incentives:

- a) Fisheries and Aquaculture Management and;
- b) Decrease in Fishing Effort

V. Support Component for the Surveillance of Fishery and Aquaculture Resources, with incentives.

- a) Inspection and Surveillance Actions

SAW. PROPECSA component

VII. Component to Promote the Consumption of Fishery and Aquaculture Products, with incentives:

- a) Comprehensive campaigns to promote consumption.
- b) Diagnostic and consumption studies
- c) Regional, national and international events and fairs (technological, commercial, gastronomic and health).
- d) Trade and exchange missions.

VIII. Priority fishing and aquaculture projects

All the programs and their components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development , in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the program is to contribute to the availability of aquaculture and fishery products, by increasing fishery and aquaculture production, within a framework of sustainability.

Article 3. The specific objective of the program is to improve the productivity of the economic fishing and aquaculture units , granting incentives to production, to adding value, to marketing and promoting consumption; as well as for the sustainable use of fishing and aquaculture resources.

Article 4 . For purposes and application of the components and incentives of these Operating Rules , the following shall be understood:

- I. **Aquaculture activities.**- Those aimed at controlled, pre-fattening and fattening of species of fauna and flora carried out in facilities located in fresh, marine or brackish waters, by means of farming or cultivation techniques, that are susceptible to exploitation commercial, ornamental or recreational;
- II. **Fishing activities** - Those aimed at the extraction, capture or collection, by any method or procedure, of biological species or biogenic elements, whose total, partial or temporary livelihood is water;
- III. **Strategic assets.**- Productive assets of greater relevance to generate the highest and / or fastest levels of desirable change in a region, state or locality in accordance with the national priorities established by the Secretariat in accordance with the Federal Entities;
- IV. **Productive assets.**- Constructions and material goods used in any productive activity and that in the natural course of business are not destined for sale, represent the investment of capital or patrimony of a company or production unit (excludes land and property);
- V. **Asesores técnicos de pesca para acciones de inspección y vigilancia.**- patronos y tripulantes de embarcaciones pesqueras de altura y mediana altura, así como motoristas de embarcaciones menores, guías y pescadores que coadyuvan en la operación del proyecto y todo aquel que participe en campañas de difusión.
- VI. **Aviso de arribo.**- Es el documento en el que se reporta a la autoridad competente los volúmenes de captura obtenidos por especie durante una jornada o viaje de pesca;
- VII. **Aviso de cosecha.**- Es el documento en el que se reporta a la autoridad competente la producción obtenida en unidades de producción acuícolas;
- VIII. **Aviso de producción.**- Es el documento en el que se reporta a la autoridad competente, la producción obtenida en laboratorios acuícolas;
- IX. **Avituallamiento.**- Acción y efecto de proveer de los gastos necesarios a las embarcaciones pesqueras de altura, mediana altura y menores, utilizados conforme al Proyecto, así como víveres y enseres razonablemente requeridos para un viaje de pesca;
- X. **Beneficiario.**- Persona física o moral que recibe el subsidio o incentivo. Tratándose de los incentivos a que se refieren los componentes listados como bienes públicos y para efectos del Sistema de Rendición de Cuentas a que se refiere el apartado 11 del Anexo I de las presentes Reglas de Operación, se considerará como beneficiario a aquellas personas con las que se concierte la realización de acciones para alcanzar los objetivos del programa o componente en la población objetivo;
- XI. **CONAPESCA.**- Comisión Nacional de Acuicultura y Pesca, órgano administrativo desconcentrado de la Secretaría;
- XII. **Convocatoria.**- Procedimiento de difusión a través de medios masivos de comunicación y página electrónica de la CONAPESCA, de los incentivos que se otorgan mediante los programas sujetos a Reglas de Operación.
- XIII. **CURP.**- Clave Única de Registro de Población, documento expedido por la Secretaría de Gobernación;
- XIV. **Desguace.**- Obligación que contrae el solicitante de destruir la embarcación camaronera a retirar, desmantelando y separando sus elementos estructurales, casco y cubierta, inutilizándola para las actividades de pesca;
- XV. **Documento que acredite la legal posesión.- (traslativos de uso)** Contratos de arrendamiento y comodato, pasados ante la fe de notario público y en su caso inscrito en el Registro Público de la Propiedad.
- XVI. **Documento que acredite la legal propiedad.**- Para este efecto se considerará Contrato de Compra venta, donación, donación en pago, adjudicación emitida por autoridad judicial y permuta. El documento deberá estar pasado ante fe de notario público e inscrito en el Registro Público de la Propiedad y en su caso ante el Registro Público Marítimo Nacional, o en su caso la Factura del bien a nombre del beneficiario.
- XVII. **DOF.**- Diario Oficial de la Federación;
- XVIII. **Larger vessel.**- Fishing vessel with a length greater than 10.5 meters, with a stationary motor and **continuous** deck, authorized in a valid concession or permit.
- XIX. **Smaller vessel.**- Fishing unit with an **onboard** or outboard motor and with a maximum total length of 10.5 meters, with or without an ice-based catch conservation system and with an autonomy of 3 days maximum;
- XX. **Company of the Social Sector.**- Economic entity formed as a **legal** entity that groups people from the social sector, united around a common productive activity; with its own business structure ; oriented to raise the quality of life of its members, their families and develop commitments to their community; that it is based on the social principles of solidarity, subsidiarity, democracy, freedom of association, organization and leadership; including second and third level productive associative figures that integrate with each other and / or with other economic actors in the social sector.
- XXI. **Official identification.**- Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;

- XXII. **Incentive.**- They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XXIII. **Executing Agency.**- Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XXIV. **Trade Missions .** - Correspond to activities for grouped Mexican producers that allow them to participate in a previously established commercial agenda, both outside and inside the country, with the intention of addressing issues related to scientific and technological exchange, joint investment projects or to initiate fishery and aquaculture product sales relationships .
- XXV. **Exchange missions.**- They correspond to activities for grouped Mexican producers that allow them to establish relationships with productive and successful organizations, both outside and inside the country, in order to know the innovative strategies and models that have driven their leadership in the market or sector. , which in turn will strengthen the capacities and skills of Mexican aquaculture and fisheries producers.
- XXVI. **Motor inside or outboard.**- Machine capable of transforming any type of energy to produce movement. It will be understood as the one authorized in the current fishing permit or concession and may not exceed 115hp.
- XXVII. **Notary Public.**- Legal professional invested with public faith by the State, and who is in charge of receiving, interpreting, drafting and giving legal form to the will of the people who come before him , and confer legal authenticity and certainty on the acts and past events before his faith, by consigning them in public instruments of his authorship.
- XXVIII. **PDI.** - Institutional Development Program in Delegations, Rural Development Districts and Rural Development Incentive Center;
- XXIX. **PEF.** - Federal Expenditure Budget Decree for fiscal year 2014;
- XXX. **Commercial fishing.**- Capture and extraction that is carried out for purposes of economic benefit;
- XXXI. **Riparian fishing.** - It is the one that is developed from land or with smaller boats propelled with an outboard motor, sails or manual mechanisms such as rowing, for that reason its autonomy is limited, exceptionally there may be inboard motors. The capture processes are aimed at species from coastal or freshwater environments, the exploitation of which is determined by empirical human effort, as well as by operational, functional and technical characteristics of the vessel with scarcely technical fishing equipment;
- XXXII. **Project.**- Document by which the applicants integrate the concepts of investment to be made and the amount of the budget in accordance with the provisions of these Operation Rules as well as technical, financial, and market aspects, among others;
- XXXIII. **Rules of Operation.**- Rules of Operation of the Program for the Promotion of Fishing and Aquaculture Productivity of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food;
- XXXIV. **RFC.**- Federal Taxpayers Registry;
- XXXV. **RNPA .** - Document issued by the Secretariat through CONAPESCA, will have a public nature in which individuals and legal entities, information on permits and concessions, boats, UPAs, fishing schools and research centers must be registered and updated. that are dedicated to fishing and aquaculture activity
- XXXVI. **Secretary.**- Secretary of Agriculture, Livestock, Rural Development, Fishing and Food;
- XXXVII. **Product system.**- The set of elements and concurrent agents of the productive processes of agricultural products, including the supply of technical equipment, productive inputs , financial resources, primary production, storage, transformation, distribution and commercialization;
- XXXVIII. **SURI.**- Single Information Registration System;
- XXXIX. **Sustainable.**- Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;
- XL. **TESOFE.**- Treasury of the Federation;
- XLI. **Aquaculture Production Unit (UPA).** It is a continuous space on dry land or in inland, coastal or oceanic waters , in which aquaculture activity takes place in any of its stages, these being broodstock maintenance, reproduction, larval development, breeding, pre-fattening, fattening and harvesting, through the use of materials, articles, equipment, facilities, buildings and farming implements, as well as human and financial resources.
- XLII. **Fishing and aquaculture economic unit .** Natural or legal person, who carries out fishing, aquaculture and other productive, industrial, commercial and service activities, linked to the Production Unit or under the protection of a valid fishing and aquaculture permit or concession .
- XLIII. **Responsible Unit.**- Entity or administrative unit of the Secretariat, including decentralized administrative bodies , which is responsible for the interpretation for administrative purposes of the program and / or component and for the control, supervision and monitoring of the program and its components referred to in these Rules of Operation, and / or that designated by the Head of the Secretariat and that will be announced by notice on its website ;
- XLIV. **Window.**- Place where requests are presented to access the incentives of the components administered by CONAPESCA, where the corresponding response must be issued , which may be the Fishing Subdelegations, Central Offices, as well as other private or public instances that will be established based on agreements.

Article 5. The target population is the economic fishing and aquaculture units registered in the National Registry of Fisheries and Aquaculture (RNPA).

Article 6. The coverage of this program is national application in the 31 Federal Entities and the Federal District. The municipalities and localities that are contemplated in the National System Against Hunger, " Without Hunger " that can be consulted in the Decree establishing the National System for the Crusade Against Hunger, published in the DOF on 22 / 01/2013 and at <http://sinhambre.gob.mx/>, as well as those towns of medium and very high marginalization, according to the CONAPO classification.

Chapter II General guidelines

Article 7. The Target population interested in receiving incentives from any of the components of the Program for the Promotion of Fisheries and Aquaculture Productivity may submit their application at the windows and terms defined for this purpose, using, where appropriate, the Unique Incentive Application Form that it is included in these Operating Rules as Annex II.

Article 8. Applicants who meet the following general requirements, and where appropriate, those specified by each Component, will be eligible to obtain the supports of this program and components :

- I. Both the economic unit and the productive asset subject to the incentive are registered in the National Registry of Fisheries and Aquaculture (RNPA), with the exception of those instances that contribute to the implementation of actions to fulfill the specific objectives of the incentives to be granted, in compliance with the provisions of Section 11 of Annex II of these Operating Rules .
- II. Have a valid fishing or aquaculture permit or title, when they are engaged in fishing and aquaculture activities.
- III. They have not received or are receiving incentives for the same concept of the components of this program or other programs of the Federal Public Administration, which implies duplication of incentives.
- A. Individuals** .- Be of legal age and present original for comparison purposes and a simple copy of:
- Official identification; (The Voting Card issued by the Federal Electoral Institute , the current Passport, the National Military Service Card or the professional card will be accepted); must match the CURP data in the application form, and
 - Proof of address of the applicant (documents of electricity, telephone, property and water will be accepted) of old age not more than three months.
 - RFC, if applicable.
 - Official Identification of the legal representative, if applicable. A Voting Card issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license will be accepted .
- B. Legal entities** .- Present original for comparison purposes and a simple copy of:
- Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and its statutes.
 - RFC.
 - Proof of tax residence (documents electricity, telephone, property taxes and water will be accepted) of antig age not more than three months.
 - Notarized minutes of the authority empowered to appoint the representative (s) where the general power of attorney for acts of administration or control is recorded .
 - Official identification of the legal representative.
 - CURP of the legal representative.

Once collated and generated the administrative record in the SURI, or in the corresponding database , the original documents will be returned to you immediately.

Applicants who are registered in SURI, should only present their registration key and the incentive application form of their interest, as long as the electronic file is complete or has not had any change in them. In the event that you must update any of the requirements, you can make use of the aforementioned key, accompanying only the supporting document of the requirement to be updated.

Producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, according to customs and customs.

With the exception of the incentive request that is delivered in original, the original will be submitted for comparison purposes and a simple copy of the other documents.

Article 9. The window opening and closing date will be from January 15 to March 31, 2014 . A except for components and incentives operating through concerted projects as Fisheries and Aquaculture Integral and Sustainable Development, Supervision Support Resources Fisheries and Aquaculture and Promote the consumption of Fisheries and Aquaculture.

The call for the first window opening and closing period must be published from the first business day of January.

The location of the windows will be published on the CONAPESCA website www.conapesca.gob.mx.

Article 10. The Selection Procedure is determined by the following stages:

I. Applications will be evaluated and prioritized according to the criteria established in the call for components and incentives published on the page www.conapesca.gob.mx

II. Once all eligible applications have been rated, they will be dealt with according to the total rating achieved.

III. Requests that reach a similar level of qualification will be dealt with according to their entry date .

This procedure does not apply to those components or incentives that are implemented through projects arranged with the Responsible Units or the corresponding Executing Agencies.

TITLE II
Of the Components
Chapter I

From the Component to Promote Fisheries and Aquaculture Capitalization

Article 11. The characteristics of the incentives and requirements are:

I. Modernization of Fishing Vessels

Concepts	Maximum Amounts	Requirements
Larger vessels , dedicated to catching shrimp, squid, marine scales, sardines, octopus, sharks and tuna with longlines		
i. Replacement of the main engine and the transmission of the boat, ii. Acquisition and installation of catalytic implements and fuel savers. iii. Substitution of babbit bearings for split roller bearings. iv. Replacement of the helmet lining, includes live and dead work. v. Riding and cover. saw. Hut and tail axle hardware. vii. Propeller. viii. Rudder and nozzle and installation of zinc anodes . ix. Expansion and covering of the conservation cellar. x. Acquisition and installation of motor generators, condensers and shillers for cooling xi. Acquisition of selective fishing gear and gear . xii. Acquisition of navigation and	Up to 50% of the cost without exceeding \$ 1,000,000.00 (one million pesos 00/100 MN) per boat.	i. Proposal of the Integral Project to develop; of Technical and Financial Feasibility . ii. Format of commitment to contribute the complementary resources required for the project (Format 2 and 3). iii. Valid Maritime Safety Certificate . iv. Document that accredits the legal property duly notarized of the boat.

communication equipment		
Smaller boats		
Concepts	Maximum Amounts	Requirements
i. Inboard or outboard motor replacement up to 115 HP and / or ii. Replacement of smaller boat up to 10.5 meters in length. iii. Acquisition of satellite equipment and equipment for product conservation on board.	Up to 40% of the total cost of the property to be purchased with the following maximum limits: i. Engines: \$ 90,000.00 (ninety thousand pesos 00/100 m.n.); ii. Boats: \$ 50,000.00 (fifty thousand pesos 00/100 mn); iii. Satellite equipment \$ 6,000.00 (six thousand pesos 00/100 m.n.). iv. Ice chests \$ 4,000.00 (four thousand pesos 00/100 MN) and, If the governments of the states and / or municipalities participate, their contribution will correspond to 30% of the total cost of the property purchased and the supplement will be paid by the beneficiary.	i. Boat Registration Certificate (copy and original for comparison). ii. Original proof that the applicant is an active member, when he belongs to an organization or society in the fishing sector. iii. Quote in the name of the current applicant issued by the supplier where the characteristics and price of the requested good are indicated (The mark of the good that is indicated in the request for the incentive, may not be modified; nor may it exceed the horsepower and dimensions authorized in the permit and / or concession). iv. Document that proves the legal ownership of the property to be replaced in the name of the applicant or endorsed in his favor.

In the case of incentives for smaller vessels, the executing agency must ensure that that the applicant is active after verifying the arrival notices; except for those recently issued permits or concessions. For natural persons, only one motor and / or boat can be replaced per applicant. The incentive is for equipment replacement exclusively.

In the case of modernization of larger vessels, the beneficiary may receive the incentive in one or two ministries, granting the corresponding invoice, according to the following:

- a) The first administration of 50% of the total amount of the support will be granted to the beneficiary in accordance with the following:
 1. The signing of the respective concertation agreement by the parties involved.
 2. The delivery by the beneficiary of the contract concluded with the shipyard, workshop or supplier, for the performance of the work established in the concertation agreement, as well as the invoice issued by the shipyard, workshop or supplier, as well as the invoice of the beneficiary to CONAPESCA whose issue date is not greater than three months prior to the agreement , for the payment of the advance equivalent to fifty percent of the total amount of the project.
 3. The formulation and signature by the Executing Instance of a verification act stating that the vessel has been entered into the shipyard, workshop or supplier and that it has a physical progress of 50%.
- b) The second administration equivalent to 50% of the total amount of the support, will be granted to the beneficiary when he reports and verifies to the executing agency through a verification visit the installation and / or completion of the works at 100%.

In the cases in which the beneficiary has completed the works and verifies the amount of the resources used, resulting in a balance in his favor for savings in the acquisition of any of the assets established in the agreement, the Beneficiary, after informing the Executing Agency During the term of the agreement, said balance may be used for the acquisition of some other asset that generates a greater impact on the Project, also making its corresponding contribution.

In the case of Modernization of Major Vessels, the executing agency will pay in a single administration directly to the beneficiary when he has made the payment of all the work arranged with his own resources and presents the supporting documentation duly certified by the supplier whose date of issue is not more than three months prior to the signing of the agreement. However, prior to payment, the executing agency carries out the corresponding verification to verify that all the modernization work has been carried out.

II. Works and Studies for the Improvement of Fishing and Aquaculture Productivity

Concepts	Maximum Amounts	Requirements
Works and Studies		
I. Desazolves for fishing production areas and ship navigation .	Up to \$ 20,000,000.00 (twenty million pesos 00/100 MN).	I. Comprehensive Technical and Financial Feasibility Project Format) for infrastructure works and studies (Format 4)
II. Docking, storage and marketing infrastructure (integral berths and fishing markets, floating docks and launching ramps)	Up to \$ 7,000,000.00 (seven million pesos 00/100 MN)	II. Document that accredits the legal ownership or possession of the property, property or real estate where the infrastructure project or work is or will be located , with the exception of development works.
III. Marginal protection works .	Up to \$ 10,000,000.00 (ten million pesos 00/100 MN)	III. In the case of infrastructure works , have a favorable resolution on environmental impact , issued by the current competent authority ,
IV. Artificial Reefs	Up to \$ 5,000,000.00 (Five million pesos 00/100 MN)	IV. Artificial reefs must have the permission of the Ministry of Communications and Transportation (SCT) and SEMAR (Format H). In the case of challenges, you must have Format H.
V. Technical and economic feasibility studies , Executive Projects and Manifestations of Environmental Impact and Format H for Lagoon Rehabilitation Infrastructure Works and navigation channels.	\$ 4,000,000.00 (four million pesos 00/100 MN) 90% federal contribution The beneficiary will contribute 10% of the total cost of the studies.	

SAW. Technical, economic feasibility studies , executive project and Environmental Impact Statement and format H for artificial reef works	Up to \$ 1,500,000.00 (One million five hundred thousand pesos 00/100 MN)	
VII. Technical, economic feasibility studies , executive project and Environmental Impact Statement for berths and fishing markets	Up to \$ 800,000.00 (eight hundred thousand pesos 00/100 MN).	
VIII. Technical, economic feasibility study , executive project and manifestation of environmental impact or, where appropriate, exemption from the manifestation, for works of launching ramps and marginal protection.	Up to \$ 400,000.00 (Four hundred thousand pesos 00/100 MN)	
Concepts	Maximum Amounts	Requirements
Infrastructure and Electrical Equipment for Aquaculture Farms		
IX. High and Medium Voltage Electrical Infrastructure and Substations and Electrical Equipment	Up to 50% of the total cost of the electrification project with a maximum amount per project of \$ 60,000,000.00 (sixty million pesos 00/100 MN).	I. Articles of Incorporation accrediting the integration of aquaculture production units . II. Minutes of the Assembly duly protocolized where they express their willingness to assume the commitments and obligations derived from the electrification project.
X. Electrical equipment (electric motor, transformers, load center , dashboard or control centers and electrical equipment).	Up to 40% of the total value of the investment required in the project without exceeding an amount of \$ 3,000,000.00 (three million pesos 00/100 MN).	III. Health Management Protocol validated by the local Health Authority . IV. Document that proves the legal ownership or possession of the property, where the Aquaculture Production Units are located . V. Present the technical and financial feasibility project SAW. Present the opinion of the Federal Electricity Commission (CFE) through which it validates the technical feasibility of the project. In addition to the above, in the case of electrical infrastructure present: VII. The current Positive Environmental Impact Resolution may be considered the Regional Resolution that the CFE has, if it applies to the area where the aquaculture farms that make up the Electrification Project are located . VIII. Agreement entered into with the landowners, where they assign or grant easement rights of way according to the trajectory of the electrical infrastructure, duly formalized in favor of CFE (only in projects that include construction of power lines).

The Executing Agency will verify in its internal records that the Aquaculture Production Unit has operated in the last two years, through the harvest notices.

III. Fishing and Aquaculture Energy

Concepts	Maximum Amounts	Requirements
Diesel Marine		
I. Incentive for the acquisition of marine diesel to the beneficiaries of the 2013 Register .	\$ 2.00 (two pesos 00/100 MN) per liter of marine diesel. Up to 2 million liters per production unit.	I. Current fishing or aquaculture permit or title . II. Copy of documentation proving ownership or legitimate possession of the production unit duly certified . <i>For boats, also present:</i> I. Copy of the document that accredits the installation or favorable ruling of the transceiver equipment of the satellite location and monitoring system, in accordance with the provisions of Official Mexican Standard NOM-062-PESC-2007. This requirement does not apply to smaller vessels that due to their characteristics use marine diesel. II. Copy of the current National Maritime Safety Certificate . III. In case of Concession, copy of the Registration Certificate. <i>For aquaculture facilities, also present:</i> I. Request or planting permit for the current

Concepts	Maximum Amounts	Requirements
<p>production cycle . <i>For mariculture installation, also present:</i> II. Copy of the registration certificate. <i>For laboratory, also present:</i> III. Copy of production notices from the immediately previous year .</p>		
Riverside Gasoline		
II. Incentive for the acquisition of coastal gasoline to the beneficiaries of the 2013 Register .	\$ 2.00 (two pesos 00/100 MN) per liter of riparian gasoline. Up to 10,000 liters per boat.	I. Valid fishing permit or concession. II. Copy of the National Fishing Registry Certificate of the vessel. III. Copy of the current National Maritime Safety Certificate . IV. Copy of the documentation that certifies the ownership or legitimate possession of the boat and engine, duly documented . <i>In the case of concessions, also present:</i> V. Copy of the Registration Certificate. SAW. Letterhead sheet duly signed and stamped by the legal representative of the cooperative society, including the list : of vessels authorized in the concession, indicating: RNP, name, engine power (HP) and registration of the vessel.

Article 12. The Participating instances in the component are:

Concepts	Responsible Unit	Executing instance
Modernization of the Fishing Fleet . Major Fleet	CONAPESCA / General Infrastructure Directorate .	The Responsible Unit, as well as those it designates, through electronic publication on the CONAPESCA page .
Works and Studies for the improvement of fishing and aquaculture productivity .		
Modernization of the Fishing Fleet . Minor Fleet	CONAPESCA / General Directorate of Organization and Development	The Fishing Subdelegations, as well as those that the Responsible Unit designates, through electronic publication on the CONAPESCA page .
Fishing and Aquaculture Energetics : Marine Diesel and Riverside Gasoline	CONAPESCA / General Direction of Planning, Programming and Evaluation.	The Fishing Subdelegations; as well as those that the Responsible Unit designates, through electronic publication on the CONAPESCA page .

Chapter II

Of the Component of Productive and Commercial Integration Fishing and Aquaculture

Article 13. The characteristics of the incentives and requirements are:

Concepts	Maximum Amounts	Requirements
Fishery and Aquaculture Product Systems		
a) Professionalization. Payment of professional services.	State or Regional Product System Up to \$ 600,000.00 (Six hundred thousand pesos 00/100 MN) National Product System Up to \$ 800,000.00 (Up to eight hundred thousand pesos 00/100 MN)	i. Annual Work Plan
b) Work meetings. Transportation and per diem for representatives and operative agents of the Product Systems; contracting of services and acquisition of goods for the realization and / or attendance at congresses, forums, conventions, assemblies, symposia and exchange of experiences.	State or Regional Product System Up to \$ 150,000.00 (One hundred and fifty thousand pesos 00/100 MN) National Product System Up to \$ 500,000.00 (Five hundred thousand pesos 00/100 M.N.)	
c) Studies and projects. Formulation of studies and projects related to increased productivity, organization, certification and marketing in the fishing and aquaculture sector.	State or Regional Product System Up to 80% of the total amount of the project without exceeding \$ 600,000.00 (Six hundred thousand pesos 00/100 MN) National Product System Up to 80% of the total amount of the project without exceeding Up to 1,000,000.00 (One million pesos 00/100 MN)	
d) Commercial and business development.	State, Regional and National Product	

Development of collective brands, points of sale, integrating companies, trading companies, cluster, as well as other projects that promote productive and business integration.	System Up to 90% of the total amount of the project without exceeding \$ 300,000.00 (Three hundred thousand pesos 00/100 MN)	
e) Computer and communication resources.	State, Regional and National Product System Up to \$ 50,000.00 (Fifty thousand pesos 00/100 MN)	
T transformación, Development and Marketing of Fishery Products and Aquaculture		
a) Infrastructure. Construction and / or rehabilitation of establishments for the processing, storage, conservation and / or distribution of fishery and aquaculture products.	50% of the amount and up to \$ 2,500,000.00 (Two million five hundred thousand pesos 00/100 MN). â ¢ For the social sector companies to 70% without exceeding \$ 2 ' 500,000.00 (Two million five hundred thousand pesos 00/100 MN), in all concepts. â ¢ In municipalities of the National Crusade Against Hunger to 80% without exceeding \$ 2 ' 500,000.00 (two million five hundred thousand pesos 00/100 MN) in all the concepts.	In case of projects for value added development: I. Technical- financial study In the case of points of sale: II. Technical sheet that describes the characteristics of the project, according to the models that will be outlined in the call. (Annex of technical sheet)
b) Equipment and furniture. Required to carry out transformation and development activities for new products, as well as furniture for points of sale	50% of the amount and up to \$ 2,500,000.00 (Two million five hundred thousand pesos 00/100 MN). â ¢ For the social sector companies to 70% without exceeding \$ 2 ' 500,000.00 (Two million five hundred thousand pesos 00/100 MN), in all concepts. â ¢ In municipalities of the National Crusade Against Hunger to 80% without exceeding \$ 2 ' 500,000.00 (two million five hundred thousand pesos 00/100 MN) in all the concepts. â ¢ For points of sale, up to 50% of the value of the equipment and furniture, without exceeding \$ 100,000.00 (one hundred thousand pesos 00/100 MN) per point of sale.	III. Evidence of belonging to a fishing organization, located in the localities where incentives were granted for projects to prepare restructured fish. To access concept e) it will be required that the project contemplates the commercialization in the scheme of mobile points of sale, stated in this same component and that is associated with the production of restructured fish.
Both concepts a) and b) can be supported under the following considerations: <ul style="list-style-type: none"> • Up to 50% without exceeding \$ 5 ' 000,000.00 (Five million pesos 00/100 MN) , in all concepts. • For business users in the social sector will be granted up to 70% incentive not to exceed \$ 5 ' 000,000.00 (five million pesos MN 00/1000), in the totality of concepts. • In municipalities of the national crusade against hunger up to 80% without exceeding together the \$ 5 ' 000,000.00 (five million pesos 00/100 MN), for all the concepts. 		
c) Mounting structure for mobile points of sale.	Up to 50% of the value of the construction material of the mobile unit. Without exceeding \$ 150,000.00 (one hundred and fifty thousand pesos 00/100 MN) per point of sale.	
d) Certification of products and processes. Implementation of quality, safety and traceability systems	Up to 50% of the requested amount without exceeding \$ 250,000.00 (Two hundred and fifty thousand pesos 00/100 MN) â ¢ For companies in the social sector up to 70% without exceeding \$ 250,000.00 (Two hundred and fifty thousand pesos 00/100 MN), in all concepts.	
e) Distribution. Vehicle with refrigeration equipment with a load capacity of up to 5 tons.	â ¢ In municipalities of the National Crusade against Hunger up to 80% without exceeding \$ 250,000.00 (Two hundred and fifty thousand pesos 00/100 MN), in all concepts.	
f) Technical studies for the development of new products. Research study to develop new products or value addition.	â ¢ In municipalities of the National Crusade against Hunger up to 80% without exceeding \$ 250,000.00 (Two hundred and fifty thousand pesos 00/100 MN), in all concepts.	
g) Packaging and image development.		
Fishing and Aquaculture Training		
a) Courses-workshops and / or training processes . Theoretical- practical face-to-face training . Includes teaching materials.	â ¢ Up to \$ 80,000.00 (Eighty thousand pesos 00/100 MN) per non- specialized course . â ¢ Up to \$ 600,000.00 (Six hundred thousand pesos 00/100 MN) per specialized course on transversal and / or regional strategy .	i. Annual Training Plan .
b) Certification. Of labor competence, includes the elaboration of standards, training	â ¢ Up to \$ 600,000.00 (Six hundred thousand pesos 00/100 MN)	

processes and evaluation. Includes teaching materials.		
c) Comprehensive Technical Assistance. Technical support to increase productivity, organization, certification and marketing in the sector.	â € Up to \$ 350,000.00 (Three hundred and fifty thousand pesos 00/100 MN), considering the number of economic units to attend.	
d) Group visits to exchange experiences for the Product System Committees (national and international).	â € For national visits, up to 80% of the transportation, food and lodging will be supported . â € For international visits will be supported with 100% of the transfer or up to \$ 100,000.00 (One hundred thousand pesos 00/100 M.N.)	

Article 14. The Participating instances in the component are:

Concepts	Responsible Unit	Executing instance
Fishery and Aquaculture Product Systems	CONAPESCA / General Directorate of Organization and Development	The Responsible Unit, as well as those it designates, through electronic publication on the CONAPESCA page
Transformation, Development and commercialization of Fishery and Aquaculture Products.		
Fishing and Aquaculture Training		

Chapter III

Strategic Development Component of Aquaculture

Article 15. The characteristics of the incentives and requirements are:

Concepts	Maximum Amounts	Specific Requirement
Rural Aquaculture		
<ul style="list-style-type: none"> • State Project for Rural Aquaculture, to be applied in the following concepts of support for economic units : a) Infrastructure and Equipment b) Technical assistance and support c) Biological inputs d) Technical and economic feasibility studies 	<p>Up to 80% of the total investment cost foreseen in the project, without exceeding \$ 10,000,000.00 (ten million pesos 00/100 MN) , under the following distribution:</p> <ul style="list-style-type: none"> a) For producers of high and very high marginalization up to 80% without exceeding \$ 1, 000,000.00 (one million pesos 00/100 MN) b) Up to 50% of the project without exceeding \$ 150,000.00 (one hundred and fifty thousand pesos 00/100 MN) c) For the only occasion, in the first cycle of operation of the production unit to be supported, the acquisition of biological inputs may be covered , up to an amount not exceeding \$ 50,000.00 (fifty thousand pesos 00/100 MN). d) Up to \$ 50,000.00 (fifty thousand pesos 00/100 MN) per organization or group. 	<ul style="list-style-type: none"> I. Project proposal presented by the states, according to the corresponding script. (Technical Sheet 3) II. Document issued by the State Government that establishes a commitment to contribute at least 20% of the investment in the project. III. Agreement concluded with federal entities.
Productive Improvement of Reservoirs		
<ul style="list-style-type: none"> t. Studies for reservoir management plans b. Strengthening of productive organizations c. Breeding supplies for repopulation d. Strengthening of infrastructure for the production of young and. Post- harvest management infrastructure 	<p>Up to 70% of the total cost of the project, due to the degree of marginality:</p> <p>High and Very High marginalization 70%; average marginalization 60% and Low and Very Low, 50%, without exceeding 7,000,000.00 (Seven million pesos 100/00 MN)</p>	<ul style="list-style-type: none"> I. Project Proposal presented by the Federal Entities (Script 2) and agreed with the Executing Agency. II. Document issued by the State Government that establishes a commitment to contribute at least 30% of the investment in the project. III. Provide a simple copy of the applicable fishing or aquaculture permit (s) or concession (s) of the productive organizations involved.
Commercial Aquaculture in Interior Waters		
<ul style="list-style-type: none"> a) Infrastructure (culture systems : cages, ponds or other works necessary for the operation of the unit) b) Equipment (pumps, aerators, filters, laboratory and field equipment, etc.) c) Installations (hydraulic, electrical and aeration networks) d) Specialized technical assistance (hiring of technical advisers) e) Acquisition packet technology (acquisition of technologies aquaculture production " key in hand ") 	<p>Up to 50% of the value of the project, without exceeding \$ 10,000,000.00 (Ten million pesos 100/00 MN).</p>	<ul style="list-style-type: none"> I. Have the necessary permits, authorizations and concessions for the operation of the project, issued by the CNA in the matter of water use and by SEMARNAT in environmental matters. II. Proposal of the project to develop. (Script 2). III. Document that proves the legal ownership or possession of the property, property or real estate where the project is or will be located, duly notarized. IV. Technical capabilities letter that describes and supports with professional titles and curricula , the capabilities of the project's technical operating personnel . V. Appraisal of assets related to the project, authorization of bank or supplier credit , or liquid disposition of resources in a bank current account in the name of the applicant, to prove that the complementary resources of the project are available.

Mariculture	
a) Infrastructure, Civil Works b) Installations and Equipment c) Materials d) Technical Assistance, training, Consulting e) Monitoring and evaluation of the project	Up to 50% of the value of the investments without exceeding 10,000,000.00 (Ten million pesos 100/00 MN).

Article 16. The Participating instances in the component are:

Concepts	Responsible Unit	Executing instance
Boost to Rural Aquaculture	General Coordination of Operation and Institutional Strategy	The Responsible Unit, as well as those it designates, through electronic publication on the CONAPESCA page
Commercial Aquaculture in Interior Waters		
Productive Improvement of Reservoirs		
Mariculture		

Chapter IV

Of the Integral and Sustainable Fisheries and Aquaculture Management Component

Article 17. The characteristics of the incentives and requirements are:

Concepts	Maximum Amounts	Specific Requirement
Fisheries and Aquaculture Management Projects		
a) Project planning fisheries and aquaculture	By local or state project: Up to \$ 3,500,000.00 (three million five hundred thousand pesos 00/100 MN).	Present a project for fisheries or aquaculture management arranged with the Executing Agency
Decreased Fishing Effort		
Voluntary withdrawal of larger shrimp boats	\$ 1,600,000.00 (one million six hundred thousand pesos 00/100 MN) per boat.	<ul style="list-style-type: none"> i. Original commercial fishing concession (s) and / or permission (s) for cancellation. ii. Certified copy of the document that accredits the legal possession and / or property of the boat duly certified . iii. Certificate of freedom of encumbrance of the boat to be removed in original with an antique age not more than 30 days working from the presentation of the application. iv. In the event that the boat is taxed, original consent by the creditor (s), in which you grant (s) your consent and the broadest consent that by law is appropriate for the withdrawal of the boat . v. Copy of the current National Maritime Safety Certificate . saw. Original contract with the shipyard, metal smelting plant or organization or natural person with business activity, which establishes the actions for scrapping the vessel to be removed. vii. En caso de persona moral, presentar copia certificada del acta de asamblea debidamente protocolizada en la que se otorgue la conformidad y consentimiento para el retiro de la embarcación, desguace de la misma y cancelación concesiones y/o permisos para pesca comercial respectivos.

Para el caso de Disminución del Esfuerzo Pesquero, se revisará que la embarcación a retirar haya realizado actividades de pesca comercial, por lo menos en dos de las tres temporadas de pesca siguientes: 2010-2011, 2011-2012 y 2012-2013.

La primera ministración correspondiente al 50% del incentivo, se entregará al beneficiario una vez que se haya verificado el lugar, fecha y hora de inicio del desguace, se haya elaborado el acta de ingreso al astillero y cumplido las siguientes acciones: 1. Entrega del recibo fiscal correspondiente. 2. Cancelación del (los) título(s) de pesca. 3. Que haya renunciado al incentivo de diésel marino. 4. Entrega el dispositivo de monitoreo satelital (VMS), si es sujeto del incentivo.

La segunda ministración correspondiente al 50% restante del incentivo, se entregará al beneficiario, una vez que hayan cumplido las siguientes acciones: 1. Entrega del recibo correspondiente. 2. Informa y acredita la conclusión del desguace de la embarcación, de acuerdo a las disposiciones establecidas en el Convenio de Concertación y 3. Entrega del acta notariada en la que se hace constar la conclusión del proceso de desguace, que incluya el historial fotográfico.

Artículo 18. Las instancias Participantes en el componente, son:

Conceptos	Unidad Responsable	Instancia Ejecutora
Proyectos de Ordenamiento Pesquero	CONAPESCA/Dirección General de Ordenamiento Pesquero y Acuícola	La Unidad Responsable, así como aquellas que designe, mediante publicación electrónica en la página de la CONAPESCA.
Disminución del Esfuerzo Pesquero		
Proyectos de Ordenamiento Acuícola	CONAPESCA/ Coordinación General de Operación y Estrategia Institucional.	

Capítulo V

Del Componente de Soporte para la Vigilancia de los Recursos Pesqueros y Acuícolas

Artículo 19. Las características de los incentivos y requisitos, son:

Conceptos	Montos Máximos	Requisitos
Acciones de inspección y vigilancia, las cuales contemplan: a) Gastos para asesores técnicos de pesca que participen en las acciones de inspección y vigilancia. b) Gastos para el desarrollo de campañas de difusión orientadas a combatir la pesca ilegal y prevenir la comisión de infracciones administrativas así como los instrumentos y medios para su desarrollo. c) Gastos para la operación y mantenimiento de vehículos terrestres, marítimos, aéreos y demás bienes y equipos aportados por los beneficiarios conforme al Proyecto. d) Gastos de instalación y de alimentación en bases y zonas de operación y, así como avituallamiento de embarcaciones. e) Incentives that allow beneficiaries to make available to the Secretariat the infrastructure and equipment necessary for the implementation of inspection and surveillance actions. f) Other expenses that directly allow critical situations to be addressed in the implementation of inspection and surveillance actions as defined in the project.	Individual: Up to \$ 2 ' 000,000.00 (Two million pesos 00/100 MN). Moral person: Up to \$ 6 ' 000,000.00 (Six million pesos 00/100 MN).	i. Project agreed with the Executing Agency.

Federal entities will be attended where over-exploited areas are identified, with critical situations and where it is necessary to establish and / or strengthen surveillance schemes.

Inspection and surveillance actions will be implemented in collaboration with fisheries and aquaculture producers , formally constituted organizations, societies or associations, universities and research and teaching institutions.

The beneficiaries will verify the application of the incentive received, to the extent that the inspection and surveillance actions are being carried out, considering the delivery to the Executing Agency of the following documents:

I. The fiscal and administrative documents that correspond in law, in original and copy for their comparison (invoices and / or fiscal vouchers), as well as other documents that demonstrate the exercise of resources as described the period of operation and concept of support in the project in the name of the beneficiary or in the case that the beneficiary is an organization that integrates a group of producers, original and copy for his collation of the fiscal vouchers on behalf of the participating producers, as well as the documentation that shows that it forms integral part of the benefited organization (constitutive act, act of ordinary or extraordinary assembly).

II. In the case of maritime bases, larger vessels must have satellite transceiver equipment operating and transmitting during the operation period for monitoring, which may be verified by the executing agency.

III. In the event that the beneficiaries sign a legal instrument with third parties, due to the execution of the project, they will deliver an original and a copy for their comparison of the respective documents; Y

IV. Payment lists containing name, federal taxpayer registry, if applicable, period covered, amount delivered and signature of receipt or receipts for the resources delivered to the technical fisheries advisers , for the period that covers the services that the latter have provided to the beneficiary.

Article 20. The Participating instances in the component are:

Concepts	Responsible Unit	Executing instance
Inspection and surveillance actions	CONAPESCA / Directorate General of Inspection and Surveillance	The Responsible Unit, as well as those it designates, through electronic publication on the CONAPESCA page .

Chapter VI

From the PROPECSA Component

Article 21. The characteristics of the incentives and requirements are :

Concepts	Maximum Amounts	Specific Requirement
a) By certification in training courses in: a ¢ Good management practices, health maintenance and	Up to \$ 8,000.00 (Eight thousand pesos 00/100 MN) per applicant and one course per fiscal year.	P riparian and inland water climbers and crew of larger vessels, which comply with the following: i. Applicable current commercial fishing

occupational safety. â ¢ Development of fishing gear. â ¢ Administration and marketing. â ¢ Fishing regulations.		permit or concession , of the economic unit to which the applicant belongs . ii. Document of the economic unit that proves the applicant's membership. iii. Sea, Pasavante or Tarjetón notebook.
b) For promoting the development of productive technical capacities, through: â ¢ Technical assistance program with permanent support in: Baby production , maternity management , pre-fattening and operation. â ¢ Participation in research in fish, crustaceans and molluscs: Research for the development of genetic lines resistant or tolerant to diseases. â ¢ Participation in production diversification processes .	Up to \$ 100,000 (one hundred thousand pesos 00/100 MN) per requesting economic unit .	Economic Units of the aquaculture sector, which comply with the following: i. Applicable current aquaculture permit, concession or resolution of the requesting economic unit. ii. Legal or technical document that certifies your participation in actions to promote innovation and the development of technical capacities in production processes.

Incentives will be applied in closed seasons, in the main fishery of the economic unit or in periods of inactivity of the Aquaculture Economic Units

The executing agency will verify by arrival or harvest notices of the fishing season or aquaculture cycle , as the case may be. Except, in the case of being a recently created economic unit.

Applications will be evaluated and prioritized according to the following criteria:

- I. Order of priority on receipt of the request and fulfillment of delivery of all requirements;
- II. Budget ceiling;
- III. According to the number of applications that belong to the same economic unit.

The component includes the costs of the courses taught, without exceeding 10% of the assigned budget .

The Secretariat through the Fisheries Authority will define in the Call the types of courses to be taught in each fiscal year.

Article 22. The Participating instances in the component are:

Concepts	Responsible Unit	Executing instance
Incentive for certification in training courses .	CONAPESCA / General Directorate for Organization and Development.	The Responsible Unit, as well as those it designates, through electronic publication on the CONAPESCA page .
Incentive to promote the development of productive technical capacities .		

Chapter VI

Of the Component Promotion to the Consumption of Fishing and Aquaculture Products

Article 23. The characteristics of the incentives and requirements are :

Concepts	Maximum Amounts	Requirements
a) Comprehensive campaigns to promote consumption.	Up to \$ 35,000,000.00 (Thirty-five million pesos 00/100 MN), per campaign.	i. Project agreed with the Executing Agency. ii. Curriculum Vitae, incluyendo alcance, logros y resultados de las distintas actividades y proyectos realizados.
b) Estudios de diagnóstico y consumo	Hasta \$2,000,000.00 (Dos millones de pesos 00/100 M.N) por estudio.	
c) Eventos y ferias regionales, nacionales e internacionales (tecnológicos, comerciales, gastronómicos y de salud).	Hasta un monto máximo de \$4,000,000.00 (Cuatro millones de pesos 00/100 M.N.) por evento o feria.	
d) Misiones comerciales y de intercambio	Para visitas nacionales hasta el 50% del total sin rebasar \$200,000.00 (Doscientos mil pesos 00/100 M.N.) Para visitas internacionales hasta con el 50% del total sin rebasar \$1'500,000.00 (Un millón quinientos mil pesos 00/100 M.N.) por misión comercial y de intercambio.	

Artículo 24. Las instancias Participantes en el componente, son:

Conceptos	Unidad Responsable	Instancia Ejecutora
a) Campañas integrales de promoción de fomento al consumo.	CONAPESCA/Dirección General de Organización y Fomento.	La Unidad Responsable, así como aquellas que designe, mediante publicación electrónica en la página de la CONAPESCA.
b) Estudios de diagnóstico y consumo		
c) Regional, national and international events and fairs (technological, commercial, gastronomic and health).		
d) Missions commercial and of		

Chapter VII**Of the priority fishing and aquaculture projects**

Article 25. In order to facilitate the application of resources and in the case of projects of national priority, state, regional or national impact defined by the Secretariat and that address the problems of a Product System, a region or critical factor that compromises the development of the sector, may establish concepts and maximum amounts of support and percentage of contributions, different from those established in this agreement and the recognition of the contributions of the beneficiaries through pre-existing assets and / or in kind according to the characteristics of the target population, the strategic issue and the expected impacts, and originate from various components of this program.

The strategic projects referred to in the preceding paragraph must consider for their presentation to the head of the Secretariat, the justification regarding priority, impact, the problem they intend to address, the target population; and the expected results and the designation of an Executing Agency.

These strategic projects must be previously analyzed by the Units Responsible for the program, which will evaluate their origin and verify the adherence of the proposal to the need for attention to strategic factors or assets for the scope of application, and the sufficiency or corresponding budget authorization, in order to propose to the head of the Secretariat their approval and the issuance of the corresponding specific guidelines.

TITLE III.**From operating mechanics****Chapter I****Of the operating procedure**

Article 26. Procedure to process the incentives, will be in accordance with the following stages:

I. Request:

- a) The application to obtain incentives for the Program for the Promotion of Fisheries and Aquaculture Productivity (Annex I) must be submitted with the corresponding requirements, on the date and location established, on the website www.conapesca.gob.mx and in the windows.
- b) The window checks and receives the documents; if all the required documentation is fulfilled, register the application in the SURI and give the applicant an acknowledgment of receipt with the registration folio which must be kept for the follow-up and completion of its process and;
- c) If the applicant lacks any of the requirements (s) indicated for the required incentive, he will be informed in writing, at the time of submitting his application and will have a maximum period of 10 working days to complete his file. If the term has elapsed without the prevention being approved, the application will be considered as not submitted. Once the applicant has completed the requirements, the process will continue.

The simple presentation of the single application at the windows does not create the right to obtain the requested incentive.

II. Opinion:

- a) The executing agency performs the technical evaluation and in case of finding any inconsistency, a period of 10 working days will be granted to solve it, from the notification to the applicant.
- b) For the components of Energéticos Gasolina Ribereña and Diésel Marino, the Responsible Unit will make a random review of 10% of the requests ruled by the Executing Agency.
- c) An opinion is issued.
- d) The Executing Agency publishes the list of the pages of the approved and rejected applications in the corresponding windows, on the electronic page of the Executing Agency and CONAPESCA www.conapesca.gob.mx; within a period not exceeding two months from the date of closing of the windows.

III. Formalization and delivery of incentives:

- a) The legal or technical instrument (Annex XII) is formalized with the beneficiary, if applicable.
- b) The incentive is delivered to the beneficiary or supplier at the expense and order of the same beneficiary, as the case may be. The beneficiary will be responsible for the application of the resource for the authorized purposes and the completion of the works.
- c) In the case of the components that require it, the beneficiary may only receive the incentive, if he presents a bank or supplier credit authorization, or accredit by means of a current account statement the liquid disposition of resources in a bank current account in the name of the applicant or format of complementary resources of moral or physical persons (annexes II and III) or bond, as the case may be; that proves that it has sufficient resources to cover the amount of its contribution established in the project, within a period of 30 calendar days, after the notification of approval of its application, for which the corresponding administrative act must be drawn up.

IV. Monitoring and supervision in the application of incentives

- a) The documents that guarantee the receipt of the incentives are the original receipts or invoices that comply with the tax requirements presented by the beneficiaries and / or their representatives legal, and the verification of the expenditure of the public resource on the part of the Executing Agency, regardless of the follow-up until the settlement,
- b) For incentives that are applied directly or through the list of beneficiaries, through electronic means of payment to the account (bank system) or means of disposal of each beneficiary, in name or in bulk with the support of a financial intermediary, the documentation that guarantees the delivery receipt of the incentives will be the deposit order of the Executing Agency or the reports or reports of the Financial Intermediary, and
- c) The beneficiaries must meet the information requirements on the progress in the application of the incentives received, as well as the supervision or verification visits by the Responsible Unit.

V. Settlement

At the end of the actions agreed in the respective legal instruments, the Beneficiary and the Executing Agency will prepare the Settlement Act, which must contain the breakdown of the amounts of federal resources received, applied and, where appropriate, returned to TESOFE, the interests generated, applied and informed to it and the actions developed with these resources.

TITLE IV**Of Complementary Provisions****Chapter I****Of the rights and obligations and sanctions of the beneficiaries**

Article 27. Those who are beneficiaries of the incentives will be subject to the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive advice from the Responsible Units, the Fishing Subdelegations and / or Executing Agencies, regarding the program and its respective components and the selection procedures;
- b) Acquire the goods with the supplier that you freely choose;
- c) File complaints and denunciations in the terms established in article 44 of these Operation Rules; Y
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Units and / or Executing Agency in the terms established in the Federal Law of Administrative Procedure.

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these operating rules;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation;
- c) Accepting and facilitating the review and verification of the correct application of resources by of any instance of control as required or if any of the responsible unit or executing instance;
- d) Request in writing any modification that they intend to make to the authorized project and the conditions of the direct and indirect incentives, which must be resolved by the Executing Agency within 10 business days following the presentation of the request, otherwise it will be will consider resolved in the negative sense. In the event that the information is not complete, the applicant will be informed within a period of no more than 10 business days from receipt of the request. In case of not solving the requirement, the request will be rejected;
- e) Those specifically established in the program and the components of these Operating Rules ; Y
- f) For incentives that are dispersed via bank deposit, you must provide and / or maintain the corresponding account in force. When it comes to incentives granted based on a pattern, producers undertake to make timely changes to keep it updated.

Article 28. Incentives will not be granted for the following concepts:

- I. The purchase of land;
- II. The purchase of used equipment and machinery; unless expressly provided otherwise, established in the programs or components;
- III. Repairs and spare parts unless expressly provided otherwise, established in the programs or components;
- IV. The purchase of any type of vehicle or boat with luxury characteristics that is of line or by prefabricated order, except for the acquisition of new chassis cargo land transport vehicles from 1 ton to 10 tons;
- V. Working capital;
- SAW. Payment of liabilities;
- VII. Building for residential use; Y
- VIII. The others that do not correspond to the incentives of each component.

**Chapter II
Of the Audit**

Article 29. The resources that the Federation grants for the programs and / or components may be audited by the Secretariat of the Public Function, the Internal Control Body in the Secretariat and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Secretariats of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having it has been the subject of an agreement and is transferred for its application to any other instance other than the Secretariat.

**Chapter III
Operating Expense**

Article 30. Of the resources assigned to the Program for the Promotion of Fisheries and Aquaculture Productivity in its different components, 5% will be destined for the actions of evaluation, supervision, operation of the programs, and dissemination from the resources authorized to this program in function of the following distribution:

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP) **	1.0%
TOTAL	5.0%

* The Responsible Unit will define, in the legal instrument that it signs with the Executing Agency, the percentage that will be assigned to it for the operation and supervision of the component.

** Exceptions are made to those components that do not make use of the State structure of the Secretariat, nor of their delegations, Districts and Rural Development Support Centers , for which said percentage will be exercised and destined for operation and supervision by of the Unit Responsible for the component.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with the FFOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products generated from the principal of the program may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published, resources, as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV

Of the Evaluation, Supervision and Follow-up

Article 31 . In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law, and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, observing the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

La Dirección General de Planeación y Evaluación de la Secretaría, será la unidad administrativa que deberá establecer, contratar y en su caso, operar y supervisar el proceso de la evaluación externa nacional de cada uno del programa y componentes sujetos a este proceso.

Dicha unidad deberá ser ajena a la operación del programa y al ejercicio de los recursos presupuestarios; asimismo, será la encargada de emitir los lineamientos generales para las evaluaciones nacionales, en términos de la normatividad aplicable. Para el caso de la evaluación externa estatal, los Comités Técnicos Estatales de Evaluación serán los responsables de contratar y supervisar dicho proceso de conformidad con los lineamientos que emita para tal efecto la Dirección General de Planeación y Evaluación.

En caso de que las evaluaciones externas nacionales o estatales requieran realizar encuesta a beneficiarios, éstas deberán iniciarse una vez alcanzado, al menos el 60% de los recursos entregados a los beneficiarios; por lo que el ejercicio de los recursos destinados a las evaluaciones estarán en función del calendario establecido en los lineamientos generales que para tal efecto emita la Secretaría.

La evaluación de resultados de los programas comprenderá, además la verificación del grado de cumplimiento de objetivos y metas, con base en indicadores estratégicos y de gestión (Matriz de Indicadores para Resultados) que permitan evaluar los resultados de la aplicación de los recursos públicos, a fin de fomentar una gestión basada en resultados y consolidar el Sistema de Evaluación de Desempeño, implementando acciones para mejorar el quehacer de la administración pública mediante el seguimiento a las principales recomendaciones derivadas de las evaluaciones.

Para efectos de las presentes Reglas de Operación la definición de los indicadores estratégicos y de gestión del Programa, se realizó con base en la metodología de marco lógico, considerándose los principales indicadores a nivel de propósito y componente.

Los siguientes indicadores permitirán medir el logro de los objetivos del Programa:

OBJETIVOS	NOMBRE DE INDICADOR	FRECUENCIA DE MEDICIÓN
Unidades económicas incrementan la producción pesquera y acuícola.	Tasa de variación de la producción pesquera y acuícola	Annual
Incentivos económicos entregados a las unidades económicas pesqueras y acuícolas para la capitalización de su unidades productivas	Percentage of economic fishing and aquaculture units supported with increased assets.	Quarterly
Economic incentives given to fisheries and aquaculture producers for their productive and commercial integration	Percentage difference in the number of actions that impact the marketing of fishery and aquaculture products of the Product System Committees	Quarterly (from the second quarter)
Economic incentives given to develop economic units for rural aquaculture, inland aquaculture, mariculture and reservoirs	Percentage of incentivized economic units that contribute to the strategic development of aquaculture.	Quarterly (from the second quarter)
Incentives for fisheries and aquaculture management that contribute to the sustainable use of resources	Percentage of fisheries production subject to management projects that contribute to its sustainable use.	Annual
Incentives intended to strengthen compliance and regulatory compliance.	Percentage of closed days covered with surveillance actions carried out in collaboration with the productive sector, compared to the previous year.	Biannual
Direct incentives given to aquaculturists and fishermen, affected by periods of low production.	Percentage of aquaculturists and fishermen who receive direct incentives for productive efficiency.	Quarterly (from the second quarter)
Economic incentives to promote the consumption of fish and shellfish	Percentage of people who consume seafood 2-3 times per week	Biannual

Article 32 . To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the Directorate General for Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the programs and / or components, as well as of strategic projects.

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as for the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the programs, components and projects a office.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system, will determine through a random procedure the verification and supervision of the supports granted under each component.

In the specific case of the Concurrence Program with Federal Entities, the supervision will be carried out through the SAGARPA Delegations in each entity.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the programs and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 3 3 . It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by component, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the Secretariat's website www.sagarpa.gob.mx and of each spending executor no later than the last business day of December of the year that is reported and must be updated, if applicable, with the data of the corresponding settlement.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system, will determine by random procedure the verification and supervision of the incentives granted under each component.

The stationery, official documentation, as well as the advertising and promotion of the program and component, must include the logo of the Secretariat and the following legend: "*This program is public, oblivious to any politic party. The use for purposes other than those established in the program is prohibited.*" .

Article 3 4 . To carry out the tasks of disseminating the programs and components, the General Directorate for Programming, Budget and Finance of the Official Office, will reserve at the central level an amount of up to 0.3% of the original budget authorized for the program and components, to be exercised by the Coordination General of Social Communication.

Article 3 5 . The Secretariat will continue with the Accountability System on the destination of the fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity, municipality and locality, productive activity, link in the value chain, concept of support, fiscal amount granted and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities. Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR 's; monthly publish a report on compliance with the delivery of information by the UR 's; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR 's must identify their support concepts.

Chapter VI

Of Gender Equity

Article 3 6 . The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

Of the Powers and Obligations of the Instances

Article 37 . The faculties will be regulated according to the following:

- I. In the exercise of the powers and responsibilities for the application of the incentive supports referred to in these Operation Rules, there will be a Responsible Unit and an Executing Agency as the case may be, which are established in this chapter.
- II. The Responsible Unit will have the following powers and obligations:
 - a) Analyze and, where appropriate, approve the criteria for the operation of the programs and / or components, upon the proposal of the Executing Agency;
 - b) Publish on the website of the Secretariat, the regulations for the operation of the programs and components before the opening of windows;
 - c) Define the procedures to operate the programs, components, incentives or strategic projects, in accordance with the provisions of these Operation Rules;
 - d) Establish the criteria to approve the modifications to the projects requested by the beneficiaries as long as they do not affect the agreed impact and target population;
 - e) Establish the criteria for the necessary modifications and / or extensions when it is required to extend the validity of the approved incentive supports for the execution of the authorized supports, as long as they do not imply an increase in the federal resource support or compromise resources of exercises subsequent, which should not be more than half of the originally authorized period;
 - f) In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the program, component or strategic project is carried out in accordance with the provisions of these Operation Rules and the applicable regulations.
 - g) Authorize windows, determine or modify the periods and dates of opening and closing.
 - h) Request reports from the Executing Agencies and / or beneficiaries;
 - i) Review the report of the public account of the program and / or component with the final relationship of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued to TESOFE; this relationship cannot be modified
 - j) In coordination with the General Directorate of Planning and Evaluation, carry out or order the supervision and inspection visits to verify that the incentives granted have been granted and used in accordance with the applicable regulations;
 - k) Authorize the reallocation of available resources when they have not been ministered, due to the cancellation of projects approved applications;
 - l) Exercise the power conferred by legal provisions, to give priority to strategic projects of federal, regional application and implement their direct execution with auxiliary bodies or through the entities that allow them to fulfill their powers

through the instruments respective;

- m) To subscribe the agreements or collaboration, institutional coordination or concertation agreements and other legal and technical instruments for carrying out the actions of the components referred to in these Operation Rules, as appropriate, with dependencies and entities of the Administration Federal, state or municipal public, research and / or higher education centers or institutions, national and international organizations, as well as producer organizations, civil associations and professional service providers , among others.
 - n) Add or replace Executing Instances, with the prior agreement of the Head of the Secretariat, and must be published on the electronic page of the Secretariat,
 - o) Coadyuvar con las instancias ejecutoras correspondientes, en la instauración, seguimiento y emisión de las resoluciones de los procedimientos administrativos instaurados para determinar incumplimiento de obligaciones por parte de los beneficiarios, y en su caso, formalizar la cancelación de los apoyos incentivos y ejercer las acciones legales pertinentes conforme a la legislación aplicable, y
 - p) En general, todas las facultades y obligaciones necesarias para la consecución de los objetivos del programa, componentes, incentivos o proyectos estratégicos, conforme a lo establecido en las presentes Reglas de Operación y legislación aplicable.
- III. La Instancia Ejecutora, tendrá las siguientes facultades y obligaciones:
- a) Operar los componentes, incentivos y proyectos estratégicos conforme lo establecido en las presentes Reglas de Operación;
 - b) Aplicar los criterios para aprobar las modificaciones de los proyectos que soliciten los beneficiarios siempre y cuando éstas no afecten el impacto y la población objetivo acordados;
 - c) Publicar en su página electrónica los criterios de operación y calificación de apoyo de los programas y/o componentes establecidos en las presentes Reglas de Operación;
 - d) Evaluar, y dictaminar las solicitudes presentadas, conforme a los requisitos de elegibilidad y criterios de selección previstos en las presentes Reglas de Operación y en su caso, emitir el dictamen técnico de los proyectos y aprobar los montos de apoyo los incentivos correspondientes;
 - e) Emitir las convocatorias para la presentación de solicitudes de apoyo de los incentivos en concordancia con la Unidad Responsable
 - f) Proponer la reasignación de recursos que lleguen a generarse cuando no se hayan ministrado o con motivo de la cancelación de proyectos solicitudes aprobadas o desistidas antes de efectuar el cierre de Cuenta Pública;
 - g) Emitir las resoluciones de los procedimientos administrativos instaurados para determinar incumplimiento de obligaciones, y en su caso, formalizar la cancelación de los apoyos incentivos y ejercer las acciones legales pertinentes conforme la legislación aplicable, e informar a la Unidad Responsable. En caso de estar imposibilitada por la normatividad para emitir dichas resoluciones, deberá informar y proporcionar a la unidad responsable todas las documentales públicas y/o privadas en donde conste dicho incumplimiento, para que ésta pueda emitir la resolución administrativa correspondiente y en su caso, formalizar la cancelación de los apoyos incentivos y ejercer las acciones legales pertinentes conforme a la legislación aplicable.
 - h) Cancelar en forma total o parcial los proyectos incentivos en caso de que el beneficiario no cumpla con lo previsto en las presentes Reglas de Operación;
 - i) Cancelar los proyectos o incentivos, en caso de que los beneficiarios no suscriban los instrumentos jurídicos y técnicos correspondientes o no realicen la aportación señalada en las presentes Reglas de Operación;
 - j) Llevar el control y registro detallado de la aplicación de los recursos y el avance pormenorizado de las metas del cada programa o componente, así como de la elaboración y envío a la Unidad Responsable correspondiente de la Secretaría, de los informes físico-financieros que se deberán elaborar y enviar con una periodicidad mensual y trimestral.
 - k) Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits and any other required by the Responsible Unit , which allows verifying that the incentive supports granted have been authorized and used in accordance with the regulations applicable;
 - l) Request the beneficiary to submit progress reports; according to the case;
 - m) Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports;
 - n) Register, and keep updated the information of the Program in SURI;
 - o) Integrate the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE, for delivery to the Responsible Unit . This relationship cannot be modified.
 - p) Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
 - q) Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
 - r) File complaints, demands and any other legal actions for the fulfillment of the objectives of the programs, according to the applicable regulations;
 - s) Notify the Unit Responsible for the incentives, as well as the Official Office regarding the resolutions referred to in Article 15 of the Operating Rules;
 - t) Present in coordination with the Fisheries Subdelegations the work program of the incentives agreed with their respective goals and amounts, if applicable;
 - u) Present the verification of the resource at the end of the corresponding fiscal year;
 - v) Keep updated the Directory of Natural and / or Moral Persons who lose their right to receive incentives from the programs Subject to SAGARPA's Operation Rules, according to article 8 section III of these Operation Rules, and
 - w) Verify the destruction of the replaced equipment; Y
 - x) In general, all the powers and obligations necessary to achieve the objectives of the programs and / or components.

The powers and responsibilities of the Executing Agencies will be formalized in the legal and technical instrument that, to that end, and where appropriate, they sign with the Secretariat, and will be published on the CONAPESCA website: www.conapesca.gob.mx.

Chapter VIII Of public goods

Article 38 . The Ministry may agree with interested persons to carry out the necessary actions to achieve the objectives of the components of the program that allocate incentives to expand the supply of public goods, in terms of the Planning Law.

For this purpose, the components that allocate incentives to expand the supply of public goods are: Works and Studies for the Improvement of Fishing and Aquaculture Productivity, Integral and Sustainable Fishing and Aquaculture Management , Support for the Surveillance of Fishing and Aquaculture Resources, Development to the Consumption of Fishery and Aquaculture Products and Productive and Commercial Integration of Fisheries and Aquaculture.

The Responsible Units and Executing Instances of the components and / or incentives that have recourse for public goods will have the same obligations and powers established in these Operation Rules.

I. For the concertation of actions tending to the fulfillment of the objectives of the components and / or incentives, the following will be considered:

- a) The Responsible Unit will evaluate, among other aspects, the profile and experience of the interested legal entities, technical, administrative and financial capacity to achieve the objectives.
- b) Priority will be given to legal entities with whom the Secretariat has a legal instrument in force by virtue of which their collaboration is established, only justifying the reason that said person is the ideal person to carry out or continue carrying out the corresponding actions .

Chapter I X

From the Institutional Coordination

Article 39 . The Responsible Unit will have the power to sign agreements and legal instruments to carry out program actions and components referred to in these Operation Rules , as appropriate, with dependencies and entities of the Federal Public Administration, research centers or institutions and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others.

Chapter X

Of sanctions, complaints and denunciations

Article 40 . In the event that the beneficiary fails to comply with any of the obligations indicated in article 27 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executing Agency or the Responsible Unit and according to their powers, the incentive will be canceled and the return thereof, plus the financial products generated , will be canceled and will be registered by the Executing Agency or the Responsible Unit in the directory of persons physical and / or moral that lose their right to receive incentives, which is in charge of the SAGARPA Senior Official, until the detected non-compliance is rectified. The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and the supervisory bodies .

Once the Executing Agency is aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure and prepare a draft resolution for validation and, where appropriate, issuance by the Responsible Unit. If during the administrative procedure the causes of non-compliance are rectified, said procedure will be terminated, and a report on each particular case must be sent to the executing agency. The Executing Agency must formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and in where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 41 . Beneficiaries and citizens in general may submit their complaints and claims in writing , regarding the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the Municipal Control Body , corresponding Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>) via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by phone at 01 800 90 61 900 (OIC Complaints Area at Insurgentes Sur Secretariat 489, Mezzanine, Mexico, DF) in the Federal Entities through the complaints receiving offices at the following telephone numbers : Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Federal District 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatan 01 (999) 943 69 88 and, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact Center toll free 01800 38 624 66, in the interior of the Republic, 01 800 47 523 93 free of charge from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollerships of the Federal Entities, they must notify the Internal Control Body of the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST .- This Agreement will enter into force on January 1, 2014.

SECOND .- As of fiscal year 2014, the present Rules of Operation of the Program for the Promotion of Fisheries and Aquaculture Productivity, and its components will be the only ones applicable to it, therefore, by means of the publication in the DOF of this agreement, they remain without effect any other Operation Rule , guidelines, addition, update or modification that have been published prior to this agreement, unless expressly stated otherwise in this Rule.

THIRD .- Pursuant to the fourteenth and fourth transitory articles of the Decree that establishes the one that establishes the National System for the Crusade against Hunger, the expenditures made to comply with said Decree, will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .

FOURTH .- To comply with the provisions of Article Twenty of the Decree establishing the measures for the efficient, transparent and efficient use of public resources, and disciplinary actions budget in the exercise of public spending and for modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH .- If appropriate, requests for support ruled favorably during the immediately preceding year may be supported with resources from fiscal year 2014 , when for reasons of budget sufficiency they could not have been met.

*Nombre de la organización: _____

*Número de socios, integrantes o trabajadores de la organización a la que pertenece el solicitante: _____

*Hombres _____ *Mujeres _____

*Número de embarcaciones menores autorizadas con que cuenta la organización: _____

*Número de motores autorizados con que cuenta la organización: _____

3. TIPO DE INCENTIVO QUE SE REQUIERE:

- | | | |
|--|---|--|
| <input type="checkbox"/> Sustitución de Motor y/o Embarcación. Adquisición de Equipo de conservación, Sistema de localización (GPS). | <input type="checkbox"/> Integración Productiva y Comercial Pesquera y Acuicola | <input type="checkbox"/> Obras y Estudios para el Mejoramiento de la Productividad Pesquera y Acuicola |
| <input type="checkbox"/> Diésel Marino | <input type="checkbox"/> Disminución del Esfuerzo Pesquero | <input type="checkbox"/> Modernización de la Flota Pesquera Embarcaciones Mayores |
| <input type="checkbox"/> Gasolina ribereña | <input type="checkbox"/> Soporte para la vigilancia de los Recursos pesqueros y acuícolas | <input type="checkbox"/> Acuicultura Rural |
| <input type="checkbox"/> Acuicultura Comercial en Aguas Interiores | <input type="checkbox"/> Maricultura | <input type="checkbox"/> Mejoramiento Productivo de Embalses |
| <input type="checkbox"/> PROPESCA | | |

*Campos obligatorios.

DATOS DEL INCENTIVO SOLICITADO

4. INCENTIVO PARA SUSTITUCIÓN DE MOTOR Y/O EMBARCACIÓN, ADQUISICIÓN DE: EQUIPO DE CONSERVACIÓN, SISTEMA DE LOCALIZACIÓN GPS.

Motor Solicitado:

Caballaje (HP):	Marca:	Modelo:	Monto de acuerdo a cotización:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Motor a Sustituir:

Caballaje (HP):	Marca:	Modelo:	No. de serie:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Embarcación Solicitada:

Eslera (Mts): cotización:	Manga (Mts):	Modelo:	Monto de acuerdo a
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Embarcación a Sustituir:

Eslera (Mts):	Manga (Mts):	Año de constr.:	No. Tripulantes:	Material de Construcción:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Parámetros técnicos para el cálculo de la Cuota Energética

Tipo de cultivo:	Tanque de combustible:	Litros
Extensivismo	Espacio abierto a producción:	Has
Semi - intensivo	Espacio en operación:	Has
Intensivo sin energía eléctrica	Densidad de siembra	m2
Intensivo con energía eléctrica	Especies (s) en producción:	

Producción anual esperada:

Miles	Millones	Toneladas
-------	----------	-----------

Detalle y Consumo Anual de Diésel por concepto de Bombas y Calderas

Cantidad	Marca	Potencia HP	Litros/Hora	Horas/Día	Días/Año	Consumo / Anual

6.3 INCENTIVO PARA INSTALACIONES MARICULTIVO

Clave RNPA instalación

--	--	--	--	--	--	--	--	--	--

Nombre de la instalación: _____

Superficie de Operación (espacio del polígono): _____ Has

Cantidad de Cercos: _____

Coordenadas de la ubicación de la instalación de maricultivo: _____

Duración del ciclo productivo: _____ Días

Número de Permiso o Concesión	Vigencia		Especie
	Inicio (DD/MM/AA)	Fin (DD/MM/AA)	

Detalles de embarcaciones que operan en la instalación de Maricultivo

R.N.P.A en su caso	Nombre de la embarcación	Tipo de Faena		Matricula	H.P.	Tanque (litros)
		Arrastre	Mantenimiento			

Estatus		Auxiliares		Periodo de Operación (DD/MM/AAAA)	
Propia	Arrendada	SI	NO	Inicio	Fin

7. INCENTIVO PARA SOPORTE PARA LA VIGILANCIA DE LOS RECURSOS PESQUEROS Y ACUÍCOLAS

Datos de Proyecto

Nombre del Proyecto: _____

Estado (s): _____

Municipio (s): _____

Influencia del Proyecto:

Local: Regional: Nacional:

Número de Socios que integran la Organización: _____ Mujeres: _____ Hombres: _____

Descripción del Proyecto: _____

8. INCENTIVO PARA DISMINUCIÓN DEL ESFUERZO PESQUERO

8.1 Datos de Permisos

Tipo de título: _____ Permiso: _____ Concesión: _____

Número de Permiso o Concesión de Camarón: _____ Vigencia del: _____ al _____
 (DD/MM/AAAA) (DD/MM/AAAA)

Otros Permisos o Concesiones

No. _____ Especie: _____ Vigencia del: _____ al _____

No. _____ Especie: _____ Vigencia del: _____ al _____

No. _____ Especie: _____ Vigencia del: _____ al _____

Datos de Embarcación: _____

Nombre de la Embarcación: _____

No. de Matricula: _____ Clave RNPA: _____

Puerto Base: _____

8.2 Características de la Embarcación:

Año de construcción: _____ Eslora (Mts.) _____ Manga (Mts.) _____ Puntal (Mts.) _____

Toneladas Brutas: _____ Toneladas Netas: _____ Capacidades de acarreo T.M. _____

Capacidad de Bodega (m3): _____ Sistema de Conservación: _____

Características del motor: _____ Serie: _____

Modelo: _____ Marca: _____ Potencia HP: _____

9. INCENTIVOS PARA INTEGRACIÓN PRODUCTIVA Y COMERCIAL PESQUERA Y ACUÍCOLA

Marcar con X el o los tipo (s) de incentivo (s) que solicita.

a) Sistemas Producto Pesqueros y Acuícolas	b) Transformación, Desarrollo y Comercialización de Productos Pesqueros y Acuícolas	c) Adiestramiento Pesquero y Acuicola
<input type="checkbox"/> Profesionalización	<input type="checkbox"/> Infraestructura	<input type="checkbox"/> Cursos-talleres y/o procesos de formación
<input type="checkbox"/> Reuniones de trabajo	<input type="checkbox"/> Equipamiento y mobiliario	<input type="checkbox"/> Certificación
<input type="checkbox"/> Estudios y proyectos	<input type="checkbox"/> Estructura de montaje para puntos de venta móvil	<input type="checkbox"/> Asistencia Técnica Integral
<input type="checkbox"/> Desarrollo comercial y empresarial	<input type="checkbox"/> Certificación de productos y procesos	<input type="checkbox"/> Visitas grupales de intercambio de experiencias
<input type="checkbox"/> Recursos informáticos y de comunicación	<input type="checkbox"/> Distribución	
	<input type="checkbox"/> Estudios técnicos para desarrollo de nuevos productos	
	<input type="checkbox"/> Desarrollo de empaque e imagen	

Monto total solicitado por incentivo: _____

10. INCENTIVO PARA OBRAS Y ESTUDIOS PARA EL MEJORAMIENTO DE LA PRODUCTIVIDAD PESQUERA Y ACUÍCOLA

10.1 Datos de Proyecto

Nombre del Proyecto _____

Domicilio del Proyecto _____

10.2 Tipo de Proyecto

- | | |
|--|---|
| <input type="checkbox"/> Desazolves para áreas de producción pesquera y navegación de embarcaciones.
<input type="checkbox"/> Obras de protección marginal.
<input type="checkbox"/> Infraestructura Eléctrica de Alta y Mediana Tensión y Subestaciones y Equipamiento eléctrico.
<input type="checkbox"/> Estudios de factibilidad técnica y económica, Proyectos Ejecutivos y Manifestaciones de Impacto Ambiental para Obras de Infraestructura de rehabilitación lagunar y canales de navegación.
<input type="checkbox"/> Estudios de factibilidad técnica, económica, proyecto ejecutivo y Manifestación de Impacto Ambiental para obras de atracaderos y lonjas pesqueras. | <input type="checkbox"/> Infraestructura de atraque, acopio y comercialización (atracaderos integrales, lonjas pesqueras muelles flotantes y rampas de botado).
<input type="checkbox"/> Arrecifes Artificiales.
<input type="checkbox"/> Equipamiento eléctrico (Motor eléctrico, transformadores, centro de carga, tablero o centros de control y material eléctrico).
<input type="checkbox"/> Estudios de factibilidad técnica, económica, proyecto ejecutivo y Manifestación de Impacto Ambiental y formato H para obras de arrecifes artificiales.
<input type="checkbox"/> Estudio de factibilidad técnica, económica, proyecto ejecutivo y manifestación de impacto ambiental o en su caso exención de la manifestación, para obras de rampas de botado, muelles flotantes y protección marginal. |
|--|---|

11. MODERNIZACIÓN DE LA FLOTA PESQUERA EMBARCACIONES MAYORES

Nombre de la embarcación a modernizar	RNP del biom	Monto total	Monto solicitado federal	Monto de aportación del productor	No. de permisos de pesca	Especie	Años en los que recibió apoyo	No. certificado de seguridad marítima	Vigencia de certificado de seguridad marítima

12. ACUACULTURA RURAL

Ficha de Identificación Estatal del Incentivo Acuicultura Rural (V, Ficha técnica 3)

Ficha de Identificación de Unidades de Producción Estatales Sujetas al Incentivo de Acuicultura Rural (Anexo VI, Ficha técnica 4).

13. ACUACULTURA COMERCIAL EN AGUAS INTERIORES

No. de Autorización/Permiso en Materia de Impacto Ambiental: _____
 Vigencia: _____

No. de Permiso/Concesión para Uso de Agua: _____
 Vigencia: _____

No. de Permiso/Concesión de Acuicultura: _____
 Vigencia: _____

Propuesta del proyecto a desarrollar (Anexo VII).

14. MARICULTURA

No. de Autorización/Permiso en Materia de Impacto Ambiental: _____
 Vigencia: _____

No. de Permiso/Concesión para Uso/Descarga de Agua: _____ Vigencia: _____

No. de Permiso/Concesión de Acuicultura: _____
 Vigencia: _____

No. de Permiso/Concesión para Uso de Zona Federal Marítima Terrestre: _____
 Vigencia: _____

Propuesta del proyecto a desarrollar (Anexo VII).

15. MEJORAMIENTO PRODUCTIVO DE EMBALSES

No. de Autorización/Permiso en Materia de Impacto Ambiental: _____
 Vigencia: _____

No. de Permiso/Concesión para Uso de Zona Federal Marítima Terrestre: _____
 Vigencia: _____

No. de Permiso/Concesión de Acuicultura: _____
 Vigencia: _____

No. de Permiso para Introducción de Especies Vivas en Aguas Federales: _____
 Vigencia: _____

Propuesta del proyecto a desarrollar (Anexo VII).

16. INCENTIVOS PARA PROPESCA

Por certificación en Cursos de capacitación y adiestramiento

Por promover el desarrollo de capacidades técnicas productivas

Nombre de la Unidad Económica a la que pertenece el solicitante, en su caso: _____
Ha recibido algún curso de capacitación, indicar cual: _____

17. DOCUMENTOS QUE ACOMPAÑAN LA SOLICITUD

17.1 DOCUMENTOS GENERALES

PERSONAS FÍSICAS:

Copia de Identificación Oficial con fotografía.

Copia de CURP

Copia de RFC

Copia del comprobante de domicilio (No mayor a 3 meses de antigüedad).

Copia del poder del representante legal vigente (en su caso).

Copia de identificación oficial con fotografía del Representante legal (en su caso). Deberá coincidir con los datos de la CURP del formato de solicitud.

En su caso, comprobante del domicilio del representante legal, de fecha no mayor a tres meses

PERSONAS MORALES:

Copia de Acta constitutiva y, en su caso, el instrumento notarial donde consten las modificaciones a ésta y/o a sus estatutos

Copia de RFC

Copia de Comprobante de domicilio fiscal

Copia del Acta notariada de la instancia facultada para nombrar a el (los) representante (s) donde conste el poder general para actos de administración o de dominio.

CURP del representante legal

Copia de identificación oficial del representante legal; deberá coincidir con la CURP del formato de solicitud

Copia de Comprobante de domicilio del representante legal.

Copia del poder del representante legal vigente.

DOCUMENTOS ESPECÍFICOS

Copia(s) de Permiso (s) o Concesiones de pesca o acuicultura vigente (s).

Avisos de arbo, originales, copia certificada o copia (en su caso).

Copia del Certificado Nacional de Seguridad Marítima vigente.

Copia documento legítima posesión y/o propiedad de la Unidad Productiva.

- | | |
|--|---|
| <input type="checkbox"/> Original y copia de Constancia de socio activo o de asociación o sociedad. | <input type="checkbox"/> Copia del certificado de Matrícula de la Embarcación. |
| <input type="checkbox"/> Cotización del equipo solicitado. | <input type="checkbox"/> Avisos de cosecha |
| <input type="checkbox"/> Original del certificado de libertad de Gravamen. | <input type="checkbox"/> Original de contrato con el astillero, en el que se establezcan las acciones del desguace de la embarcación a retirar. |
| <input type="checkbox"/> Original de anuencia por parte del (os) acreedor(es) En el que se otorgue (n) su conformidad y consentimiento para el retiro de la embarcación. | <input type="checkbox"/> Original de la solicitud de cancelación de la concesión o permiso de pesca comercial en altamar, correspondiente a la embarcación a retirar. |
| <input type="checkbox"/> Original de escrito en donde el solicitante se obliga a proceder al desguace de la embarcación a retirar. | <input type="checkbox"/> Permiso de la Secretaría de Comunicaciones y Transportes (SCT) y la SEMAR (Formato H) |
| <input type="checkbox"/> Propuesta del proyecto a desarrollar. | <input type="checkbox"/> Documento que acredite la legal propiedad o posesión del predio, bien o inmueble donde estará ubicado el proyecto u obra de infraestructura. |
| <input type="checkbox"/> Resolución favorable en materia de impacto ambiental vigente. | <input type="checkbox"/> Acta constitutiva que acredite la integración de las unidades de producción acuícolas. |
| <input type="checkbox"/> Acta de asamblea donde expresen su voluntad de asumir los compromisos y obligaciones derivadas del proyecto de electrificación. | <input type="checkbox"/> Protocolo de Manejo Sanitario validado por la autoridad sanitaria local. |
| <input type="checkbox"/> Dictamen de CFE mediante el cual valide la viabilidad técnica del proyecto. | <input type="checkbox"/> Convenio celebrado con los propietarios de los terrenos, en donde éstos ceden u otorgan los derechos de servidumbre de paso de acuerdo a la trayectoria de la infraestructura eléctrica. |
| <input type="checkbox"/> Permiso para la captura de camarón, calamar, escama marina, sardina, pulpo, tiburón y atún con palangre, vigentes | <input type="checkbox"/> Formato de compromiso de aportación de los recursos complementarios requeridos para el proyecto |
| <input type="checkbox"/> Libreta de mar, Pasavante o Tarjetón | <input type="checkbox"/> Documento jurídico o técnico (protocolo) de participación en acciones de innovación y desarrollo de capacidades técnicas |

17.2. Sabedor de las penas a que se hacen acreedores a quienes declaran falsamente a las autoridades distintas a la judicial, declaro bajo protesta de decir verdad que los datos contenidos en este documento son ciertos y que la información que presente es verdadera durante el proceso de aplicación y comprobación del incentivo, pues de lo contrario se instaurará en mi contra el procedimiento administrativo tendiente a la cancelación del incentivo, sin perjuicio de sanciones que, conforme a la legislación aplicable me llegaran a corresponder por mi conducta

17.3 Conforme a lo establecido en el artículo 8 fracción III de las Reglas de Operación de la Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación, manifiesto bajo protesta de decir verdad que no he recibido incentivos o subsidios que impliquen duplicidad para el mismo concepto de este programa.

17.4 Con fundamento en el artículo 35 de la Ley Federal de Procedimiento Administrativo acepto la recepción de notificaciones relacionadas con la presente solicitud a través de la página electrónica de la Secretaría (www.sagarpa.gob.mx) y/o de la página electrónica de la Instancia Ejecutora.

17.5

Nombre y Firma del Solicitante o Representante Legal

Nombre y Firma del Permisionario o Concesionario

17.6

Nombre y Firma del Responsable de la ventanilla de Atención

Sello de la Ventanilla de Atención

Dictaminación:

Positivo

Negativo

"Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

Annex II

Complementary Resources for legal entities

Nombre de la empresa		
Lugar y Fecha		
COMISIÓN NACIONAL DE ACUACULTURA Y PESCA		
DIRECTOR GENERAL DE XXXX		
PRESENTE		
Por este conducto me dirijo a usted, a fin de comunicarle bajo protesta de decir verdad, que mi representada se compromete a aportar con recursos económicos propios o vía crédito los recursos complementarios requeridos, que resulten del proceso de dictaminación del proyecto que tiene como objetivo llevar a cabo las mejoras a las embarcaciones mayores denominadas:		
<div style="border: 1px solid black; height: 20px;"></div>		
Sin otro particular agradezco la atención que se sirva brindar a la presente.		
Atte.:		
<hr/>		
Dirección		Correo Electrónico

Annex III
Complementary Resources physical persons

Nombre							
	Lugar y fecha						
COMISIÓN NACIONAL DE ACUACULTURA Y PESCA							
DIRECTOR GENERAL DE XXXX							
PRESENTE							
<p>Por este conducto me dirijo a usted, a fin de comunicarle bajo protesta de decir verdad, que me comprometo a aportar con recursos económicos propios o vía crédito los recursos complementarios requeridos, que resulten del proceso de dictaminación del proyecto que tiene como objetivo llevar a cabo las mejoras a las embarcaciones mayores denominadas:</p>							
Sin otro particular agradezco la atención que se sirva brindar a la presente.							
Atte.:							
<table border="1" style="margin: auto; width: 50%; height: 40px;"> <tr> <td style="text-align: center; vertical-align: middle;">Nombre y firma</td> </tr> </table>		Nombre y firma					
Nombre y firma							
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; border-bottom: 1px solid black;"></td> <td style="width: 30%; border-bottom: 1px solid black;"></td> <td style="width: 30%; border-bottom: 1px solid black;"></td> </tr> <tr> <td style="text-align: center; background-color: #cccccc;">Dirección</td> <td style="background-color: #cccccc;"></td> <td style="text-align: center; background-color: #cccccc;">Correo Electrónico</td> </tr> </table>					Dirección		Correo Electrónico
Dirección		Correo Electrónico					

Annex IV

Comprehensive Project of Technical and Financial Feasibility

1. Technical and Financial Executive Summary**2. Name of the project****3. Program, component (s), concept (s) of support, amount of support requested and amount of contribution of the applicant****4. General objective (s) and specific objective (s)**, which must be aligned with the objectives of the program (s) and corresponding component (s), established in these Operating Rules**5. Justification**

to. Description of the current situation of the company

b. Explanation of the problem or opportunity identified

c. Way in which the project, if materialized, will address the identified problem or opportunity

d. Goals, if the project is completed, that correspond to the identified problem and indicators that will verify compliance with the general and specific objective (s).

and. Expected effects of not completing the project

F. Analysis and diagnosis of the current situation and forecasts without the project

6. General project data

to. Geographical location of the project (federal entity, municipality and locality, as well as the specific location of the project)

b. Productive activity and / or link in the value chain,

c. Technical description of the project, which should start from the concept of support and describe in detail the same (type of machinery, infrastructure, equipment, vegetative material, processes, technologies to use, technical assistance, consulting and / or training, amount of each concept to request, capacity of processes, production and maintenance programs, among others)

d. Quotes from suppliers that support the costs and budgets of the investments to be made (at least three quotes from different suppliers).

and. In your case, appraisal by an expert authorized by the CNByV in the case of infrastructure acquisition

F. Organizational aspects, background, type of organization and partner relationship; Structure, Board of Directors.

g. Retraining process

h. Board of directors and required profile and capacities of managers and operators.

i. Current infrastructure and equipment

j. Compliance with sanitary, environmental and other regulations

k. For fishing and aquaculture infrastructure, a catalog of concepts, specifications, budget, foundation plans, structural, architectural, sanitary, electrical and hydraulic installations, and detail, signed by a technician responsible for the project with Cedula Profesional, project components, volumes, is required. construction and applicable permits.

7. Market Analysis (for Bioenergy and Alternative Sources only applies when the objective is to produce to market)

- to. Description and analysis of raw materials, products and by-products (presentation, packaging, packaging; nature, quality, quantity, attributes, among others)
- b. Conditions and mechanisms of supply of inputs and raw materials
- c. Channels of distribution and sale
- d. Plan and marketing strategy
- and. Recent purchase intention letters or purchase-sale contract (s) referring to the offered product that contain: name and address of the clients, product volume, price, places and periods of delivery, reception, form and term of payment for the products to generate with the project
- F. Market studies carried out, where appropriate.
- g. Estimation of economic benefits with the project

8. Financial Analysis

- to. Financial evaluation of the project, which must contain the calculation of the Internal Rate of Return (IRR), break-even point and Net Present Value (NPV), breaking down all its components and attaching documentation that supports said calculation (the Excel file considered for the calculations made must be included), sensitivity analysis, cost-benefit ratio.
- b. Budgets, investment program and complementary financing of some financial or other intermediary . (in your case)
- c. Current and projected financial projection (income / expenses)
- d. Description of costs (fixed and variable)
- and. Investment needs
- F. For Fishery and Aquaculture Infrastructure and Modernization of the Fishing Fleet add at least the Income Statement and Balance of the immediately previous year and Proforma financial statements for the first three years of the project

9. **Assets** , inventory of Fixed Assets (buildings, agricultural and livestock land, inventories of equipment, livestock and others).

10. Description and analysis of expected impacts

- to. Increase in capitalization levels (descriptive)
- b. Expected percentage increase in production volume
- c. Expected number of jobs to be generated (direct and indirect).
- d. Increase in yields (if applicable)
- and. Estimated cost reduction
- F. Comparative with and without the project

11. Analysis of the environmental situation, if applicable.

- a . Description and analysis of the current situation of the use of resources, disposal of waste and environmental impact of the company.
- b. Conditions and mechanisms for the use of alternative energy equipment.
- c. Company's environmental sustainability plan and strategies.

12. Conclusions and recommendations

For Fishing and Aquaculture Infrastructure, points 1 apply; two; 3; 4; 5; 6 parts a, b, c, j and k; 7; 8 subsections b and f.

Regulatory Aspects:

1. Compliance with Sanitary, Environmental and other Standards
2. Copy of permits, authorizations and concessions issued by the corresponding authorities .

Annex V

TECHNICAL SHEET 1

 	PUNTOS DE VENTA MENEDEO
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The project must describe the basic equipment required, which are detailed below:

- Product conservation (refrigeration, freezing and / or ice box)
- Cutting equipment (table, cutlery and table)
- Washing and sanitizing plate
- Display case
- Commercial scale
- Product cooking

General characteristics

- Point of sale of up to 6 Mts 2 .
- Washable surfaces on floors and walls.
- Storage equipment for dry ingredients.
- Equipment to support daily sales of 15-30 kgs.

Customer service


- 10 foot display case
- 6 foot Horizontal Freezer
- Cash register.
- 20 kgs scale.
- Receipt scale weighing more than 20kgs.

Kitchen equipment

- Basic cutlery

- Tarja stainless steel
- 1 or 2 20 gallon fryers with automatic thermostat.
- Iron with a capacity of 3-4kgs.
- 1 stainless steel table
- Polycarbonate board for chopping.

TECHNICAL SHEET 2

	ADIESTRAMIENTO PESQUERO Y ACUÍCOLA	Logotipo (opcional)
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PRESENTADO POR: _____
 UNIDAD RESPONSABLE: DIRECCIÓN GENERAL DE ORGANIZACIÓN Y FOMENTO
 LUGAR Y FECHA: _____

I. TIPO DE INCENTIVO: Curso-taller Certificación Asistencia técnica Visita grupal de intercambio de experiencias

II. NOMBRE DE LA ACCIÓN SOLICITADA:

III. PROPÓSITO ESPECÍFICO DE LA ACCIÓN:

IV. COBERTURA.

Beneficiados	Lugar de procedencia			Tipo de Organización (Nombre)
	Estado	Municipio	Localidad	

V. NECESIDADES A ATENDER.

VI. LOCALIZACIÓN DE LA REGIÓN O ZONA EN LA QUE SE PROPONE LLEVAR A CABO LA ACCIÓN.

Estado	Municipio	Localidad	Sede

VII. IMPACTOS ESPERADOS DE LA ACCIÓN (ZONAS): Nacional Regional Local

Escenario después de la formación	Escenario Actual	Resultado Esperado	Beneficios

VIII. LÍNEA ESTRATÉGICA EN LA QUE SE ENFOCARÁ LA ACCIÓN.

Comercialización Desarrollo empresarial Sanidad e Inocuidad Financiamiento
 Industrialización Desarrollo organizacional Producción Otro. Especifique: _____

IX. RECURSOS REQUERIDOS PARA DESARROLLAR LA ACCIÓN.

Concepto (s)	Monto (s)

X. CRONOGRAMA DE ACTIVIDADES.

Acciones	Mes 1	Mes 2	Mes 3	Mes 4	Mes 5	Mes 6

 Firma del Solicitante

TECHNICAL SHEET 3

Rural Aquaculture Incentive Identification Sheet

DATOS DEL PROGRAMA				FOLIO		
Nombre				MEZCLA DE RE		
Tipo de Apoyo		No. Acciones		Monto total del F		
Sector Social	Número de socios		Familias Beneficiadas		Aportación t federal	
Empleos Fijos		Empleos Temporales		Aportación t estatal		
Producción Actual (ton)	Producción Futura (ton)		Valor Futuro (\$)		Total otras apo	
DATOS DEL SOLICITANTE				DOCUMENTAC		
Gobierno Estatal de				Oficio de solicit		
Nombre de la Dependencia				Términos de rel		
Responsable de la Ejecución				Ficha de proyectos		
Puesto				Fichas técnicas		
GUERRERO				Finiquito 2004		
Domicilio:						
Calle						
Colonia						
Estado						
Población						
Teléfonos						
e-Mail						

PROGRAM DESCRIPTION
Through the Rural Aquaculture Program and its Action Plan (Script), the foundations will be laid to initiate in the State of _____ the development of small-scale aquaculture projects, as a productive alternative in marginalized rural areas , which under environmental conditions, economic, legal, will contribute to the generation of income, jobs, high quality food and the sustainable use of aquaculture resources. The type of supports will focus on equipment, infrastructure and supplies.
PURPOSE OF THE PROGRAM
OBSERVATIONS

Made (Name

and Signature)

"This Program is public in nature, it is not sponsored or promoted by any political party and its resources come from the taxes paid by all taxpayers, the use of this program for political, electoral or profit purposes, and for purposes other than Those established, whoever makes improper use of the resources of this Program must be denounced and sanctioned in accordance with the applicable law and before the competent authority.

SHEET PRONAR

PROGRAM DETAILS						RESOURCE MIX			
Name _____						Gov. Federal		\$	
Support Type _____		No. Projects _____		State _____		Gov. State		\$	
APPLICANT DETAILS						Others		\$	
Project name	Municipality	Location	Marginalization	Species)	Sector	No. of partners	Benef families	Concept (s) Support	Am Supp Cor

- 2) Justification (Specifying the expected benefit).
- 3) Foundation (Planning instrument on which the project is based).
- 3) Investment amount (Specify contributions).
- 5) Goals or results.
- 6) Establishment of Indicators (Measurement of impact and benefits for the chain).

â € **INVESTMENT STRUCTURE.** For each concept present the following information:



1. Description.
2. Justification (Specifying the expected benefit).
3. Foundation (Planning instrument on which the action is based).
4. Investment amount (Specify source of investment).
5. Priority Level (High, medium, low).
6. Goals or results.
7. Establishment of Indicators (Measurement of impact and benefits for the chain).
8. Deliverable (s).

â € **ACTIONS TO BE FINANCED WITH RESOURCES FROM OTHER PROGRAMS AND INSTITUTIONS, AS WELL AS RESOURCES FROM THE CSP.**

1. Description.
2. Justification (Specifying the expected benefit).
3. Foundation (Planning instrument on which the action is based).
4. Amount.
5. Priority Level (High, medium, low).
6. Goals or results.
7. Establishment of Indicators (Measurement of impact and benefits for the chain).
8. Deliverable (s)



Annex VII

SCRIPT 2

		Elaboración de Proyectos del Componente Desarrollo Prioritario de la Acuicultura
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1. **Name of the project** (including in the title, the level of local or regional impact).
2. **Name of the applicant** (list of members of the applicant organization or legal entity).
3. **General information on the project** (location, geo r referencing, productive activity, number c beneficiaries, generating jobs direct and indirect).
4. **Executive Summary.**
5. **Background and Justification.**
6. **General Objective.**
7. **Specific objectives.**
8. **Impact goals.**
9. **Description of activities to be carried out .**
 - to. Description of the technology to use
 - b. Species (s) involved
 - c. Type of infrastructure
 - d. Availability and accessibility of materials, supplies and services
 - and. Cost structure
 - F. Planned marketing scheme
10. **Calendar of activities.**
11. **Composition and investment schedule**
12. **Concept (s) of support and breakdown of government contributions, participants, credit o others.**

Annex VIII

		Criterios Generales para Determinar el Incentivo para Adquisición de Diésel Marino
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GENERAL CRITERIA FOR DETERMINING THE INCENTIVE FOR THE ACQUISITION OF DIESEL MARINO.

a) **- Criteria for FISHING VESSELS.** The incentive is determined by applying the following criteria an formula:

FORMULA:	Where:
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IADm = (LMD * DCLO) * FA	IADm = Incentive for the Acquisition of Marine Diesel. LMD = Maximum liters per day; according to Table No. 1 of powers and volumes DCLO = Days per cycle; according to Table No. 2 FA = Adjustment factor.
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TABLE No. 1
TABLE OF MAXIMUM POWER AND VOLUMES PER DAY
(DIESEL LITERS)

Engine power in horsepower (hp)	Maximum liters per day	Engine power in horsepower (hp)	Maximum liters per day
40 or less	215	500	2,380
fifty	250	525	2,530
60	325	550	2,660
70	350	575	2,735
80	390	600	2,795
85	460	625	2,895
90	480	650	2,975
100	545	675	3,050
110	590	700	3,225
125	630	750	3,880
150	715	800	3,995
175	880	825	4,010
185	880	850	4,050
200	985	875	4,130
225	1,075	900	4,175
250	1,155	1,050	4,875
275	1,290	1,150	5,330
300	1,425	1,300	5,495
325	1,525	1,350	5,856
350	1,560	2,200	9,480
365	1,618	2,400	10,440
370	1,640	2,600	11,310
375	1,660	2,875	12,290
400	1,775	3,000	12,985
402	1,857	3,300	14,470
425	1,975	3,600	15,455
450	2,090		
475	2,200		

TABLE No. 2
TABLE OF DAYS PER CYCLE

Fisheries	Days per cycle
Pacific litter shrimp (single permit)	190
Multiple: one or more than one permit from any fishery not listed in this table (not including shrimp or sardines)	
Tuna from the Gulf of Mexico	
Gulf of Mexico shrimp (with one or more permits from other fisheries)	200
Pacific shrimp (with one or more permits from other fisheries)	
Sardine	
Pacific tuna	220

In the case of vessels with engines whose power is between any of two values in Table No. 1, the Maximum Liters per Day corresponding to the immediate lower power will be considered.

For vessels with an engine power greater than 3,600 Hp, the Maximum Liters per Day corresponding to the power in the table will be considered.

Para el caso de las embarcaciones que colaboren con los programas de evaluación de recurso pesqueros que efectúe el Instituto Nacional de la Pesca, se considerará el **DCLO** en razón de los días en que se participe en dichos cruceros, estando sujeto a disponibilidad presupuestal.

El Factor de Ajuste para efectos de la fórmula para establecer el **IADm** para embarcaciones pesquera para el ejercicio 2014 será del 70%.

b).- Criterios para INSTALACIONES DE MARICULTURA. El **IADm** se determina aplicando los siguientes criterios:

Se aplicará la fórmula señalada en el inciso a), considerando el número de embarcaciones que utilicen e la faena de arrastre y mantenimiento, bajo las siguientes consideraciones específicas:

Se considerarán los litros máximos por día que señala la Tabla No.1 hasta el motor con potencia y día por ciclo señalado en la Tabla No. 3:

TABLA No. 3
TABLA DE POTENCIAS MAXIMAS Y DIAS POR CICLO

Tipo de faena	Potencia límite de motor (HP)	Días por ciclo
Arrastre	1,300	90
Mantenimiento	650	200

Para efectos de aplicar la formula a embarcaciones cuyo motor rebase la Potencia límite del motor (HP) d la tabla No. 3 se considerara la potencia limite señalada en la misma.

The IADm to be granted to mariculture facilities will be the result of the application of the formula indicate in subsection a), referring to fishing vessels.


c) - **Criteria for AQUACULTURE FACILITIES (AQUACULTURE FARMS AND LABORATORIES).** Th IADm is determined by applying the following Formula:

<p>FORMULA: $IADm = (2000 * HE) * FA$</p>	<p>Where: IADm = Incentive for the Acquisition of Marine Diesel for aquaculture facilities. 2000 = Liters per hectare of water mirror or per million organisms produced HE = Hectares of water mirror or number of millions of organisms produced FA = Adjustment Factor, presented in Table No. 4</p>
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TABLE No. 4

Surface in number of hectares of water mirror or Million of organisms produced	Adjustment Factor (FA)
Equal to or less than 100	100%
From 101 to 200	80%
From 201 onwards	70%

Annex IX

	<p>Criterios Generales para Determinar el Incentivo para Adquisición de Gasolina Ribereña.</p>
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<p>FUNCTION: $IAGr = (LMD * DCLO) * FA$ or FAMS</p>	<p>WHERE: IAGr = Incentive for Acquisition of Riparian Gasoline LMD = Maximum liters per day; according to Table (No. 1) of powers and volumes DCLO = Days per cycle. FA = Adjustment Factor, is presented in Table No. 1. FAMS = Substituted Motor Adjustment Factor, presented in table No. 1. The values for each of the variables in the formula will be assigned according to Table No. 1.</p>
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TABLE No. 1

Power H.P.	Maximum liters of gasoline per day	DCLO	Factor of adjustment (FAMS)	Adjustment factor (FA)	IAGr (FAMS)	IAGr (FA)
two	2.94	240	65%	75%	459	529
5	5.88	240	65%	75%	917	1,058
8	8.4	240	65%	75%	1,310	1,512
fifteen	15.33	240	fifty%	60%	1,840	2,208
25	25.2	240	40%	fifty%	2,419	3,024
40	42	240	40%	fifty%	4,030	5,040
48	44.1	240	40%	fifty%	4,234	5,292
60	53.55	240	40%	fifty%	5,141	6,426
75	71.4	240	40%	fifty%	6,854	8,568
85	73.5	240	40%	fifty%	7,056	8,820
115	98.7	240	40%	fifty%	9,475	10,000

If the powers of the engines of the vessels are between any of two values in Table No. 1, th corresponding energy quota will be assigned to the lower immediate power. Boats with engines less than HP or greater than 115 HP will not benefit

In the case of vessels that were benefited with new engines through the CONAPESCA Engin Replacement Program , the adjustment factor is **FAMS** (Adjustment Factor for Replaced Engines) and it

quota of coastal gasoline will be taken from the table No. 1 of the column named **IAGr (FAMS)** .

General

In order to promote transparency and taking into account the specific characteristics of each activity, the Marine Diesel Acquisition Support will be provided in installments every 10 days, with the exception of vessels that carry out their days under the permission or concession to catch sardines, which will be at least 5 days, according to the behavior in the exercise and administration of the incentive by the beneficiary, up to the equivalent in pesos of its storage tank capacity of the productive asset, for whose origin the beneficiary subject must present to the service window the following:

- I. In the case of boats, the dispatch via the current fishing and the arrival notice of the last fishing trip .
- II. In the case of aquaculture and mariculture facilities, the harvest notice of the last period of activity.
- III. In the case of laboratories, the production notice of the last period of activity.
- IV. In extraordinary cases and when the task or harvest has not been concluded, they may present manifest with the corresponding justification.

In the case of boats, the manifesto must be accompanied by a copy of the dispatch via fishing.

The support may be suspended when the following causes arise:

- I. When the beneficiaries have deactivated the transceiver equipment for satellite location and monitoring of their vessels during the current production cycle, and they do not technically justify the reason for the disconnection within 15 calendar days from their arrival in port, According to a CONAPESCA report, he will be suspended twice the time he was disconnected the first time, being obliged to notify CONAPESCA of his reconnection. In case of a recurrence in the same cycle, it will be interrupted for the rest of the productive cycle;
- II. In case the validity of the corresponding permit or concession title expires, and until a copy of the renewal of the same and original is presented at the window for comparison;
- III. When the production unit object of the support is reported as sunken, disappeared, retained or restricted in use or enjoyment, according to the notification of a competent authority, until CONAPESCA notifies the contrary by the same means;
- IV. In the case of vessels, support will be suspended in the closed seasons of the corresponding fisheries;
- V. When the request for voluntary withdrawal of the corresponding vessel has been approved, through the respective program;
- SAW. When CONAPESCA detects irregularities and misuse of the incentive granted, it may make an cancellation.
- VII. In case of not having budget availability.

In the case of the Incentive for the Acquisition of Marine Diesel, when there is a change of owner of the vessel that is in the register, the latter must submit a request for re-registration to the support for the productive asset; as well as covering the requirements and eligibility criteria established in these operating rules. The foregoing, without being subject to the opening and closing dates of windows. In this case, the new beneficiary can only use the available balance.

The allocation of the incentive for energy will be given according to the needs that the various fisheries present in the production cycle, with CONAPESCA being able to reallocate.

In the case of cancellations, suspensions of support, resignations or cancellations in the Register of Diesel Marine or Gasoline Ribereña and according to budget availability, CONAPESCA may accept new additions.

For the instrumentation and operation of the marine diesel and coastal gasoline components, the following procedure shall be followed:

- I. CONAPESCA will calculate the Incentive for the acquisition of energy from requests ruled as positive by the Executing Agency.
- II. Once the application of the productive subject has been ruled as positive, your card will be processed free of charge for the only time to acquire the incentive.
- III. At the end of the validity of the Incentive, CONAPESCA will apply the automatic withdrawal and cancellation of the balance.
- IV. CONAPESCA will be responsible for the issuance and replacement of cards

Annex X

CONCERTATION AGREEMENT THAT, ON THE ONE hand, CELEBRATES THE FEDERAL EXECUTIVE BRANCH, THROUGH THE SECRETARIAT OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD, FORWARD " LA SAGARPA " , BY DESTINATION OF ORIGIN DESCRAIN ADMINISTRATIVE AQUACULTURE AND FISHERIES, IN THE FOLLOWING " LA CONAPESCA " , REPRESENTED BY THE DIRECTOR GENERAL XXXX, C. XXXX, AND BY THE OTHER, XXXX., REPRESENTED BY XXXX, DE XXXX, C. XXXX; IN THE SUCCESSIVE " THE BENEFICIARY " , TO THOSE WHO IN THEIR GROUP ARE GIVEN

THEY WILL REFER AS " THE PARTIES " , FOR THE IMPLEMENTATION OF " XXXX " , SUBSEQUENTLY " THE PROJECT " , WITHIN THE FRAMEWORK OF THE PROGRAM TO PROMOTE FISHERIES AND AQUACULTURE PRODUCTIVITY, IN ITS COMPONENT XXXX; ON THE FOLLOWING OF THE FOLLOWING BACKGROUND STATEMENTS AND CLAUSES:

BACKGROUND

1. The Political Constitution of the United Mexican States, in its article 4, establishes that everyone has the right to a nutritious, sufficient and quality food and a healthy environment for their development and well-being. The Constitution itself, in its article 25, foresees that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, and in its article 2 section A, it establishes the State's competence to organize a system of democratic planning and national development. that prints solidity, dynamism, permanence and equity to the growth of the

economy for the independence and political, social and cultural democratization of the Nation.

2. The Planning Law in its articles 3o., 4o., And 9o., Establishes that national development planning consists of the rational and systematic organization of actions that, based on the exercise of the powers of the Federal Executive in matters of regulation and promotion of economic, social, political, cultural activity, environmental protection and rational use of natural resources, are intended to transform the reality of the country in accordance with the rules, principles and objectives that the Constitution and the laws establish; therefore, the dependencies and entities of the Federal Public Administration must plan and conduct their activities subject to the objectives and priorities of national development planning, in order to comply with the State's obligation to ensure that it is comprehensive and sustainable.

3. The Organic Law of the Federal Public Administration in its article 9, establishes that the dependencies and entities of the Centralized and Parastatal Public Administration will conduct their activities in a programmed way, based on the policies that for the achievement of the objectives and priorities of national development planning, establish the Federal Executive.

The Organic Law of the Federal Public Administration itself, in its article 17, establishes that for the most effective attention and efficient dispatch of matters within its competence, the Secretaries of State may have Decentralized Administrative Bodies that will be hierarchically subordinate to them and will have specific powers to resolve on the matter and within the territorial scope determined in each case, in accordance with the applicable legal provisions.

The same order in its article 26 establishes that for the dispatch of matters of the administrative order the Executive Power of the Union will have Secretaries of State, so the said order in its article 35 sections XXI and XXII, indicates that " LA SAGARPA " is responsible for dispatching, among other matters, promoting fishing activity through a public entity; and the others expressly attributed to it by laws and regulations.

4. The General Law of Sustainable Fisheries and Aquaculture, hereinafter the " LGPAS " , in its articles 1, 2, sections I, II, and 4, section XLIII, establishes the regular purpose of promoting and managing the use of the fishing and aquaculture resources in the national territory and the areas over which the nation exercises its sovereignty and jurisdiction; Thus, the objectives of the aforementioned law among others, are to establish and define the principles for ordering, promoting and regulating the integral management and sustainable use of fishing and aquaculture, considering the social, technological, productive, biological and environmental aspects ; promote improvement of quality of life of fishermen and aquaculturists in the country through the programs implemented for the fishing and aquaculture sector; through " LA CONAPESCA " .

For the formulation and management of the National Sustainable Fisheries and Aquaculture Policy, articles 17, sections I and II, and 19 of the " LGPAS " provide, within our scope , that fishing and aquaculture are activities that strengthen the food and territorial sovereignty of the nation, which are matters of national security and are a priority for national development planning and comprehensive management of fishery and aquaculture resources, the production of food for direct human consumption to supply high-quality proteins . The economic measures, programs and instruments related to the development of the fishing and aquaculture activity shall be subject to the provisions of the Income, Federal Budget and Fiscal Responsibility Laws and the Federal Expenditure Budget for the corresponding fiscal year and must ensure its effectiveness, selectivity and transparency. In any case, the economic programs and instruments must provide for the effective and sufficient channeling of support to promote fishing and aquaculture activities.

5. The Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, stipulates in its 1st article that " LA SAGARPA " is a dependency of the Federal Executive Power , which is in charge of the exercise of the attributions and powers conferred by the Organic Law of the Federal Public Administration and other laws, as well as the regulations, decrees, agreements, and orders of the President of the Republic.

Likewise, in the aforementioned legal order, it establishes in its article 2, section D, section III, that the representation, processing and resolution of matters within the competence of " LA SAGARPA " originally correspond to the Secretary of the Firm, and that for the relief of matters within its competence will be assisted by " LA CONAPESCA " .

6. That the Decree approving the National Development Plan 2013-2018 published in the Official Gazette of the Federation on May 20, 2013, to which the dependencies and entities of the Federal Public Administration will be subject, will be the basis for the preparation of the programs necessary to comply with the objectives and goals established for this Administration, and its general objective is to bring Mexico to its maximum potential; To achieve this, five National Goals and three Transversal Strategies are established, among the national goals is that of a Prosperous Mexico that generate sustainable growth and inclusive that is based on a comprehensive and balanced development for all Mexicans, with a view to consolidating macroeconomic stability, promoting the efficient use of productive resources in order to improve productivity in a climate of economic stability and by generating equal opportunities ; In addition, through modern economic development, it will also seek to build a productive agricultural and fishing sector that guarantees the country's food security encouraging the sustainable use of the country's resources.

That in order to achieve the National Goals and bring Mexico to its maximum potential, the National Development Plan 2013-2018, proposes objectives, strategies and lines of action to achieve the proposed goals , in that order it sets out the objective of building an agricultural and fishing sector that guarantees the food security of the country having as a strategy to boost productivity in the sector and as lines of action to promote the capitalization of the productive units, the modernization of the agro-industrial and fishing infrastructure and equipment, support the production and income of peasants and small agricultural and fishing producers in the poorer rural areas, generating alternatives for them to enter the economy more productively, and promoting sustainable practices in agricultural, livestock, fishing and aquaculture activities.

7. That in the Calendar of the expenditure budget for fiscal year 2014, of Branch 08 by Responsible Uni

published in the Official Gazette of the Federation on XXXX of XXX of XXX, the monthly budget assigned to " LA CONAPESCA " is broken down .

8. That in accordance with the provisions of the Decree establishing the National System for the Crusad Against Hunger, published in the Official Gazette of the Federation, on January 22, 2013, th Government of the Republic must give results to short term to guarantee the population the right t sufficient and quality nutritious food, through coordinated, effective, efficient and transparent action with a high content of social participation, for which the dependencies and entities of the Federz Public Administration will carry out the actions necessary to comply with it.

Likewise, the aforementioned Decree indicates that one of the fundamental objectives of an government is to guarantee access to the universal right to food and, therefore, it is necessary the the State's resources reach the population directly and without any condition. more it needs them an they are exercised based on rules of operation and transparency that allow their evaluation an accountability.

9. That the XX of XXXX of XXXX, was published in the Official Gazette of the Federation the Agreement b which the Rules of Operation of the Programs of " LA SAGARPA " are disclosed, in accordance with the provisions of XXXXX of its XXXX and frequently used acronyms, hereinafter they will be cited as OPERATION RULES " , and that in its article XXXX., section XX, it provides for the Program for th Promotion of Fisheries and Aquaculture Productivity, establishing XXXX as a component in it XXXX.

That article XXXX of the " OPERATION RULES " establishes component XXXX, whose specifi objective is XXXX.

That article XXXX of the " OPERATION RULES " indicates that the target population is XXXX.

Article XXXX, fraction XXXX, of the " OPERATION RULES " , establishes the concepts of support an maximum amounts to be executed, charged to the resources authorized to this component, support may be granted for the following: XXXX according to the Project; XXXX as defined in the project.

Article XXXX of the " OPERATION RULES " in section XXXX, establishes that the Responsible Un and Executing Agency of component XXXX is the XXXX General Directorate of " LA CONAPESCA "

DECLARATIONS

1. FROM " LA SARGAPA " THROUGH " LA CONAPESCA " :

- 1.1. That in accordance with articles 90 of the Political Constitution of the United Mexican States and 26 c the Organic Law of the Federal Public Administration, " LA SAGARPA " is a Unit of the Federz Executive, with the powers and powers conferred on it by article 35 of the same Law and other related to its Internal Regulations; that to carry out the object of this instrument, it has " L CONAPESCA " , the Decentralized Administrative Body of " LA SAGARPA " , in terms and with th powers provided for in articles 17 and 35, section XXI, of the Organic Law of the Federal Publi Administration; 1o., 2o., Section D), fraction III, 44 and eighth transitory, of the Internal Regulations c " LA SAGARPA " , published in the Official Gazette of the Federation on April 25 , 2012; 1o., And 2o Of the Decree creating " LA CONAPESCA " , published in the Official Gazette of the Federation o June 5, 2001.
- 1.2. That articles 2o., Sections XXXX and XXXX, 6o., And 7o., Of the " LGPAS " , provide, among othe things, that they are objectives of the same XXXX; that the Federation, the Federal Entities, th Federal District and the Municipalities, will exercise their attributions in the matter of sustainabl fishing and aquaculture in accordance with the distribution of powers provided for in that Law and i other legal systems ; that the attributions that said order grants to the Federation, will be exercised b the Federal Executive Power through " LA SAGARPA " , through " LA CONAPESCA " , except for that they correspond directly to the President of the Republic by express provision of the Law; th when by reason of the matter and in accordance with the Organic Law of the Federal Publi Administration or other applicable legal provisions, the intervention of other agencies is required, " L SAGARPA " , through " LA CONAPESCA " , will exercise its powers in coordination with them.
- 1.3. That precept 8o., Fractions, XXXX and XXXX, of the " LGPAS " , establishes that it corresponds to LA SAGARPA " , through " LA CONAPESCA " , XXXX.
- 1.4. That in articles XXXX and XXXX of the " LGPAS " , they foresee that for the actions of XXXX, " L SAGARPA " , through " LA CONAPESCA " , XXXXX, will have the function XXXX; that " L SAGARPA " , through " LA CONAPESCA " , will have the necessary human, technical, financial an material resources for the execution of the actions foreseen in the Program and will promote th participation of the other agencies and entities of the public administration federal, federal entitie and municipalities, in the terms of the distribution of powers and agreements or conventions that ar concluded for this purpose; that in order to verify and verify compliance with this Law, its regulator provisions and the official norms derived from it, " LA SAGARPA " , through " LA CONAPESCA " , wi carry out XXXX, in accordance with the procedures established in articles XXXX and XXXX of the LGPAS " .
- 1.5. That C. XXXX, General Director of XXXX of " LA CONAPESCA " , has the necessary powers to sig this instrument and carry out the actions agreed upon in it, based on articles 2, section D), section II 44, 45 second paragraph and eighth transitory of the Internal Regulations of " LA SAGARPA " published in the Official Gazette of the Federation on April 25 , 2012, and 1st, 2nd, sections VII, IX XXII, XXIII XXX, XXXIII and XXXIV and 8o., of the Decree creating " LA CONAPESCA " .
- 1.6. That in terms of the Agreement establishing the domicile of " LA CONAPESCA " , the Decentralize Administrative Body of " LA SAGARPA " , in the city and port of Mazatlán, Sinaloa, published in th Official Gazette of the Federation on July 17, 2001, it has its legal address at Avenida Camaró Sábalo without number, corner with Tiburon, Fraccionamiento Sábalo Country Club, ZIP code 82100 of Mazatlán, Sinaloa, which it indicates for all legal purposes of this instrument.

2. FROM " THE BENEFICIARY " :

2.1. That XXXX; is legally constituted in accordance with the applicable regulations, proving the above with its minutes and constituent bases dated XXXX of XXXX of XXXX, document certified before Lic XXXX, notary public number XXXX, with exercise and residence in XXXX, XXXX, registered in the Public Registry of Property and Commerce under number XXXX, book XXXX, section XXXX, date XXX of XXX of XXXX, in XXXX, XXXX; registered in the Federal Taxpayer Registry with password XXXX; and that C. XXXX, (POST OF THE REPRESENTATIVE), has power XXXX for acts of XXXX and XXXX, and therefore has broad and sufficient powers to sign this instrument, in terms of XXXX (INSTRUMENT) held on XXXX of XXXX of XXXX, document protocolized in public deed number XXXX, book XXX, dated XXXX of XXXX of XXXX, passed before the faith of Lic. XXXX, notary public number XXXX, with exercise and residence in XXXX; It also manifests through XXXX, that *it is up to date in the fulfillment of each and every one of the tax obligations that correspond to it in terms of the applicable legislation, as evidenced by a positive opinion dated XXXX of XXXX of XXXX, issued by the Tax Administration Service, the Decentralized Administrative Body of the Ministry of Finance and Public Credit; and points out as his address for all legal purposes derived from this instrument located at address XXXX, XXXX, postal code XXXX, at XXXX, XXXX.*

3. DECLARING " THE PARTIES " :

- 3.1. That they mutually recognize the personality with which they appear through their representatives to sign this instrument.
- 3.2. That in the celebration of the present instrument there is no vice, fraud or bad faith that affects the consent.
- 3.3. That they know, understand and agree to comply at all times, as applicable, with the " OPERATION RULES " , XXXX of the " OPERATION RULES " and other applicable legal, regulatory and administrative provisions.
- 3.4. That once the procedure established in XXXX of the " LA CONAPESCA " Supports had been followed , the Director General of XXXX, dated XXX of XXXX of XXXX, issued an opinion to approve the granting of the support requested by " THE BENEFICIARY " to carry out the actions object of the present instrument.

By virtue of the foregoing and in accordance with the provisions of articles 4, 25, 26 section A, and 90 of the Political Constitution of the United Mexican States; 9o., 17, 26 and 35 sections XXI and XXII, of the Organic Law of the Federal Public Administration; 3rd., 4th., 9th., 12, 32, 37, 38, 39 and 40 of the Planning Law; 1o., 4o., Fraction VII, 45, 74 and 75 of the Federal Law of Budget and Fiscal Responsibility; 64, 65, 176 and 176 of its Regulations; 1st., 2nd., Sections I, II, VII and XIII, 4th., Section XLIII, 6th., 7th., 8th., Sections IX, XXII, XXIII, XXXI, XXXVIII and XL, 17 sections I and II, 19 , 21, 124, 126, 127, 128, 129, 130 and 131 of the LGPAS " ; 1st., 2nd., Section D, section III, 44, 45 second paragraph and eighth transitory of the Internal Regulations of " LA SAGARPA " published in the Official Gazette of the Federation on April 25, 2012; 1o., 2o Sections VII, IX, XXII, XXIII XXX, XXXIII and XXXIV and 8o., Of the Decree creating " LA CONAPESCA " published in the Official Gazette of the Federation on June 5, 2001; 1o., 2o., 3o., Fraction XIX, and XXXX of the Expenditure Budget of the Federation for Fiscal Year 2014, published in the Official Gazette of the Federation on XXX December XXXX; the Calendar of the budget of expenditures for fiscal year 2014, Branch 08 by Responsible Unit, published in the Official Gazette of the Federation on XXX XXXX 2014; XXX of the " OPERATION RULES " published in the Official Gazette of the Federation on XXXX of XXXX of XXXX " THE PARTIES " by mutual agreement agree to enter into this instrument under the following:

CLAUSES

FIRST. PURPOSE AND SCOPE OF APPLICATION: The purpose of this agreement is to establish the conjunction of actions and resources between " LA SAGARPA " through " LA CONAPESCA " through the Directorate General of XXXX as the Responsible Unit and Executing Agency and " THE BENEFICIARY " , for the proper instrumentation, execution, operation, monitoring, control and settlement of " EL

PROJECT " within the framework of the Program for the Promotion of Fisheries and Aquaculture Productivity in its component XXXX foreseen in article XXXX of the " OPERATION RULES " .

SECOND. ACTIONS: To fulfill the object of this instrument, " THE BENEFICIARY " will carry out the signature of this instrument, actions of XXXX consisting of XXXX, in accordance with the quantities, periods, places, characteristics, specifications, terms and conditions that They are described in " THE PROJECT " which duly signed is an integral part of this instrument and in accordance with XXXX of the " OPERATION RULES " , in order to be carried out in the State of XXXX.

THIRD. CONTRIBUTIONS: To carry out the actions that are the subject of this agreement , " LA SAGARPA " through " LA CONAPESCA " through its XXXX General Directorate as the Responsible Unit and Executing Agency of its authorized budget resources in Branch XXXX of the Budget of Expenditures of the Federation for the Fiscal Year 2014, prior budgetary authorization and subject to the availability of the budget authorized for this fiscal year, will contribute by bank transfer to " THE BENEFICIARY " , to the signature of this instrument and in accordance with schedule authorized by the Administration Unit of " LA CONAPESCA " , the amount of \$ (amount with number) (amount with letter 00/100 MN), resources that will be destined to the " BENEFICIARY " only for the authorized purposes in " THE PROJECT " and in accordance with XXXX the " OPERATION RULES " .

The total amount of the support is constituted by the following amount that will be transferred, to " THE BENEFICIARY " , according to the following:

Benefited Society	Contribution of " LA CONAPESCA "
XXXX	\$ (amount with number) (amount with letter 00/100 M.N.),
Total amount of support	\$ (amount with number) (amount with letter 00/100 M.N.),

The transfer of federal resources will be made to " THE BENEFICIARY " , to the productive account that individually opens, especially for the administration and execution of support resources on the occasion of THE PROJECT " , whose account numbers, interbank CLABE , name of the credit institution that takes the

account and other identification data of the same, must inform " LA CONAPESCA " in writing , on th understanding that until they comply with the above, the transfer will not be made respective, also will b subject to the verification of the support according to the " OPERATING RULES " .

The resources provided by " LA CONAPESCA " for the fulfillment of the object of this instrument, will b considered at all times as federal subsidies in the terms of the corresponding budgetary and fiscal provisions consequently, they will not lose the federal character when being channeled to " THE BENEFICIARY " , an will be subject to the federal provisions that regulate their application, control and exercise by the feder authorities empowered for such effect. For all legal purposes, all those who manage or apply federal publi resources are considered subject to the Federal Law of Administrative Responsibilities of Public Servants, i accordance with its article 2, as well as that established in article XXXX of the " OPERATION RULES " .

QUARTER. PLACE AND DEADLINE FOR THE EXECUTION OF THE ACTIONS: As of the signing of thi agreement of agreement and until December 31, 2014, " THE BENEFICIARY " undertakes to carry out in th State of XXXX, jointly and Coordinated with " LA SAGARPA " through " LA CONAPESCA " through the XXX General Directorate, the actions of XXXX agreed to in its charge, according to the quantities, periods, places characteristics, specifications, terms and conditions that described in " THE PROJECT " , which duly signed i an integral part of this instrument and in accordance with XXXX of the " OPERATION RULES " .

FIFTH. PROOF OF RESOURCES: " THE BENEFICIARY " undertakes to deliver to the General Directorat of XXXX of " LA CONAPESCA " , at the latter's domicile, to the extent that the supports are exercised and n later than December 31, 2014 , the file that contains the fiscal and administrative documents that correspond i law, in original and copy for their comparison such as invoices and / or fiscal vouchers that meet the leg requirements, as well as other documents that demonstrate the exercise of the resources as described in THE PROJECT " , that they check the complete application and timely support resources in the authorize purposes and concepts.

SIXTH. OBLIGATIONS OF " THE BENEFICIARY " : In terms of article XXXX of XXXX of the OPERATION RULES " for the proper execution of the object of this instrument and in

Correspondence to the support received, undertakes to:

1. Receive and apply for the authorized purposes the supports or subsidies received under the terms an conditions set forth in " THE PROJECT " .
2. Issue in favor of " LA CONAPESCA " the fiscal and administrative receipts that prove the delivery-receip of all the federal resources that it receives under this instrument; also the receipts that correspond i law that prove the exercise of resources in the agreed actions, to the extent that the actions object of THE PROJECT " are being carried out .
3. Execute the actions agreed in this instrument, under the terms and conditions provided in " TH PROJECT " .
4. For supports that are dispersed via bank deposit, you must provide and / or keep the correspondin account in force .
5. Deliver monthly and quarterly, sufficiently in advance, the information and documentation of physical an financial progress to the XXXX General Directorate " LA CONAPESCA " , so that it is in a position t render the monthly and quarterly reports in a timely manner. they are in charge, provided for in thi agreement of agreement.
6. Assign for the development and execution of the actions object of the present instrument, the personne who have the required experience, knowledge and skills.
7. Collect, integrate and deliver to " LA CONAPESCA " , the documentation that is required for th integration of the transparency and accountability file for the exercise of resources, as well as for th integration of the public account report, regarding the resources referred to in this instrument, base on the formats and guidelines that are disclosed to you in writing in due course.
8. Request prior written authorization from the Executing Agency of any change involving modifications t the authorized project or the conditions of direct or indirect support.
9. Where appropriate, reintegrating and find out promptly to the Federal Treasury (TESOFE), for conduit CONAPESCA " , within fifteen days after the end of the fiscal year, the federal resources contribute and financial products generated, which had not been destined for the authorized purposes or that a of December 31 of the fiscal year that corresponds to the origin of the resources, have not accrue under the terms of articles 54 of the Federal Law on Budget and Fiscal Responsibility, 175 and 176 c its Regulations, by electronic transfer or cash deposit, in accordance with the applicabl procedures, record the refunds in the settlement certificate of this instrument.
10. Safeguard in perfect order and condition, for a period of not less than five years, counted from the dat of termination of this agreement, the supporting documentation of the exercise of the resources in it possession and that is not required by " LA CONAPESCA " .
11. Accept and facilitate verifications, audits, inspections and requests for information by the responsibl units, the executing agencies, regulatory bodies or any other competent authority, in order to verif the correct application of the resources granted, as well as the supervision by the instances of th Secretariat and those determined by it.
12. Deliver to " LA CONAPESCA " the information that allows evaluating the fulfillment of the commitment of " THE PROJECT " , through the results of its implementation.
13. By writing in protest to tell the truth that the information presented, delivered and reported is true an reliable during the process and verification of support.
14. In accordance with the " OPERATION RULES " , the official stationery and documentation for th programs must include the following legend:
" This Program is public, alien to any political party. Its use for purposes other than those establishe in the program is prohibited . "
15. Subject to the provisions of the seventh and eighth paragraph of article 134 of the Political Constitutio of the United Mexican States, which establishes that the public servants of the Federation, States an municipalities, as well as the Federal District and its delegations, have at all times the obligation t

apply impartially the public resources under their responsibility, without influencing the fairness of competition between political parties; as well as the prohibition and the order

legal that the propaganda, under any form of social communication that they spread as such, the public powers, the autonomous organs, the dependencies and entities of the public administration and any other entity of the three orders of government, must have an institutional nature and purposes informative, educational or socially oriented. In no case will this advertisement include names, images, voices or symbols that imply personalized promotion of any public servant.

16. Formalize with " LA CONAPESCA " , a settlement agreement at the end of the agreed actions, in accordance with the provisions of the " OPERATION RULES " and in which the full compliance with the agreed commitments is recorded . The settlement certificate that is drawn up must include the proportion of the resources delivered with respect to the programmed ones and the proportion of the beneficiaries who accessed the supports with respect to those originally planned, as well as the documentation that supports what is stated in said act .
17. In general, comply with and observe at all times this instrument, " THE PROJECT " , the " OPERATION RULES " and other applicable legal, regulatory and administrative provisions .

" THE BENEFICIARY " in case of breach of the obligations under his charge, will assume the responsibilities and legal consequences that arise.

SEVENTH. OBLIGATIONS OF " LA CONAPESCA " : " LA CONAPESCA " through the XXXX Directorate General as Responsible Unit and Executing Agency, in terms of articles XXXX of the " OPERATION RULES " is empowered and obliged to:

1. Contribute the resources of the support promised in this instrument to " THE BENEFICIARY " , covering the process with the management and authorization, where appropriate, of the corresponding transfer of resources and compliance with internal regulatory procedures, regarding the exercise of federal resources and the flow of information.
2. Define the procedures to operate the programs and / or components as established in the " OPERATION RULES " .
3. Operate the programs and / or components as established in the " OPERATION RULES " .
4. Establish and apply the criteria to approve the modifications of the projects requested by the beneficiaries as long as they do not affect the agreed impact and the target population.
5. Publish on the website of the Secretariat, the regulations for the operation of the program and components in advance of the opening of windows, and the criteria for operation and qualification of support for the program and / or components established in the " OPERATION RULES " .
6. Evaluate and rule on the applications submitted, in accordance with the eligibility requirements and selection criteria set forth in the " OPERATION RULES " and, where appropriate, issue the technical opinion of the projects and approve the corresponding amounts of support.
7. Establish criteria for necessary modifications and / or extensions when required to extend the validity of the support approved for the execution of authorized support, as long as it does not involve an increase in federal support and commit resources subsequent years, the which should not be more than half of the originally authorized period.
8. Issue the resolutions of the administrative procedures established to determine breach of obligations and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.
9. Supervise that the operation of the program or component is carried out in accordance with the provisions of the " OPERATION RULES " and applicable regulations.
10. Cancel projects in whole or in part in case the beneficiary does not comply with the provisions of the " OPERATION RULES " .
11. Cancel the projects, in the event that the beneficiaries do not subscribe the corresponding legal instruments or do not make the contribution indicated in the " OPERATION RULES " .
12. Carry out the detailed control and record of the application of resources and the detailed progress of the goals of each program or component, as well as the preparation of the physical- financial report that must be prepared and sent on a monthly basis and quarterly.
13. Carry out the follow-up that may consist of the delivery of reports, information requests, supervision and verification visits, to verify that the supports granted have been authorized and used in accordance with the applicable regulations.
14. Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports.
15. Register, and keep updated the information in SURI.
16. Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution.
17. Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products.
18. File complaints, lawsuits and any other legal actions for the fulfillment of the objectives of the programs according to the applicable regulations.
19. Notify the Senior Officials regarding the resolutions referred to in article XXXX of the " OPERATION RULES " .
20. Request reports from beneficiaries.
21. Review and integrate the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and not accrued informed to TESOFE. This relationship cannot be modified.
22. Carry out or order supervision and inspection visits to verify that the supports granted have been

granted and used in accordance with the applicable regulations.

23. Reassign available resources when they have not been ministered, due to the cancellation of approved projects.
24. Present the verification of the resource at the end of the corresponding fiscal year.
25. Keep updated the Directory of Natural and / or Moral Persons who lose their right to receive support from the programs Subject to " RULES OF OPERATION " of " LA SAGARPA " , according to article XXXX " RULES OF OPERATION " .
26. Sign the agreements or concertation agreements and other legal instruments to carry out the actions of the programs and components referred to in the " OPERATION RULES " , as appropriate, with agencies and entities of the Federal, State or municipal Public Administration , research and / or higher education centers or institutions, national and international organizations, as well as produce organizations, civil associations and professional service providers, among others.
27. To carry out, at the end of the agreed actions, a detailed report on the results and scope obtained in the execution of " THE PROJECT " , as well as the exercise of the resources granted, where " THE BENEFICIARY " is evaluated on the quality and opportunity of the documentation presented based on the coverage of producers and the achievement of goals that they report, accompanying the documents, databases and other records that certify their correct application.
28. Monitor and supervise that at all times this instrument is complied with, with " THE PROJECT " , with the " OPERATION RULES " and other applicable legal, regulatory and administrative provisions, for which it may carry out periodic visits or implement the measures that it deems pertinent.
29. According to the " OPERATION RULES " , the official stationery and documentation for the program must include the following legend:

"Este Programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa".

30. Subject to the provisions of the seventh and eighth paragraph of article 134 of the Political Constitution of the United Mexican States, which establishes that the public servants of the Federation, States and municipalities, as well as the Federal District and its delegations, have at all times the obligation to apply impartially the public resources under their responsibility, without influencing the fairness of competition between political parties; as well as the prohibition and the legal order that prohibit propaganda, under any form of social communication that they spread as such, the public powers, the autonomous bodies, the dependencies and entities of the public administration and any other entity of the three levels of government, must have character institutional and informative, educational or social orientation purposes. In no case will this advertisement include names, images, voices or symbols that imply personalized promotion of a public servant.
31. Consult the evidence of compliance with tax obligations issued by the SAT pursuant to article 32-D of the Fiscal Code of the Federation, and in compliance with the provisions of article XXXX of the " OPERATION RULES " , when the amount is higher to the amount of \$ 30,000.00 (Thirty thousand pesos 00/100 MN).
32. In general, comply and observe at all times the present instrument, " THE PROJECT " , the " OPERATION RULES " and other applicable legal, regulatory and administrative provisions .

" LA CONAPESCA " is technically responsible for promoting compliance with the " OPERATION RULES " and will be responsible for operating " THE PROJECT " until its settlement, assuming all the legal and regulatory consequences of exercising federal public resources and will function as the Executing Agency and Unit Responsible for its control and monitoring, in accordance with XXXX, of the " OPERATION RULES " .

EIGHTH. SUSPENSION OF RESOURCES: " LA CONAPESCA " declares and " THE BENEFICIARY " accepts that the former may suspend or cancel totally or partially the delivery of the assigned supports, when the latter generally fails to comply with the applicable federal regulations or in particular with its obligation acquired in this instrument or:

1. Do not apply the resources delivered for the approved purposes or apply them improperly, which notoriously warns inefficiency or dishonesty, in which case, you must reimburse all the resource granted with the corresponding financial products.
2. Do not accept the performance of supervision and inspection visits, when requested by the Ministry of Public Function, the Internal Control Body in the Secretary and / or Independent Auditors hired for this purpose, in coordination with the State Control Bodies. ; the Secretaries of Finance and Public Credit, the Superior Audit of the Federation and other Instances that within the scope of their respective powers are competent, the foregoing in terms of Article XXXX of the " OPERATION RULES " .
3. Do not deliver to the General Direction of XXXX of " LA CONAPESCA " , the reports and documentation that accredit the physical-financial progress and the conclusion of the commitments and concept contained in " THE PROJECT " .
4. Present false information about the application concepts of the supports provided and the settlement of " THE PROJECT " .
5. There are adjustments to the public spending calendars or serious decrease in public revenues that decisively affect the authorized budget, in terms of article 21 of the Federal Budget and Fiscal Responsibility Law .
6. In general, there is a breach of its obligations established in this agreement, in " THE PROJECT " or non-compliance with the applicable federal provisions, including the " OPERATION RULES " .

In accordance with the provisions of article XXXX of the " OPERATION RULES " , in case " THE BENEFICIARY " fails to comply with any of the obligations indicated in article XXXX. Of the " OPERATION RULES " , or in the present agreement , the support will be canceled and the return thereof will be required plus the financial products generated and it will be registered in the directory of individuals and / or legal entities that lose their right to receive support until as long as the detected non-compliance is rectified. The foregoing, without prejudice to other legal and administrative actions undertaken by the Secretariat and the

supervisory bodies referred to in article XXXX of the " OPERATION RULES " .

Before the total or partial cancellation of the delivery of the resources, " THE BENEFICIARY " will be obliged in the term that is required, to the total or partial return of the resources that they would have received in terms of this instrument, more income generated or their proportional part, as the case may be, without an responsibility for " LA CONAPESCA " for the expenses, expenses, expenses or the like that they have made in violation of this instrument, " THE PROJECT " , the " OPERATION RULES " or other provisions applicable.

" THE PARTIES " agree that in the event of extinction, dissolution, liquidation or any other similar that implies the disappearance of " THE BENEFICIARY " , the remainder of the resources contributed by the federal government that, where appropriate, is in the account established for such effect, as well as financial products,

they will be transmitted to the Treasury of the Federation (TESOFE) in coordination with " LA CONAPESCA " .

NINTH. MONITORING AND CONTROL: " THE PARTIES " agree to participate in the planning implementation, monitoring, control, and settlement of the actions covered by this instrument and " THE PROJECT " , for which " LA CONAPESCA " through its General Directorate XXXX may, according to the nature and follow-up of " THE PROJECT " , convene participants to mandatory attendance meetings with the periodicity it deems necessary, documenting the process. Lack of assistance Unjustified by the beneficiaries at the meetings that are called, it will not invalidate the agreements that are adopted.

Once " THE PROJECT " has been completed and the actions object of it have been completed, as well as the exercise and verification of resources, " THE PARTIES " will proceed to draw up the corresponding settlement document .

" THE PARTIES " through meetings convened for this purpose by " LA CONAPESCA " through the General Directorate of XXXX agree to participate in the Monitoring and Control of this instrument, for which they will carry out the functions that, by way of example and not limitation, they are listed below:

1. Know and agree on the main processes to be developed, among which are: The instrumentation execution, operation, monitoring, control and settlement of " THE PROJECT " .
2. Make sure of the completion of the transparency and accountability file of " THE PROJECT " and its delivery to " LA CONAPESCA " .
3. Grant the agreements that are necessary to resolve observations from the external audit or from the audits carried out by any other instance of control and oversight.
4. Know the final report on the basis of which the finalized act of this agreement will be formulated and signed .

The agreements that are made in said meetings must adhere to the regulatory framework provided in the OPERATION RULES " , in the event that there are doubts or controversies in the operation or regarding the application of the resources involved in this agreement of agreement , " THE PARTIES " will request the normative interpretation to the Administrative Unit of " LA CONAPESCA " that corresponds.

TENTH. FINISHING: Once the execution of " THE PROJECT " has been completed , " THE PARTIES " will draw up a settlement report no later than December 31, 2014, which must contain: 1) the final list of the beneficiaries; 2) the amounts of federal resources received, applied and returned, where appropriate to TESOFE; 3) proof of the specific bank account or specific subaccount used for the administration of the resources of " THE PROJECT " , with balance in zeros; and 4) if applicable, the interest generated, applied and / or reported to TESOFE.

ELEVENTH. AUDIT OF FEDERAL RESOURCES: In accordance with article XXXX of the " OPERATION RULES " , the resources that the Federation grants for the programs and / or components, may be audited by the Secretariat of the Public Function, the Internal Control Body in the Secretariat and / or independent auditors hired for this purpose, in coordination with the State Control Bodies ; the Secretaries of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audit carried out by the Ministry and the aforementioned supervisory bodies, which affect the Federal Public Treasury that, as the case may be, incur the federal or local public servants, as well as the physical or moral persons, will be sanctioned in the terms of the applicable legislation.

" LA CONAPESCA " as Responsible Unit and Executing Agency reserves the right to request " THE BENEFICIARY " , the specific reports that due to their responsibility will be required.

TWELFTH. FORTUITOUS CASE OR FORCE MAJEURE: " THE PARTIES " shall not be liable for the damages that may be caused, due to force majeure or fortuitous event, that may suspend the execution of the agreed actions, which must be reported immediately to each of them, for the conductive effects.

Notwithstanding the foregoing, once said cause of force majeure or fortuitous event that, where appropriate, motivates the suspension disappears, " THE PARTIES " must carry out the actions at the expense that are

encuentren pendientes de realizar, hasta su total terminación, a efecto de dar pleno cumplimiento al presente instrumento.

DÉCIMA TERCERA. AUSENCIA DE RELACIONES LABORALES: El personal de cada una de "LA PARTES" que sea designado para la realización de cualquier actividad relacionada con este instrumento permanecerá en forma absoluta bajo la dirección y dependencia de la entidad con la cual tiene establecida una relación laboral, mercantil, civil, administrativa o cualquier otra, por lo que no se creará una subordinación de ninguna especie con la parte opuesta, ni operará la figura jurídica de patrón sustituto o solidario; lo anterior con independencia de estar prestando sus servicios fuera de las instalaciones de la entidad por la que fue contratada o realizar labores de supervisión de los trabajos que se realicen.

FOURTEENTH. MODIFICATIONS: This instrument may be modified by mutual agreement between " THE PARTIES " within its validity. The agreed modifications must be in writing and will take effect from the day of their subscription or the date they determine.

FIFTEENTH. RESPONSIBILITIES: In accordance with article XXXX, of the " OPERATION RULES " , the administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by

the Ministry and the aforementioned inspection bodies, which affect the Treasury Federal Public that, when appropriate, incurred by federal or local public servants, as well as physical or legal persons, will be sanctioned under the terms of the applicable legislation.

SIXTEENTH. VALIDITY: This instrument will be effective from the day of its signature and until December 31, 2014.

SEVENTEENTH. JURISDICTION: " THE PARTIES " declare that this agreement is the product of the good faith, so they agree to fulfill each and every one of the agreed obligations that are pending completion to be performed at the date of its termination, agreeing that the doubts or controversies that arise regarding its interpretation, instrumentation or compliance, as well as what is not foreseen in it, will be resolved by mutual agreement and in writing.

In accordance with article 39 of the Planning Law, this agreement is considered Public Law, so the controversies that arise due to the interpretation and compliance of the same, will be resolved by the federal courts, hence " LAS PARTIES " expressly submit to the jurisdiction of the competent federal courts in the City of Mazatlán, Sinaloa, waiving from this moment to which they may correspond by reason of their domicile present or future or for any other reason.

Aware of the content, significance, scope and legal force of this instrument, " THE PARTIES " sign it by mutual agreement in seven original copies, in the City of Mazatlán, Sinaloa, on _____ 2014.

FOR " LA CONAPESCA "

C. (NAME OF THE DIRECTOR GENERAL)

XXXX CEO

BY " THE BENEFICIARY "

On behalf of XXXX.

C. (NAME OF REPRESENTATIVE AND / OR ATTORNEY, ETC)

(POSITION OF THE REPRESENTATIVE AND / OR ATTORNEY, ETC)

Annex XI

COOPERATION AGREEMENT SIGNED ON THE ONE HAND, THE SECRETARY OF AGRICULTURE LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD IN THE SUBSEQUENT THE " SAGARPA " THROUGH OF THE GOVERNING ADMINISTRATIVE DECONCENTRATED NAMED NATIONAL COMMISSION OF AQUACULTURE AND FISHERIES, REPRESENTED BY THE GENERAL DIRECTOR FROM XXXX, C. XXXX, TO WHOM IN THE FOLLOWING WILL BE CALLED AS THE " CONAPESCA "; AND FOR THE OTHER PART, THE XXXX REPRESENTED IN THIS ACT BY ITS XXXX, C. XXXX; SUBSEQUENTLY REFERRED AS " XXXX "; TO THOSE WHO JOINTLY WILL BE NAMED AS THE " PARTIES ", WITH THE PURPOSE OF XXXX, FORWARD THE " PROJECT " WITHIN THE FRAMEWORK OF THE XXXX PROGRAM, TO THE FOLLOWING OF THE FOLLOWING BACKGROUND STATEMENTS AND CLAUSES :

BACKGROUND

- I. That the Constitution of the United States Mexicans, hereinafter referred to as the " Constitution " States in article 4, third and fifth paragraphs, that everyone has the right to nutritious food, adequate and quality; as well as a healthy environment for their development and well-being. The State will guarantee respect for this right. The " CONSTITUTION " itself in its article 25, first paragraph foresees that it corresponds to the State the steering of the national development to guarantee that this is integral and sustainable, and in its article 26 section A, establishes that the State will organize a system of democratic planning of national development that prints solidity, dynamism, permanence and equity to the growth of the economy for the independence and political, social and cultural democratization of the Nation.
- II. The Planning Law in its articles 3o., 4o., and 9o., Establishes that national development planning consists of the rational and systematic organization of actions that, based on the exercise of the powers of the Federal Executive in matters of regulation and promotion of economic, social, political and cultural activity, environmental protection and rational use of natural resources, have the purpose of transforming the reality of the country in accordance with the norms, principles and objectives that the Constitution and laws establish; therefore, the dependencies and entities of the Federal Public Administration must plan and conduct their activities subject to the objectives and priorities of national development planning, in order to comply with the State's obligation to ensure that it is comprehensive and sustainable.
- III. The Organic Law of the Federal Public Administration, hereinafter the " LOAPF " in its article 5 establishes that the dependencies and entities of the Centralized and Parastatal Public Administration will conduct their activities in a programmed manner, based on the policies that for the achievement of the objectives and priorities of national development planning, establish the Federal Executive likewise, in its article 17, it establishes that for the most effective attention and efficient dispatch of matters within its competence, the Secretaries of State may have decentralized administrative bodies that will be hierarchically subordinate to them and will have specific powers para resolver sobre la materia y dentro del ámbito territorial que se determine en cada caso, de conformidad con la disposiciones legales aplicables.
La misma "LOAPF" en su artículo 26 dispone que para el despacho de los asuntos del orden administrativo, el Poder Ejecutivo de la Unión contará con Secretarías de Estado, es así que el citado ordenamiento señala en su artículo 35, fracciones XXI y XXII, que a la "SAGARPA", le corresponden el despacho de, entre otros asuntos, fomentar la actividad pesquera a través de una entidad pública y los demás que expresamente le atribuyan las leyes y reglamentos.
- IV. La Ley General de Pesca y Acuicultura Sustentables, en adelante la "LGPAS" en sus artículos 1o a 2o., fracciones I y II, y 4o., fracción XLIII, establece por objeto regular, fomentar y administrar el aprovechamiento de los recursos pesqueros y acuícolas en el territorio nacional y las zonas sobre las que la nación ejerce su soberanía y jurisdicción; es así que son objetivos de la "LGPAS" entre otros establecer y definir los principios para ordenar, fomentar y regular el manejo integral y el aprovechamiento sustentable de la pesca y la acuicultura, considerando los aspectos sociales

tecnológicos, productivos, biológicos y ambientales; promover el mejoramiento de la calidad de vida de los pescadores y acuicultores del país a través de los programas que se instrumenten para el sector pesquero y acuícola; por conducto de la "CONAPESCA".

Para la formulación y conducción de la Política Nacional de Pesca y Acuicultura Sustentables, los artículos 17 fracciones I y II, y 19 de la "LGPAS" disponen dentro de lo que nos ocupa, que la pesca y la acuicultura son actividades que fortalecen la soberanía alimentaria y territorial de la nación, que son asuntos de seguridad nacional y son prioridad para la planeación nacional del desarrollo y la gestión integral de los recursos pesqueros y acuícolas la producción de alimentos para el consumo humano directo para el abastecimiento de proteínas de alta calidad. Las medidas, programas e instrumentos económicos relativos al desarrollo de la actividad pesquera y acuícola, deberán ser subject to the provisions of the Income, Federal Budget and Fiscal Responsibility Laws and the Federal Expenditure Budget for the corresponding fiscal year and must ensure its effectiveness, selectivity and transparency. In any case, the economic programs and instruments must provide for the effective and sufficient channeling of support to promote fishing and aquaculture activities.

- V. In accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation, on January 22, 2013, the Government of the Republic must give results in the short term deadline to guarantee the population the right to sufficient and quality nutritious food, through coordinated, effective, efficient and transparent actions with a high content of social participation, for which the agencies and entities of the Federal Public Administration will carry out the actions necessary for the fulfillment of the same.

SAW. That the Decree approving the National Development Plan 2013-2018 published in the Official Gazette of the Federation on May 20, 2013, establishes five National Goals and three Transversal Strategies, among the national goals is Goal 4. Prosperous Mexico that generates sustainable and inclusive growth that is based on a comprehensive and balanced development of all Mexicans, with a view to consolidating macroeconomic stability, promoting the efficient use of productive resources in order to improve productivity in a climate of economic stability and through the generation of equal opportunities; also through a promotion of modern economic; objective 4.10, build a productive agricultural and fishing sector that guarantees the country's food security, encouraging the sustainable use of the country's resources.

That to achieve the National Goals and bring Mexico to its maximum potential, the National Development Plan 2013-2018, proposes objectives, strategies and lines of action to achieve the proposed goals, strategy 4.10.1. boosting productivity in the agri-food sector by investing in the development of physical, human and technological capital, and as lines of action, among others promoting the capitalization of productive units, promoting timely and competitive financing, promoting the capitalization of productive units, modernization of infrastructure and agro-industry and fishing equipment, support the production and income of peasants and small agricultural and fishing producers in the poorest rural areas, generating alternatives so that they can enter the economy more productively, and promote sustainable practices in agricultural, livestock, fishing and aquaculture activities.

- VII. The XXXX XXXX XXXX, was published in the Official Journal of the Federation the Agreement given to know the Rules of Operation of Programs "SAGARPA" that addressing the provisions of section X of the instrument concerned, Hereinafter they will be referred to as the "OPERATION RULES".

That in Article XX section XX of the "OPERATION RULES" the XXXX Program is indicated establishing XXXX as a component in its XXXX section.

That the aforementioned component in its article XX of the "OPERATION RULES", establishes XXXX as its specific objective.

That said article indicates that the target population is XXXX; and in section XXXX, subsection XXX of the aforementioned article, provides the concepts of supports and maximum amounts to be executed, with the resources of this component, supports may be granted for XXXX.

The allusive article XX fraction XX, paragraphs X) and X) of the "OPERATION RULES" establishes that the Responsible Unit and Executing Agency of component XXXX will be the XXXX General Directorate of "CONAPESCA".

DECLARATIONS

I. OF THE "CONAPESCA":

- I.1 That in accordance with articles 90 of the "CONSTITUTION" and 26 of the "LOAPF", the "SAGARPA" is an Office of the Federal Executive, with the powers and powers conferred on it by article 35 of the same Law and others related to its Internal Regulations; that to carry out the object of this instrument it has the "CONAPESCA", the Decentralized Administrative Body of the "SAGARPA", in terms and with the powers provided for in articles 17, and 35, section XXI, of the "LOAPF"; 1st., 2nd Section D), section III, 44 and eighth transitory, of the Internal Regulations of the "SAGARPA" published in the Official Gazette of the Federation on April 25, 2012; 1o., And 2o., Of the Decree by which the "CONAPESCA" is created, published in the Official Gazette of the Federation on 5 June 2001.
- I.2 That article 2o., Sections XXXX of the Decree by which the "CONAPESCA" is created, published in the Official Gazette of the Federation on June 5, 2001, establishes that they are the powers of the "CONAPESCA", among others the following: XXXX
- I.3 That C. XXXX, General Director of XXXX of "CONAPESCA", has the necessary powers to sign the instrument and carry out the actions agreed upon in it, in accordance with articles 2, section I section III, 44, 45 second paragraph and eighth transitory of the Internal Regulations of "SAGARPA", published in the Official Gazette of the Federation on April 25, 2012; 1o., 2o., Sections XXXX and 8o., Of the Decree creating the "CONAPESCA", published in the Official Gazette of the Federation on June 5, 2001.
- I.4 That in terms of the Agreement establishing the domicile of "CONAPESCA", the Decentralized Administrative Body of "SAGARPA", in the city and port of Mazatlán, Sinaloa, published in the

Official Gazette of the Federation on 17 July 2001, it has its address at Avenida Camarón Sábal without number, corner with Tiburon, Fraccionamiento Sábalo Country Club, zip code 82100, c Mazatlán, Sinaloa, which it indicates for all legal purposes of this instrument.

II. FROM " XXXX " :

II.1 It is incorporated under Mexican law proving their legal existence with the Act and Articles c Incorporation dated XXXX XXXX XXXX, as evidenced by public deed number XXXX, XXXX volume volume XXX, before the faith of the Lic. XXXX, notary public number XXX, of XXXX, XXXX, an registered under the legal persons folio number XXXX of the Public Registry of State Property c XXXX, dated XXXX of XXXX of XXXX.

II.2 Which is intended, XXXX.

II.3 That the C. XXXX, XXXX of the " XXXX " , has broad and sufficient powers to subscribe this instrumer and states that until now the powers with which it operates have not been limited, modified or revoke in a manner some, in terms of the minutes of the XXXX general assembly held on XXXX of XXXX c XXXX, instrument protocolized in public deed number XXXX, volume XXXX, dated XX of XX of X) passed before the faith of Lic. XXXX, notary public number XX , in XXXX, XXXX, and registre under the folio of legal entities number XXX of the Public Registry of State Property of XXXX, date XX of XXX of XXXX

II.4 That it is registered before the Ministry of Finance and Public Credit with the Federal Taxpayer Registr with code number XXXX and as manifested under protest to tell the truth, that it is up to date in th fulfillment of each and every one of the tax obligations that correspond to it in terms of the applicabl legislation.

II.5 That it indicates as its domicile for all the legal effects derived from the present instrument, the on located in calle XXXX, colonia XXXX, postal code XXXX, in XXXX, XXXX.

III. OF THE " PARTIES " :

III.1 That they mutually recognize the personality of the legal representatives to carry out this Collaboratio Agreement.

III.2 That in the celebration of this instrument there is no vice, fraud or bad faith that affects your consent.

III.3 That they know, understand and agree to comply at all times with the " PROJECT " , the OPERATION RULES " and other applicable legal, regulatory and administrative provisions.

By virtue of the foregoing and based on articles 4, 25, 26 section A and 90 of the " CONSTITUTION " ; 3rd 4th., 9th., And 12 of the Planning Law; 1o., 4o., 45, 54, 112 and 115 of the Federal Budget and Fisc Responsibility Law ; 64, 65, 175, and 176 of its Regulations; 1st., 2nd., Sections I and II, 4th., Section XLIII, 1 sections I and II, and 19 of the " LGPAS " ; 9th., 17, 26 and 35 sections XXI and XXII of the " LOAPF " ; 1st 2nd., Section D, section III, 44, 45 second paragraph, and eighth transitory, of the Internal Regulations of the SAGARPA " , published in the Official Gazette of the Federation on April 25, 2012; 1st., 2nd., Fractions

XXXX, and 8o., Of the Decree by which the " CONAPESCA " is created ; XXXXXXXXXXXXXXXXXXXX of th Budget of Expenditures of the Federation for Fiscal Year 2014, published in the Official Gazette of the Federation on XX of XXXX of XXXX; XXX and XXXX of the " OPERATION RULES " ; the " PARTIES " b common agreement agree to celebrate the present instrument, according to the following:

CLAUSES

FIRST. PURPOSE: The purpose of this Collaboration Agreement is to establish the conjunction of action and resources between " SAGARPA " through " CONAPESCA " through the General Directorate of XXXX a XXXX and " XXXX " as XXXX for the due instrumentation , execution, operation, monitoring, control an settlement of the " PROJECT " , within the framework of the XXXX Program in its XXXX component .

SECOND. ACTIONS: In order to fulfill the object of the present instrument, the " XXXX " will carry out th signature of the present Collaboration Agreement, actions consisting of:

- XXXX.
- XXXX.
- XXXX.

THIRD. CONTRIBUTIONS: In order to carry out the actions that are the subject of this Collaboratio Agreement , " SAGARPA " through " CONAPESCA " through its XXXX General Directorate as XXXX of it authorized budgetary resources in Branch 08 of the Expenditure Budget of the Federation for the Fiscal Yea 2014, prior budget authorization and subject to the availability of the budget authorized for this fiscal year, wi contribute by bank transfer to " XXXX " , to the signature of this instrument and according to the schedul authorized by the Administration Unit of the " CONAPESCA " , the amount of XXXX (XXXX pesos 00/100 MN) resources that will be destined only for the authorized purposes in the " PROJECT " .

The transfer of federal resources will be made to " XXXX " , to the account that individually open especially for the administration and execution of support resources on the occasion of the " PROJECT " whose account number, interbank CLABE, name of the credit institution that takes the account and the identification data from it, must inform " CONAPESCA " in writing , on the understanding that until they compl with the above, the respective transfer will not be made, also will be subject to verification of support i accordance with "OPERATING RULES " .

The resources provided by " CONAPESCA " for the fulfillment of the purpose of this instrument, will b considered at all times as federal subsidies in the terms of the corresponding fiscal and budgetary provisions consequently, they will not lose the federal character when being channeled to " XXXX " , and will be subject t the federal provisions that regulate their application, control and exercise by the federal instances empowere for such effect. For all legal purposes, all those who manage or apply federal public resources are considere subject to the Federal Law of Administrative Responsibilities of Public Servants, in accordance with its articl 2, as well as that established in article XX of the " OPERATION RULES " .

QUARTER. PLACE AND DEADLINE FOR THE EXECUTION OF THE ACTIONS: From the signing of thi Collaboration Agreement and until December 31, 2014, " XXXX " , it undertakes to carry out in the State c XXXXXXXXXXXXX, jointly and in coordination with the " SAGARPA " through the " CONAPESCA " through th

General Directorate XXXX, the actions agreed upon in its charge, in accordance with the quantities, periods, places, characteristics, specifications, terms and conditions described in the " PROJECT " , which duly signs is an integral part of this instrument and in accordance with the " OPERATION RULES " .

FIFTH. PROOF OF RESOURCES: " XXXX " undertakes to deliver to the General Directorate of XXXX of CONAPESCA " , at the latter's domicile, to the extent that the supports are exercised and no later than December 31, 2014 , the file that contains the fiscal and administrative documents that correspond in law, in original and copy for their comparison such as invoices and / or fiscal vouchers that meet the legal requirements, as well as other documents that demonstrate the exercise of the resources as described in the PROJECT " , that they check the complete application and timely support resources in the authorized purposes and concepts.

SIXTH. OBLIGATIONS OF " XXXX " : For the proper execution of the object of the present instrument XXXX " as XXXX, it is obliged to:

1. XXXX.
2. XXXX.
3. XXXX.
4. XXXX.
5. XXXX.
6. XXXX.
7. XXXX.
8. XXXX

SEVENTH. OBLIGATIONS OF THE " CONAPESCA " : The " CONAPESCA " through the General Directorate XXXX as XXXX, in terms of articles XXXX, section XXX, paragraphs XX) and X), and XX of the OPERATION RULES " , is empowered and undertakes to:

- 1.- XXXX
- 2.- XXXX
- 3.- XXXX
- 4.- XXXX
- 5.- XXXX
- 6.- XXXX

EIGHTH. SUSPENSION OF RESOURCES: The " CONAPESCA " manifests and " XXXX " accepts that the former may suspend or cancel totally or partially the delivery of the assigned supports, when the second generally fails to comply with the applicable federal regulations or in particular with its obligations acquired in this instrument or:

- 1.- Do not apply the resources delivered for the approved purposes or apply them improperly, which notoriously warns inefficiency or dishonesty, in which case, you must reimburse all of the resources granted with the corresponding financial products.
- 2.- Do not accept the performance of supervision and inspection visits, when so requested by the Ministry of Public Function, the Internal Control Body in the Secretary and / or Independent Auditors hired for this purpose, in coordination with the State Bodies of Control; the Secretaries of Finance and Public Credit; the Superior Audit of the Federation and other Instances that within the scope of the respective powers are competent, the above in terms of article XXX of the " OPERATION RULES " .
- 3.- Do not deliver to the General Directorate of XXXX of " CONAPESCA " , the reports and documentation that accredit the physical-financial progress and the conclusion of the commitments and concepts contained in the " PROJECT " .
- 4.- Present false information on the concepts of application of the incentives provided and the settlement of " PROJECT " .
- 5.- There are adjustments to the public spending calendars or serious decrease in public revenues that decisively affect the authorized budget, in terms of article 21 of the Federal Budget and Fiscal Responsibility Law .
- 6.- In general, there is a breach of its obligations established in this agreement, in the " PROJECT " consisting of failure to comply with the applicable federal provisions, including the " OPERATION RULES " .

The " PARTIES " agree that in the event of extinction, dissolution, liquidation or any other similar that implies the disappearance of " XXXX " , the remainder of the resources contributed by the federal government that, where appropriate, is in the account established for such effect, as well as financial products, will be transmitted to

the Treasury of the Federation (TESOFE) in coordination with " CONAPESCA " .

NINTH. MONITORING AND CONTROL: The " PARTIES " agree to participate in the planning, implementation, monitoring, control, and settlement of the actions covered by this instrument and the PROJECT " , for which the " CONAPESCA " through its General Directorate of XXXX may, according to the nature and follow-up of the " PROJECT " , summon the participants to mandatory attendance meetings with the periodicity that it considers necessary, documenting the process. Lack of assistance Unjustified by the beneficiaries to the meetings that are called, it will not invalidate the agreements that are adopted.

Once the " PROJECT " has been completed and the actions object of it have been completed, as well as the exercise and verification of the resources, the " PARTIES " will proceed to draw up the corresponding settlement document .

The " PARTIES " through meetings convened by the " CONAPESCA " for this purpose through the General Directorate XXXX agree to participate in the Monitoring and Control of this instrument, for which they will perform the functions that, by way of example and not limitation, listed below:

1. Know and agree on the main processes to be developed, among which are: The instrumentation execution, operation, monitoring, control and settlement of the " PROJECT " .
2. Make sure of the completion of the transparency and accountability file of the " PROJECT " and its delivery to " CONAPESCA " .
3. Grant the agreements that are necessary to resolve observations from the external audit or from the audits carried out by any other instance of control and oversight.
4. Know the final report on the basis of which the finalized act of this Collaboration Agreement will be formulated and signed .

The agreements made in said meetings must adhere to the regulatory framework provided in the OPERATION RULES " , in the event that there are doubts or controversies in the operation or regarding the application of the resources involved in this Collaboration Agreement . , the " PARTIES " will request the normative interpretation to the Administrative Unit of the corresponding " CONAPESCA " .

TENTH. FINIQUITO: After the execution of the " PROJECT " , the " Parties " should build a settlement minutes later than December 31, 2014, same which shall contain: 1) the final list of beneficiaries; 2) the amounts of federal resources received, applied and returned, where appropriate to TESOFE; 3) proof of the specific bank account or specific subaccount used for the administration of the resources of the " PROJECT " with balance in zeros; and 4) if applicable, the interest generated, applied and / or reported to TESOFE.

ELEVENTH . AUDIT OF FEDERAL RESOURCES: In accordance with article XXX of the " OPERATION RULES " , the resources that the Federation grants for the programs and / or components, may be audited by the Secretariat of the Public Function, the Internal Control Body in the Secretariat and / or independent auditors hired for this purpose, in coordination with the State Control Bodies ; the Secretaries of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audit carried out by the Ministry and the aforementioned supervisory bodies, which affect the Federal Public Treasury that, as the case may be, incur the federal or local public servants, as well as the physical or moral persons, will be sanctioned in the terms of the applicable legislation.

The " CONAPESCA " as XXXX reserves the right to request " XXXX " , the specific reports that due to the responsibility will be required.

TWELFTH. FORTUITOUS CASE OR FORCE MAJEURE: The " PARTIES " shall not be liable for damage that may be caused, due to force majeure or fortuitous event, that may suspend the execution of the agreed actions, which must be reported immediately to each of them, for the conductive effects.

Notwithstanding the foregoing, once said causes of force majeure or fortuitous event that, where appropriate, motivate the suspension disappear, the " PARTIES " must carry out the actions at their expense that are

pending completion, until its complete completion, in order to fully comply with this instrument.

THIRTEENTH. ABSENCE OF LABOR RELATIONS: The personnel of each one of the " PARTIES " that is designated to carry out any activity related to this instrument, will remain in absolute form under the direction and dependency of the entity with which their employment relationship is established , mercantile, civil administrative or any other, so that a subordination of any kind will not be created with the opposite party, nor will the legal figure of a substitute or joint employer operate; the foregoing, regardless of whether they are rendering their services outside the facilities of the entity for which they were hired or perform supervisor tasks for the work carried out.

FOURTEENTH. MODIFICATIONS: This instrument may be modified by mutual agreement between the PARTIES " within its validity. The agreed modifications must be in writing and will take effect from the day of their subscription or the date they determine.

FIFTEENTH. RESPONSIBILITIES: In accordance with article XX, of the " OPERATION RULES " , the administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned inspection bodies, which affect the Treasury Federal Public that, where appropriate, incurred by federal or local public servants, as well as individuals or corporations, will be sanctioned under the terms of the applicable legislation.

SIXTEENTH. VALIDITY: This instrument will be effective from the day of its signature and until December 31, 2014.

SEVENTEENTH. JURISDICTION: The " PARTIES " declare that this Agreement is the product of the good faith, so they agree to fulfill each and every one of the agreed obligations that are pending completion to be performed at the date of its termination, agreeing that the doubts or controversies that arise regarding its interpretation, instrumentation or compliance, as well as what is not foreseen in it, will be resolved by mutual agreement and in writing.

Conscious of the content, transcendence, scope and legal force of this instrument, the " PARTIES " sign by common agreement in XXXX original copies, in the City of Mazatlán, Sinaloa, on _____ 2014.

FOR THE " CONAPESCA "

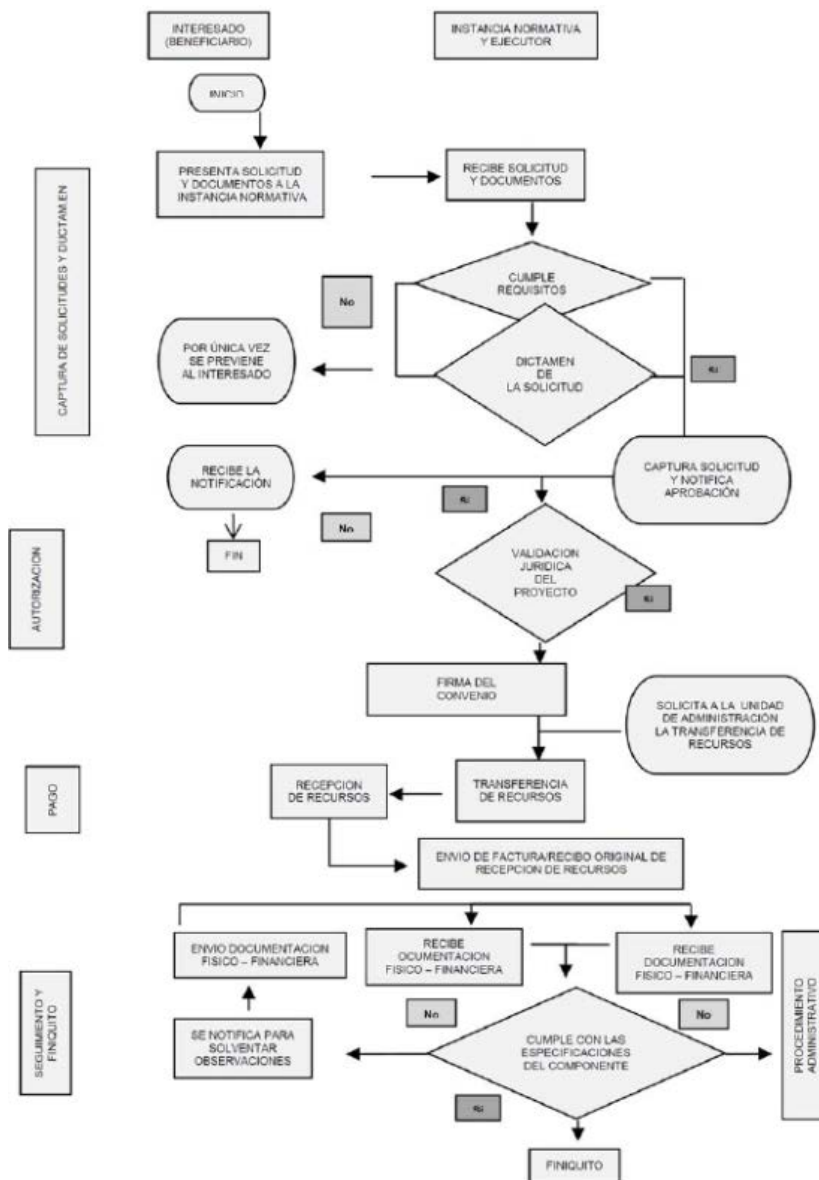
BY THE " XXXXX "

C. XXXXXXXXXXXXX

XXXX CEO

C. XXXX

Flow Chart of the Program to Promote Productivity in Fisheries and Aquaculture



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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Marketing and Market Development Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed . (Continues in the Third Section)

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fishing and Food, based on articles 9, 16, 26 and 35 section XXII of the Organic Law of the Federal Public Administration; 4th. of the Federal Law of Administrative Procedure; 9th. and 12 of the Planning Law ; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 70., 32 fractions I, II, VI, VII, IX, XIII and XIV, 54, 55, 56, 59, 60, 61, 72, 79, 104, 105, 109, 115 second paragraph, 164, 178, 183,188 , 189, 190 fraction II and 191 of the Sustainable Rural Development Law; 3, Section XI, 30, 31 section IV, 32 and 36 sections I, III, subsection b), IV, V, VI and XIV and Annexes 10 and 24 of Federation Expenditure Budget for Fiscal Year 2014; 1st., 2 section D fraction I, 3rd., 5th. section XXII, 44, 45 and TRANSITORY EIGHT of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That the problem of commercialization of agricultural products in Mexico is expressed, among other situations, in the production of seasonal marketable surpluses, mainly of grains and oilseeds, originated by the characteristics of agriculture, particularly the times of the vegetative cycles, so the crops are recurrently obtained in a short period, the magnitude of which exceeds the purchasing and consumption capacity of the buyers, consumption that is normally stable throughout the year, thereby causing the downward impact on the prices paid to the producers . The economic agents participating in the commercial circuit of more than half of the volumes produced and

Commercialized in the country, they are a small number of large producers and commercial buyers; and the remaining volumes are pulverized in a majority number of small producers;

That among other commercialization problems, the reduced certification of grain collection centers is identified , without the benefit or standardized quality that allows producers access to the value chain and to better levels of competitiveness, as well as poor development of capacities and competences for the processing, benefit and quality of agri-food products;

That the incentives for the commercialization process of agricultural and fishery products will seek to promote the development of the regions of the country where the infrastructure for the collection and addition of value is deficient and insufficient;

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That derived from the high costs of commercial promotion and establishment of marketing channels for Mexican agricultural, livestock, agri-food, fishery, aquaculture and ornamental plants products by natural or moral persons whose predominant activity is production, processing, transformation, packaging, commercialization of the same, it is essential the government intervention in order to promote the processes of promotion and establishment of commercial links for these products, in order to mitigate the considerable increase in some direct costs to reach advertising adequate and make known its products both in the national and international markets ;

That the lack of attention would have as a consequence a detriment to the sector caused by the lack of promotion of the consumption of Mexican agricultural, livestock, agri-food, fishing, aquaculture and ornamental plants in the national market and loss of the potential growth of the destination of the sector's exports in international markets;

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Marketing and Market Development Program;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force; Y

That other public policy axes will be added to the programs subject to operating rules, to improve the information available to the sector; for what I have had to issue the following:

**AGREEMENT BY WHICH THE RULES OF OPERATION OF THE
MARKETING AND MARKET DEVELOPMENT PROGRAM OF THE SECRETARY OF AGRICULTURE, LIVESTOCK, RURAL
KNOWN**

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TITLE I

General disposition

Chapter I

About the Purpose of the Program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Marketing and Market Development Program and its Components:

- I. Marketing Incentives Component
- II. Incentives Component for Trade Promotion and Export Promotion

The program and its components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the program is to contribute to maintaining or improving the income of agricultural and fishery producers by providing certainty in marketing.

Article 3. The specific objective of the program is to encourage agricultural and fishery producers to market their production with certainty in the markets.

Article 4. For the purposes and application of the program and components contained in these Operation Rules, the following definitions shall apply :

- I. **AGD.- General Warehouse of Deposit.** In your case, that you have the current badge of the "Safe Warehouse" program;
- II. **Contract Agriculture.-** The operation by which the producer sells to the buyer before the planting period and / or harvests his product, through the execution of sale contracts , under specific conditions of price, volume, quality, time, place of delivery and payment conditions, among others, which will be registered and validated before the Responsible Unit, during the window opening periods established for it;
- III. **Business Area or Table.-** Space that is contracted within the development of a commercial mission or within a fair or exhibition that allows the meeting and development of business agendas ;
- IV. **ASERCA.-** Agency of Services for the Marketing and Development of Agricultural Markets, Decentralized Administrative Body of the Secretariat;
- V. **Notice.-** Instrument through which the Responsible Unit discloses on the website www.infoaserca and / or in the DOF, the characteristics, provisions and amounts of support applicable to the types of incentives, provided for in these Rules of Operation;
- SAW. **External Auditor.-** Public accountant who has an updated and current registry before the SHCP, and who has participated and accredited the training given by the Responsible Unit, regarding the mechanics of checking the marketing of products, agricultural cycles, collection centers and federal entities, among others, object of the incentives;
- VII. **Base.-** Price of the physical minus the price of the future;
- VIII. **Collaboration Bases.-** Those that establish the procedure so that the Agricultural Foreign Ministry of the Secretariat, contract the goods and services necessary for the execution of the events of promotion of exhibitions and fairs of international character , held by the Secretariat, through the General Coordination of International Affairs , and the Responsible Unit, through the General Coordination of Trade Promotion and Export Promotion;
- IX. **Consumer Zone Standardized Base (BEZC) .-** Estimate of the Consumer Zone Base in dollars per ton by federal entity or region, agricultural cycle and crop, according to the historical behavior of the last five years or in force at the time of the estimation, according to the conditions of the international market, and those of supply and demand that affect the local and regional market. The BEZC will be announced by the Responsible Unit by means of a Notice that it will publish on its website and later in the DOF;
- X. **Maximum Regional Base (BMR) .-** Regional Base by state-producer entity, which includes freight from the national grain production area to the consumption area, storage costs and financial expenses. The value of this variable is the maximum value that will be recognized, since the regional base can be negotiated between the parties. The BMR will be announced by the Responsible Unit by means of a Notice that it will publish on its website and later in the DOF;
- XI. **Physical Consuming Zone Base (BZCF) .-** Represents the set of costs in force in the incurred to transport the product from a production area to a national consumption area , these costs can be transportation (maritime or land) and internment (loading and unloading maneuvers, weight and quality certificates, fumigation, permit phytosanitary, among others). If these are quoted in dollars, the current exchange rate quoted by Banco de México is applied for their conversion into national currency . The BZCF will be announced by the Responsible Unit by means of a Notice that it will publish on its website and later in the DOF ;
- XII. **Beneficiary.-** Natural and / or legal person who receives the subsidy or incentive provided in these Operation Rules;
- XIII. **Direct Beneficiaries.-** Production units that participate in person, or their products are promoted in events at the request

of the legal entity that represents them;

- XIV. **Futures exchanges.-** Establishments where standardized financial contracts derived from commodity quotes are negotiated, among which are agricultural products included in this instrument, among other exchanges, those of the Chicago Board of Trade (CBOT), Chicago Mercantile Exchange (CME) and New York Board of Trade (NYBOT);
- XV. **CADER.-** Support Center for Rural Development of the Secretariat;
- XVI. **Quality.-** Characteristics of a certain product or service that give it the aptitude to satisfy the established and implicit needs;
- XVII. **Generic Commercial Promotion Campaign.- Promotion** strategy that plans to develop a group of Mexican producers, for their positioning and / or placement in the national and international market, for the benefit of all economic agents that intervene in the production-consumption chain of a given agricultural, fishing or aquaculture product;
- XVIII. **Letter of Adhesion.-** Document prepared by the Responsible Unit through which the eligible applicant (buyer) subscribes to a type of incentive, with which it is obliged to comply with the terms indicated in the Operating Rules, guidelines, and Notices published in the DOF;
- XIX. **Collection Center.-** Warehouse, **depot** or facility where the product object of the incentive is received in the producing area of origin, or of destination with a register of scales at origin, which is registered in the register that the Responsible Unit lifts for such effect;
- XX. **Certificación.-** Procedimiento por el cual se asegura que un producto, proceso, sistema o servicio se apega a las normas, lineamientos o recomendaciones de organismos dedicados a la normalización, ya sean nacionales o internacionales;
- XXI. **CLABE.-** Clave Bancaria Estandarizada;
- XXII. **Cobertura.-** Operación financiera que tiene por objeto reducir el riesgo de movimientos adversos en los precios;
- XXIII. **Contrato de Compraventa.-** Operación celebrada entre particulares, establecida en forma escrita, mediante la cual el productor y/o la organización de productores venden su producto antes de la siembra y/o cosecha al comprador (consumidor y/o comercializador);
- XXIV. **Convocatoria.-** Comunicado mediante el cual se invita a los interesados a participar en los eventos considerados en el Programa de Eventos Comerciales Nacionales e Internacionales, así como a presentar sus solicitudes de participación para ser beneficiarios de dichos eventos, las cuales serán dadas a conocer por la Instancia Ejecutora en la página electrónica www.infoaserca.gob.mx/mexbest;
- XXV. **Cultura de la Calidad.-** Fomentar a través de incentivos, la producción de cultivos elegibles cuya demanda y/o producción potencial presenten tendencias decrecientes, producciones excedentarias con problemas de comercialización, derivadas de las desventajas de mercado y/o por contingencias climatológicas que enfrenta el productor en la compraventa de sus cosechas, estableciendo con ello un patrón de cultivos que, por su calidad y valor agregado, determinen su permanencia en los circuitos comerciales y, en su caso, en la apertura de nuevos mercados nacionales e internacionales, repercutiendo favorablemente en el ingreso de los productores, la rentabilidad de la actividad, y la consolidación de la oferta nacional de alimentos de calidad.
- XXVI. **CURP.-** Clave Única de Registro de Población, documento expedido por la Secretaría de Gobernación;
- XXVII. **DDR.-** Distritos de Desarrollo Rural de la Secretaría;
- XXVIII. **Degustación.-** Evento a nivel nacional e internacional que contemplan la organización de muestras gastronómicas, para la prueba de alimentos o bebidas que permitan promover su posicionamiento en el público consumidor, así como examinar y valorar su sabor y calidad, ya sea en formato de muestra gastronómica, taller de demostración, cena, comida y/o coctel o recepción, incluyendo los denominados "Taste of México" en el extranjero.
- XXIX. **Delegación.-** Delegación Federal de la SAGARPA en cada uno de los Estados, en el Distrito Federal y de la Región Lagunera;
- XXX. **Denominaciones de Origen.-** Se refiere al nombre de una región geográfica o lugar determinado del país, utilizado como signo distintivo, registrado ante el Instituto Mexicano de la Propiedad Industrial, para designar a un producto originario de éste, cuyas cualidades y características se deben exclusiva y esencialmente al medio geográfico, incluidos los factores naturales y los factores humanos.
- XXXI. **Dirección Regional.-** Oficinas regionales y/o estatales de la Unidad Responsable en las entidades federativas, cuyos domicilios se encuentran disponibles en la página electrónica: www.infoaserca.gob.mx;
- XXXII. **DOF.-** Diario Oficial de la Federación;
- XXXIII. **Dólar Fix.-** Determinado por el Banco de México para solventar obligaciones denominadas en dólares liquidables en la República Mexicana al día siguiente de su publicación;
- XXXIV. **Entidades Financieras.-** Sociedades controladoras de grupos financieros, casas de bolsa, instituciones de crédito, sociedades de inversión, sociedades operadoras de sociedades de inversión, administradoras de fondos y las encargadas de la compra y la venta de opciones sobre futuros agropecuarios;
- XXXV. **Eventos Comerciales Nacionales e Internacionales.-** Todas las actividades y servicios relacionados con la participación y organización de eventos considerados en el Programa de Eventos Comerciales Nacionales e Internacionales, autorizado por la Secretaría, en los cuales se llevan a cabo ferias, exposiciones, degustaciones de promoción, exhibiciones especializadas, foros, congresos y/o convenciones y demás actividades encaminadas al fomento de las exportaciones de los productos del sector agroalimentario mexicano; que podrán ser consultados en la página electrónica www.infoaserca.gob.mx/mexbest;
- XXXVI. **Fairs.-** Promotional tastings, exhibitions and specialized exhibitions, forums, congresses and conventions, national or international, subject to demand, and not contemplated in the Program of National and International Commercial Events authorized by the Secretariat;
- XXXVII. **Commercial Property Registration Form .-** That which is carried out to register properties in the Incentives for Marketing Component;
- XXXVIII. **Official Identification.-** Document with which a natural person can prove his identity; For the purposes of these Rules of Operation, the acceptable documents are: the valid Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the Professional Certificate;
- XXXIX. **Incentive.-** They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XL. **Productive Induction.-** Promotion of the production of eligible alternative crops with comparative advantages in the use of

natural resources and / or in agronomic, productive, economic or market aspects , or deficit crops with potential demand, which contribute to the discouragement of other crops. with surplus productions and / or with marketing problems , thereby helping to establish a crop pattern that has a favorable impact on the income of producers;

- XLII. INIFAP.-** National Institute of Forest, Agricultural and Livestock Research;
- XLIII. Executing instance.-** Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies, Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XLIII. Law.-** Sustainable Rural Development Law;
- XLIV. LFPRH.-** Federal Budget and Fiscal Responsibility Law;
- XLV. LAASSP.-** Law of Acquisitions, Leases and Services of the Public Sector.
- XLVI. Collective Mark.-** Distinctive sign legally registered by Mexican associations or societies , of producers, processors, packers, agribusiness, promoters or marketers before the Mexican Institute of Industrial Property, in order to distinguish the competitive and comparative advantages in the market of the products or services of its members, with respect to the products or services of third parties, for their promotion in the national and international market .
- XLVII. Commercial Missions in Mexico.-** Promotion activities for Mexican producers that participate in the activities of a commercial agenda, previously agreed with foreign companies that visit Mexico, in order to attend to scheduled issues of scientific and technological exchange, joint investment projects or to establish relationships of sale and purchase of agricultural, fishing and aquaculture products.
- XLVIII. Commercial Missions Outside Mexico.-** Promotion activities for Mexican producers who travel abroad to participate in the activities of a commercial agenda previously agreed upon with international companies, in order to attend to scheduled issues of scientific and technological exchange, joint investment projects or to establish relations of purchase and sale of agricultural, fishing and aquaculture products.
- XLIX. Prospective Missions in Mexico.-** Promotion activities of a group of Mexican producers that participate in the activities of a previously agreed agenda with foreign companies that visit Mexico, in order to attend to scheduled issues of technological exchange , joint investment projects or to establish relationships future, as well as opinion leaders (including media representatives, chefs, editors and related and / or specialized journalists in the agricultural, fishing, aquaculture and gastronomic sectors) who visit producers in the agricultural, fishing and aquaculture sector in Mexico , for the same purposes; They are mainly focused on prospecting markets and stocks that in the medium or long term allow a commercial exchange.
- L. Prospective Missions Outside Mexico.-** Promotion activities of a group of Mexican producers who travel abroad to participate in the activities of an agenda previously agreed upon with international companies, as well as opinion leaders (including representatives of the media, chefs, editors and journalists related and / or specialized in the agricultural, fishing, aquaculture and gastronomic sectors), in order to attend to programmed matters of technological exchange, joint investment projects or to establish purchase-sale relationships, of agricultural, fishing and aquaculture; They are mainly focused on prospecting markets and stocks that in the medium or long term allows a commercial exchange.
- LI. Exportable Offer.-** Products that satisfy the requirements of foreign markets .
- LII. Option CALL.-** Financial instrument quoted on the futures exchange that offers the holder coverage against price increases;
- LIII. Option PUT.-** Financial Instrument quoted on the futures exchange that offers the holder coverage against price falls;
- LIV. Options.-** DERIVATIVES Futures Contract, traded on a futures exchange;
- LVI. Pavilion.-** Area in which the participants exhibit their agricultural, fishing and aquaculture products, and commercial links are promoted between the attendees and participants.
- LVI. Participants of the Incentives Component for Commercial Promotion and Export Promotion.-** These are the individuals and / or legal entities described in the target population, who submit their Application for Participation in accordance with (Annex XII) that contains the operation for National Commercial Events. and International; and once positively ruled, they are beneficiaries of one or more events contemplated in the Program authorized by the Secretariat;
- LVII. PEF.-** Federal Expenditure Budget Decree for the corresponding fiscal year ;
- LVIII. Net Weight Analyzed.-** Metric ton of product, expressed in three decimals, to which deductions in kilograms have been applied based on the generally accepted quality standard in each producing region; such as excess humidity, foreign matter or impurities, damaged grains and pests, among others;
- LIX. Specific Marketing Problems.-** The effect on the price faced by the producer, consumer and / or marketer in the sale of the national crops of the

 products eligible for human and animal consumption and / or for their industrial transformation into by-products or inputs, which, due to their quality and incorporated value, determine the permanence and, where appropriate, the opening of new national and international markets, considering, among other activities, storage, storage , conservation, mobilization, distribution and delivery-reception of the product, in a producing or consuming area; phases that generate costs inherent to commercialization, such as storage, freight and financial costs, as well as costs derived from eventual market problems during said process, such as abrupt and / or sudden variations in international prices and / or exchange parity and / or variations of the Bases, and / or seasonal oversupply or shortage of a certain eligible product with respect to demand, among other concepts, the magnitude of which causes an adverse impact on the income of the producer and / or buyer.
- LX. Products of the Agri-Food Sector.-** By way of example, these are agricultural, livestock, aquaculture and fishing products, whether fresh, frozen, ornamental, raw or industrialized; including those of ornamental plants, bioproducts for agricultural and food production, as well as traditional ingredients used in gastronomy that justify being linked to a phase of the Product System or production chain;
- LXI. Program.-** This Marketing and Market Development Program;
- LXII. Program of Events.-** to the Program of National and International Commercial Events;
- LXIII. Supplier.-** Natural or legal person who enters into contracts for acquisitions, leases or services in terms of the Mexican provisions in force on the matter;
- LXIV. Descriptive Project.-** Refers to the proposal of actions to carry out a specific plan based on the concepts of incentives

established for the Promotion of Exports; for the development of the activities of an event contemplated by each Call to be announced by the Executing Agency on the website www.infoaserca.gob.mx/mexbest.

- LXV. **Commercial Promotion Project.**- Document that contains a set of concepts aimed at supporting and empowering the agri-food sector, through strategies oriented towards the positioning and / or effective insertion of the product in national and / or international markets , the increase in value and volumes of the products to be commercialized, the diversification of the markets and the progress of the commercialization channels.
- LXVI. **Registration of the Commercial Operation.**- Presentation by the producer and / or the buyer of the sale contract concluded between both parties, before the Regional Directorate, within the window opening period that is disclosed on the Unit's website Responsible, and acknowledgment of receipt of said contract by the designated offices;
- LXVII. **Operation Rules.**- They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;
- LXVIII. **Maximum Acceptable Yield.**- Maximum limit yield per surface unit of the eligible product, expressed in tons per hectare, by CADER, recognized by the Secretariat through the Responsible Unit, in accordance with the criteria established in the operating mechanics of these Rules of Operation;
- LXIX. **RFC.**- Federal Taxpayers Registry;
- LXX. **SAT.**- SHCP Tax Administration Service.
- LXXI. **Secretary.**- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA);
- LXXII. **Agri-food Sector.**- It is made up of all the agricultural, livestock, forestry, aquaculture, fishing, mining, and agro-industrial or agro-food industry activities;
- LXXIII. **SHCP.**- Ministry of Finance and Public Credit;
- LXXIV. **SIAP.**- Agri-Food and Fisheries Information Service, Decentralized Administrative Body of the Secretariat;
- LXXV. **Price Coverage System.**- Set of computer and administrative processes used to carry out the operations, mainly related to the placement, settlement and payment of coverages, and to which computer applications can be added as required by the circumstances of the operational phase;
- LXXVI. **Product System.**- The set of elements and concurrent agents of the productive processes of agricultural products, including the supply of technical equipment, supplies
productive, financial resources, primary production, storage, transformation, distribution and marketing;
- LXXVII. **Applicant.**- Natural and / or legal person who, in accordance with current regulations, submits a request for support.
- LXXVIII. **SURI.**- Single Information Registration System;
- LXXIX. **TESOFE.**- Treasury of the Federation;
- LXXX. **Productive Unit.**- It is each one of the producers, processors, packers, agro-industrialists, promoters or marketers, of the agri-food sector, the State Councils for Sustainable Rural Development and the committees of each Product System; that as individuals or legal entities participate in an agricultural, agro-industrial, livestock, fishing or aquaculture operation, generated by one or more beneficiaries, preferably integrated into a product-system or a production chain, based on one or more specific projects.
- LXXXI. **Responsible Unit.**- ASERCA, responsible for the interpretation for technical and administrative purposes of the program and / or its components and for the control, supervision and monitoring thereof, as well as what is not provided for in this Program, without prejudice to the powers that they correspond to the Office of the Attorney General of the Secretariat;
- LXXXII. **Validation of the Sale Contract.**- The Regional Directorate will verify that the sale contracts contain, at least, the specifications provided in these Operation Rules; that the buyer and the seller correspond with the supporting documents of their legal personality; that the surface, yield, volume and variety, correspond to the federative entity of production of the product object of the incentive; that the collection centers in which the eligible product will be delivered are registered with the Responsible Unit and; where appropriate, containing the bases announced in the corresponding Notice . In the event that the sales contracts comply with the aforementioned, the Regional Directorate, when appropriate, will start taking hedging positions requested by the contracting parties;
- LXXXIII. **Windows.**- Place where requests are presented to access the incentives of the program and its components, which may be Central Offices and Regional Offices of the Responsible Unit, the Delegations of the Secretariat through DDR and CADER, as well as other private or public instances that will be established based on agreements, whose addresses and hours of service may be consulted on the ASERCA website, www.infoaserca.gob.mx.
- LXXXIV. **Coverage Viewer.**- Computer tool located on the website of www.infoaserca.gob.mx, which is used to monitor the status of the coverage process that the participant or interested party manages before the Authorized Window of the Responsible Unit . To access, the participant must use the coverage sheet assigned by the Coverage System, along with other personnel to validate their access, and in this system they can check the status of the procedures for their purchase request, settlement or possible payment of benefits. that are generated.

Article 5. The target population is made up of individuals and companies, agricultural producers , fisheries and / or economic agents participating in the production- marketing process of the eligible products according to each component.

Article 6. The coverage of this program is National.

Chapter II

General guidelines

Article 7. The Target population interested in receiving incentives from any of the components of the Marketing and Market Development Program, may submit their request at the windows and terms defined for this purpose, using, where appropriate, the Incentive Request Form provided includes in these Operation Rules as Annexes I, IX, XI and XII.

Serán elegibles para obtener los apoyos de este programa y componente, el solicitante que cumplan con lo siguiente requisitos generales, y en su caso, los que especifique cada Componente.

Los solicitantes deberán:

- I. Llenar, firmar y entregar en la Ventanilla, la Solicitud conforme a la Sección del Anexo I que corresponda.
- II. Entregar:
 - a) Personas físicas.- Ser mayor de edad y presentar, original con fines de cotejo y una copia simple de:
 1. Identificación oficial, en la que el nombre coincida con el registrado en la CURP;
 2. CURP; en los casos en que presenten como identificación oficial credencial para votar del IFE y ésta

contenga la CURP, no será necesario presentar ésta.

3. Proof of residence of the applicant.

b) In the event that the natural person has a legal representative, they must also present an original for comparison purposes and a simple copy of:

1. Official identification of the legal representative;
2. CURP of the legal representative;
3. Proof of address of the legal representative;
4. General power of attorney for lawsuits and collections and / or for acts of administration or control.

c) Legal entities.- Present the original for comparison purposes and a simple copy of:

1. Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes;
2. RFC;
3. Proof of tax address;
4. Notarized minutes of the instance empowered to name the authorities or where the general power for lawsuits and collections and / or for acts of administration or domination is recorded ;
5. Official identification of the legal representative;
6. CURP of the legal representative.

Once collated and generated the corresponding administrative record, the original documents will be returned to you immediately.

In the event that the legal documentation has been delivered previously and that it has not undergone any modification, they must only present a communication signed by the natural person or by the accredited legal representative, in which the concept of support of their interest, ratifying " under protest to tell the truth " that the documentation is in the possession of the Responsible Unit, noting the name of the window in which the documentation was delivered; that it has not registered any changes or modifications; and, where appropriate, that the power granted to the legal representative is in force, so it has not been limited, revoked or modified.

Any of the following documents will be accepted as official identification: Valid Credential to Vote issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license.

Any of the following documents will be accepted as proof of residence: electricity, telephone, property, water, valid for no more than two months.

III. In the case of applicants who have a registration such as SURI or another recognized by the Responsible Unit, they may only present said registration key without having to accompany the requirements referred to in section II of this article, provided that the file is complete or have not had any changes in them. In the event that you must update any of these requirements, you can make use of the aforementioned key, accompanying only the supporting document of the requirement to be updated.

IV. Comply with the specific criteria and requirements established for the corresponding component and types of incentive in these Operation Rules, and other applicable provisions .

TITLE II

Of the Components

Chapter I

From the Incentives to Marketing Component

The implementation of the incentives provided in this component will be carried out in accordance with the arranged in the operative Mechanics established in Title III. The Annexes to these Operating Rules that are related to this Component are: from I to VIII.

First Section

From Incentives to Marketing

Article 8. The incentives for agricultural producers and / or buyers of surplus crops and / or with marketing problems for eligible grains and oilseeds are:

Concept	Maximum Amounts
<p>1. Incentives for Market Risk Management : The incentives for price hedges are aimed at protecting the expected income of producers and / or the cost of purchasing agricultural products and at promoting a financial culture of managing commercial risks in the sector. The products capable of incentives to hedge prices are corn, wheat, rice, sorghum, cotton, oats, coffee, orange juice, sugar, cocoa, barley, oil and its derivatives, cattle, swine, milk and any another authorized by the Responsible Unit. According to the product that is intended to be protected, take hedging with another product that is publicly traded and is representative of price movements.</p> <p>Operations may be carried out on products listed on organized exchanges.</p> <p>Incentives may be granted through the following coverages:</p>	
	<p>The producer may contract " put " options , with an incentive of up to 85% of the cost of coverage.</p> <p>The producer may purchase " call " options with an incentive of up to 85% of the cost of the coverage, only in the case in which there is a sale and purchase contract, in</p>

<p>a) Simple coverage . It is the coverage designed for the producer or buyer. It aims to protect the income of the producer.</p>	<p>which a previously determined fixed price is stipulated (without being a scheme contractual). The participant who chooses the " call " option will no longer be able to request the " put " option .</p> <p>Buyers will be able to acquire " put " options , with an incentive of up to 50% of the cost of coverage, as long as there is a purchase and sale contract with producers.</p> <p>Of the eventual benefits generated by the liquidation, the Responsible Unit will recover up to 100% of its contribution. First, the participant will recover their contribution and later the Federation; If the eventual benefit exceeds the cost of coverage, this difference will be for the participant.</p>
<p>b) Contractual Coverage . It is the coverage in which the signing of a sales contract is mandatory . Its objective is to ensure the commercialization of national crops of corn, wheat, sorghum and oilseeds.</p>	<p>Scheme 1.</p> <p>Producers may purchase " call " options , with an incentive of up to 85% of the cost of coverage.</p> <p>Buyers may purchase " put " options , with an incentive of up to 50% of the cost of coverage.</p> <p>Of the eventual benefits generated by the liquidation, the Responsible Unit will recover up to 100% of its contribution. First, the participant will recover their contribution and later the Federation; If the eventual benefit exceeds the cost of coverage, this difference will be for the participant.</p> <p>Scheme 2 .</p> <p>Buyers may purchase " put " options or " call " producers , with an incentive of up to 100% of the cost of coverage. No recovery for the Responsible Unit .</p> <p>In the case of " put " options , the buyer must contractually acknowledge and cover any upward price movement related to the closing of the position in the futures market, (according to the conditions indicated in the purchase contract sale), otherwise, if you go down, you must pay the price registered in the sales contract corresponding to the product under contract.</p> <p>In the case of " call " options , the buyer will pay the producer the price established in the sale contract , even when the price of the future on the stock market has decreased with respect to the time of delivery of the physical product.</p>
<p>c) Special Coverages . Pilot and / or emerging coverage designed by the Responsible Unit that aims to address specific marketing problems in which the products, agricultural cycles and regions for which these coverage modalities will be implemented and the coverage instruments that will be applied will be determined.</p>	<p>The incentive and recovery may be up to 100% of the expected limits.</p>
<p>d) Service Coverage . It is the coverage requested and paid by the interested party (producer or buyer of the eligible products).</p>	<p>The total cost of the coverage of the futures options contract (Put and / or Call); It will be covered by the participant without budgetary impact on the Secretariat. The amount of the settlement will be in full for the participant.</p>
<p>e) Own coverage . Coverage authorized by the Responsible Unit, who determines the coverage instruments to be used. These coverages may be transferred to the established modalities, as long as the beneficiaries comply with the conditions established for the chosen modality.</p>	<p>The Responsible Unit will initially cover 100% of the coverage price. The scheme will define the criteria and contributions in case of transfer. The contracts that market conditions are not transferred will be liquidated by the responsible unit. The destination of the resources obtained from the settlement will be established in the corresponding scheme.</p>
<p>f) Advance Coverage. The coverage designed by the Responsible Unit that the participant may acquire throughout the year to take advantage of market conditions.</p> <p>The participant will contribute 100% of the cost of the coverage premium and must place it in the futures market through the Responsible Unit , while the latter has budget sufficiency.</p> <p>The Responsible Unit will support the participant, recognizing the percentage of the premium cost established in the scheme, prior budgetary sufficiency , regardless of the placement date , as long as the liquidation of the same is carried out in the fiscal year of the granting of the incentive.</p>	<p>The incentive and recovery will be up to the limits established in the simple coverage.</p> <p>The Responsible Unit will determine the products, agricultural cycles and regions for which this coverage modality will be implemented , as well as the percentages and coverage instruments that, if applicable, will apply.</p> <p>Of the eventual benefits generated by the liquidation, the Responsible Unit will recover up to 100% of its contribution. First, the participant will recover their contribution and later the Federation; If the eventual benefit exceeds the cost of coverage, this difference will be for the participant.</p>
<p>2.- Incentives for Storage, Freight and Financial Costs . Unit of Measure: \$ / ton (pesos per ton).</p>	<p>Up to 100% of the costs inherent in the marketing of the eligible product, according to the estimate made by the Responsible Unit.</p>

3.- Incentives to Productive Induction. Unit of Measure: \$ / ton (pesos per ton).	Hasta el 100% del diferencial resultante de la homologación de la rentabilidad del producto objeto del incentivo, respecto de un determinado "cultivo de referencia", conforme a la estimación que realice la Unidad Responsable.
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4.- Incentivos a Problemas Específicos de Comercialización.																							
a) Incentivo Complementario al Ingreso Objetivo Unidad de Medida: \$/Ton (pesos por tonelada)	Incentivo Complementario al Ingreso Objetivo = Ingreso Objetivo à Precio de Mercado reconocido por la Unidad Responsable. <table border="1" data-bbox="570 352 1003 653"> <thead> <tr> <th>PRODUCTOS ELEGIBLES</th> <th>INGRESO OBJETIVO (pesos por tonelada)</th> </tr> </thead> <tbody> <tr><td>Maíz</td><td>2,200</td></tr> <tr><td>Trigo panificable</td><td>3,040</td></tr> <tr><td>Trigo Cristalino</td><td>2,860</td></tr> <tr><td>Sorgo</td><td>2,000</td></tr> <tr><td>Cártamo</td><td>4,690</td></tr> <tr><td>Canola</td><td>4,690</td></tr> <tr><td>Algodón Pluma */</td><td>19,800</td></tr> <tr><td>Arroz</td><td>3,300</td></tr> <tr><td>Soya</td><td>4,690</td></tr> <tr><td>Girasol</td><td>4,690</td></tr> </tbody> </table> <p>*/ Para el caso del algodón pluma, los criterios para la operación y la determinación del monto del incentivo por tonelada, se establecerán en los Avisos que se publiquen en el DOF.</p>	PRODUCTOS ELEGIBLES	INGRESO OBJETIVO (pesos por tonelada)	Maíz	2,200	Trigo panificable	3,040	Trigo Cristalino	2,860	Sorgo	2,000	Cártamo	4,690	Canola	4,690	Algodón Pluma */	19,800	Arroz	3,300	Soya	4,690	Girasol	4,690
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b) Incentivos por Compensación de Bases en Agricultura por Contrato. Unidad de Medida: \$/Ton (pesos por tonelada).	Hasta el 100% del resultado de restar a la Base Zona Consumidora del Físico, la Base Estandarizada Zona Consumidora, conforme a la metodología señalada en el Título III. Cuando el resultado es positivo, el incentivo es a favor del productor. Cuando el resultado es negativo, el incentivo es a favor del comprador.																						
c) Incentivos para Resolver Problemas Específicos de comercialización. Unidad de Medida: \$/Ton (pesos por tonelada) o la unidad que determine la Unidad Responsable.	Hasta el 100% de los costos inherentes al proceso de comercialización y costos derivados de eventuales problemas de mercado, en que incurre el productor o comprador, en detrimento del precio a pagar al productor, conforme a la estimación que realice la Unidad Responsable.																						
5.- Incentivos al Proceso de Certificación de Calidad.																							
a) Certificación de la Infraestructura de Acopio y Beneficio del Producto en Origen. Unidad de medida (pesos por centro de acopio).	Hasta 100% de los costos inherentes al proceso de certificación de la Infraestructura de Acopio y de beneficio, conforme a la estimación que realice la Unidad Responsable.																						
b) Certificación de la Calidad del Producto. Unidad de Medida (pesos por tonelada).	Hasta 100% de los costos inherentes al proceso de certificación de la calidad del producto, conforme a la estimación que realice la Unidad Responsable.																						
c) Incentivos a la Cultura de la Calidad Unidad de Medida (pesos por tonelada)	Hasta el 100% de incentivo directo para fomentar la Cultura de la Calidad, conforme a la estimación de precios y/o costos que realice la Unidad Responsable.																						

Artículo 9. Los requisitos específicos aplicarán de acuerdo al tipo de incentivo a otorgar y la población objetivo específica, conforme se establezca en los Avisos correspondientes:

- I. Registrar el contrato de compraventa
- II. Llenar el formato de productores que se adhieren al contrato de compraventa conforme al Anexo I. En caso de que alguno de los productores sea persona moral, deberá presentar su relación de socios / productores integrantes de la persona moral, de acuerdo al Anexo I.
Para el caso de coberturas, aplica para las modalidades de cobertura simple opción "put" o "call", y para cobertura contractual.
- III. Acreditar la superficie sembrada mediante el folio del predio conforme a lo que se determine en el Aviso correspondiente. En caso de que el predio no esté registrado, se deberá tramitar el Formato de Registro de Predio Comercialización (Alta de Predio), de acuerdo al Anexo I.
En caso de que el solicitante sea distinto del propietario del predio, anexar copia que acredite la posesión derivada y copia de la identificación del propietario.
Los productores/as de comunidades indígenas podrán, en su caso acreditar la legal posesión del predio con el documento expedido por la instancia competente y en su caso, conforme a usos y costumbres.
La Información referente al folio del Proagro Productivo antes Procampo y del extinto registro alterno o las coordenadas geográficas del predio, se utilizarán para verificar que no exista duplicidad en la superficie de la cual proviene la provisión objeto del apoyo.
- IV. Acreditar el régimen hídrico en riego mediante copia simple del comprobante de usos de derechos de agua vigente y, en su caso, presentar permiso único de siembra.
No aplica cuando la toma de cobertura se efectúa previa a la siembra.
- V. Presentar Carta Compromiso del Productor para inducción productiva, mediante el Anexo II.

SAW. Accredited being a consumer and / or marketer by delivering the original External Consumer Auditor Report (Annex III) and / or External Sales Auditor Report (Annex IV).

In the event that the External Auditor's Report has been previously delivered to the Responsible Unit , they must only present a communication signed by the natural person or by the legal representative, stating " under protest to tell the truth " that the documentation work held by the Responsible Unit.

VII. Subscribe Letter of Adhesion (Annex V).

VIII. Register your request for payment of the incentive and prove the operation object of the incentive, by delivering:

A. Request for payment of the Incentive (Annex I);

B. Copy of the tax receipt of the sale, authorized by the SHCP and of the receipt of payment for the harvest (bank transfer or check), and if applicable, the harvest settlement slip;

C. Original Accounting Report of the External Auditor (Annex I), as established in the Notice:

a) List of purchases from the producer that contains:

1. Name of the producer to whom the product was paid.
2. Producer and farm folios.
3. Folio of the Purchase Agreement registered in the Regional Directorate.
4. Folio, date, and volume in net analyzed weight of the Ticket or " tickets " of the warehouse entry scale.
5. Folio, date, RFC and volume in net weight analyzed of the tax receipt for the sale of the product that complies with current tax requirements and, where appropriate, the Income Tax declaration.
6. Unit price and total amount paid to the producer.
7. Folio and date of one of the following documents: electronic payment, check policies , paycheck or receipts of liquidation to the producer.
8. Name of the bank through which the payment was issued and date of payment to the producer, if applicable.

b) List of certificates of deposit containing:

Folio, date of issue and validity of the certificates of deposit, product, agricultural cycle, volume that protects in analyzed net weight, address of the collection center and company name of the General Warehouse of Deposit (AGD) that issues them (attach simple copy - on both sides - of the certificates of deposit in origin).

Proof of storage will be accepted when:

1. It is not possible to demonstrate the ownership or legal possession of the collection center.
2. Due to the poor physical conditions of the collection center facilities, the AGD are not in a position to enable the collection center.
3. When the applicant does not have a qualification contract due to not having sufficient guarantees to grant to the AGD.

In substitution of the certificate of deposit, proof of storage will be accepted together with the authorization contract as established in section X of this article, when at the date of publication in the DOF of the Notice by which a certain concept of support is implemented , the grain is no longer in the original collection center.

c) Mobilization list containing:

1. Boarding stubs by motor transport (Porte Letter) and / or railway expenses account (Rail Guide), from warehouse of origin to destination, border or port of shipment. This requirement will not be enforceable, when the product is destined for consumption in the same producing entity.

In case of not having a Porte Letter, prior authorization from the Responsible Unit , present a document that certifies the output of the product in the original warehouse.

2. Tickets or " tickets " of entry scale in destination warehouse or port of shipment or processing plant; except when the destination of the grain is for consumption in the same producing entity.

In the event that there is no scale in the destination warehouse, the weight on receipt of the product will be taken from the weight documented on the original shipping stub .

3. For sea freight, bill of lading number issued in favor of the buyer or in favor of a third party, with prior authorization from the Responsible Unit. The date of issue, name of the sender, name of the ship, port of shipment, port of discharge, product or by-product, date of departure of the ship, entity of origin of the grain, volume covered in net analyzed weight and place of destination must be indicated. . (attach simple copy of the Bill of Lading).

4. When the grain is moved by sea and is for national consumption, proof of unloading of the ship or state of fact, shipping stubs by motor transport and / or account of railway expenses that cover the transportation of the grain, such as the consignment note and rail guide, respectively from the port of discharge to the destination warehouse and the Tickets or " tickets " of the entry scale in the destination warehouse.

In the event that there is no scale in the destination warehouse, the weight on receipt of the product will be taken from the weight documented on the boarding pass of the port of discharge.

d) Sales list containing:

1. Name of who the product was sold to, tax address, telephone number (preferably), number and date of the tax receipt, volume and federal entity of final destination and use of the grain.

D. Original of the letterhead certificate issued by an AGD or, if applicable, by the port's fiscal premises , of the existence of the grain; indicating the receipt of the grain in the warehouse of origin, containing: Key and address of the collection center registered with the Responsible Unit , federative entity of origin of the grain, agricultural

cycle, product, volume and name of the owner of the grain, and if applicable the storage period.

- E.** If the participant buys from a producer through a third party, he must present an original for comparison and deliver a simple copy of the mandate contract or equivalent document.
- IX.** Original for comparison and simple copy on both sides of the certificates of deposit in origin that contain: folio, date of issue and validity of the certificates of deposit, product, agricultural cycle, volume that covers net analyzed weight, address of the collection center and business name of the AGD that issues them;
- X.** Original for comparison and simple copy of the Contract for the authorization of the warehouse or collection center in origin by an AGD;
- XI.** Original for comparison and simple copy of the credit agreement with the financial institution that will discount the certificates of deposit;
- XII.** Letter signed by the legal representative (s) by means of which it authorizes the Responsible Unit so that it can verify at any time the volumes collected and the authenticity of the certificates of deposit issued by the AGD that provides your service to the participating organization;
- XIII.** Accredited certification of the collection center, by delivering the original for comparison and a simple copy of the certification contract for the collection center, a copy of the tax receipt corresponding to the services contracted with the accredited certifying body for this purpose, as well as the certificate of quality for the collection center;
- XIV.** Accredited product quality certification, by means of an original for comparison and a simple copy of the corresponding tax receipt of the product's benefit and certification, as well as the product quality certificate.
- XV.** In the case of coverage, new entrants or for data updates, must fill out, sign and deliver the registration application at the corresponding window (Annex I).
- XVI.** In the case of coverage, demonstrate the quality of livestock producer of the eligible species using the following documents:
- Accreditation issued by the corresponding Regional Livestock Union or Local Association in your livestock breeding or fattening area, or in your case by the Secretariat. Said accreditation must contain the logo of the issuing institution, date of issue, name, title and signature of the authority issuing the accreditation.
 - Registration with SHCP where livestock activity is based.
- XVII.** Demonstrate the payment of the percentage that corresponds to the participant of the cost of the futures options contract, by displaying the original for comparison and delivering a copy of the bank vouchers (deposit slip (s) and / or bank transfer);
- XVIII.** Request the liquidation of the Coverage, through Annex I;
- XIX.** Request payment of coverage benefits, once the volume sold is credited;
- XX.** Request Rolling Coverage. Participants or interested parties may request the rolling of the positions initially covered at one month of expiration or an exercise price or both, by free writing in which they justify their request and require the authorization of the Responsible Unit ;
- If, as a result of the settlement and purchase operation of the new contract, there is a differential to be paid, it must be fully covered by the participant;
- XXI.** The participant may assign their rights to collect the incentive and / or the eventual benefits generated by the price coverage, for this they must submit Annex VI; in the case of the incentive, said assignment may only be made up to the equivalent of the participant's contribution ;
- XXII.** Advance payment of the incentive, if applicable, the following must be delivered:
- Free writing requesting the early delivery of the incentive payment.
 - Incentive Payment Request, according to Annex I
 - Original of the accounting report of the external auditor according to Annex I
 - Original of the Compliance Bond Policy.

This requirement applies in the case of incentives to buyers;

XXIII. Delivery of Settlement.

Article 10. The selection procedure is determined by:

- Natural and legal persons, agricultural producers and / or buyers of surplus crops and / or with marketing problems for the eligible products, who comply with the provisions and requirements established in these Operating Rules, their operating mechanics, and the Notices that they be published through the official media ;
- The party interested in receiving the incentive or incentives must submit the Request for the Marketing Incentives Component (Annex I), along with the documentation mentioned in articles 7 and 9 of these Operating Rules, according to the type of incentive to grant, the target population and the operational information available to the Responsible Unit for the validation of applications. The request and the indicated documentation must be presented at the windows established for this purpose, within the terms and dates that will be published in the Notice and / or on the website www.aserca.gob.mx.

Second Section

From Incentives to Expansion and Modernization of Commercial Infrastructure

Article 11. Incentives for the expansion and modernization of commercial infrastructure are intended for the construction, acquisition, expansion, conditioning and / or equipment of collection, storage, packaging and / or distribution centers ; as well as for the construction, conditioning and infrastructure equipment for the mobilization of basic grains; to strengthen the commercial and competitive capacity of producers and their organizations and promote regional development that contributes to the insertion and functional and effective articulation of producers in the market directly.

Concept	Type of Infrastructure / Equipment	Maximum Amounts
Incentives for the Expansion and Modernization of Commercial Infrastructure		

Infrastructure	<ul style="list-style-type: none"> • Metal silos with a minimum capacity of 300 tons. • Flat warehouses of up to 2,000 m2, provision of a loading area for grains and oilseeds. • Rail mobilization: Rail spur as long as there is a collection infrastructure in operation and it has the authorization of SCT and FFCC 	<p>New infrastructure: Up to * 75% of the investment, without exceeding \$ 7,000,000.00 (seven million pesos 00/100 MN), including recognition for civil works of up to \$ 3,000.00 (three thousand pesos 00/100 MN) per square meter of construction .</p> <p>Expansion and / or conditioning of infrastructure: Up to * 75% of the investment, without exceeding \$ 4,000,000.00 (four million pesos 00/100 MN), including recognition for civil works of up to \$ 3,000.00 (three thousand pesos 00/100 MN) the square meter of construction.</p> <p>For rail mobilization: Up to * 75% of the investment, without exceeding \$ 10,000,000.00 (ten million pesos 00/100 MN).</p>
equipment	<p>Equipment for silos or warehouses</p> <p>1 Truck scales up to 80 ton</p> <p>2 hydraulic tippers</p> <p>3 Bazoocas</p> <p>4 bucket elevators</p> <p>5 Aeration systems</p> <p>6 Thermometry systems</p> <p>7 Electric substation</p> <p>Front-end mini loader</p> <ul style="list-style-type: none"> • Bulk discharge hopper • Unloading hopper for grain grading, screening and sealing • 50 kg scales • Conveyor belts • Helical conveyors and harrows • Stitching and sewing machines • Screens for separation by qualities in the loading areas • Portable screeners • Grain dryers • Polishers • Silos Adapter bags and equipment for filling and vacuum bag • Operation and laboratory equipment • Scale cars and bulk carrier cages (Includes Dolies). 	<p>Up to * 75% of the investment without exceeding \$ 3,000,000.00 (three million pesos 00/100 MN).</p>

In accordance with article 36, section VII, paragraph c) of the PEF 2014, the maximum percentage of Incentive will be up to 50 percent of the total cost of the project, with the exception of incentives directed to low-income producers in areas and localities of high and very high marginalization, as well as of the producing federal entities with little commercial infrastructure, according to the publication made by ASERCA on the page www.aserca.gob.mx.

Article 12. The specific requirements that the applicant must present are:

I. Register by filling out and submitting the Application Form for Registration Annex I.

II. Present investment project

a) Investment Project, according to what is indicated in Annex VII, a document that must be delivered in printed form and in a digital file on a compact disk (CD) in PDF format.

III. Public deed or legal instrument that proves the legal ownership or possession of the property where the project will be executed, in the name of the applicant, duly notarized and registered (or, where appropriate, the document that shows that said registration has been initiated) before the Public Registry of the Property or National Agrarian Registry, as appropriate.

IV. The applicant must demonstrate financial solvency and investment assurance by presenting:

a) Bank statement confirming balance in favor of at least the proportion of their participation in the project or, where appropriate, credit agreement in the name of the applicant before a financial intermediary, or credit agreement with suppliers duly registered with the Registry Public Property or notarized before a Notary Public.

b) Original for comparison and copy of the insurance policy of the acquired public good

c) Or, where appropriate, the requirements established by the Responsible Unit by Notice.

Article 13. The selection procedure is determined by:

I. Producer organizations engaged in agricultural production activities that require inserting or strengthening their participation to collect, store, mobilize or pack grains and oilseeds.

II. Beneficiaries who do not meet the eligibility criteria, the requirements established in these rules and who received support in 2012 and 2013 for the same concept are not eligible to receive incentives in this fiscal year .

III. For the above, it will be considered that a producer organization was supported for a project, when at least 30% of the

shareholders with full rights have received the incentives mentioned above.

IV. The Responsible Unit will determine the applicable selection criteria by publishing the corresponding Notice on the website (www.infoasercas.gob.mx), which will address the following:

- a) Producer organizations that meet the target population and present their Investment Project will be eligible to receive this type of incentive .
- b) Priority attention will be given to support requests whose Investment Project considers a greater local and regional impact and has technical, economic and financial viability .
- c) The number of organizations to support in each state, as well as the number of collection centers and equipment, will be determined based on demand and the availability of resources.
- d) Opinion of the technical and financial viability of the projects.- The Responsible Unit, to carry out the evaluation and authorization of the incentives referred to in this section, may be assisted by its Regional Directorates and the General Directorate of central offices in charge of the component execution.

Third Section

Of Training and Commercial Information

Article 14. Training and Commercial Information Scheme:

Concept	Maximum Amounts
<p>1. Training and Commercial information. In order for the agents involved in the agricultural and fisheries sector to have accurate and timely information for decision-making for the stable and sustainable marketing of their products; The following actions, among others, will be implemented:</p> <ol style="list-style-type: none"> a) Develop capacities and competencies to compete in the markets with efficiency (boost competitiveness). b) Contribute to the development of agro-food and agro-industrial markets . c) Provide relevant, timely, reliable and accessible information on the markets to all the actors, to guide the efficient formation of national prices . d) Seek supply-demand balances and access to markets abroad. 	
<p>1.1 Training (Basic Courses; Advanced and Specialty Courses). Unit of Measure (weights).</p>	<p>Up to 100% of the cost per hour instructor, per diem and instructor ticket, food per participant, didactic material and rent of classrooms and lodging of the participant.</p> <p>In the case of scholarships, study trips, national or international exchanges , they will be granted based on contributions and will only apply to members of the second and third level structures, as established in article 14 <i>ter</i> , with a maximum amount of 80% of the cost.</p>
<p>1.2 Services and Specialized Technical Assistance . Unit of Measure (weights).</p>	<p>Up to 100% of the expenses incurred by hiring external consultants, offices or qualified personnel , applicable to first-level producer organizations , as established in article 14 <i>ter</i> .</p> <p>Up to 80% of the expenses incurred by hiring external consultants, offices or qualified personnel , applicable to second and third level producer organizations , as established in article 14 <i>ter</i> .</p>

Article 15. The specific requirements that the applicant must present are:

- I. Fill out, sign and deliver the Application for Registration to the training and commercial information scheme (Annex VIII).
- II. Submit original for comparison purposes and simple copy of:
 - a) Documentation that supports the development of commercial operations of the producer organization or its partners, in the last two years.
 - b) Presentation of the minutes of the Members' Assembly containing the agreement to participate in training and commercial information activities.
 - d) List of partners that make up the organization.
- III. Present a training and commercial information project in accordance with Annex VIII, which must contain the executive summary, the justification, the market study, the technical study, the economic and financial evaluation; the impact analysis, the Plan for the development and strengthening of organizational, managerial, technical, operational and commercial capacities and skills .
- IV. Training.- The organization will propose, within the framework of the Training and Commercial Information Project , the courses, their duration and the instructors to hire, for the acquisition of knowledge and skills in technical, operational, marketing, financial and organizational development aspects .
- V. Services and Specialized Technical Assistance.- The organization will propose and make the contracts for the provision of the service or advice, within the framework of the Training and Commercial Information Project .

Article 16. The selection procedure is determined by:

- I. The economic organizations of agricultural producers, giving preference to those made up of low-income producers that produce and market in the national territory the eligible grains and oilseeds, preferably articulated in first, second and third level structures, according to the classification which is established in the next paragraph. In the case of first-level organizations it will be required that they have an old minimum age of two years and be made up of at least 20 members, all of them also with at least two years of belonging to the organization; and that they carry out

their activities in the main production areas of the aforementioned products and that among their objectives they contemplate organized marketing or the provision of marketing services, for the implementation of collection, storage, value-added and crop marketing projects .

For the purposes of training and commercial information activities, economic organizations have been classified according to their structure in first, second and third level, as defined below:

- a) Economic organizations of first level producers.- They are characterized by being made up of natural persons integrated according to a determined economic objective . As an example of these organizations are located the Ejido, Rural Production Societies, Social Solidarity Societies , Variable Capital Corporations , Credit Unions, Cooperative Societies, among others.
- b) Economic organizations of second-level producers.- These organizations are characterized mainly because they associate legal entities and have first-level organizations in their membership. As an example of these organizations we have the Mercantile Societies, which can have as individuals physical and legal entities; Ejido Unions, Unions of Rural Production Societies, Rural Associations of Collective Interest (ARIC), Cooperative Federations, among others.
- c) Economic organizations of third level producers.- They are satisfied with the participation of first and second level organizations as legal entities. As an example of these organizations we have the Rural Associations of Collective Interest (ARIC), the Public Limited Companies with variable capital (Integrating Companies), the Confederations of Cooperative Societies, the Confederations of Social Solidarity, among others.

II Economic producer organizations that meet the target population and that present their training and commercial information Project (Annex VIII) will be eligible for support .

III. Priority attention will be given to requests for support whose Commercial Training and Information Project considers a greater local and regional impact, and is part of the strategies for ordering markets and competitive development of agrifood chains and has technical, economic and financial viability.

IV. The number of organizations to support in each federal entity will be determined based on the demand of producer organizations, their articulation to the development of regional markets and agrifood chains, and the availability of resources.

V. The Central Responsible Unit or the regional directorates will notify the producer organizations about the opinion of their applications and projects, according to the entry of the application.

Chapter II

On the Incentives Component for Commercial Promotion and Export Promotion

Article 17.- So that the target population, made up of natural persons of Mexican nationality or moral entities constituted in accordance with Mexican legislation, whose predominant activity is the production, processing, transformation, packaging, marketing or promotion of products in the Mexican agri-food sector , including those of ornamental plants, as well as the traditional ingredients used in Mexican gastronomy that justify being linked to a phase of the Product System or production chain; Access the Incentives Component for Trade Promotion and Export Promotion in accordance with the budget availability established in the Decree of Expenditure budget of the Federation of the corresponding fiscal year, there will be incentives that may be:

- I. Of the Commercial Promotion Projects; Y
- II. From Export Promotion through National and International Trade Events.

First Section

Of the Commercial Promotion Projects:

- I. The types and maximum amounts of incentives of the concepts indicated below, which will be an integral part of the projects to be requested by the beneficiaries, will be granted upon subscription of the corresponding legal instruments.

Concept	Description	Maximum Amounts
Quality, Health and Safety Certification	Incentives to start processes and / or obtain certifications and / or recertifications of quality, health and safety, which are required for the commercialization of products in the agri-food sector .	Up to 100% of the total cost per project. Without exceeding \$ 500,000.00 (five hundred thousand pesos) per Productive Unit .
	Creation of quality, health and safety standards, technical annexes, specifications or protocols necessary to obtain certifications.	Up to 100% per document without exceeding \$ 500,000.00 (five hundred thousand pesos) per product.
Generic Campaigns for National and / or International Promotion of Products in the Agri-Food Sector.	Strategic plan for advertising and marketing of products in the agri-food sector that includes: <ol style="list-style-type: none"> a) Advertising in the media ; b) Tastings, activations and tastings; c) Promotional material; d) Focus groups; e) Evaluation of promotional campaigns ; f) International commercial representation services; Y g) Acquisition of databases, specialized directories and / or access to specialized information systems . 	Up to 100% of the cost per campaign generic, not exceeding \$ 20 ' 000,000.00 (twenty million pesos).

Promotion, Management and Processing of Collective Marks.	<p>Projects that establish among the activities to support, the following activities:</p> <ul style="list-style-type: none"> a) Brand creation and image design ; b) Consulting and payment of registration fees for collective marks; c) Dissemination and positioning of collective marks, through advertising in the media and / or promotional materials ; d) Commercial promotion strategies for products related to the use of the brand; e) Activities that promote the integration of producers into existing collective brands , such as: conducting induction / information sessions , expenses inherent in the integration of new producers as co-owners of a collective brand, among others; f) Creation of manuals and rules for the use of the collective mark; Y g) Diagnostic and consulting studies for the planning and operation of collective brands. 	Up to 100% of the total cost of the project, not exceeding \$ 4 ' 000,000.00 (four million pesos).
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Information tools.	<p>Commercial directories of the agri-food sector that establish among the activities to be supported, the following:</p> <ul style="list-style-type: none"> a) Design and compilation of information; b) Updating information; c) Preparation of electronic and / or printed version; d) Dissemination; Y e) Translation Services. 	Up to 100% of the total cost of the development and dissemination of the board, without exceeding \$ 4 ' 000,000.00 (four million pesos) per year.
	<ul style="list-style-type: none"> a) Creation and / or improvement of electronic version and digital tools to support the commercialization of products in the agri-food sector. b) Virtual Fairs 	Up to 100% of the total cost not exceeding \$ 5 ' 000,000.00 (five million pesos).
	Commercial studies and diagnoses of national and / or international markets, including: cabinet work and field work .	National up to 100% of the cost overall without exceeding \$ 3 ' 000,000.00 (three million pesos).
		International up to 100% of the cost overall without exceeding \$ 6 ' 000,000.00 (six million pesos).
Trade and Prospective Missions , in and outside of Mexico.	<p>Missions that they establish among their activities,</p> <ul style="list-style-type: none"> a) Incentive to expenses for hiring tasting services ; b) Transportation and lodging; c) Translations; d) Business tables; e) Exhibition and display of products; f) Promotional material. 	Up to 80% of the cost, without exceeding \$ 300,000.00 (three hundred thousand pesos) per Production Unit.

Fairs, Events, Exhibitions, Forums, Congresses, and Tastings.	<p>Expenses for:</p> <ul style="list-style-type: none"> a) Registration fees; b) Rent of the space or fairground; c) Design of the event image and exhibition modules; d) Rent of audiovisual equipment and services; e) Assembly and disassembly of exhibition modules ; f) Advertising of the fair in the media ; g) Equipment rental and attendee registration service ; h) Survey of entry and exit surveys ; i) Video memory, photographic memory; j) Promotional material for the event; k) Hiring a tasting service ; (does not include products to promote) l) Preparation of exhibitor directories ; 	Up to 80% of the total cost of development, without exceeding the \$ 15 ' 000,000.00 (fifteen million pesos).
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<p>Management and Processing of Denominations of Origin.</p>	<p>Projects that establish among the activities to be supported, the following:</p> <ul style="list-style-type: none"> a) Management and processing of appellations of origin; b) Management and processing of associated NOM ' S ; c) Operating expenses for the operation of the regulatory council associated with the Denomination of Origin; d) Activities that promote the integration of producers to existing designations of origin , such as: conducting induction / information sessions , expenses inherent to the protocolization of a new designation of origin; Y e) Diagnostic and consulting studies for the planning and operation of appellations of origin. 	<p>Up to 100% of the total cost of the project, not exceeding \$ 2 ' 000,000.00 (two million pesos) by name.</p>
<p>Capacity Building for National and International Marketing</p>	<p>Projects that establish in their activities the incentive to:</p> <ul style="list-style-type: none"> a) Development of capacities for commercialization in the national and / or international market: training and consulting on direct trade, added value, promotion, logistics and export; b) Promotional Material for capacity building for Marketing; c) Trainer / Consultant per diem; Y d) Teaching Material. 	<p>Up to 100% of the total cost, without exceeding the \$ 10 ' 000,000.00 (ten million pesos).</p>

(Continues in the Third Section)

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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Marketing and Market Development Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed . (Continues from the Second Section)

(Comes from the Second Section)

Second Section**From the Promotion of Exports Through National and International Trade Events:**

Through the participation of ASERCA in National and International Commercial Events, the offer of products of the Agri-food Sector will be promoted and promoted through the following incentives:

Concept	Maximum Amounts
National Commercial Events.	ASERCA cover up to 100% of the total cost of services for the development of the event in which to participate, without exceeding the \$ 20 ' 000,000.00 (twenty million pesos 00/100 MN).
International Business Events	ASERCA cover up to 100% of the total cost of services for the development of the event in which to participate, without exceeding the \$ 20 ' 000,000.00 (twenty million pesos 00/100 MN).
National or Abroad Tastings	ASERCA cover up to 100% of the total cost of services for development, without exceeding the \$ 2 ' 000,000.00 (two million pesos 00/100 MN)
Trade Missions inside and outside Mexico.	ASERCA cover up to 100% of the cost, without exceeding \$ 4 ' 000,000.00 (four million pesos 00/100) and / or \$ 500,000.00 (five hundred thousand pesos 00/ 100 MN) per participant. ASERCA will cover up to 70% of the total cost of passenger and lodging services per beneficiary / Up to two people per company per Productive unit (UP) per mission, without exceeding \$ 500,000.00 (five hundred thousand pesos 00/100 MN) per year per UP.
Development of Added Value and Commercial Capabilities for the internal or international market	ASERCA cover up to 100% of the total cost of services for the development of the incentive, without exceeding the \$ 20 ' 000,000.00 (twenty million pesos 00/100 MN)
Forums Congresses and / or Seminars	ASERCA cover up to 100% of the total cost of services for development, without exceeding the \$ 4 ' 000,000.00 (four million pesos 00/100 MN) For inscriptions to national and international forums, congresses, symposia and / or seminars , up to 5 people per company per productive unit will be supported , without exceeding \$ 20,000.00 (twenty thousand pesos 00/100 MN)

Article 18. The specific requirements to request the incentives of this component are:

I. Of Commercial Promotion Projects:

- Application Form in accordance with Annex IX, signed by the applicant, his legal representative or attorney;
- respective project according to Annex X;
- In the case of individuals, they must in turn prove their registration with the RFC;
- List of beneficiaries of the Commercial Promotion project;
- Written under protest to tell the truth, by which they declare that they have the necessary infrastructure in their fiscal domiciles and / or specific headquarters of operation, which allows them to use the incentive for the authorized purposes;
- Be up to date with their tax obligations;
- To be in compliance with each and every one of the obligations in their charge, with respect to the incentives that they would have received in previous years and, consequently, to have signed the closing-settlement act of the corresponding legal instruments. Those interested who subsequently request the incentives, must justify the changes with respect to the previous incentives;
- The individuals or companies requesting the incentives may accredit their contributions for the committed incentive concepts of expenses incurred previously, as long as they correspond to the fiscal year of signature of the corresponding concertation agreement ; Y
- Present the legal documentation established in Article 8 of these Operation Rules and pursuant to Title III, Chapter

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II of these Operation Rules.

II. From Export Promotion through National and International Trade Events :

- a) Application for Registration in accordance with Annex XI, signed by the legal representative or attorney or, where appropriate, by the applicant, which must be presented only once at the authorized windows.
- b) Application for Participation according to Annex XII, signed by the representative or legal representative or, where appropriate, by the applicant, which must correspond to the calls and descriptive projects of the events; This request must be submitted each time you require to participate in the events of your interest.
- c) In the case of individuals, they must in turn prove their registration with the RFC;
- d) The specific requirements will apply according to the type of incentive, as established in the call, as well as in its descriptive project.
- e) Failure to submit documentation debts for their participation in previous events and / or are prevented from participating, in accordance with the provisions of article 46 of the operating mechanics of these Rules of Operation;
- f) If applicable, the market access conditions established in the descriptive project of the event in which you request to participate must be met.

Article 19. The selection procedure is determined by belonging to the specific target population indicated in this article as well as in the operational mechanics of the Incentives Component for Commercial Promotion and Export Promotion contained in Title III, Chapter II .

- I. Individuals of Mexican nationality or moral entities constituted under Mexican law, whose predominant activity is production, processing, transformation, may be subject to the concepts of incentives of the Incentives for Commercial Promotion and Promotion of Exports component. , packaging, commercialization or promotion of the products of the Mexican agri-food sector, including those of ornamental plants , as well as of the traditional ingredients used in Mexican gastronomy that justify being linked to a phase of the Product System or production chain;
- II. The reception of requests will take place at the authorized windows:

- a) Of the Windows.- They will act as service windows for the reception of requests for incentives for commercial promotion and of requests for registration and participation in national and international commercial events, as well as projects and documentation to prove their personality legal and legal representation: the Responsible Unit, the Regional Directorates of ASERCA and the State Delegations of SAGARPA, whose addresses and hours of service may be consulted on the ASERCA website, www.infoaserca.gob.mx. Those responsible for the different service windows will verify that the documentation presented is complete and complies with the provisions of these Operating Rules .
- b) Registration of applications.- The Responsible Unit will capture and register the requests for incentives presented at the windows indicated in subsection a) above, assigning them a folio.
- c) Required documentation.- Applicants, in addition to submitting the documentation that certifies compliance with the general eligibility requirements, must submit the documentation to prove their legal personality and legal representation, when it is not held by ASERCA, for which they must comply with the provisions of Chapter II of Title I of these Operation Rules;
- d) The Responsible Unit will rule on the origin of each request in accordance with the operative Mechanics of the Incentives Component for Trade Promotion and Export Promotion contained in Title III, Chapter II.

TITLE III

Operational Mechanics

Chapter I

Marketing Incentives Component.

First Section

Mechanisms for determining and implementing incentives.

Article 20. General criteria for determining and implementing incentives

1. The criteria for determining the " Volume Susceptible to be Supported " will be applicable to the incentives of this Component.

For the determination of the " Susceptible Volume of Support " of the eligible products, the following will be considered:

- I. The volume of production resulting from the application of the limits of the small property:

- a) For natural persons: up to the volume from land owned and / or owned , considering the limits that for small property are indicated in paragraphs 1 to 3 of section XV of article 27 of the Constitution.
- b) For legal entities: up to the volume from land owned and / or owned , according to the number of members, considering the limits indicated in the second paragraph of section IV of Article 27 of the Constitution.

- II. The Yield per hectare, according to the following criteria:

- a) The "Producer Yield Obtained" (ROP) is the result of dividing the volume invoiced by the producer of the eligible crop, by adding the harvested area of the participating farms, in the agricultural cycle object of the incentive.
- b) The " Historical Yield of the Producer " (RHP) is the average yield of the producer of the three homologous agricultural cycles prior to the cycle object of the incentive of the eligible cultivation, which result from dividing the invoiced and registered volume, by the sum of the surface harvested from the participating farms for each cycle. The calculation of the RHP will rule out atypical yields per hectare, for which it will consider observations from cycles prior to the three homologous agricultural cycles prior to the cycle object of the incentive.
- c) The " Maximum Acceptable Yield " (RMA) is equal to the sum of the volume in tons supported by the CADER, between the sum of the corresponding harvested area , considering a period of three homologous agricultural cycles prior to the agricultural cycle object of the incentive (" average yield per hectare of CADER "), plus a standard deviation of the supported yields per hectare of CADER producers, corresponding to the homologous agricultural cycle prior to the cycle subject to the incentive. The calculation of the RMA must be carried out for the crops eligible by CADER, variety, irrigation and temporary water modality, and by agricultural cycles autumn-winter and spring-summer.

For this effect and considering the historical information available, the Central Responsible Unit will apply, among others, the following criteria:

- i. If only two information is available for the calculation of the " average yield per hectare of CADER " , the highest yield per hectare will be applied " as the average of CADER " . If only information on an agricultural cycle is available, this yield per hectare will be applied " as an average of the CADER "



- ii. The calculation of the average yield per hectare of CADER, will discard the yield per atypical hectare, defined the latter as the observation that is less than the " average yield per hectare of CADER " minus one standard deviation of the observations of the period considered.
- iii. The calculation of the " standard deviation " is carried out with a minimum of five observations yields producers. If there are less than five observations, said calculation will be carried out with the information from the " previous homologous cycle , to the previous object of the incentive " , and so on.
- iv. If the CADER observations of the three homologous cycles prior to the cycle subject to the incentive are exhausted, the standard deviation of the CADER adjacent to the DDR will be calculated , from the homologous cycle prior to the cycle subject to the incentive, and the whichever standard deviation is higher; This criterion will be applied successively in the adjoining CADERs of the following adjacent DDRs of the federal entity.
- v. If the standard deviation obtained is less than 5% of the average yield per hectare of CADER, said deviation will be discarded as not being significant and will be recalculated with the information from the " previous homologous cycle, to the previous object of the incentive " , and so on. If the observations of the considered period of the CADER object of the incentive are exhausted, it will proceed according to the criteria indicated in the previous paragraph.
- saw. If by the criteria indicated in the two preceding paragraphs, there is no information for the calculation of the standard deviation and / or this is less than 5% of the yield per hectare average of CADER, in these cases it will be applied " as standard deviation " , 5% of the yield per hectare average of CADER.

- d) If for the calculation of the RMA there is no information on any agricultural cycle of the period considered because the CADER did not register incentives paid during this period, however, in the cycle object of the incentive, the eligible product was cultivated and marketed in the CADER concerned, so that producers submit applications for support, for this case, will apply " as RMA of the CADER purpose of the incentive , " the average RMA Historical (RMAH) for the last three cycles agricultural available in the database the Responsible Unit. If only two farm cycle RMAHs are available, it will apply " as an average of RMA of CADER " the highest RMAH. If only the RMAH of an agricultural cycle is available, this will be applied " as an average of the RMA of CADER " .
- e) If for an eligible crop, the criterion of " recognition by the Central Responsible Unit of a certain yield per hectare " is considered , through a procedure different from these criteria, for these cases, the recognized yield will serve as the RMA applicable to the corresponding federal entities, DDR and CADER .
- f) For the acquisition of hedges, since this is done before the harvest, the yield to be used will be the least of the comparison between the requested yield , RHP and RMA (the last available RMA will be taken), in the case of producers New, without database history (RHP), the performance that will be applied as a limit will be the lesser of the comparison between the requested performance and the RMA.

III. For purposes of determining the " Volume Susceptible to be supported " for producers of high productivity, the following criteria are established:

- a) If the yield per hectare obtained by the producer is greater than the Maximum Acceptable Yield (RMA) as a consequence of the application of technological packages and appropriate cultivation practices, either by its own decision or as a result of its participation in federal programs and / or high productivity state agencies , for these cases the producer, directly or through its organization, or the State Delegation of the Secretariat, may request the National Institute of Forest, Agricultural and Livestock Research (INIFAP) of its jurisdiction and / or instance equivalent recognized by the Secretariat, its opinion on the potential performance of the area in which its properties are located, as well as the technological package and cultivation practices that allow you to obtain the performance you present before the Responsible Unit in said properties, said opinion must be by free written letter and delivered in original to the regional or state office of the Responsible Unit.

In the case of the high-productivity producer who requests the Responsible Unit to take price coverage for a given crop and yield per hectare, he may request INIFAP and / or equivalent instance recognized by the Secretariat for his opinion, in advance, during or after the sowing of the eligible crop, which must be issued by free written letter and delivered in original to the regional or state office of the Responsible Unit, indicating the yield that said producer estimates to obtain on his farms, as a result of the application of a specific technological package and adequate cultivation practices.

- b) In its case, the Regional Directorate of the Responsible Unit in coordination with INIFAP, the State Delegation of the Secretariat and / or equivalent instances recognized by the Secretariat, may carry out the cabinet and field work necessary for the estimation and / or o Verification of the yield per hectare of the eligible product corresponding to the specific area of the producer's land in question, for which the written opinion addressed to the General Marketing Coordination , signed by the official responsible for INIFAP and / or equivalent instance , must be issued. recognized by the Secretariat, the State Delegate of the Secretariat and the Regional Director, as well as by the technicians in charge of the field inspection and verification of such yields.
- c) The yield per potential hectare communicated by the instances mentioned in the previous paragraphs, will serve as both RMA and RHP for the properties of the producer (s) in question.
- d) The Regional Directorate of the Responsible Unit will send to the General Coordination of Marketing, the list of the producers that obtained high yields per hectare as well as the potential yields and yields obtained corresponding to these, attaching a copy of the justifications of the INIFAP and / or instances recognized by the Secretariat, and will request the former to manage the incorporation of the corresponding RMAs in the computer system, only for the properties subject to authorization.

IV. For the payment of incentives, the "Volume Susceptible to be Supported" will be the volume resulting from multiplying the sum of the surface of the participating properties, by the LOW yield obtained from the comparison between ROP and RMA.

- V. If the application of the aforementioned criteria results in inconsistent RMA incentives for the CADER , there is no RMA for said CADER; or the opinion of the instances referred to in section III is not available, specifically for the properties of the agricultural area in question, for these situations and by considering the agronomic knowledge of the crop in question and, where appropriate, to Through consultations with the competent bodies in the matter, the yield that is representative of the corresponding agricultural area or area will be determined as RMA, if the inconsistency of the RMA is multiplied or generalized, and therefore the revision is technically justified. of these criteria, or fortuitous or force majeure cases arise, the Central Responsible Unit will adjust these criteria or determine alternative ones for their application.

2. For the effect of the total volume to be supported, the production estimates available in the Secretariat will be taken as a reference .
3. Since the tons to be supported, agricultural cycles and federal entities that are published in the Notices are crop estimates, the total volume of each eligible product, the agricultural cycles and the federal entities subject to the incentive, may be increased by the Responsible Unit, after justifying the production and marketing of the product, which will be published on the website: www.infoasercar.gob.mx., And will be subject to the provisions established in the Operation Rules and in these Guidelines.
4. In the event that the total volume requested by the interested parties is greater than the maximum volume to be supported determined by the Responsible Unit, the requested volume will be adjusted applying any of the following criteria:
 - I. Level of participation in purchases of national crops of eligible products;
 - II. Levels of consumption and / or sales of grains and oilseeds by state and their integration in the production chain;
 - III. Degree and history of participation in marketing support programs operated in the Responsible Unit;
 - IV. Adjust the requested volume proportionally to the available volume; Y
 - V. That he has paid better prices to the producer.
5. To achieve a greater impact on the commercialization of the national crops of the eligible products, the incentives considered in this component may be interrelated with each other as determined by the Responsible Unit.
6. Prior to the delivery of the incentives, it must be verified that the participants have settled before the Responsible Unit the fulfillment of their obligations of the previous agricultural cycles , according to the operational process.
7. The delivery of incentives is subject to budget availability.
8. The obligations, rights and incentives of the participants are not transferable, except in cases where expressly authorized by the Responsible Unit.

In your case, and once approved by the Responsible Unit, the beneficiaries of the incentive in question, may assign their collection rights to the same / the benefits generated by the price coverage, by means of an assignment of rights agreement in the terms of the Federal Civil Code and its correlatives in the various states (Annex VI), as long as the transferor has complied with the requirements and obligations established in the Operating Rules . The Secretariat and the Responsible Unit will not be responsible, before the transferor or the assignee, in case the right to collect the incentive did not exist or the transfer did not take effect.

9. When the registration before the Responsible Unit of purchase and sale contracts is established as a requirement , these must contain at least: product, agricultural cycle, producer status, volume, quality, discounts, deductions, date, place of delivery of the product, use and destination of the grain, the form and period of payment, the price or the formula for determining it, collection centers that have registration with the Unit Responsible, as well as the conventional penalties for cases of non-compliance by any of the parties, the bases announced in the corresponding Notice (if applicable), and the format of producers that adhere to the contract, according to the Annex I format, among others . In the event that any of the member producers is a legal entity, they must also present their list of member producers in said format.

In the event that the parties to the purchase and sale agreement agree to modify the collection centers where the product will be delivered, the place of destination, use of the grain and the date of payment to the producer, among others, such situation must be made known to the Responsible Unit for its corresponding review, through the delivery of the corresponding amendment agreement or addendum, before submitting the corresponding Incentive Request. In the event of non-compliance with this provision, the volume that does not correspond to that established in the contract will not be eligible for support.

10. For the determination of the Complementary Incentive to the Objective Income, the Responsible Unit will recognize the market price at a representative point in time during the commercialization of the crops, for which it will consider the prices of indifference, the prices in agriculture by contract and the prices in the free market, as well as the prevailing conditions in the national market of supply and demand of the eligible product. The prices indicated are defined in article 21 of this instrument.
11. The amount of the complementary incentive to the objective income per ton will be granted equally to each and every one of the producers of the corresponding State or region, regardless of the individual sale price of the producer.
12. The implementation of the incentive to productive induction will consider the following:
 - I. It will be carried out through purchase and sale contracts between producers and buyers.
 - II. The producer will acquire before the Responsible Unit the commitment to cultivate the induced product , from the agricultural cycle in which it is registered until the spring-summer 2018 cycle , by presenting the " Producer Commitment Letter for productive induction " according to Annex II . Said commitment only applies if this incentive is contemplated in the Operating Rules and / or its modifications in subsequent fiscal years .
 - III. Due to phytosanitary reasons, the induced culture may rotate with any other crop, with the exception of the crop to be replaced (the initial cycle with the culture to be induced, the next cycle with another crop, the next cycle with the culture to be induced, and so on), regardless of the mobility of farms in which the producer carries out his cultivation, considering as a compliance parameter, at least the hectares cultivated with the cultivation induced in the initial agricultural cycle in which the producer entered this support concept .
 - IV. For purposes of productive induction, the " Maximum Acceptable Yield " (RMA) will be published in the corresponding Notice. In order to monitor the development of productivity of the induced crop, each agricultural year (autumn-winter plus spring-summer) the RMA will be reviewed, and where appropriate, adjusted.
 - V. Depending on market conditions, the amount per tonne of the induction to productive induction may be reviewed each agricultural year and, where appropriate, adjusted.
13. The incentives for buyers are oriented to the displacement of surplus crops and / or with marketing problems in the times and places required, as determined in the corresponding Notices.
14. For coverage of prices of livestock products, according to the type of coverage and as determined in the corresponding Notice, the maximum limit to be supported per producer will be the equivalent of 2,500 heads of cattle, or 5,000 in pigs.

Article 21. Reference prices for marketing incentives.- For the determination of the different amounts of support and the recognition of the corresponding price, the Responsible Unit will consider any (s) of the following price references:

1. Indifference Prices
 - I. The concept of indifference price.- The indifference price is the market situation

in which it is indifferent to the buyer to acquire the national or imported product at competitive prices, while the agricultural producer allows him to know the price levels that the market can recognize for the sale of his crops.

- II. Components of the price of indifference.- In general terms, there are two fundamental components of the prices of indifference: THE PRICE OF THE FUTURE (futures exchanges) and THE BASES, the latter defined as the set of costs involved in carrying the product of a production area, up to a national consumption area, according to the following formula:

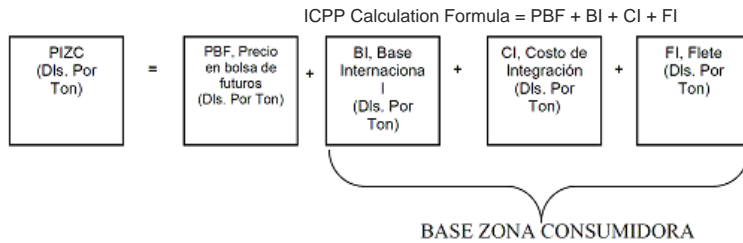
$$\text{BASE} = \text{Physical Price} - \text{Future Price}$$

Where the Base is the difference between the price of the physical product in the locality where the harvest is sold and the price of a certain futures contract, which reflects the transportation costs, between the local market and the specified delivery point. in the futures contract, as well as storage costs up to the month of delivery of the futures contract, among others. The basis depends largely on local stocks and on supply and demand factors.

III. TYPES OF INDIFFERENCE PRICES

There are two kinds of indifference prices, depending on whether they are calculated for the consumption zone or the zone that produces the national product, as follows:

a) INDIFFERENCE PRICE IN CONSUMPTION AREA (PIZC)



Where:

PBF: Price on the Futures Exchange

- a) The price of the futures exchange contract closest to the time of purchase of the product is considered.
- b) When a product is not listed on the futures exchange, the quotation of a representative product will be applied (for example, sorghum is covered with the future of corn).

BI: International Base

- a) They are the BASES TO PORT OR BORDER; they can be maritime or terrestrial. It is the cost of moving the product from the American producing area to the American border, or to the American port, plus the transfer of the latter to a port in the Gulf or the Mexican Pacific.
- b) If the grain is moved by sea, it is considered the basis for the transfer of the grain from the American Gulf to the Mexican Gulf and / or the Mexican Pacific. Specifically, the cost of moving grain from the US growing area should be considered. to New Orleans, plus the cost of New Orleans to the Mexican port (Veracruz, Manzanillo, etc.).
- c) If the grain is moved by land freight (rail and / or motor transport), the cost of moving the grain from the producing area in the US should be considered. halfway across the Mexican border (for example: Nuevo Laredo, Nogales, Calexico, etc.).

CI: Cost of Hospitalization

- a) They are the expenses of grain internment, such as weight and quality certificate, fumigation, phytosanitary permit, maneuvers, etc., at the Mexican border and / or port.
- b) For the cost of hospitalization, a percentage will be applied depending on the way of entry of the product, either national port or national border, percentages that are applied on the sum of the concepts of futures exchange price and International base.

FI: Internment Freight

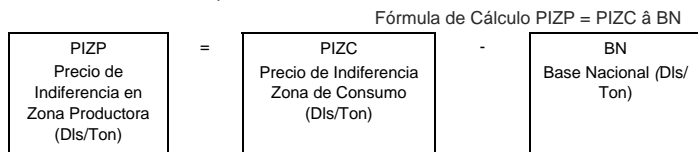
- a) Freight by rail and / or motor transport to carry grain from the border and / or Mexican port to the national grain consumption area.

El resultado de la suma de los puntos anteriores es el Precio de Indiferencia en Zona de Consumo en dólares por tonelada. Para convertirlo a moneda nacional se aplica el tipo de cambio FIX publicado por el Banco de México.

Para el cálculo del precio de indiferencia en zona de consumo, debe considerarse la opción más eficiente de transporte (marítimo o terrestre) que represente los menores costos de internación del grano.

a) PRECIO DE INDIFFERENCIA EN ZONA PRODUCTORA (PIZP)

Una vez obtenido el PIZC del grano, se le resta el flete de zona productora nacional del grano a zona consumidora, gastos financieros y gastos de almacenamiento, obteniendo así el PIZP. Estos tres costos representan la BASE MAXIMA REGIONAL, la cual contempla la zona geográfica de influencia por región y/o estado productor.



Donde:

BN = CFL + CA + CF, de acuerdo con los siguientes componentes:

BN: Base Nacional, costos de traslado del grano de zona productora nacional a zona consumidora.

CFL: Costo de Flete

- a) Flete por ferrocarril y/o autotransporte para llevar el grano de zona de producción a zona de consumo nacional del grano.

CA: Costo de Almacenaje

- a) Varía en función del número de meses de consumo y/o venta que representen los volúmenes adquiridos por los participantes.

CF: Costo Financiero

- a) Para su cálculo se considera la Tasa de Interés Interbancaria de Equilibrio (TIIE) más puntos porcentuales, conforme a los niveles de mercado al momento de su aplicación

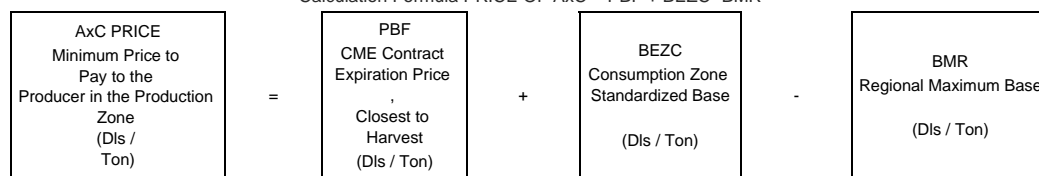
El resultado es el Precio de Indiferencia en Zona Productora y representa el precio máximo que el comprador estaría dispuesto a pagar al productor por la venta de su cosecha en zona productora.

Since the price of indifference in the producing zone depends on the bases of the producing zone to the consumption zone, then the same producing zone may have different prices of indifference depending on the consuming zones it is supplied to.

2. Contract Agriculture Price (AXC)

An important element in contract farming for contracting parties is the price reference and its variables.

Calculation Formula PRICE OF AxC = PBF + BEZC -BMR



Where:

PBF = Price on the Futures Exchange, it is considered the closest futures exchange contract price after the generalized harvest period of each agricultural cycle, entity and crop.

BEZC = Consumption Zone Standardized Base, estimate of the BZC in dollars per ton by federal entity or region, agricultural cycle and crop, according to the historical behavior of the last five years or in force at the time of the estimation, according to the conditions of the international market, and those of supply and demand that affect the local and regional market, which will be announced by the Responsible Unit through a Notice.

BMR = Maximum Regional Base, is the Base per federal entity-producer in dollars per ton, which includes freight from the national grain production area to the consumption area, storage expenses and financial expenses. The value of this variable is the maximum value that will be recognized, since the regional base can be negotiated between the parties.

The value of the bases is a function of the areas of logistical influence, which are determined based on the purchase intentions of those interested in participating in AxC. A logistical area of influence is the geographical destination of the product of the same producing state.

The AxC Price is an expression of the PIZP, which in turn is a derivative of the PIZC, as shown below.

From the formula: $PIZC = PBF + BI + CI + FI$

Considering that $BI + CI + FI = BZC$ (Consumption Zone Base),

We have: $PIZC = PBF + BZC$

Substituting this last expression in the formula

$PIZP = PIZC \hat{a} BN$,

We have: $PIZP = PBF + BZC \hat{a} BN$

While AxC Price = $PBF + BEZC - BMR$

The AxC Price formula is equal to that of the PIZP, once two variants are considered in relation to the composition of the latter: the Standardized Consumer Zone Base, instead of the Consumer Zone Base, and the Maximum Regional Base, by the Base National, variables that have a predetermined value in the time before harvest.

The reference price formula in Agriculture by Contract results in the determination of the price in dollars at the time the purchase contract is registered and validated, to be paid to the producer at the FIX Dollar exchange rate published by Banco de México corresponding to the billing date.

Inverted Market.- In the case of an Inverted Market situation, that is, when the price of the immediate post-harvest contract is higher than the contracts with maturity corresponding to the period of consumption of the grain, the future average of up to three will be considered closest post-harvest maturities:

Agriculture Price per Contract = Average of up to three future prices closest to the harvest + Consumption Zone Standardized Base-Maximum Regional Base.

3. Price agreed in Agriculture by Contract

It represents the weighted average price of the purchase and sale contracts signed between producers and buyers, and registered and validated before the Responsible Unit.

4. Prices offered by buyers at the time of harvest and / or prices paid

It is the average price offered and / or paid by the buyers of the eligible grain and oilseed crops, in a free market situation.

Article 22. Incentives for contract agriculture (to producers and buyers)

1. For the effect of the total volume to be registered by agricultural cycle, state entity and crop, the production estimates available in the Secretariat will be taken as a reference.
2. For the registration of sales contracts, the priority will be producers, organizations of agricultural producers and consumers; subsequently the marketers.
3. Producers who adhere to the sale and purchase contract that a legal entity performs as a seller must be members of that legal entity (organization). In case of not being members, the corresponding legal instrument will be required that is disclosed in accordance with the registration notice.
4. En virtud del escalonamiento de la salida de las cosechas de los productos elegibles en las different states and their temporary concentration regarding consumption, which translates into seasonal marketable surpluses that make it difficult to move, for the purposes of implementing incentives to contract agriculture, the Secretariat through the Responsible Unit recognizes as a period payment to the producer for a period of up to six months, counted from the beginning of the harvest by agricultural cycle, entity and crop, consistent with the period for determining the base compensation. The term of payment to the producer will be determined by the parties in each of the contracts, however, it may not exceed the indicated period.

5. Incentives to base compensation will be paid according to the total volume delivered and verified, within the volume required for each contract and considering the RMA for each CADER, so it will not necessarily coincide with the volume benefited by concept of coverage, all Once the volume traded is the result of the harvest obtained by the producer, while the volume contracted and protected in the Futures Exchange by price hedges, is an estimate at the time of entering into the sale contract , a volume that is accounted for by " full contract on the Stock Market " and not by contract partialities.
6. Non- compliance shall be considered to exist when the volume fulfilled is less than the volume registered before the Responsible Unit.
7. The volumes committed between the parties could vary due to causes or effects due to adverse weather conditions (droughts, floods, frosts, among others) or due to unexpected or involuntary productive events (for example, pests and diseases), a situation that must be documented with based on the reports of the competent authority (SAGARPA or competent official agency) and informed to the Responsible Unit by the respective party, within 10 business days of the occurrence of the phenomenon, in which case the breach would not be intentional and therefore, exempts you before the Secretariat from the responsibility that would correspond to you of not having mediated such condition.
8. The breaches that have not been accredited according to the previous numeral and that are superior to 20% of the total of the volumes agreed by agricultural cycle will be considered intentional and subject to the corresponding sanctions.
9. The participant who does not comply with the delivery-reception of the volume agreed in the sale contract , will lose their right to receive any support and, where appropriate, the benefit of the coverage settlement, including the eventual recovery of their contribution at the cost of the premium, likewise, will proceed to register the unfulfilled volume, in order to determine its maximum volume to register in subsequent cycles.
10. When the breach is intentional, the natural or legal person who has breached the sale contract must return the contribution made by ASERCA for the purchase of the price coverage premium, plus the corresponding financial products. Likewise, you will lose your right to participate in the following two agricultural cycles.
In order to comply with the volume established in the purchase-sale contract, in the case of missing volume by any participant, it may be considered volume from any producer adhering to the contract duly accredited before the Responsible unit,
11. The Responsible Unit will keep a record of the unfulfilled volume of participants (producers, sellers and buyers, individuals and companies), in accordance with number 8 of this article.
12. The eventual benefits generated by the coverage of prices that correspond to the non-compliant volumes may be paid to the party affected by the non-compliance, in accordance with the terms and requirements established in Article 26, subsection E of this Operation Rule.
13. In the case of the occurrence of relevant disruptive natural disasters that affect the production of the eligible products of the incentives to contract agriculture, and consequently the fulfillment of the sale contracts established by the producers and buyers, the Secretariat through The Responsible Unit will establish on the website www.aserca.gob.mx, according to the characteristics and magnitude of the damage caused by these natural phenomena in the production-marketing process of said products and to the specific target population affected, the criteria for the adequacy and adjustments in the operation of incentives to contract agriculture.
14. Depending on market conditions and / or budget availability, the Secretariat, through the Responsible Unit, where appropriate, will establish the calculation method and the criteria for determining incentives, based on price fixing in agriculture by contract in national currency.

I. Methodology for calculating the base compensation incentive

The base compensation covers the movements that may occur between the Base Physical Consumer Zone determined for the delivery of the harvest and the Standardized Base Consumption Zone determined for the registration and validation of the sale contracts. The first is understood as the re-estimation of the Base in the Consumption Zone, considering the average of the information on prices and costs of hospitalization, registered during the first 15 days after the start of the harvest (when at least 10% of the surface has been harvested of the cultivation by federal entity object of the incentive), as well as the origins and destinations considered for the estimation of the Standardized Base in Consumption Zone .

Base Compensation (Dls / Ton)	=	Base Zone Consuming of Physical (DLS / Ton)	-	Consumption Zone Standardized Base (Dls / Ton)
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Incentive for Compensation of Bases in Agriculture by Contract = Basis of the Physical Consuming Zone - Standardized Base of the Consumption Zone.

To determine the incentive in national currency, the average FIX exchange rate published by Banco de México for the first 15 days of the same period indicated in the first paragraph of this section will be considered.

If the Physician Consumer Zone Base of the producer-state is greater than the Consumption Zone Standardized Base , the difference will be compensated to the producer. Payment of this difference will be made by the Responsible Unit directly to the producer, or may be made by the buyer, in the latter case, said buyer may request it from the Responsible Unit.

If the Physician Consumer Zone Base of the producer-state is lower than the Consumption Zone Standardized Base , the Responsible Unit will compensate the buyer for the difference.

The incentive for compensation of bases determined in national currency by agricultural cycle, entity and crop will be covered on the volume fulfilled to the producer or the buyer, as appropriate and never for both.

In the case of non-compliant volumes, regardless of the cause of the non-compliance, in no case will the base compensation incentive be paid.

II. General framework for contract farming

- I. Interested parties may present at any time to the Regional Directorates, the list of producers, farms, area and estimated volumes to be harvested for validation and eventual registration in the contract. The validation will be formalized with the delivery of Annex I, Format of producers who adhere to the contract, signed by each producer.
- II. Buyers interested in signing purchase contracts will provide information about their purchase intentions to the Responsible Unit, so that it determines the Bases and their areas of logistical influence, which will be announced by means of a Notice on the website.
- III. Prior to the sowing or harvesting period, the Responsible Unit will announce by notice the period and term for the

registration of the sale contracts, Notice that it will publish on its website and later in the DOF.

- IV. Based on the validated Annex I, the Responsible Unit issues eligibility and list of producers, properties, surfaces and estimated volumes, for review and signature by the Seller.
- V. The list of producers will be the basis for the issuance of Annex I (Application for Registration and Payment) in case the compensation of bases is in favor of the producer, as indicated in article 24. section I Producers.
- SAW. After the purchase and sale contracts have been registered and validated in accordance with the provisions of the Operating Rules, the Regional Directorate requests the area in charge of acquiring risk management instruments on the stock exchange to take hedging positions in accordance with the provisions of the coverage operation process.
- VII. As established in the corresponding Notice, producers and buyers
Participants may request before the Regional Directorate the liquidation of their coverage positions .
- VIII. The Responsible Unit will be in charge of establishing the settlement mechanisms.
- IX. Once the commercialization of the agreed volume is concluded, the participants must deliver the Settlement of the purchase-sale contract signed by the parties, indicating the total volume contracted, the volume fulfilled by the collection center (made available to the BUYER and paid by it) the unfulfilled volume. In the case of non-compliant volume, cite the causes of non - compliance and state whether the non-compliance is due to causes attributable to the buyer or the seller. The Regional Directorate will verify the fulfillment of the sale contracts, by presenting a copy of the sales invoices and payment vouchers between the seller and the buyer, as well as checking the invoicing and payment to each producer that adhered to the contract (electronically), and the requirements set forth in these Rules of Operation, to carry out the payment process
- X. The Responsible Unit determines the compensation of bases by cycle, product, producer status and publishes them on its electronic page and later in the DOF.
- XI. Once the NOTICE announcing the base compensation incentive is published in the DOF , the target population must:
- to. Producers.- Carry out the process of Application for Registration and Payment of the incentive by means of Annex I and in accordance with the process of operation of incentives for producers indicated in article 24. section I of these Guidelines.
 - b. Buyers.- Carry out the procedures of Application for Registration and Request of payment of the Incentive by means of Annex I and according to what is indicated in the General Mechanics of Operation of Incentives for Buyers indicated in article 24. section II of this instrument.
 - c. Producers will be paid through the Regional Directorates; and to buyers, through the head office of the Responsible Unit.
- XII. In the event that THE BUYER has advanced to THE PRODUCER the amount of the compensation of bases that the Responsible Unit determined in favor of the latter, it will proceed according to the following:
- a) The buyer, once published in the DOF the NOTICE by which the incentive for compensation of bases is disclosed , must carry out the procedures of Application for Registration and Request for payment of the incentive as indicated in the General Mechanics of Operation of Incentives to Buyers indicated in article 24 section II of this instrument.
 - b) You must deliver to the Responsible Unit, a document signed by the parties (buyer and seller) specifying the volume and price paid for the contract, as well as the amount per ton paid to the producer for compensation of bases and, in your case, the payment to the producer by way of the advancement of CALL coverage.
 - c) Deliver the settlement on the fulfillment of the contract signed between the parties in the terms indicated in section IX of this section.

For the payment of the base compensation to proceed under this situation, the amount per ton paid to the producer for the concept of base compensation by the buyer may not be less than that established by the Responsible Unit in the DOF.

Article 23. Specifications of the incentives. In accordance with the problems and characteristics of the eligible product, the Responsible Unit will announce, through Notices, and according to the type of incentive in question, the following: justification of the support instrumentation, specific target population, eligible products, volume , concept and amount of the incentive, federal entities, agricultural cycle, bases and areas of logistical influence, percentages of coverage support and recoveries, type of coverage, performance bond, as well as the Windows and the opening and closing dates for the realization of the procedures, and the provisions and requirements provided in these Operation Rules applicable to the specific incentive to be implemented.

Article 24. Process of operation incentives to producers and buyers

I.- PRODUCERS

1. Once the NOTICE has been published in the DOF by means of which the amount of the supports is disclosed , the target population interested in participating must go to the Ventanilla, to carry out the " Registration Process and Payment of the Incentive " , through the delivery of the request and information and / or documentation required in the corresponding Notice, in accordance with the provisions of the Operating Rules.
2. The Window receives from the target population during the period established in the Notice, the request and information and / or documentation required for its processing.
3. The Window will have up to 5 business days after delivery by the interested party of the request and corresponding information and / or documentation, to deliver it to the Regional Directorate .
4. The Regional Directorate will have a maximum period of 40 business days after receiving the request and information and / or documentation at said Regional Directorate, for review and validation.
5. In the event that the request and information and / or documentation presented is incomplete, and / or presents errors or inconsistencies, the Regional Directorate will notify the producer, directly or through its representative or corresponding Window, of the deficiencies detected, so that within a period of no more than 20 business days after notification, rectify said deficiencies, therefore, once this period has elapsed without the deficiencies being corrected, the request will be deemed not to have been submitted.
6. Once the inconsistencies have been resolved, the interested producer goes to the Window and delivers the information and / or documentation to continue the process.
7. The Regional Directorate carries out the calculation of the incentive according to the volume marketed, without exceeding the limits of surface and yield per producer, individual or legal entity, established in these Operation Rules and Guidelines.
8. The Regional Directorate will manage the payment of the incentive within a period of 5 business days, counted from the day after the applicable requirements have been met according to number 4 of this article. Said payment will be made by deposit in a bank account that the producer has stated in his request, within the period established in the corresponding Notice .

9. The producer receives the incentive payment by depositing in the manifested account, which ends the process.
10. In the event that it is not possible to make the incentive payment by deposit, a new account must be requested to make the payment through a bank deposit, which ends the process.

II.- BUYERS

a) Registration and validation of contracts

In the event that the Responsible Unit establishes as a requirement the registration of the purchase-sale contract, the following will apply:

1. The target population must deliver the sales contracts in due time and in accordance with the Notice that the Responsible Unit publishes on the website: www.infoaserca.gob.mx, For validation and registration.
2. The corresponding instance will carry out the registration and validation of the sale contracts in accordance with the provisions of the Operating Rules, these Guidelines and corresponding Notices.

b) General operating mechanics for incentives to buyers for the ordering of markets

1. Once the NOTICE has been published in the DOF by means of which the amount of the incentives is disclosed, the applicants must carry out the Registration Procedure (at the incentive requested), for which they must deliver the Annex I of the Operating Rules, at the times established and with the documentation determined in the Notices pursuant to the Operating Rules.
2. In the event that the information is incorrect and / or there is a lack of documentation, applicants will be notified of the incentives, within 30 business days, the relationship of the incomplete information and / or errors or inconsistencies. detected, to correct the omission (s); who will have 30 working days after receiving the notification to correct or provide the information and / or complementary documentation. Once the omissions have been corrected and provided by the applicants, the information and documentation will be reviewed again and, if satisfactory, they will be granted eligibility, notifying said applicants of the resolution in writing within 30 days.

In the event that the omissions have not been rectified by the applicants, in the established times, the Responsible Unit will reject the process, notifying the applicants by the means of communication considered in this Program, about the causes that motivated said resolution.

3. Applicants, once eligibility is granted, must sign a Letter of Adhesion on the date and place established by the Responsible Unit.

The letters of adhesion may be modified, with prior authorization from the Responsible Unit.

4. Subsequently, the beneficiaries must carry out the second procedure called the Incentive Payment Request Process (to the incentive requested), for which they must deliver Annex I of the Operating Rules at the Windows, in due time. that are established and with the information and documentation determined in the Notices pursuant to the Operating Rules. The Responsible Unit reviews the information and documentation provided by the applicants based on the standards available, in case of validation it will prepare a report with the volumes accredited for the incentive, and within 30 business days from the date of receiving bliss request, will make the payment of the corresponding incentives, through the deposit to the bank account that the beneficiaries have determined in their request.

If the errors or inconsistencies do not prevent the release of a part of the incentive, the Responsible Unit will make the payment of the partial incentive that is accredited and will notify the corresponding observations.

5. In the event that anomalies or inconsistencies have been detected in the information and documentation reviewed and / or there are missing documentation or information, the Responsible Unit will notify the applicants of the incentives, within a period of 30 business days. after receiving the request to correct the inconsistency (s) or omission (s), who will have 30 business days, after receiving the notification to correct or provide the information and / or complementary documentation, after which will proceed in equal time to the payment of the incentives that are appropriate.
6. Once the Responsible Unit has paid all of the incentives accredited in accordance with the applicable regulations, the participant must submit a free writing of settlement through which they express their agreement regarding the payment of the incentive made by the Responsible Unit (the which should indicate the amount and corresponding volume) and that the attention to your payment request has concluded. Before whom the writing is presented).

c) Advance payment.

1. The Responsible Unit may make the anticipated delivery of Budgetary Resources to the beneficiaries of the incentives to the Market Order, referred to in Article 9, section XXII of the Operating Rules, up to a maximum of 70% of the total amount of the incentive provided in the Letter of Accession signed by the beneficiary and by the Responsible Unit, depending on budget availability. Situation to be announced by means of Notice.
2. For the payment of the anticipated incentive, the beneficiary must deliver the following to the Window :
 - 2.1 Free writing that must indicate: name of the beneficiary applicant; your express request for the early delivery of the incentive payment; membership letter number, amount of the incentive you are requesting, which may not exceed 70% of the total amount of the incentive and, name and signature of the applicant;
 - 2.2 Incentive Payment Request, in accordance with Annex I of the Operating Rules;
 - 2.3 Accounting opinion of external auditor certifying the revision of the documentation of the payment to the producer. (Annex I of the Operating Rules)
 - 2.4 A Policy of " Bond of Fulfillment of the Obligations Contracted by the beneficiary before the Responsible Unit " (DEPOSIT), issued in favor of the Treasury of the Federation (TESOFE) and at the disposal of the Agency for Services to the Marketing and Development of Agricultural Markets, according to the text available on the electronic page www.infoaserca.gob.mx.
3. Once the indicated documentation has been delivered, the Window of the Responsible Unit will review that the Letter of Adhesion is signed by the parties that intervene in it, and that the documentation has been delivered in the requested terms.
4. For the purposes of the advance payment of the incentive, the volume that is less than that established in: the Letter of Adhesion, the Request for Payment of the Incentive, the accounting opinion of the external auditor or the performance bond.
5. For the release or cancellation of the DEPOSIT, the express written consent of the Responsible Unit (Official Release of DEPOSIT) will be an indispensable requirement, which will proceed once the beneficiary has complied with the obligations contracted and has delivered to entire satisfaction of the Responsible Unit, directly or by courier, the corresponding settlement, understood by settlement to the writing through which the

beneficiary declares his agreement regarding the payment of the incentive made by the Responsible Unit and that the attention to his request for payment has concluded. The Responsible Unit within a period not exceeding 15 business days, will release the deposit, once fulfilled all the obligations and commitments contracted, issuing the corresponding release document. In the case of non-compliance by the beneficiary, the Responsible Unit will make the DEPOSIT effective in the terms established therein.

6. In the event of non-compliance by the beneficiary with the obligations and commitments contracted, the beneficiary must reimburse the incentives received, as well as the financial products derived from them at the rate of interest calculated at the rate of the Federal Treasury Certificates. (CETES) to 91 days that it has been in force, said interests will be incurred during the period in which the resources or part of them remain outside the Patrimony of the Federation; and the legal term to enforce the DEPOSIT in the event that an administrative investigation procedure, legal remedies or lawsuits have been instituted, against it, for total non-compliance or Partial to the obligations contracted and commitments assumed, it will run from the date that the resolution issued by the competent authority, which falls against the offending beneficiary, is declared firm.

Article 25. General operation mechanics for the Incentive to the Quality Certification Process.

- I. The Responsible Unit will disseminate and promote the Incentives to the Quality Certification Process, through its central offices, the Regional Directorates and State Units and through the electronic page www.infoaserca.gob.mx.
- II. The Responsible Unit will publish the corresponding Notice, through which it will inform the target population, criteria, window opening date and requirements for receiving applications.
- III. The interested producer organizations will present, at the authorized window at the established times, the application for registration to the program and the documentation of the requirements established in the Notice, which will be assigned a follow-up and opinion sheet.
- IV. In the event that the information is incorrect and / or there is a lack of documentation, the applicants of the incentives will be notified, within a period of 30 working days, of the relationship of the incomplete information and / or of errors or inconsistencies detected, to remedy the omission (s); who will have 30 working days after receiving the notification to correct or provide the complementary information and / or documentation. Once the omissions have been corrected and provided by the applicants, the information and documentation will be reviewed again and, if it is satisfactory, they will be granted eligibility, notifying said resolution in writing. applicants within 30 business days after the complementary information and documentation was delivered.
- V. In the event that the omissions have not been rectified by the applicants, in the established times, the Responsible Unit will reject the process, notifying the applicants by the means of communication considered in this Program, about the causes that motivated said resolution.
- SAW. For those applications whose opinion is favorable, the notification will give them the date to present them for the signing of the Letter of Accession.
- VII. Applicants for the Incentive to the Quality Certification Process, once the eligibility has been granted, must sign a Letter of Adhesion on the date and place established by the Responsible Unit, also, the favorable opinions will be published on the Responsible Unit's website: www.infoaserca.gob.mx.
- VIII. For those applications whose opinion is favorable and has signed a Letter of Adhesion and the participant does not present the information and / or documentation for the payment of the corresponding incentive in the times established in the applicable regulations, the Responsible Unit will reject the process, notifying the applicants by the media considered in this Program, on the causes that motivated said resolution.
- IX. Once the participant has completed the Certification Process, they will obtain from the Agency Certifier (OC) the certificate that accredits it; Subsequently, it will go to the Authorized Window at the established times to present the documentation provided in the Notice for the payment of the incentive.
- X. In the event that the information is incorrect and / or there is a lack of documentation, applicants will be notified of the incentives, within a period of 30 working days, of the relationship of the incomplete information and / or of errors or inconsistencies. detected, to correct the omission (s); who will have 30 working days after receiving the notification to correct or provide the complementary information and / or documentation. Once the omissions have been corrected and provided by the applicants, the information and documentation will be reviewed again and if it is satisfactory, they will be granted eligibility, notifying said resolution in writing. applicants within 30 business days after the complementary information and documentation was delivered.
- XI. In the event that the omissions have not been corrected by the applicants, in the established times, the Responsible Unit will reject the process, notifying the applicants by the means of communication considered in this Program, about the causes that motivated said resolution.
- XII. For those payment requests whose opinion is favorable, the General Directorate (DG) responsible for the execution of the Incentive, in coordination with the Marketing Support Payments Directorate (DPAC), prepare the payment of the Incentive, to carry out the transfer of resources to the beneficiary.
- XIII. The General Marketing Coordination of the Responsible Unit (CGC), in coordination with the DG and / or Regional Directorate, for the purposes of supervision and monitoring of approved requests, will proceed in accordance with the provisions of the Operating Rules and the corresponding Notice.
- XIV. The participant and / or beneficiary of the Incentive will do the following:
- It draws up free writing addressed to the General Coordination of Marketing of the Responsible Unit (CGC), in which it declares to have complied with the program, to have received the incentive and that no legal right is reserved, writing that will act as a letter closing settlement.
 - Keep and safeguard the original supporting documentation of the incentives granted, which must be ordered and available for review by the supervisory bodies and by SAGARPA or the Responsible Unit.
- XV. In the case of the Quality Culture incentive, the requirements and operating mechanics will be established by ASERCA by NOTICE, attending to what is appropriate in this article and what applies to incentives for producers referred to in these Operation Rules and their operating mechanics.

Article 26. Operation process for acquiring coverage

I.- General criteria for the instrumentation of the supports:

- The Regional Directorate will be in charge of attending the information requests of the participants and providing, where appropriate, guidance or advice regarding the eligibility criteria and general requirements; the procedures for obtaining coverage supports; and the rights and obligations of the beneficiaries detailed in the Operating Rules.
- The participant will be able to obtain the official format called Annex I " Application for the Marketing Incentives Component " published by the Secretariat in the corresponding Operation Rules and enabled on its Internet portal for its capture and interface with the Coverage System of Prices. In the event that said format is not available in the application, the interested party may obtain it with the support of the Regional Directorate or the State Directorate.
- Those interested in acquiring coverage, whether new entry or re-entry, must provide the information indicated in the

Operation Rules to the Regional Directorate, so that it can review it and verify that they comply with the requirements applicable to the modality or coverage scheme in which they request to enroll.

- d) The Regional Directorate will determine the eligibility of the participants who meet the requirements. Once the participant's eligibility has been determined, the Regional Directorate will capture in the Price Coverage System the information related to Annex I, " Application for the Marketing Incentives Component " , particularly those referred to in sections II " Registration of Incentive Registration " ; III " Application for Coverage " and V " Data of Liquidation " , and will generate a print for internal use. The filling of the respective sections will apply to all applicants for supports. The Price Coverage System will assign the participant number and the cover sheet that corresponds to each request.
- e) The Regional Directorate will be responsible for the reception, review, integration and safeguarding or custody of the documentary support related to procedures related to the coverage included in the Program and respective Component.
- f) The Regional Directorate will only accept procedures for placement, settlement and payment of benefits of coverage contracts and, where appropriate, those related to contracts of assignment of rights, presented by participants located in the geographical area that coincides with its scope of competence and with its place of affiliation. In no case will the aforementioned procedures be carried out at ASERCA Headquarters.
- g) By formalizing Annex I, " Application for the Marketing Incentives Component " , section III " Application for Coverage " , the participant requests and authorizes the intervention of the Secretariat, through ASERCA, particularly through the unit administrative of central offices, in charge of the operation of hedges, to carry out on its behalf the necessary acts to buy, settle and manage futures option contracts ; receive and manage funds; and, in general, to carry out any activity related to the instruments used for the operation of hedges, which gives rise to the exercise and accrual of the budgetary resources assigned for placement of hedges. Said authorization shall have the maximum validity of the expiration month of the options contracts on the future, established by the participant in section III of reference.
- h) The Regional Directorate will request the placement and / or liquidation of the positions corresponding to the administrative unit of central offices, in charge of the coverage operation. For these operations to be carried out, they must be processed before 12:00 in the case of coffee and other products listed on the New York Stock Exchange (Mexico City time), and before 12:45 p.m. hours in the case of grains, oilseeds, cattle and pigs and other products listed on the Chicago Stock Exchange. The above, taking into consideration that there may be time changes with the US, which will be announced on the page of www.infoaserca.gob.mx .
- i) Coverage Requests will be processed by the Regional Directorate on the same day that they are requested through the Price Coverage System, as long as said requests comply with the requirements applicable to the registered coverage modality or scheme.
- j) The administrative unit of central offices, in charge of the operation of hedges, through financial entities or brokerages, will execute the placement and / or liquidation of hedging contracts, previously requested and validated by the Window, with support in the Price Coverage System.
- k) The Regional Directorate must send the information captured through the official format (Annex I) to the administrative unit of central offices, in charge of the operation of coverage. In case of requiring any change in the data captured in the Price Coverage System, the Regional Directorate must validate and request said changes in writing to the reference unit , which, in turn, will order the corresponding areas to carry out the changes that are justified.
- l) The Directorate of Registration and Control (DRC), a member of the administrative unit of central offices responsible for the operation of hedges, must check the " Closing of Stock Market Operations " against the account statement generated by the financial institution or brokerage. In case of finding differences, these must be notified immediately to the Directorate of Financial Markets (DMF) so that it can make the pertinent correction, also a member of the reference administrative unit .
- m) The Regional Directorate will send, after the placement and / or settlement of contracts, a copy of Annex I, " Application for the Incentives to Marketing Component " , particularly information related to section III " Application for Coverage " , to the administrative unit of central offices, in charge of the coverage operation, where appropriate, will also send, on the day of the operation, a copy of the deposit slips made by the participants to the DRC for reconciliation with the bank statement.
- n) The Market Studies and Analysis Directorate (DEAM), which is part of the administrative unit of central offices, in charge of the coverage operation, will be responsible for generating the Coverage Premium Price Tables, and disseminating them by through the Infoaserca portal.
- o) The Coverage Premium Price Tables must be published on the site www.infoaserca.gob.mx and be available for consultation by the participants, at the latest, at 9:00 am on the day of the operation.
- p) In the event that reports are requested on futures prices related to the products included in the Operating Rules, DEAM must obtain these data through consultations with reliable sources or contracted information platforms.
- q) If for any reason the required information is not available, DEAM must verify the possible causes of its absence; for which you should review whether this circumstance is attributable to market conditions or the information provider.
- r) In the event that there are technical problems that prevent connecting with the information provider and that this contingency affects the execution of one or some of the programs in charge of the administrative unit of central offices, in charge of the operation of coverage, will implement, as applicable, the corresponding part of the following prevention:
 1. To avoid inconsistencies in the information used to calculate the " Olympic Average " or the coverage cost tables, which could be caused by variations in the data on the closing of futures contracts, generated, in turn , by request for data via telephone due to instability in navigation, or any other information platform, the DEAM will invariably leave evidence in a record or internal control of the queries made through this channel to verify the closing of futures contracts that are taken as a reference for the calculation of the average and / or mentioned tables .
- s) Once the coverage is placed, the financial entity or brokerage reports the actual purchase premium, which is captured in the system, and in this way the real cost of the coverage is known in dollars.
- t) To know the real cost in pesos, the administrative unit of central offices, in charge of the coverage operation, has to send the resources to the financial entity (ies) or brokerage (s) to cover the cost of purchases made. This process is carried out in two ways: one, through the Federal Treasury (TESOFE), which remits the resources of the Federal Government; and the other, through the General Directorate of Administration and Finance, which sends the resources deposited by the participants.
- u) Shipping must be in US dollars, since the cost is calculated in that currency as it is an operation that is carried out in

the United States of America. Subsequently, the exchange rate must be requested based on which the American dollars will be purchased, using the pesos deposited by the participants for their remittance to financial entities or brokerages.

- v) Once the exchange rate is known, it is captured in the system to convert the real cost in dollars to the real cost in pesos. It is important to note that the participants who deposit in US dollars are informed of the real cost in that type of currency; therefore, any difference in favor or against will have to be covered in US dollars.
 - w) Already with the real cost in pesos, the system calculates the participant's balance: if the real cost was greater than his deposit, he will have to deposit the differential; If the actual cost is less than the deposit, you can request a refund of the differential.
 - x) At the end of the trading day on the Stock Market, the Regional Directorate may verify in the Price Hedging System the status of both purchase and settlement operations that have been requested during the day of operation; once these have been validated by the DRC (on the business day following the operation), the Regional Directorate may confirm to the participant whether or not the requested operations were performed.
 - y) Coverage Viewer. The participant may review the status of their coverage request (placement, settlement and payment) through the so-called "Coverage Viewer". To enter this application, you must have the coverage folio number and verification digit assigned by the Price Coverage System, as well as your Federal Taxpayer Registry (RFC), with homoclave, as you registered or noted in your coverage request.
 - z) ASERCA will not be able to decide or question the participant about the decisions that it makes regarding the placement or liquidation of its coverage contracts, within the periods indicated in the notices published on the site www.infoaserca.gob.mx.
- aa) In the event that there is no budgetary availability to operate coverage, in no case will the administrative unit of central offices, in charge of the coverage operation, be responsible for the fact that the participants cannot have access to the support for the acquisition of coverage.
 - bb) The administrative unit of central offices, in charge of the coverage operation, may not reserve positions for any participant since the operation will be carried out at the request of the party in accordance with free demand; so the placement will be carried out respecting the principle of "first in time, first in right".
 - cc) The General Marketing Coordination shall be empowered to determine the payment of the eventual benefits of the coverage differently from what is established in subsection E of section II of this article.

II.- Specific criteria for the purchase and settlement of hedges, as well as for the payment of benefits derived from the operation of hedges.

A.- Purchase of coverage:

1. Upon request from the Regional Directorate, the administrative unit of central offices, in charge of the operation of hedges, through financial entities or brokerages, will formalize the placement of hedging contracts in the futures market. The Regional Directorate must review compliance with the regulations applicable to cases that are submitted for processing and must safeguard the supporting documentation of the coverage (according to the registered modality or scheme).
2. Coverage purchases. In accordance with the specifications of the Futures Exchanges, the participant will request their coverage in contracts, the equivalences of which are indicated in the Option Premium Price Tables, published on the site www.infoaserca.gob.mx. The participant may cover a maximum of the number of contracts that result from converting their estimated production into the accredited property (s) established in the signed contract for Agriculture by Contract that corresponds, established in turn in the Annex I, "Application for the Marketing Incentives Component" in section III "Application for Coverage", in its subsection III.b "Production data".
3. The Regional Directorate may provide the official forms to the participants, generated through the registration of Annex I, "Application for the Marketing Incentives Component", determined and published by the Secretariat in the Operation Rules, and enabled in its Internet portal to capture and interface with the Price Coverage System.
4. The Regional Directorate must verify that the printed format, generated by the system, contains the data referring to the Application for Coverage (purchase and liquidation of coverage), derived from the information captured in sections II. "Registration Registration for Supports"; III. "Application for Coverage"; and V. "Settlement Data", detailed in Annex I, "Application for the Marketing Incentives Component", is duly required and signed by the participant and / or legal representative, and signed by the Regional Director (or personnel officially designated by him for said purpose).
5. The Directorate of Financial Markets (DMF) will place the hedging contracts requested by the participant through the Regional Directorate, with the Financial Institutions that are on the list authorized by ASERCA, to carry out the operations.
6. The participant must establish the expiration month of their coverage, taking into account that all options expire one month before the expiration month of the reference futures contract, except for cattle and pig contracts that expire in the same month of the future contract.
7. El plazo máximo de cobertura para el productor o participante en período de siembra o en su caso de engorda, será hasta doce meses; y para el productor o participante en periodo de comercialización, será de cuatro meses, sin exceder los vencimientos que se estipulen en las Tablas de Precios de Prima de Coberturas. En virtud de que los vencimientos de los contratos de futuros no corresponden a todos los meses del año, el plazo de cobertura se ajustará al vencimiento más cercano del contrato de futuros, considerando la fecha de compra asentada en el apartado III. "Solicitud de Cobertura" del Anexo I, "Solicitud para el Componente Incentivos a la Comercialización".
8. Los interesados pagarán el diferencial que resulte de restar del costo total de la cobertura el apoyo que la Secretaría otorgue, según la modalidad de cobertura de que se trate, y podrá contratarla a un precio de ejercicio mayor (en caso de opciones "put") o menor (en caso de opciones "call") al propuesto por la unidad administrativa de oficinas centrales, encargada de la operación de coberturas, y pagará el importe correspondiente al diferencial del precio de cobertura. También, si lo prefiere, podrá contratar la cobertura a un precio de ejercicio menor (en caso de opciones "put") o mayor (en caso de opciones "call") al propuesto por dicha unidad administrativa, en cuyo caso ésta aportará el porcentaje correspondiente a la modalidad de cobertura ofrecida en los esquemas publicados por la misma.
9. El participante, cuya modalidad o esquema de cobertura elegido involucre el pago de una parte proporcional del costo del (os) contrato(s) de cobertura(s), deberá efectuar el depósito correspondiente en la cuenta designada por ASERCA (ya sea en pesos o dólares americanos) el día de la operación, tomando como base los costos que se obtengan de la Tabla de Precios de Primas de Coberturas, publicada en el sitio www.infoaserca.gob.mx, para el día de solicitud y operación de la cobertura.

10. El depósito deberá ser efectuado por el participante en el mismo día de la operación. Dichos depósitos se concentrarán en la(s) cuenta(s) bancaria(s) establecidas para este fin, tanto en pesos como en dólares americanos; sólo se aceptarán depósitos en efectivo, transferencias bancarias y cheques que sean del mismo banco donde se hará el depósito. No se admitirán depósitos condicionados a "salvo buen cobro" (cheques). En el supuesto de que el participante no realice el pago correspondiente, no podrá llevar a cabo la compra de los contratos de coberturas.
11. El comprobante bancario entregado por el participante deberá ser utilizado únicamente en la Entidad Federativa donde se realizó el depósito; en caso de depósitos globales sólo serán válidos en el mismo día de la compra y deberán corresponder al mismo participante. En caso de existir remanente no podrá ser utilizado para cubrir futuras colocaciones; por lo que el participante deberá solicitar su reembolso.
12. Una vez tramitada la cobertura y que la entidad financiera (correduría) reporte la prima real de colocación, la unidad administrativa de oficinas centrales, encargada de la operación de coberturas, calculará el costo real de la cobertura con el fin de darlo a conocer al participante a través de la Dirección Regional. Si del costo real se desprende un diferencial en contra del participante, éste deberá efectuar el depósito respectivo a la cuenta de ASERCA; en caso contrario, de existir un saldo a su favor, podrá solicitar su reembolso a través de la ventanilla correspondiente. Cabe aclarar que el depósito se realizará al participante que compró la cobertura.
13. Para que la colocación pueda realizarse, la Dirección Regional le precisará al participante que deberá formalizar la entrega del Anexo I, "Solicitud para el Componente Incentivos a la Comercialización", apartado III. "Solicitud de Cobertura" en la Dirección Regional correspondiente, en los siguientes horarios: a) el caso del café, algodón y otros productos que coticen en la Bolsa de Nueva York antes de las 11:30 am (hora de la Cd. México D.F.), y b) antes de las 12:45 horas para el caso de granos, oleaginosas, ganado bovino y porcino y otros productos que coticen en la Bolsa de Chicago. Asimismo, la Dirección Regional deberá solicitar la colocación a la DMF; para el primer caso, antes de las 11:45 hrs. (hora de la Cd. de México) y para el segundo, antes de las 12:45 hrs. Hay que considerar que pueden existir cambios de horario con EE.UU., que rigen las principales bolsas de futuros en ese país, los cuales se darán a conocer en la página de www.infoaserca.gob.mx
14. La Dirección Regional, una vez capturada la petición de compra y en los horarios de referencia, la confirmará, vía sistema y vía telefónica, con la DMF. Esta dirección de área, con base en las peticiones de compra enviadas por la Dirección Regional a través del Sistema de Coberturas, llevará a cabo la colocación de contratos de coberturas con la(s) entidad(es) financiera(s) o correduría(s), también vía sistema y vía telefónica, o a través del medio que se establezca.
15. Cuando una persona moral requisiere el Anexo I, "Solicitud para el Componente Incentivos a la Comercialización", apartado III. "Solicitud de Cobertura", la Dirección Regional deberá registrar el número de productores que presuntamente se beneficiarán con dicha cobertura (considerando el volumen inscrito) en el Sistema de Cobertura de Precios, en el cual se anotará el registro de dicha operación. El número de productores registrados deberá corresponder con el dato asentado en el formato vinculado con el apartado II.g. del anexo correspondiente.
16. Con la finalidad de evitar duplicidad en la estadística de productores beneficiados, en el caso de que una misma persona moral solicite coberturas en más de una ocasión y los productores beneficiados sean los mismos (respecto de un mismo ciclo agrícola), los datos de estos productores sólo se reportarán en la primera colocación. Para las coberturas subsecuentes el participante deberá señalar que este dato ya fue informado, debiendo indicar el folio de la cobertura a través del cual se proporcionó dicha información.
17. The Regional Directorate will not process any Annex I, " Application for the Marketing Incentives Component " , section III. " Application for Coverage " if the participant does not inform him of what is indicated in the two preceding paragraphs.
18. The Regional Directorate must have a database of said participants, which must include, at least, the following information: Folio from PROCAMPO or the Commercial Property Registry ; Name; number of producers benefited; surface and production. In the event that the inspection entities or other internal and external administrative units require such information, it must be reported by the Regional Directorate, or, as the case may be and for reasons of proximity to the inspection entities, it may be assisted by the administrative office unit. central, in charge of the operation of coverage, so that this is the conduit.
19. The purchase date established in Annex I, " Application for the Marketing Incentives Component " , in section III. " Application for Coverage " must be the one corresponding to the day on which the operation was carried out.
To verify that the purchase of the coverage was made successfully, the Regional Directorate will issue the " Purchase Notification " , which must contain the date of the day the operation was performed and whose copy will be delivered to the participant.
20. At the end of the trading day, the Regional Directorate may verify in the Price Hedging System both purchase and settlement operations that were requested during the day of operation, once they have been validated by the administrative unit of central offices, in charge of the coverage operation, to verify the status of each one of said operations. This information will be available to those interested in the Regional Directorate.
21. The participant will be able to review the status of their coverage request for placement and / or settlement of contracts through the so-called " Hedge Viewer " , which is a computer tool that allows them to know the status of their position (placement, settlement And paid). You will be able to enter this application with the coverage folio number and verification digit assigned by the Price Coverage System, and your Federal Taxpayer Registry (RFC), with homoclave, just as you registered or noted in your coverage application .
22. On the same day that the coverage process is carried out, the Regional Directorate must send, electronically, Annex I, " Request for the Marketing Incentives Component " , section III. " Application for Coverage " and the deposit slip, if applicable, to the DMF. Likewise, it will send a copy of the deposit vouchers to the DRC so that it can reconcile with the bank account statements and be able to corroborate that the deposit was made.
23. The Regional Directorate must validate with certainty the capture of the amounts in the system before closing its processes; so that if it detects an error in the capture, correct it in the moment so as not to affect the process of generating the real cost. This validation must be immediately to be able to resume the process of informing participants of their real cost, when the real exchange rate is available, and the status of their deposits (if they have a debit or balance in favor).
24. The Regional Directorate must inform the participants to verify if the resources they deposited really came out of their account, in order to avoid having deposit tokens but not the resources in the ASERCA account.
25. The Regional Directorate must not allow participants to deposit different types of currency for the same folio , that is, if the first deposit was made in US dollars and there is a difference against the participant, the difference must be deposited in US dollars . and not in pesos; and vice versa, if the deposit was made in pesos, any difference should be handled in pesos not in dollars. Likewise, the Regional Directorate must validate or verify the type of currency to

be captured.

26. In the event that the deposit made by the participant appears rejected by the bank or if it is not identified by the DRC, this area address must immediately inform the Regional Directorate and the DMF of this situation. The Regional Directorate, in turn, must immediately notify the participant, who must make the deposit again no later than two business days after notification. Once the Regional Directorate receives the receipt for said payment, the latter shall notify and send a copy of the receipt to the DMF and the DRC as soon as it has said document.
27. In case of recidivism in the rejection of the deposit or that the participant does not do it within the term indicated in the previous numeral, the Regional Directorate will inform the administrative unit of central offices, in charge of the coverage operation and will request, via System and through the DMF, the cancellation of the position in the corresponding futures market.
28. In the case of the preceding paragraph, the administrative unit of central offices, in charge of the coverage operation, must notify the Regional Directorate in writing, the latter having to send a written report of events within a maximum period of 3 business days. . The eventual sale value of the liquidated position will be informed by ASERCA to TESOFE at the corresponding monthly closing.
29. When the participant makes a deposit less than the cost of coverage, the above once the administrative unit of central offices, in charge of the coverage operation, reconciles the operations corresponding to the purchase of the coverage contracts, requested by the participant through the Regional Directorate, and resulting in a cost greater than the deposit made by the participant, ASERCA, through the aforementioned administrative unit, will inform the Regional Directorate to notify the participant and make the deposit for this difference, more take seven business days after the notification received by it.
30. In the cases in which the participant has made a deposit greater than the cost of the corresponding coverage , or that for some reason the purchase of the same is not made, he must request in writing his refund to the Regional Directorate, to which will provide the corresponding bank details , during the Window Opening period or once the Window has closed.
31. Reembolso. Para tramitar una solicitud de reembolso, el participante deberá realizar las gestiones solamente en la Dirección Regional (Ventanilla) en la que colocó la cobertura dentro del ejercicio fiscal que coincide con el año en el que compró su cobertura; en caso contrario, la unidad administrativa de oficinas centrales, encargada de la operación de coberturas, enterará dichos recursos a la TESOFE de acuerdo con la normatividad aplicable. El proceso que se seguirá para el trámite de reembolso, es el siguiente:
 - a. Casos en que el depósito sea mayor al costo de la cobertura.
 - a.1. El participante, usualmente, efectúa el depósito de su cobertura con base en los costos publicados en la página electrónica de Infoaserca el día de la compra .La Dirección Regional solicita su compra y corrobora que el depósito sea igual o mayor al costo de la cobertura.
 - a.2. En caso de que el depósito sea mayor al costo de la cobertura, la Dirección Regional le notifica al participante para que formule por escrito la petición de reembolso.
 - a.3. La solicitud de reembolso deberá contener los datos bancarios, los cuales servirán de referencia para que la unidad administrativa de oficinas centrales, encargada de la operación de coberturas, pueda llevar a cabo la operación de reintegro.
 - a.4. The Regional Directorate will transmit the request in writing, in which it will inform the deposit amount in excess, to the administrative unit of central offices, in charge of the operation of coverage, with a copy for the DRC.
 - a.5. The DRC will verify that the deposits are reflected in the bank statements, taking as reference the amount and the date of the deposit.
 - a.6. The administrative unit of central offices, in charge of the operation of hedges, will process, by letter, the reimbursement with the data of the beneficiary before the General Directorate of Administration and Finance (DGAF); once done, the corresponding receipt will be sent to the Regional Directorate that requested it.
 - b. Cases in which the purchase of coverage is not made.
 - b.1. In the event that the purchase of coverage is not made, the Regional Directorate will communicate, by telephone, with the DMF for confirmation of this circumstance; The DMF will confirm to the Regional Directorate that the purchase was not formalized; The Regional Directorate will notify the participant of this information so that he can request a refund of the deposit made.
 - b.2. Once the participant requests the reimbursement of the operated deposit, the Regional Directorate will transmit the request in writing to the administrative unit of central offices , in charge of the coverage operation, with a copy to the DMF, and the latter to the DRC to proceed. to refund the amount corresponding to the deposit previously made by the participant.
 - b.3. The DRC will locate the deposits made in the bank statements, taking as reference the amount and the date of the deposit.
 - b.4. The administrative unit of central offices, in charge of the coverage operation , will process, by letter, the reimbursement with the data of the beneficiary before the DGAF; once done, the corresponding receipt will be sent to the Regional Directorate that requested it.
 - b.5. Once the Window is closed, the participant will have a maximum period of 30 working days , after the closing of the windows, to request the reimbursement of their contribution; otherwise, the Regional Directorate will request the administrative unit of central offices, in charge of the coverage operation, to reimburse the non-operated resources to the bank account number provided by the participant in section II. " Registration of Registration for Incentives " .
 - b.6. In the event that the DRC notifies the DMF that the account provided by the participant contains incorrect data and that it is not possible to carry out the reimbursement, the administrative unit of central offices, in charge of the coverage operation, will notify the Regional Directorate this situation, who, in turn, will inform the participant to provide the bank account number with correct data.
 - c. Cases in which the participant does not make the deposit of the differential of the cost of coverage.
 - c.1. If the participant does not make the missing deposit to cover the total cost of coverage within seven working days after notification, the central offices administrative unit, in charge of the coverage operation, will issue instructions to the DMF so that coverage is canceled. Of the possible income obtained, this unit will recover its contribution in the first instance; in the second place, the participant up to the amount of their

contribution; and in case there is a surplus, it will be buried at TESOFE.

c.2. In no case may remnants of deposits be used to cover loans from different days of operation.

32. The DMF will not carry out the placement of the positions in the event of any market circumstance outside ASERCA that does not allow it (" *fast trading* " , upward or downward limits , suspension of activities, low liquidity in the market, low or non-existent open interest , etc.), as well as volatility in the futures market, in the following cases:
- to. Grain and oilseed coverage: The market premium is 5% higher than the premium presented in the Coverage Premium Price Tables published by ASERCA.
 - b. Coverage for cattle and pigs, coffee and cotton: The market premium is 3% higher than the premium presented in the Coverage Premium Price Tables published by ASERCA.
 - c. In the case of other types of coverage, placement will be based on the maximum limits reported by the brokerage upon written request from the DMF.

These criteria do not apply in cases where the putting of the put and call option is carried out simultaneously.

33. At market close, the DMF will record in the Price Coverage System the value obtained from the operations carried out, marking the status of those that were not placed, so that the Regional Directorate immediately identifies them in said system and reports , in turn, to the participants.
34. The DMF will deliver the " Daily Closing of Operations " daily to the DRC, with the summary of the placements by product and specifications of the contract for their reconciliation.
35. For its part, the DRC will review the " Daily Closing of Operations " with the Statement of Account of each financial institution or brokerage and will immediately notify the DMF of any difference it finds, which must be reconciled between both directions of area.
36. On the first business day of each week, the DRC will prepare the report of the placement operations carried out during the immediately preceding week, which will specify the commissions that correspond to each financial institution or brokerage.
37. Changes of Maturity, Exercise Price and Modality. In cases where the participant requires and justifies it, he may request in writing to the Regional Directorate the Rolling of positions initially hedged (roll operation subject to be carried out with the same financial institution or brokerage, in which the initial placement was carried out) at a month of maturity and / or a different exercise price, corresponding to their position placed in a different way Initial, after review and validation by the Regional Directorate.
- The month of expiration and / or exercise price must be included in the Coverage Premium Price Tables in force for the day of rolling, taking into account that the result of the settlement of the original contract will be used for the acquisition of the new expiration, and if a differential of the cost of coverage is presented for the new contract, it will be covered by the participant. In any case, taking into account that the time of the original coverage , the maximum term that the participant can request is 12 months, for the request for the rolling, it can be done up to 4 months later, the above, without exceeding the maximum term established from the first taking of coverage.

In the event that circumstances warrant it, the Responsible Unit (ASERCA) may extend the aforementioned terms; for which it will issue the corresponding statement.

In reassignment of coverage positions between modalities, types of coverage or previously placed coverage , the principle of first entries, first exits will be followed.

B.- Coverage settlement.

1. The participant may request the settlement of their coverage according to the modality, scheme, and / or notices that ASERCA publishes on the electronic page: www.infoaserca.gob.mx. The settlement may be total or partial according to your needs. For these purposes, it will submit to the Regional Directorate Annex I, " Application for the Incentives to Marketing Component " , section V. " Settlement Data " , which contains the details of the requested settlement .
2. The administrative unit of central offices in charge of the operation of coverage, through the DMF; will carry out the settlements in the Financial Institution (s), in which the placements of the contracts were made, upon request of the Regional Directorate through the Hedging System, at the request of the participant through the Annex I section V. " Settlement Data "
3. To verify that the liquidation of the coverage was carried out successfully, the Regional Directorate will issue the " Notification of Liquidation " , which must contain the date of the day the operation was carried out and whose copy will be delivered to the participant.
4. In the event that the Regional Directorate does not receive from the participant the format of Annex I, " Application for the Marketing Incentives Component " , section V. " Liquidation Data " , by means of which it requests liquidation, within a term ten business days before the expiration date of the futures options contract established by the respective Exchange, the administrative unit of central offices, in charge of the hedging operation, will proceed to its liquidation, executing it on any of the days after this term and until the expiration of the contract.
5. The Regional Directorate must verify that Annex I, " Application for the Marketing Incentives Component " , section V. " Settlement Data " is duly requested and signed by the participant or legal representative.
6. For all those hedging operations that include the registration and validation of forward purchase and sale contracts between the buyer and the seller, the Parties that signed the contract, independently, may decide to liquidate their positions. In advance, if this is in your interest and in accordance with the periods indicated in the Notices of Opening of the Registration Window published on the website www.infoaserca.gob.mx. In this case, the administrative unit of central offices, in charge of the hedging operation, will keep the product of the positions until the obligations agreed in the sale contract have been fulfilled.
7. In the event that any of the Parties fails to comply with the terms agreed in the sale contract , the aforementioned administrative unit may suspend, upon request from the Regional Directorate , the hedging operations and may retain any product derived from them, prior Notification to the Parties, respecting their right to a hearing and safeguarding any rights that may arise. The reference administrative unit will document the non-compliance and, where appropriate, will arrange the actions between the Parties to grant the corresponding compensation to the affected Party, or may judicially deposit the withheld resource so that in due time it can operate as compensation to the affected Party. .
8. The Regional Directorate will register the settlement request (s) derived from the " Data of Settlement " of the participant, contained in Annex I, " Request for the Marketing Incentives Component " , in the Price Coverage System for its operation, once said Regional Directorate complies with the stages of sending the documentation of the Purchase operations, these will be validated by the DMF through said system.
9. The Regional Directorate will capture the liquidation request, via the system, in Annex I, " Application for the Marketing Incentives Component " , in section V " Liquidation Data " , previously indicated, published in the Operation Rules, at the same times for the purchase of coverage indicated in point 11 of section A " Purchase of Coverages " and will confirm, by telephone, the details of the request with the DMF.

10. The DMF will carry out the liquidation of coverage contracts with the financial institution (s) or brokerage (s), by telephone, or through the means established, based on the liquidation requests. sent by the Regional Directorate through the Price Coverage System .
11. Based on the Monetary Law of the United Mexican States, every seven days, the eventual recoveries and probable benefits of the Secretariat and the participant will be calculated by the administrative unit of central offices, in charge of the operation of hedges, taking as reference the value in dollars converted to the equivalent in national currency , supported by the preferential interbank exchange rate in force at the time of withdrawal of the resources of the financial institution or brokerage.

C.- Payment of benefits derived from the operation of hedges:

1. Benefit. Monetary compensation generated by the movement of prices in the futures market will be understood as a benefit of the hedging operation ; in the case of options " put, " by downward movements; and in " call " options , for upward movements.
2. For the payment of benefits, the Regional Directorate will receive and validate the documentation of the participant to confirm the number of accredited contracts and to request the payment of benefits. Likewise, it will authorize and send payment requests through the Price Coverage System to the DMF for validation with support in the same system; the DMF will turn it over to the DRC for the corresponding procedure.
3. Participant. By participant must be understood the natural or moral person who is the holder of the real or subjective right, being in the present case the one who will be prejudiced or benefited from his assets the result of the stock market behavior and who in the first place will reimbursement of the corresponding part will apply. Once the participant submits the documentation indicated in each Scheme to prove the commercialization at the Regional Directorate , they may request the payment of any benefits derived from the coverage, which will be applied according to the specifications of each of the published schemes.
4. The date established in Annex I, " Application for the Incentives for Marketing Component " , in section V. " Settlement Data " , must coincide with that registered on the day the operation was carried out. The " Payment Request " date may be later than the date the position was liquidated.
5. For the payment of benefits, the Regional Directorate will process the request for payment before the administrative unit of central offices, in charge of the coverage operation. It is important to note that the payment request must include the following information: date of request; cover sheet ; number of contracts to pay; name of the beneficiary; banking institution where the deposit will be made; key account; type of currency; and must be signed by the head of the Regional and / or State Directorate. It should be noted that the aforementioned administrative unit does not intervene in the selection of the accounts of the beneficiaries, but only operates the accounts authorized by ASERCA through the corresponding instances.
6. In the event that the account or CLABE, provided by the Regional Directorate to the DMF to make the payment of benefits through the Price Coverage System, is reported as invalid by the bank, the DRC will notify the DMF in writing. and the Regional Directorate this situation on the same day that the ASERCA Sub-Directorate of Treasury reports this fact, so that, in turn, the Regional Directorate collects the correct information with the participant . When the new information is sent to the DMF and the DRC, the latter may reapply for the payment instruction to the DGAF. In this case, the delay in payment of benefits cannot be attributed to ASERCA.
7. In all types of coverage, the amount of the refund of the contribution made by the Secretariat will be determined by the administrative unit of central offices, in charge of the coverage operation.
8. Real premium. The calculation of the distribution of benefits resulting from the liquidation of Hedges will be on the real premium, understood as the value that the financial institution (brokerage) reports on the same day that it carries out the purchase and / or settlement operation on the commodity exchange.
9. The payment of benefits of the hedges settled will be made to the participant considering the principle of first positions settled, first positions paid; and it can be done in national currency or in American dollars. In case of requesting the payment of contracts settled in different fiscal years, the Regional Directorate must send separately to the DMF, the number of contracts corresponding to each year in the respective Payment Request .
10. When the participant requests the payment of benefits in US dollars, they must inform it from the liquidation of the coverage and establish it in section V. " Liquidation Data " of Annex I of reference. It should be noted that if the express precision is not carried out since the settlement, the payment will be made in national currency.
11. The DMF will deliver to the DRC on a daily basis the " Daily Closing of Operations " with the summary of the settlements by product and specifications of the contract for reconciliation.
12. For its part, the DRC will check the " Daily Closing of Operations " with the Account Statement of each financial institution or brokerage and will immediately notify any difference through the Price Hedging System that must be reconciled between both directions of area.
13. On the first business day of each week, the DRC will prepare the report of the settlement operations carried out during the immediately preceding week, which will specify the commissions that correspond to each financial institution or brokerage.
14. The withdrawal of monetary resources derived from the value of the liquidation of previously reconciled positions , must be requested by the administrative unit of central offices, in charge of the operation of hedges, to each financial institution or brokerage in writing, indicating the number of clearing account. The procedure for the management of resources will be carried out in accordance with the previously established by the Parties in the corresponding legal instrument .
15. The payment of benefits generated by liquidated positions may be requested by the producer or legal entity (through its legal representative), and will be done as follows:
 - a) The Regional Directorate will send the liquidation and payment requests to the administrative unit of central offices, in charge of the coverage operation, and this will generate and manage the payment of benefits before the General Directorate of Administration and Finance (DGAF).
 - b) If the participant requests the payment of benefits in dollars, this operation will be carried out by bank transfer through the Financial Institutions that operate with ASERCA as long as the participant has an open account in dollars with one of these banking institutions.
 - c) If the participant requests payment in dollars and does not have an open account with any of the financial institutions indicated in the previous point, this benefit will be granted by check. This title or document of value will be issued by the Sub-Directorate of Treasury of the DGAF and delivered to the participant in the offices of said administrative unit . It should be noted that the checks, in accordance with article 181 of the General Law on Securities and Credit Operations, will be valid within the fifteen calendar days following their date if they were payable at the same place of issue.
 - d) If the participant requests the payment of benefits in national currency, this operation will be carried out by bank transfer, according to the instruction contained in the payment document generated by the administrative unit of

central offices, in charge of the coverage operation, through banking institutions authorized by ASERCA.

16. Based on the Monetary Law of the United Mexican States, every seven days, the eventual recoveries and probable benefits of the Secretary and the participant will be calculated by the administrative unit of central offices, in charge of the coverage operation, taking as reference the value in dollars converted to the equivalent in national currency, supported by the preferential interbank exchange rate in force at the time of withdrawal of the resources of the financial institution or brokerage.
17. In accordance with article 36 of the Treasury Service Law, deposits at the care of or at the disposal of the Federal Government shall prescribe in two years counted from the date on which their return could legally be demanded by the depositor; therefore supported by this normative basis, a maximum period of two years is established so that the participant can claim from ASERCA the payment of benefits generated by positions liquidated in accordance with the coverage folios that have been assigned to them, once they prove the marketing of their products.
18. It is pertinent to reiterate that it is established that the payment of the possible benefits of the coverage may be requested by the producer or legal entity (through its legal representative), once the supporting documents of the commercialization object of each scheme for the cases that apply; consequently, for purposes of establishing the two-year computation, the term will be counted from the expiration or expiration date of the hedge contract and, therefore, ceases to be listed on the Stock Market.
19. Once this two-year period counted from the expiration date of the contract, these benefits can no longer be paid or claimed, so they will be disclosed to TESOFE, in accordance with the applicable regulations and administrative procedures. It is important to note that the ASERCA Windows will be in charge of monitoring the payment of benefits and notifying the participant if the entire amount is close to TESOFE.
20. Assignment of Rights of the Benefits of the Coverages.-The participant may assign the benefits generated from the contracted coverage, provided that the consent of the participant is presented to the Regional Directorate through a Contract of Assignment of Rights in accordance Annex VI, included in the Operation Rules, which must be signed by the person who signed the coverage request. Only in this way the Regional Directorate may recognize the payment of benefits on behalf of the transferee.

C1.- Payment of coverage benefits in the case of fractions of contracts.

1. Para el último contrato de cobertura a pagar al participante, si la comprobación de la comercialización es menor a volumen del contrato completo (127.006 toneladas en maíz, 136.078 en trigo, etc.), se pagará al participante la parte proporcional del valor que le corresponda de la liquidación de dicho contrato. Lo anterior queda expresado matemáticamente como sigue:

A= Beneficios de la cobertura del contrato completo (considerando, ya el descuento de la recuperación de costos de ASERCA, en caso de que así proceda).

B = Tamaño del contrato expresado en toneladas.

C = Volumen comprobado inferior al volumen total del contrato, expresado en toneladas.

P = Monto a pagar por el volumen comprobado.

$$\left(\frac{A}{B} \right) \times C = P$$

2. La fracción se pagará a partir de la comprobación de comercialización de una tonelada.
3. La Dirección Regional será la responsable de realizar el cálculo del monto a pagar para el volumen comprobado inferior al volumen total del contrato.

D.- Cancelación de coberturas.

1. En caso de cancelación de coberturas, la Dirección Regional deberá notificarlo a la unidad administrativa de oficinas centrales, encargada de la operación de coberturas, para que se proceda a liquidar dicha posición; dicho aviso deberá incluir las razones que motivan la cancelación.
2. Una vez recibida la solicitud de cancelación por parte de la Dirección Regional, la unidad administrativa de oficinas centrales, encargada de la operación de coberturas deberá girar instrucciones por escrito a la DMF y DRC, para que se cancele la posición en el mercado de futuros y se actualice el soporte documental respectivo.
3. En caso de que se generen recursos por la cobertura cancelada, éstos se aplicarán en primer término al reembolso del costo aportado por ASERCA; en segundo, para devolver la aportación realizada por el participante (sólo en el caso de que éste haya realizado algún depósito para dicha cobertura) y las utilidades netas serán a favor de ASERCA. Los recursos recuperados por ASERCA (costo y utilidades) serán enterados a la TESOFE tomando como referencia el cierre mensual correspondiente.
4. En caso de que proceda el reembolso de recursos al participante, la Dirección Regional deberá informar por escrito a la DMF las especificaciones de la cuenta bancaria para realizar el depósito and, in turn, the DMF will notify the DRC so that the latter proceeds to request the deposit with the DGAF.

E.- Payment of coverage benefits in the event of non-compliance.

E.1 Contract farming

1. In the event of non-compliance in the delivery / receipt of the contracted volume, the Responsible Unit, through the corresponding Regional Directorate, may pay the affected party, up to all the benefits generated by the coverage, that correspond to the unfulfilled volume, opting for the own position or that of the counterparty.
The foregoing, as long as the marketing of the eligible product with a third party is accredited, and the requirements indicated in the following number are met.
2. For the collection of the benefits corresponding to the unfulfilled volume, the participant affected by the noncompliance must cover before the Regional Directorate, the requirements indicated below:
 - a) Request for payment of benefits for non-compliance coverage, addressed to the Regional Director, specifying:
 - i. If you choose the benefits that correspond to your own position or that of the counterparty,
 - ii. The Folio of the forward sale contract and the folios of the contracted coverage,
 - iii. The agricultural cycle, state of origin, type of grain, and, where appropriate, variety.
 - iv. The volume for which payment of coverage benefits is requested.
 - b) Tax receipt and payment receipt proving the volume sold with a third party.
 - c) Settlement on the fulfillment of the contract signed by the parties, as established in this component.
3. The benefits of the positions that are not paid will be informed to the TESOFE, in accordance with the applicable

regulations.

E.2 Non-contractual coverage

Considering that the price hedges are acquired on estimated volumes, which may differ from those obtained, the payment of the eventual benefits of the volume that will not be harvested, will be limited to the reimbursement of the contribution of the participant on the cost of the premium. .

III. Instrumentation of " special coverage " and / or " own " schemes

- a) The implementation of the " Special Coverage " and / or " Own " Scheme will obey contingent or conjunctural situations related to the production or marketing of agricultural products ; to requests from state governments, among others.
- b) ASERCA will publish the " Special Coverage " and / or " Own " Scheme through the electronic page www.infoaserca.gob.mx, as well as through the Regional Offices no later than the business day following its authorization.
- c) The target population to which the " Special Coverage " and / or " Own " Scheme will be addressed must be indicated in the authorization document, and may be addressed to producers, buyers and / or consumers of agricultural products.
- d) All participants who meet the requirements of the " Special Coverage " and / or " Own " Scheme in question, will be eligible to be registered by the Regional Directorate. In no case will ASERCA be responsible for the fact that due to the lack of budget availability or non-compliance with the authorized volume or term of validity of the " Special Coverage " and / or " Own " Scheme , some participants are unable to obtain registration.
- e) In no case ASERCA may reserve positions for any participant, since the operation is carried out at the request of the party according to free demand; so the placement will be carried out respecting the principle of " first in time, first in law " .
- f) The Regional Directorate will be responsible for registering only for those participants who have complied with the requirements applicable to the scheme in question.
- g) ASERCA may operate " Special Coverage " and / or " Own " Schemes for which fixed amounts of support are set , which will be determined according to the liquidation value of the positions and the target volume. In this case, the beneficiaries of the coverage will receive the coverage income according to the volume registered in the Regional Directorate. The supervision and application of said payments will be supervised directly by the Regional Directorate.

IV.- Integers to TESOFE.

A.- Recoveries.

1. The administrative unit of central offices, in charge of the coverage operation, will make to the TESOFE of the recovered resources derived from the operation of the Program and Component related to coverage acquisition. Likewise, it may request before said treasury a budget expansion for its use in the purchase of new coverage.
2. The whole will be carried out in accordance with the applicable regulations in the month following the end of the calendar month ; This total will include the recoveries of the hedges settled in the operating period. The term " operational period " that period of time in which settlements that have been operated and whose resources have entered up ASERCA days liquidations may include more than one calendar month. It should be noted that this period does not correspond to the calendar month.
3. The entire will include the recoveries for cancellations that have been reported by the Regional Directorate in the " operating period " and the coverage canceled for noncompliance in the commercial operation; in such a case, the responsibility of the administrative unit of central offices, in charge of the coverage operation, consists in carrying out the entire in accordance with the applicable regulations in the corresponding month, regardless of the date on which the coverage has been settled.
4. The entire interest generated in the accounts opened for the deposit of the resources generated by the liquidation will be made, once the commissions charged by the Banking Institutions are discounted .

B.- Benefits generated by liquidated positions, not claimed by the participants.

1. The administrative unit of central offices, in charge of the hedging operation, will make to the TESOFE of the resources corresponding to benefits generated by liquidated positions, not claimed by the participants in the established period of two years in which they could legally demand your return;
2. To establish the computation of two years, the term will be counted from the expiration date of the contract;
3. To carry out the corresponding calculations, the computer tools available at the time of said operation will be used.

Article 27.- Modification of periods.- The Responsible Unit may modify the periods indicated, with respect to the operation of the Incentives to Marketing component, only in the event that there is a justification for acts of God or causes of force majeure or character budget; modification that will be announced by means of a Notice that must be published on its electronic page: www.infoaserca.gob.mx.

Second Section

Mecánica general de los incentivos a la ampliación y modernización de la infraestructura comercial

Artículo 28. La operación del presente subcomponente deberá observar lo siguiente:

1. La difusión y promoción de los Incentivos a la Ampliación y Modernización de la Infraestructura Comercial lo llevará a cabo la Unidad Responsable en oficinas centrales, direcciones regionales, y estatales, así como a través de la página electrónica: www.infoaserca.gob.mx.
2. La fecha de apertura de la ventanilla: La Unidad Responsable dará a conocer a través de su página electrónica, mediante publicación del Aviso correspondiente, el cual informará a la población objetivo, criterios y requisitos para la recepción de solicitudes.
3. Producer organizations will present in the central offices, regional and / or state directorates of the responsible unit, the application for registration to the program at the times established and with the documentation and requirements established in the Operation Rules and in the corresponding Notice, to which a folio will be assigned for its monitoring and opinion.
4. In the event that the information is incorrect and / or there is a lack of documentation, applicants will be notified of the incentives, within a period of 30 working days, of the relationship of the incomplete information and / or of errors or inconsistencies. detected, to correct the omission (s); who will have 30 working days after receiving the notification to correct or provide the complementary information and / or documentation. Once the omissions have been corrected and provided by the applicants, the information and documentation will be reviewed again and, if it is satisfactory, they will be granted eligibility, notifying said resolution in writing. applicants within 30 business days after the complementary information and documentation was delivered .
5. In the event that the omissions have not been corrected by the applicants, in the established times , the Responsible Unit will reject the process, notifying the applicants by the means of communication considered in this Program,

about the causes that motivated said resolution. .

6. For those requests whose opinion is favorable, the notification will be given the date to present them for the signature of the Letter of Adhesion and its technical Annex, in which the delivery schedule of the budgetary resources will be established.
7. Applicants, once eligibility is granted, must sign a Letter of Adhesion on the date and place established by the Responsible Unit.
8. For those applications whose opinion is favorable, and has signed a Letter of Adhesion and the participant does not present the information and / or documentation for the payment of the corresponding incentive in the times established in the applicable regulations, the Responsible Unit will reject the process, notifying to the applicants by the media considered in this Program, on the causes that motivated said resolution.
9. The General Marketing Coordination of the Responsible Unit (CGC) in coordination with the DG and / or Regional Directorate, for the purposes of supervision and monitoring of approved requests , will proceed as applicable to the provisions of the Operation Rules and in the corresponding Notice .
10. The participant and / or beneficiary of the Incentive will do the following:
 - to. It draws up free writing addressed to the General Coordination of Marketing of the Responsible Unit (CGC), in which it declares to have complied with the program, to have received the incentive and that no legal right is reserved, writing that will act as a letter closing settlement.
 - b. Keep and safeguard the original supporting documentation of the incentives granted, which must be ordered and available for review by the supervisory bodies and by SAGARPA or the Responsible Unit.

Third Section

Mechanics of operation of the Training and commercial information scheme

Article 29. The mechanics of operation of the Training and commercial information scheme will be in the following terms:

- I. The dissemination and promotion of the Training and Commercial Information Scheme will be carried out by the Secretariat, through the Responsible Unit in central offices and its regional directorates, as well as through the electronic page: www.infoaserca.gob.mx .
- II. The producer organizations will present in the central and / or regional offices of the Responsible Unit the application for inscription to the Scheme and the requirements established in Article 14 *bis* , of these Operation Rules, to which a folio will be assigned for its follow-up. and opinion.
- III. The Central Responsible Unit or the regional directorates will notify the producer organizations about the opinion of their applications and projects, according to the entry of the application, within a term of 30 business days. For those requests whose opinion is favorable, the notification will give them the date to present them for the signature of the respective agreement, in which the delivery schedule of the budgetary resources will be established; likewise, favorable opinions will be published on the website of the Responsible Unit: www.infoaserca.gob.mx
- IV. For the purposes of supervision and monitoring of approved projects, ASERCA will carry them out with the participation of the Secretariat delegation, the Regional Directorates and the producer organizations themselves .
- V. The Responsible Unit will formulate a Register of " Instructors of " Basic, Advanced and Specialty Courses " , as well as " Specialized Technicians in Business Processes " , according to the information provided, in free writing, by the organizations of producers, which will serve as support and consultation for training and specialized technical assistance and services provided by this Scheme, which will be available on the ASERCA website: www.infoaserca.gob.mx.

Chapter II

Incentives Component for Commercial Promotion and Export Promotion

First Section

Of the Commercial Promotion Projects

Article 30. Responsible Unit.- The Responsible Unit will be the Agency of Services to the Marketing and Development of Agricultural Markets; decentralized administrative body of the Secretariat, which will carry out the execution, control and monitoring of the Trade Promotion and Export Promotion Component , through its General Coordination of Trade Promotion and Export Promotion .

Article 31. Powers and obligations.- The Responsible Unit will have the following powers and obligations:

- I. Supervise that the exercise of incentives, considered as subsidies, in accordance with the Federal Expenditure Budget Decree of the corresponding fiscal year and other applicable regulations for commercial promotion, is carried out in accordance with the provisions of this section and applicable regulations;
- II. Review the report of the Federal Public Finance Account of the component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE;
- III. Carry out or order the supervision and inspection visits to verify that the incentives have been granted and used in accordance with the applicable regulations, and
- IV. In general, all the powers and obligations necessary to achieve the objectives of the programs, in accordance with the provisions of this section and the applicable legislation.

Article 32. The granting of the incentives referred to in this chapter shall be subject to the provisions of this section, to the budget availability established in the Federal Budget Expenditure Decree for the corresponding fiscal year and other applicable provisions; and / or through the budgetary adjustments made in the terms of the Federal Budget and Fiscal Responsibility Law and its Regulations, in order to use the subsidy to cover the needs of the beneficiaries.

Article 33. The Responsible Unit, after preparing the technical justification, may authorize amounts higher than those provided for in the First Section of Article 17 of the Agreement by which the Operation Rules of the Marketing and Development Program of Markets; as long as the beneficiary justifies and verifies the need for this measure, under one of the following assumptions:

- I. Commercial Emergency;
- II. Support for national strategic projects; Y

Applicants must submit as an annex and by free writing, all the sufficient and duly motivated information, with which the requirement of the aforementioned assumptions is accredited, for its due review by the Responsible Unit.

Article 34. General eligibility requirements.- Natural or legal persons who request any of the concepts of incentives that are the reason for this section, to be eligible must meet the following requirements:

- I. To be a natural person of Mexican nationality or moral entities constituted in accordance with Mexican legislation , whose predominant activity is the production, processing, transformation, packaging, commercialization or promotion of products from the Mexican agri-food sector, including those of ornamental plants, as well as the traditional ingredients used in gastronomy that justify being linked to a phase of the Product System or production chain.
- II. Accredited your legal personality and legal representation;
- III. Written under protest to tell the truth, by which they state that they have the necessary infrastructure in their fiscal domiciles and / or specific headquarters of operation, which allows them to use the support for the authorized purposes;

- IV. Be up to date with your tax obligations.
- V. Be in compliance with each and every one of the obligations under his / her responsibility, with respect to the supports that they would have received in previous years and, consequently, have signed the closing- settlement act of the corresponding legal instruments; Y
- VI. Las personas físicas o morales solicitantes de los incentivos, podrán acreditar sus aportaciones privadas para los conceptos de apoyo comprometidos de gastos efectuados con anterioridad, siempre y cuando éstos correspondan al año fiscal de firma del convenio de concertación correspondiente.

Artículo 35. Ventanillas de atención.- La recepción de solicitudes se realizará en las ventanillas autorizadas:

- I. De las Ventanillas.- Fungirán como ventanillas de atención para la recepción de las solicitudes de support, projects and documentation referred to in this section; The Responsible Unit through the Commercial Promotion Directorate, the Regional and State Directorates of the Responsible Unit and the State Delegations of SAGARPA, whose addresses and hours of service may be consulted on the Responsible Unit's website, www.infoaserca.gob.mx
- II. Registration of applications.- The Responsible Unit through the Commercial Promotion Directorate, will register support requests, both those received at its central offices and those delivered by the Regional and State Directorates of the Responsible Unit and the Delegations of the Secretariat in the Federal Entities.
- III. Documentation required.- Applicants, in addition to submitting documentation that certifies compliance with the general eligibility requirements indicated in article 34 of these rules, must submit the following:
 - a) Request in accordance with Annex IX of the Agreement that discloses the Operation Rules of the Marketing and Market Development Program, signed by the applicant, his legal representative or attorney,
 - b) The respective project in accordance with Annex X of the Agreement by which the Operating Rules of the Marketing and Market Development Program are disclosed ; Y
 - c) Documentation to prove legal personality and legal representation referred to in section II of article 34 above, when it is not held by the Responsible Unit:

Natural persons:

- I. Original and simple copy for comparison purposes, of the current official identification with photograph and signature;
- II. Original and simple copy for purposes of comparing the data of your Unique Population Registry Key (CURP);
- III. Original and simple copy for purposes of comparing the data of your Federal Taxpayer Registry (RFC), and
- IV. Original and simple copy for comparison purposes of a proof of your tax address, not more than two months old age.

Legal entities:

- I. Original and simple copy for comparison purposes, of the protocolization of its constitutive act, or its respective authorization or registration, and in its case its modifications; which will have to be duly registered before the corresponding Public Registry;
- II. Original and simple copy for comparison purposes, of its registration before the Federal Taxpayer Registry (RFC);
- III. Original and simple copy for comparison purposes, of your proof of tax address, with no more than two months old age;
- IV. Original and simple copy for purposes of collation of the protocolized act or its respective authorization, registration or registration, of the assembly or of the session of the governing body that has appointed its current legal representatives, stating their powers to appoint them; or of the current power conferred on your legal representative, and
- V. Original and simple copy for comparison purposes, of the current official identification with photograph and signature of its attorney and / or legal representative.

Article 36.- The Responsible Unit, once the documentation indicated in the preceding article has been received , will request the Legal Coordination of the Responsible Unit to issue legal validation with respect to the documents referred to in section III subsection c) of article 35 of the this annex. In case of omissions or if the documentation presented with the application is incomplete, the Responsible Unit will prevent the applicant in terms of the Federal Law of Administrative Procedure, so that the omissions are rectified, otherwise his application will be rejected. The Responsible Unit will notify in writing if the request was eligible or not; and if applicable, the provenance to continue with the study of the request and the presentation date of the project, in terms of the provisions of article 40 of these rules; within a maximum period of 10 business days from the presentation of the application, or the settlement, if applicable.

Article 37. Of the projects.- The projects that consider starting the promotion with new strategies, for the hiring of advertising agencies, public relations or similar, must present at least 3 quotes, as well as the justification for the choice of provider; for this they must take into account the following:

- I. The advertising agencies considered in the projects must present credentials in the advertising medium and / or public relations, after analyzing the justification presented;

Article 38. Opinion of the projects.- The Responsible Unit, to carry out the evaluation and authorization of the incentives referred to in this section, may be assisted by the following Administrative Units , who by reason of their competence, will issue technical opinions of the projects, in accordance with the procedure referred to in articles 39 and 40 of this annex, respectively:

Administrative Units and Decentralized Administrative Bodies of the Secretariat:

- a) Undersecretary of Agriculture;
- b) Undersecretariat for Rural Development;
- c) Undersecretariat for Food and Competitiveness;
- d) General Livestock Coordination;
- e) General Coordination of Social Communication;
- f) National Aquaculture and Fisheries Commission;
- g) General Coordination of International Affairs; Y
- h) National Service for Health, Safety and Agri-Food Quality.

Article 39.- The Administrative Units indicated in the previous article, must issue their technical opinion of the projects, for which they will have the following functions:

- I. Issue technical opinion, as appropriate, regarding specific projects eligible for support; to issue recommendations for improvements and / or changes to the project in accordance with **Annexes XIII** and **XIV** of the Agreement by which the Operation Rules of the Marketing and Market Development Program are disclosed .

Article 40. Procedure for evaluating the projects.- The Responsible Unit, once notified of the eligibility and provenance to continue with the study of the application in accordance with article 36 of this annex, shall carry out for the evaluation and resolution of the projects in question of the incentive concept or concepts, the following:

- I. Convocar a cualquiera de las Unidades Administrativas mencionadas en el Artículo 38 del presente anexo, según las características del proyecto, con por lo menos 10 días hábiles de anticipación a la fecha de celebración de la reunión, a participar en ésta, con la finalidad de que puedan tener conocimiento de la presentación de los proyectos de los cuales emitirán sus opiniones respectivas.

- II. Llevar a cabo la presentación del proyecto, por parte del solicitante.
- III. La o las Unidades Administrativas, deberán emitir sus opiniones en un plazo que no podrá exceder de 2 días hábiles a partir de la presentación del proyecto a analizar, de no emitir su opinión en este periodo, se entenderá que no se tiene inconveniente alguno respecto al proyecto sometido a su consideración.
- IV. La Dirección de Promoción Comercial emitirá la evaluación técnica del proyecto, en un plazo máximo de 2 días hábiles después de la presentación del proyecto; de conformidad con los parámetros técnicos de evaluación definidos en el **Anexo XV** del Acuerdo por el que se dan a conocer las Reglas de Operación del Programa de Comercialización y Desarrollo de Mercados.
- V. La Unidad Responsable a través de su Titular, emitirá la evaluación final de la solicitud conforme al **Anexo XVI** del Acuerdo por el que se dan a conocer las Reglas de Operación del Programa de Comercialización y Desarrollo de Mercados, en un plazo máximo de 20 días hábiles contados a partir de la fecha de presentación del proyecto.
El resultado, para ser aprobado debe contar con una calificación de 90 a 100 puntos, en el caso de que la calificación sea de 80 a 89 puntos se podrá considerar pre-aprobado, sujeto a la presentación de las observaciones que determine la unidad responsable para subsanar los requerimientos de información para obtener la calificación de 100 puntos. En los casos en que la calificación sea inferior a 80 puntos se considerará como rechazado y se tendrá por concluido el trámite de la solicitud.
En caso de un dictamen de pre-aprobación, la Unidad Responsable notificará por escrito al solicitante las observaciones y requerimientos necesarios, para que sean subsanados. El solicitante contará con un plazo de hasta 10 días hábiles para solventar las observaciones señaladas en su proyecto. La Unidad Responsable determinará si los cambios o justificaciones presentadas por el solicitante dan cumplimiento a lo observado, de lo contrario se considerará como rechazado y se tendrá por concluido el trámite de su solicitud.
- VI. La Unidad Responsable a través de su Titular, resolverá la solicitud en un plazo máximo de 30 días hábiles contados a partir de la presentación del proyecto, en apego a lo señalado por el artículo 32 de las presentes reglas.
- VII. Una vez aprobado el proyecto y previo a la entrega de los incentivos, los beneficiarios deberán suscribir un Convenio de Concertación con la Unidad Responsable (Anexo XVII).

Artículo 41. Entrega de los incentivos.- Posterior a la suscripción del Convenio de Concertación con la Unidad Responsable, el beneficiario deberá:

- I. Otorgar a la Unidad Responsable, previo al depósito de los incentivos, el recibo que incluya el Registro Federal de Contribuyentes, en el que acredite la recepción de los mismos, y
- II. Opening a bank account productive, in the terms stated in the " Guidelines that have for object regulate the system of Treasury Single Account as well as set the exemptions from " , published in the Official Journal of the Federation on December 24, 2009, in its Tenth Provision, section IV; exclusively for the administration of the subsidies that are granted to them.

In compliance with the foregoing, the Responsible Unit will request the General Directorate of Administration and Finance of the Responsible Unit, to manage the necessary procedures for the Federation Treasury to make the deposit or bank transfer of the amount of the corresponding incentives. , to said account.

Article 42. The designs to be used in national and international promotion campaigns, as well as the forms and web pages contained in projects that contemplate the support concepts established in the first section of article 17 of the Agreement by which the Rules of Operation of the Marketing and Market Development Program, must comply with the image guidelines and guidelines determined by the Federal Government and have the approval of the General Coordination of Social Communication of the Secretariat, before use. The beneficiary, through the Responsible Unit, will submit the material that must be approved by the General Coordination of Social Communication of SAGARPA.

Article 43. Modifications.- In the event that the beneficiary, once the Concertation Agreement has been signed , requests a modification to the schedule of activities within the validity of the agreement agreement and its technical annex, the head of the Responsible Unit may analyze and where appropriate, approve said modification, without the need to present the modification to the legal instrument; But if the modifications affect the concepts of support and / or affect the fulfillment of objectives, goals and indicators, it must be modified as long as the request has a justification, and modifications are made to the corresponding legal instrument.

The request of the beneficiary that affects the modification of the objectives, goals and indicators, the corresponding Responsible Unit will turn it, for its evaluation and subsequent resolution, in accordance with the applicable in the procedure indicated in article 31 of these rules.

In your case, the Administrative Unit (s) must issue their opinions in free writing within a period that may not exceed 3 calendar days from the request to modify the agreement to be evaluated, if they do not issue their opinion within this term, You will understand that you have no problem with the request submitted to you.

Article 44. In accordance with the provisions of article 2. of the Federal Law of Administrative Responsibilities of Public Servants, 10 section V of the Federal Law of Budget and Fiscal Responsibility , the subsidies granted maintain their legal nature as federal public resources for the purposes of their control and transparency.

The beneficiaries must, under their strict responsibility, abide by the provisions of this section; execute the actions or activities that correspond to them by that nature and check documentary and timely the correct application and destination of the amount of the support they receive and the contributions at their expense.

The official stationery and documentation for the programs must include the following caption: " This program is public, alien to any political party. Use for purposes other than those established in the program is prohibited . "

The purpose of this section is not to supervise the various mechanisms for contracting services that the beneficiary performs with its suppliers; therefore, the Responsible Unit should not be considered responsible for those commitments acquired by the beneficiary towards its suppliers; The beneficiary is solely responsible for verifying the fulfillment of the services contracted, due to the obligations agreed in the Agreement of Concertation and its Technical Annex.

For the stipulation and delimitation of responsibilities in relation to the administration and monitoring of the commercial promotion projects presented by the beneficiaries, the provisions of the Concertation Agreement and other applicable regulations that are signed must be observed.

Article 45. Failure to comply .- The beneficiaries will be subject to sanction as indicated in the Agreement that discloses the Operation Rules of the Marketing and Market Development Program, as well as the following:

- I. Failure to comply with any of the conditions that gave rise to his qualification as an eligible subject for the granting of incentives and to those stipulated in the Concertation Agreements.
- II. Apply the amount of incentives for purposes other than those authorized.
- III. Refuse to provide the Secretariat, the Responsible Unit, the Secretariat of the Public Function , the Superior Audit of the Federation or any other authorized instance, the facilities, documentation and information requested by said supervisory

authorities, in order to verify the correct application and destination of the incentives granted.

IV. Failure to properly use the Institutional Image of the Secretariat.

Article 46. Sanctions. The Responsible Unit, with the collaboration of the Legal Coordination of the Responsible Unit, once it becomes aware of an alleged breach by the beneficiaries referred to in the preceding article, will establish the corresponding administrative procedure in terms of the provisions of the Federal Procedure Law. Administrative, applying those sanctions indicated in the Agreement by which the Operation Rules of the Marketing and Market Development Program are disclosed ; likewise, it may suspend the support and as a consequence of the administrative resolution it may:

- I. Require the refund of the amount of the incentives you have received and the interest they have generated; which must be deposited in the bank account indicated for this purpose by the Responsible Unit, within a period not exceeding ten business days, counted from the next in which the request is notified.
- II. Require the beneficiary the proportional return of the incentives granted, for the breach of any of the goals established in their approved project and / or those established in the agreement of agreement or in its technical annex, except for those fortuitous cases duly justified.

If the sanction is appropriate, the Beneficiary will be registered in the Directory of individuals or companies that lose their right to receive incentives, in accordance with the provisions of the applicable transparency regulations, until they comply with the provisions of the resolution.

The foregoing, without prejudice to the administrative, civil and / or criminal responsibilities derived from affectations to the Federal Public Treasury, incurred by individuals, which will be sanctioned in terms of the applicable legislation.

Artículo 47. Reasignación de recursos.- Serán motivo de reasignación de recursos, lo previsto en el Artículo 46 del presente Anexo; lo que implicará que en el caso de existir alguna persona física o moral que no haya alcanzado incentivos por disponibilidad presupuestaria, y mientras se encuentre dentro del ejercicio presupuestal del año fiscal; la Unidad Responsable podrá reasignar los recursos a algún o algunos proyectos que hayan cumplido con los criterios y requisitos de la presente Sección, y que cuente con la Resolución favorable y previa la suscripción del Convenio de Concertación correspondiente.

Artículo 48. Interpretación.- Lo no previsto en la presente Sección y su interpretación, para efectos técnicos y administrativos será resuelto y estará a cargo de la Unidad Responsable; sin perjuicio de las atribuciones que le corresponden a la Oficina del Abogado General de la Secretaría.

Sección Segunda

Del Fomento a las Exportaciones a través de Eventos Comerciales Nacionales e Internacionales

I. Eventos Comerciales Nacionales e Internacionales

Artículo 49.- La presente Sección corresponde al procedimiento de participación de ASERCA en los diversos eventos comerciales nacionales e internacionales establecidos en el Programa de Eventos.

Article 50.- The calls (Annex XVIII) and descriptive projects (Annex XIX) of the events contemplated in the Events Program will be published on the website: <http://www.infoaserca.gob.mx/mexbest>.

Article 51.- The General Coordination of Trade Promotion and Export Promotion will be assisted by the administrative units of the Secretariat that it considers pertinent, as well as by the social and private sector organizations linked to the sector to achieve a national diffusion of the calls for related events in the Events Program.

II. General Provisions for the Promotion of Exports through National and International Trade Events

Article 52.- This Section has the purpose of publicizing the application registration procedure and the different services to be contracted by ASERCA, of which the applicants who meet the requirements and eligibility criteria established in the Operation Rules, as well as the characteristics mentioned in the Descriptive Project of each event.

Article 53.- Target population.- Individuals of Mexican nationality or moral entities constituted according to Mexican legislation, whose predominant activity is may be subject to the concepts of incentives for Export Promotion through National and International Commercial Events. the production, processing, transformation, packaging, commercialization or promotion of the products of the Mexican agri-food sector, including those of decoration plants, as well as of the traditional ingredients used in Mexican gastronomy that justify being linked to a phase of the Product System or productive chain;

Likewise, legal entities may act as representatives of subjects who can participate in person or through the exhibition of their product belonging to the target population as direct beneficiaries.

Article 54.- Scope of application.- This Section will be applied in national or international territory , in accordance with the area of affiliation of each Agricultural Ministry of Mexico abroad, according to the Terms of Collaboration, for the benefit of the target population .

III. Characteristics of the procurement of goods and services

Article 55.- The corresponding budgetary adjustments made under the terms of the Federal Budget and Fiscal Responsibility Law and its Regulations will be carried out, in order to use the subsidy to contract goods and / or services in accordance with the Law. of Acquisitions, Leases and Services of the Public Sector, its Regulations and other applicable regulations, for participation in National and International Commercial Events; and they can only be carried out as long as the services are related to the performance of the beneficiaries in accordance with the provisions of the call and the descriptive project of each event.

Said events will be subject to the budget availability and provisions established in the 2014 Federal Expenditure Budget and to the authorizations for budget expansion or reduction that may be authorized during said fiscal year.

Article 56.- Services.- ASERCA, through the General Coordination of Trade Promotion and Export Promotion, will contract services according to the following characteristics of each incentive:

CONCEPT	SERVICES
National Commercial Events	<p>a) Musical animation (<i>includes artistic presentation and / or accompaniment</i>);</p> <p>b) Design of the institutional image of the pavilion;</p> <p>c) Design and construction of the pavilion (<i>includes exhibition modules, tasting area and / or business area</i>);</p> <p>d) Preparation of exhibitor directories;</p> <p>e) Invitations (<i>includes design, printing and delivery</i>) ;</p> <p>f) Master of ceremonies;</p> <p>g) Promotional material (<i>includes generic export promotion of the agri-food sector, and / or specific to the participation of beneficiaries</i>);</p> <p>h) Photographic memory;</p> <p>i) Assembly, supervision and dismantling;</p>

	<p>j) Equipment rental (<i>to register visitors</i>) ;</p> <p>k) Audiovisual equipment rental;</p> <p>l) Rental of exhibition space (<i>includes rental of the fair space or venue and / or exhibitor registration</i>) ;</p> <p>m) Furniture rental;</p> <p>n) Chef, barista, taster, sommelier and / or mixologist service.</p> <p>o) Hostess service;</p> <p>p) Service to carry out gastronomic events (<i>includes setting</i>) .</p> <p>q) Professional services; Y</p> <p>r) Video memory and / or interviews with producers.</p>
International Business Events	<p>a) Musical animation (<i>includes artistic presentation and / or accompaniment</i>);</p> <p>b) Design of the institutional image of the pavilion;</p> <p>c) Design and construction of the pavilion (<i>includes exhibition modules, tasting area and / or business area</i>);</p> <p>d) Preparation of exhibitor directories;</p> <p>e) Shipment of samples (<i>includes packaging and logistics, and / or diplomatic shipments</i>) ;</p> <p>f) Invitations (<i>includes design, printing and shipping</i>);</p> <p>g) Promotional material (<i>includes generic promotion of the agri-food sector and / or specific to the participation of beneficiaries</i>);</p> <p>h) Photographic memory;</p> <p>i) Assembly, supervision and dismantling;</p> <p>j) Advertising of the Mexican flag;</p> <p>k) Equipment rental (<i>to register visitors</i>);</p> <p>l) Audiovisual equipment rental;</p> <p>m) Rent of computer equipment and / or internet services;</p> <p>n) Rental of exhibition space (<i>includes rental of the fair space or venue , exhibitor registration, insurance and / or memberships</i>);</p> <p>o) Rent of furniture;</p> <p>p) Chef, barista, taster, sommelier and / or mixologist service;</p> <p>q) Tasting service;</p> <p>r) Aides-de-camp service;</p> <p>s) Translation service;</p> <p>t) Transportation service;</p> <p>u) Service for the organization of workshops and seminars (<i>includes speakers, master of ceremonies and / or cafeteria service</i>) ;</p> <p>v) Service to carry out gastronomic events (<i>includes setting</i>);</p> <p>w) Services for business tables;</p> <p>x) Professional services;</p> <p>y) Services required according to local regulations (<i>all those services that must be contracted to comply with the regulations of the country or city where the event takes place</i>); Y</p> <p>z) Video memory and / or interviews with producers.</p>
National or Abroad Tastings	<p>a) Musical animation (<i>includes artistic presentation and accompaniment</i>) ;</p> <p>b) Design of the tasting area (<i>includes installation, equipment , setting and furniture rental</i>) ;</p> <p>c) Sending samples;</p> <p>d) Invitations (<i>includes design, printing and shipping</i>) ;</p> <p>e) Promotional material (<i>includes generic export promotion of the agri-food sector and / or specific to the participation of beneficiaries</i>) ;</p> <p>f) Photographic memory;</p> <p>g) Rent of computer equipment and / or internet service;</p> <p>h) Rent of multipurpose space;</p> <p>i) Catering service (<i>includes chef, barista, taster, sommelier and / or mixologist fees and purchase of supplies</i>) ;</p> <p>j) Monitoring, measurement and follow-up service;</p> <p>k) Service for the reception and attention of guests;</p> <p>l) Professional services;</p> <p>m) Services required according to local regulations (<i>all those services that must be contracted to comply with the regulations of the country or city where the event takes place</i>) ; Y</p> <p>n) Video memory and / or interviews with producers.</p>
	<p>a) Musical animation (<i>includes artistic presentation and accompaniment</i>) ;</p> <p>b) Shipment of samples (<i>includes packaging and logistics, and / or diplomatic shipments</i>) ;</p> <p>c) Enrollment in courses (<i>includes seminars and / or conferences</i>)</p> <p>d) Invitations (<i>includes design, printing and shipping</i>) ;</p> <p>e) Master of ceremonies or moderator;</p> <p>f) Promotional material (<i>includes generic promotion of the agri-food sector , or specific to the participation of beneficiaries and / or sponsorship expenses</i>) ;</p>

Trade Missions inside and outside Mexico.	<p>g) Rent of multipurpose space (<i>includes rental of furniture and / or assembly, supervision and dismantling of facilities</i>);</p> <p>h) Agency service (<i>includes coordination and organization of business agendas and / or tables; public relations, marketing and advertising strategies</i>);</p> <p>i) Agency service for transportation;</p> <p>j) Catering service;</p> <p>k) Servicio de chef, barista, catador, sommelier y/o mixólogo;</p> <p>l) Servicio de monitoreo, supervisión, medición y seguimiento de resultados;</p> <p>m) Servicios profesionales;</p> <p>n) Servicio de traducción;</p> <p>o) Servicio para la organización de seminarios (<i>talleres y/o sesiones de trabajo</i>);</p> <p>p) Servicios requeridos de acuerdo a las normas locales (<i>todos aquellos servicios que se tengan que contratar para cumplir con las normas del país o ciudad donde se lleve a cabo el evento</i>);</p> <p>q) Video memoria y/o entrevistas a productores; y</p> <p>r) Visitas técnicas y/o de campo.</p> <p>s) Servicios de hospedaje; y</p> <p>t) Servicios de transportación.</p>
Desarrollo de Valor Agregado y Capacidades Comerciales.	<p>a) Renta de espacio de usos múltiples (<i>incluye renta de mobiliario y/o montaje, supervisión y desmontaje de instalaciones y/o servicio de cafetería</i>);</p> <p>b) Servicio de consultoría (<i>incluye capacitación y asesoría especializada en acceso a mercados nacionales e internacionales, competitividad, código de barras, registro de marca, entre otros.</i>);</p> <p>c) Design service (<i>includes brand image, logo, label design or redesign , definition of container or line packaging, graphic design of container or packaging, brochure, diptych or recipe book, web page, among others .</i>)</p> <p>d) Printing service (<i>Includes labels and brochures</i>);</p> <p>e) Service for the organization of seminars (<i>includes workshops, forums, conferences and specialized congresses</i>); Y</p> <p>f) Video memory and / or interviews with producers.</p>
Forums, Congresses and / or Seminars.	<p>a) Speakers and / or master of ceremonies;</p> <p>b) Registrations with unlimited access to the conference program, panels, among others;</p> <p>c) Audio and video equipment rental;</p> <p>d) Space rental (<i>includes conference room or room and / or cafeteria service</i>);</p> <p>e) Furniture rental for the development of the forum, congress and / or seminar;</p> <p>f) Hostess Service; Y</p> <p>g) Video memory and / or interview with producers.</p>

Likewise, to reinforce the development of the above incentives, ASERCA may acquire databases, image banks, specialized directories and / or access to specialized information systems; contract the services for the development of advertising strategies or campaigns and / or material for promotion and marketing strategies (includes design, printing and distribution), brochures, magazines, publications and / or annual calendar for the promotion of the sector (includes design, printing and distribution), as well as information technology tools.

In the case of goods, leases or services that must be contracted outside of national territory, the Executing Agency will rely on the Agricultural Ministries of Mexico abroad in accordance with the corresponding assignment area, in accordance with the Terms of Collaboration. Likewise, as a result of the acquisition of goods, contracting of services and / or leases of movable property necessary for the realization of events of an international nature, the Agricultural Ministry will integrate the corresponding file.

Both in Mexico and abroad, the applicable regulations in force for the exercise of resources will be considered; and hiring and acquisitions must be motivated by criteria of economy, effectiveness, efficiency, impartiality, honesty and transparency that ensure the best conditions for the State.

IV. Participant registration procedure

Article 57.- National Commercial Events Program and Internacionales.- L to calendaring of National and International Business Events I Events Program and the publication of their calls and descriptive projects will be announced on page <http://www.infoaserca.gob.mx/mexbest>.

Article 58.- Attention Windows.- They will function as attention windows for the reception of the registration request and participation request (Annexes XI and XII), as well as for the collation of the required documentation, the Executing Agency, the State Delegations SAGARPA and the Regional Directorates of ASERCA.

Those responsible for the different service windows will verify that the required documentation is complete and that it complies with the provisions of the Operating Rules and this Annex.

Article 59.- Request for Registro.- The target population wishing to apply for registration to be beneficiary s-incentives of the Export Promotion Event through national trade and international, must submit duly requisitioned Annex XI "Registration Request", as well as the documentation required in these Operating Rules and in Annex XI itself.

The executing agency will register the request of the natural and moral persons determined as target population, by assigning a registration page and will determine the origin of the request.

A prevention period of 5 working days will be given to correct the observations that the Executing Agency may make known in this regard.

The executing agency will have a period of 15 working days to resolve the registration request.

Article 60.- Request for Participación.- The target population want to apply for participation in the Events Comercial national and international, once obtained their registration sheet must show depending on the type of incentive, Annex XII properly filled.

The Executing Agency will register the request of the individuals and companies determined as the target population, by assigning a participation page and will rule on the origin of the requests for their participation in the National and International Trade Events once they comply with the requirements and established eligibility criteria, which will be announced to the participant through the means indicated in article 62 of the operating mechanics of these operating rules .

The closing date for receipt of requests to participate in events, as well as the deadline to make known the opinion of provenance by ASERCA, will be established in the Calls for each of the national and international commercial events.

Article 61.- Requirements and eligibility criteria.- To be a beneficiary of Export Promotion Incentives through National and International Commercial Events, the request for participation (Annex XII) must correspond to the calls and descriptive projects of the events, which for this purpose, ASERCA has published on the electronic page <http://www.infoaserca.gob.mx/mexbest> .

To be beneficiaries of the incentives, applicants must meet the requirements indicated in Article 18, Section II of the Agreement, which discloses the Operation Rules of the Marketing and Market Development Program and the particular characteristics indicated in the descriptive project. of each event.

Las personas morales que registren en la solicitud de participación (Anexo XII) que representarán a otras unidades productivas pertenecientes a la población objetivo, deberán proporcionar la información solicitada en el citado Anexo, así como la documentación legal respectiva por cada una de sus representadas. Dicho Anexo deberá ser debidamente firmado por la persona física, o en caso de personas morales por el representante o apoderado legal.

Natural and moral persons who have provided legal documentation for previous participations, and who to date have not undergone any change or modification, may state, in protest of truth, that the documentation required to participate in the Export Promotion Incentives to Through National and International Commercial Events, already in the possession of ASERCA and that to date there has been no change or modification of everything that is recorded and accredited in said documents.

The individuals and companies that present documentation debts for their previous participations and / or are prevented from participating in accordance with article 51 of this Annex, may not be beneficiaries of the Program incentives, until they rectify the respective alleged non-compliance .

Article 62.- Of the ruling.- The executing agency will inform each of the applicants, by any of the means indicated in article 35 section II of the Federal Law of Administrative Procedure , the result of the ruling of their requests. registration and participation received to each of the applicants.

If this is the case, once the Executing Agency discloses the opinion of the participation requests , it may send an Activity Program (Annex XX) and a Participation Manual (Annex XXI) to the beneficiaries of the incentives:

- b. National Business Events;
- c. International Business Events;
- d. National or Abroad Tastings;
- and. Trade Missions in and out of Mexico; Y
- F. Forums, Congresses and / or Seminars.

Similarly, for their correct participation in the Incentives for National Commercial Events and International Commercial Events, the Executing Agency may request the following positively ruled participants :

- g. The delivery in electronic file of the company logo in Adobe Illustrator, .JPEG, .TIFF, .PDF or .EPS format .
- h. Name of the Persons who will attend the exhibition module for the production of badges (maximum three people per exhibition module).
- i. The delivery of the trade name of the exhibitor for its placement on the marquee of the exhibition module .

Article 63.- Supervision and monitoring.- The executing agency will monitor the participation of the beneficiaries in the incentives indicated in the Operation Rules and in this Section, before and during the event in question, as well it will supervise that the beneficiaries of the incentives comply with each and every one of the characteristics indicated in the descriptive projects and the obligations indicated in article 65 of these rules and the Participation Manual.

The Executing Agency, with the support of the State Delegations of SAGARPA and Regional Directorates of ASERCA, may carry out the verification of the documents provided by the participants in cases that so determine, in accordance with the provisions of this Section.

Article 64.- Forms of notification.- When requesting participation in the incentives for Export Promotion through National and International Trade Events, the signature of the respective participation request implies that the applicant expressly accepts that ASERCA notifies him of any communication, by courier, fax, electronic communication or any other means, in accordance with the provisions of article 35 section II of the Federal Law of Administrative Procedure.

Similarly, signing the respective participation request implies that the applicant expressly accepts that ASERCA may use the images and data collected, for the use of the component itself .

Article 65.- Obligations of the participants.- Under their strict responsibility, the participants must abide by the provisions established in this Section, as well as execute the actions or activities that correspond to them and those established in the Participation Manual.

At the end of each event, the beneficiaries will be required to provide the Participation Evaluation (Annex XXII) corresponding to the event, which will be previously provided by the Executing Agency.

The Executing Agency will apply an Annual Participation Assessment (Annex XXIII) to the beneficiaries of the incentives for Export Promotion through National and International Trade Events , in order to document their progress; Each beneficiary is required to respond to the evaluation within 10 business days after the date of receipt of this survey.

Article 66.- Non-compliance- The participants in incentives for Export Promotion through National and International Trade Events will be penalized , as indicated in the Operation Rules of the Marketing and Market Development Program, as well as the following :

- a) Failure to comply with any of the conditions that gave rise to its qualification as beneficiary of the incentives indicated in this Section.
- b) Present negative references of previous participations, such as but not limited to: cancellations without just cause or non-compliance with the agreements and established agendas .
- c) Failure to comply with any of the actions or activities that correspond to him once his participation request has been positively ruled , as well as those contained in the Activities Program and Participation Manual.
- d) Not to appear at an event without just cause, once the positive opinion of their participation has been received.
- e) Refuse to provide SAGARPA, ASERCA, or any Supervisory Body with the facilities or documentation and information that they request for the performance of their functions.
- f) Failure to present the Participation Evaluation at the end of the event.
- g) Failure to submit the Annual Survey within the period requested.
- h) Breach any other obligation provided in this Section.

Article 67.- Sanctions. By virtue of the preceding provision, the Executing Agency will notify the participant by any means of

the infringement it incurred, so that within a period of ten business days, counted from the day following notification, it manifests what is appropriate to its right. The Executing Agency will resolve in accordance with the Federal Law of Administrative Procedure, applying, where appropriate, those sanctions indicated in the Rules of Operation of the Marketing and Market Development Program ; and as a consequence of the administrative resolution may determine:

- I. That it cannot be a participant in the incentives of Export Promotion through National and International Trade Events on future occasions, and as a consequence it will be registered in the Directory of individuals or companies that lose their right to receive support; Y
- II. In his case, it will be determined the provenance of establishing an administrative procedure to request the corresponding compensation for the expenses incurred by ASERCA for his participation.

The foregoing, without prejudice to the administrative, civil and / or criminal responsibilities derived from affectations to the Federal Public Treasury, incurred by individuals, which will be sanctioned in terms of the applicable legislation.

Article 68.- Executing Agency .- Any case not provided for in this Section will be resolved by the General Coordination of Trade Promotion and Export Promotion of ASERCA, in its capacity as Executing Agency of the Incentives Component for Trade Promotion and Export Promotion .

TITLE IV Complementary Provisions Chapter I

Of Rights, Obligations and Exclusions

Article 69.- Those who are beneficiaries will be subject to the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive guidance from the Central Offices and Regional Directorates of the Responsible Unit , and where appropriate, from the CADER, DDR and other windows, regarding the program, components and procedures for the pre-application and the application for incentives;
- b) In his case, to acquire the good or service with the direct or indirect incentive of the provider that he freely chooses;
- c) File complaints and denunciations in the terms established in article 37 of these Operation Rules; Y
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Unit and / or Executing Agencies under the terms of the Federal Law of Administrative Procedure .

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in this Operation Rule;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation ;
- c) Accept, facilitate and attend to verifications, supervisions, audits, inspections and requests for information by the Responsible Unit, the executing agencies, regulatory bodies or competent authority, in order to observe the correct application of the resources granted by the Secretary;
- d) Request prior written authorization from the Executing Agency of any change involving modifications to the authorized project or to the conditions of direct or indirect incentives , who will resolve it within ten business days following the presentation of the request, otherwise it was reported that it was resolved in the negative. The foregoing, by means of a free writing containing: date, name of the beneficiary or legal representative, reason for the modification and detailed explanation of what is intended to be modified and free signature ;
- e) Affirm that the information and documentation presented and delivered is true and trustworthy to request the process and verification of the incentive;
- f) Comply with the specific obligations established of the requested component;
- g) For incentives via bank deposit, you must provide the account number with your interbank password and keep it current. When it comes to incentives granted based on a pattern, producers must make timely changes to keep it up to date.

Article 70. Incentives will not be granted for the following concepts:

From the Incentives to Marketing Component:

I. Production for self-consumption;

II. La producción proveniente de campos experimentales;

III. La producción proveniente de instituciones académicas o gubernamentales federales, estatales o municipales;

IV. No se podrá otorgar a un mismo volumen más de una vez un mismo incentivo por ciclo agrícola y cultivo elegible;

V. No se apoyarán por productor agrícola, volúmenes de los productos elegibles, provenientes de superficies superiores a 100 hectáreas de riego, o su equivalente en temporal. Asimismo, no se apoyarán por productor pecuario en coberturas de precios, más de 2,500 cabezas de ganado vacuno, o más de 5,000 de porcino;

VI. Los beneficiarios que hayan recibido incentivos a la ampliación y modernización de la infraestructura comercial en el 2012 y 2013;

VII. Las demás que no correspondan a los tipos de incentivos del componente.

Del Componente Incentivos para la Promoción Comercial y Fomento a las Exportaciones:

Será motivo de negativa para la participación en los Eventos Comerciales Nacionales e Internacionales autorizados por la Secretaría; que los participantes incurran en cualquiera de las siguientes infracciones: a) Incumplir en cualquiera de las condiciones que dieron origen a su calificación como sujeto elegible para ser beneficiario de los Eventos Comerciales Nacionales e Internacionales; b) Presentar referencias negativas de participaciones en eventos anteriores, como son: cancelaciones sin previo aviso, cancelaciones sin causa justificada o incumplimiento de los acuerdos y agendas establecidas; c) Incumplir cualquiera de las acciones o actividades que le corresponda una vez confirmada su participación, así como aquellas contenidas en los Projects; d) Failure to appear at an event, having received confirmation of their participation; e) Failure to comply with the event's activity schedule; f) Failure to present the Participation Evaluation at the end of the event.

Chapter II Of the Participants

Article 71. The participants (executors) in this program are:

I. Executor:

- a) UR-FOO a Agency of Services to the Marketing and Development of Agricultural Markets ;
- b) General Marketing Coordination of the Responsible Unit;
- c) General Directorate of Marketing Policy of the Responsible Unit;
- d) General Directorate of Market Development of the Responsible Unit;
- e) General Directorate of Financial Operations of the Responsible Unit;

- f) General Directorate of Planning and Development of Livestock and Tropical Products of the Responsible Unit ;
- g) General Coordination of Commercial Promotion and Export Promotion of the Responsible Unit ;
- h) Regional Directorates of the Responsible Unit.

II. Regulatory Instance:

- a) Agency of Services to the Commercialization and Development of Agricultural Markets.

Chapter III

From the Audit.

Article 72. The resources that the Federation grants for the programs and their components may be audited by the Secretariat of the Public Function, the Internal Control Body in the Secretariat and / or independent auditors hired for this purpose, the Secretaries of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal public servants, as well as Individuals or companies benefiting from this program will be sanctioned under the terms of the applicable legislation .

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or their components referred to in these Rules of Operation must be carried out in accordance with the applicable legislation, since they do not lose their federal character, notwithstanding having been the subject of an agreement and being transferred for its application, to any other instance other than the Secretariat.

Chapter IV Operating Expense

Of the resources assigned to the Marketing and Market Development Program in its different components, 5% will be used for evaluation, supervision, program operation and dissemination actions, charged to the resources authorized to this program based on the following distribution:

CONCEPT	PERCENTAGE CONTRIBUTION
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP)	1.0%
TOTAL	5.0%

* Exceptions to the components and others that do not make use of the State structure of the Secretariat, nor of their delegations, Districts and Rural Development Support Centers, for which said percentage will be exercised and destined for the operation and supervision by part of the Unit Responsible for the components.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products for each component may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate , reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published. resources , as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter V. Of the Evaluation, Follow-up and Supervision

I. Of the Evaluation.

Article 73. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law , and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program .

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, observing the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Direction of Planning and Evaluation of the Secretariat will be the administrative unit that

It shall establish, contract and, as the case may be, operate and supervise the process of the national external evaluation of the program and components subject to this process .

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the

evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the program's objectives:

objective	Indicator Name	Measurement Frequency
Agricultural and fishing producers market their production with certainty in the markets (ordering the market with accurate commercial transactions)	Percentage of agricultural and fishing producers with marketing problems supported with respect to the target population	Annual
	Percentage of the volume of supported agricultural and fishery products with marketing problems supported with respect to the total produced	Annual
Marketing incentives, given to agricultural producers for storage, freight and financial costs, certification of benefit and quality, productive induction, management of market risks, specific marketing problems, and commercial infrastructure.	Percentage of agricultural producers with marketing problems supported by marketing incentives and market development with respect to the target population.	Biannual
	Percentage of the commercialized volume of eligible products supported with commercialization incentives (by agricultural cycle and crop) with respect to the total produced.	Biannual
Incentives granted to producers for trade promotion projects, events and trade missions; capacity building and direct trade linkages.	Percentage of incentives granted in trade promotion projects through concertation agreements for commercial development.	Biannual
	Growth rate of producers in the agri-food and fisheries sector that achieve commercial links for the sale of their products.	Biannual
	Percentage of producers in the agri-food and fisheries sector trained through trade promotion projects and events.	Biannual

II.- Of the Supervision and Follow-up

Article 74. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the program and / or components, as well as strategic projects.

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the program, components and projects at their disposal. position.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system, will determine by random procedure the verification and supervision of the incentives granted under each component.

In the specific case of the Concurrency Program with Federal Entities, the supervision will be carried out through the SAGARPA Delegations in each entity.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the program and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

III. Of Transparency

Article 75. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information.

The program must publish its list of beneficiaries by components, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the Secretariat's website www.sagarpa.gob.mx and of each spending executor no later than the last business day of December of the year that is reported and must be updated, if applicable, with the data of the corresponding settlement.

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the publicity and promotion of the program and component, must include the logo of the Ministry and that of the respective Ministry of Agricultural Development, if applicable, and the following legend: " *This program is public, foreign any political party. Use for purposes other than those established in the program is prohibited.* "

IV.- Of the Diffusion

Article 76. In order to carry out the tasks of disseminating the programs and components, the General Directorate for Programming, Budget and Finance of the Senior Official, will reserve at the central level an amount of up to 0.3% of the original authorized budget for each program and component to be exercised by the General Coordination of Social Communication.

V.- Of the Accountability

Article 77. The Secretariat will continue with the Accountability System on the destination of the fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for the Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity, municipality and locality, productive activity, link in the value chain, concept of support, amount granted tax and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities. Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR 's; monthly publish a report on compliance with the delivery of information by the UR 's; and in the month of January, disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR 's must identify their support concepts.

Capítulo VII De la Equidad y Género

La participación de mujeres y hombres será en igualdad de oportunidades; no será limitante la condición de mujeres y hombres para la participación y elegibilidad en la obtención de los incentivos.

Capítulo VIII De la Coordinación Institucional

Artículo 78. La Unidad Responsable tendrá la facultad de suscribir convenios e instrumentos jurídicos para la realización de acciones del programa y componentes a que se refieren las presentes Reglas de Operación, según corresponda, con dependencias y entidades de la Administración Pública Federal, centros o instituciones de investigación y/o enseñanza superior, organismos nacionales e internacionales, así como organizaciones de productores/as, asociaciones civiles y prestadores de servicios profesionales, entre otros.

Capítulo IX

De las sanciones, Quejas y denuncias

I. De las sanciones

Artículo 79. En caso de que el beneficiario incumpla cualquiera de las obligaciones señaladas en las presentes Reglas de Operación o del convenio que se suscriba para tal efecto, previa instauración del procedimiento administrativo en términos de lo establecido en la Ley Federal de Procedimiento Administrativo y resolución de la Instancia Ejecutora o la Unidad Responsable y conforme a sus atribuciones, le será cancelado el incentivo y requerida la devolución del mismo, más los productos financieros generados y será registrado por parte de la Instancia Ejecutora o la Unidad Responsable en el directorio de personas físicas y/o morales que pierden su derecho de recibir incentivos, el cual está a cargo de la Oficialía Mayor de la SAGARPA, hasta en tanto no se subsane el incumplimiento detectado. Lo anterior, sin perjuicio de otras acciones jurídicas y administrativas que emprenda la Secretaría y/o las instancias fiscalizadoras.

Once the Executing Agency is aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure and prepare a draft resolution for validation and, where appropriate, issuance by the Responsible Unit. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each particular case must be sent to the Responsible Unit. The Executing Agency must formalize the cancellation of the incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and in where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

II. Complaints and Complaints

Article 80. The beneficiaries and the general public may submit their complaints and denunciations in writing , with respect to the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body , Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>), via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF) in the Federal Entities through the complaints receiving offices at the following telephone numbers : Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Federal District 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatán 01 (999) 943 69 88 y, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact Center toll free 01 800 38 624 66, in the interior of the Republic, 01 800

47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the Internal Control Body of the Secretariat and its Decentralized Bodies as soon as possible , in terms of the applicable legal provisions.

TRANSITORY

FIRST.- This Agreement will enter into force on January 1, 2014.

SECOND. - As of fiscal year 2014, the present Rules of Operation of the Marketing and Market Development program and its components will be the only ones applicable to it, therefore , by means of the publication in the DOF of this agreement, any other operation rule , guidelines, addition, update or modification that have been published prior to this agreement, unless expressly stated otherwise in this rule.

THIRD. - Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger " , the expenditures made to comply with said Decree will be covered by the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .

FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH .- Incentive requests favorably validated during the immediately preceding year and / or in the process of validation may be supported with resources from the current fiscal year , when for reasons of budget sufficiency they could not have been met. Likewise, requests for incentives and / or balances of commitments of agricultural cycles of fiscal years may be supported with resources from the current fiscal year , prior publication of Guidelines and / or Notices on the website of the Responsible Unit and / or in the DOF. previous; as the case may be, considering the Component Support for Objective Income and Marketing of the Risk Prevention and Management Program.

SIXTH.- Pursuant to the provisions of article 36, section XII of the Federation's Expenditure Budget Decree for the Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federation Tax Code in the tool that for this purpose make available to the tax authorities.

SEVENTH .- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013. - The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food , **Enrique Martínez y Martínez** .- Rubric.

ANNEXES

Anexo I Solicitud del Componente Incentivos a la Comercialización

SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL, PESCA Y ALIMENTACIÓN AGENCIA DE SERVICIOS A LA COMERCIALIZACIÓN Y DESARROLLO DE MERCADOS AGROPECUARIOS

CICLO: _____

Se deberá requisitar e imprimir únicamente el apartado correspondiente a la etapa operativa y tipo de incentivo que requiera el interesado en términos de las secciones que aparecen en el portal institucional de ASERCA (<http://www.aserca.gob.mx/>)

I. DATOS VENTANILLA

DÍA	MES	AÑO

EDO	DDR	CADER	MUNICIPIO	VENTANILLA	CONSECUTIVO

II. REGISTRO DE INSCRIPCIÓN PARA INCENTIVOS

Estado de Registro (Clave/Nombre): _____ / _____

Folio de Cobertura	Digito	Tipo de incentivo: Adquisición de coberturas
<input type="text"/>	<input type="text"/>	<input type="text"/>

II.a DATOS DEL SOLICITANTE (PERSONA FÍSICA O MORAL)

*Folio de Productor/No. de Participante

<input type="text"/>

Persona física

*Fecha de nacimiento

*Nombre: _____

*Primer apellido: _____

*Segundo apellido: _____

*CURP:

*Nacionalidad: _____ *Estado de nacimiento: _____

*Sexo: _____ *Estado civil (clave): _____

*RFC: *Homoclave:

Teléfono (lada): _____ Fax: _____

Correo electrónico: _____

*Tipo de identificación (clave/descripción): _____ *Número de identificación: _____

II.c DATOS DEL REPRESENTANTE LEGAL 1

*Fecha de Nacimiento (DD/MM/AAAA)

NOMBRE/PRIMER APELLIDO/SEGUNDO APELLIDO: _____

--	--	--	--	--	--	--	--	--	--

TIPO DE IDENTIFICACIÓN: _____ Documento acredita _____ Vigencia del poder _____

II. d DOMICILIO DEL REPRESENTANTE LEGAL 1*Tipo de asentamiento humano: () Colonia () Fraccionamiento () Manzana () Pueblo () Rancho () Granja () Ejido
() Hacienda () otro () Norma INEGI

*Nombre del asentamiento humano: _____

*Tipo de vialidad: () Avenida () Boulevard () Calle () Callejón () Calzada () Periférico () Privada () Carretera () Camino
() Otro () Norma INEGI

*Nombre de vialidad: _____

*Número exterior 1:	Número exterior 2:	Número interior:	*Código postal:
---------------------	--------------------	------------------	-----------------

*Referencia 1 (entre vialidades): _____

Referencia 2 (vialidad posterior): _____ Referencia 3 (descripción de ubicación): _____

*Localidad:	*Municipio:	*Estado:
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(*) Número de Testimonio Notarial del Poder: _____

(*) Número de Testimonio del Acta Constitutiva: _____

II.e DATOS DEL REPRESENTANTE LEGAL 2

*Fecha de Nacimiento (DD/MM/AAAA)

RFE: _____ Documento acredita _____ Vigencia del poder _____

II. f DOMICILIO DEL REPRESENTANTE LEGAL 2*Tipo de asentamiento humano: () Colonia () Fraccionamiento () Manzana () Pueblo () Rancho () Granja () Ejido
() Hacienda () otro () Norma INEGI

*Nombre del asentamiento humano: _____

*Tipo de vialidad: () Avenida () Boulevard () Calle () Callejón () Calzada () Periférico () Privada () Carretera () Camino
() Otro () Norma INEGI

*Nombre de vialidad: _____

*Número exterior 1:	Número exterior 2:	Número interior:	*Código postal:
---------------------	--------------------	------------------	-----------------

*Referencia 1 (entre vialidades): _____

Referencia 2 (vialidad posterior): _____ Referencia 3 (descripción de ubicación): _____

*Localidad:	*Municipio:	*Estado:
-------------	-------------	----------

(*) Número de Testimonio Notarial del Poder: _____

(*) Número de Testimonio del Acta Constitutiva o similar: _____

II.g DATOS EN CASO DE ORGANIZACIÓN

En caso de Organización especificar número de participantes o integrantes o participantes de la cobertura: _____

IV.a DATOS DE COMPRA DE ROLADO/SERVICIOS

Tipo de Operación: Put Call

Ciclo: _____ Producto: _____

Mes de vencimiento: _____ Modalidad de cobertura: _____

Toneladas a cubrir: _____ Esquema de cobertura: _____

Precio de Ejercicio seleccionado: _____ Equivalente a: _____ Contratos

ASERCA Mayor Menor Costo total: _____ Dólares

Precio de Cts/Dls por: _____ Costo total: _____ Pesos

Ejercicio: _____

No. de Contratos	Prima de Compra	Tipo de Cambio

V. DATOS DE LIQUIDACIÓN

Fecha de Solicitud (DD/MM/AAAA)

Liquidación: Total Parcial Número de parcialidad: _____

Número de contrato a liquidar: _____ Tipo de moneda: Dólares Pesos

.....

XII. DICTAMEN CONTABLE DE AUDITOR EXTERNO

De acuerdo a su solicitud y en cumplimiento del Aviso (concepto de incentivo) _____

del _____ ciclo agrícola _____ del (de los)

Estado (s) de _____, publicado en el Diario Oficial de la Federación de fecha (día/mes/año)

_____ envío a usted los resultados de la revisión de los documentos de compra de (producto) _____ de(l) (los) Estado (s)

de _____ realizar en el periodo comprendido del _____ al _____ del mes de _____ de 20 _____, que arroja los siguientes

resultados generales:

Clave de la Bodega	TONELADAS SUJETAS AL INCENTIVO	ENTIDAD FEDERATIVA O PAÍS DE DESTINO
TOTAL		

Certifico haber revisado a esta fecha, de acuerdo a las normas y procedimientos de auditoría establecidos, la documentación que ampara la operación objeto del incentivo de (producto) _____ de(l) (de los) Estado (s) de _____ para lo cual se llevó a cabo el análisis y verificación de la siguiente documentación:

(De acuerdo a lo establecido en el aviso)

- i. Relación de Compras al Productor.
- ii. Relación de Certificados de Depósito en Origen.
- iii. Relación de Movilización.
- iii. Relación de ventas: APLICA SOLO PARA COMERCIALIZADORES.

Asimismo, se encontró que la documentación cubre los requisitos legales y que los datos y cifras manifestados en esta declaración son auténticos.

NOTAS:

- 1. Se deberá incluir en el cuerpo del dictamen, o en documento anexo, el procedimiento utilizado en la revisión.
- 2. El Auditor externo deberá agregar copia de su registro vigente ante la SHCP
- 3. El Auditor Externo deberá firmar el dictamen así como rubricar cada una de las hojas y anexos que lo integran

XIII. AMPLIACIÓN Y MODERNIZACIÓN DE LA INFRAESTRUCTURA COMERCIAL

Nombre o ideal del Proyecto: _____

TIPO DE PROYECTO: _____

Cultivo, Especie o Actividad Principal: _____

OBJETIVOS QUE PERSIGUE EL PROYECTO:

SI ES NUEVO	SI ES APLICACION		
Mejora el ingreso familiar	<input type="checkbox"/>	Incrementar la producción	<input type="checkbox"/>
Crear fuentes de empleo	<input type="checkbox"/>	Reducir costos	<input type="checkbox"/>
Proveer al mercado local	<input type="checkbox"/>	Mejorar la calidad	<input type="checkbox"/>
Dar valor agregado al producto	<input type="checkbox"/>	Reingeniería de productos	<input type="checkbox"/>
		Innovación tecnológica	<input type="checkbox"/>
		Dar valor agregado a la producción.	<input type="checkbox"/>
		Mitigar problemas ambientales.	<input type="checkbox"/>
		Mitigar problemas	<input type="checkbox"/>

Otro: _____ Otro: _____

METAS DEL PROYECTO

Producción actual:		Producción con Proyecto		
Unidad de medida	No. O Ton.	Unidad de medida	Año 1	Año 5
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Cómo se van a obtener: _____

¿Qué cambios tecnológicos piensa realizar? _____

EL PROYECTO IMPACTA EN:

Cosecha Post cosecha Transformación Actividades agropecuarias

¿CUENTA CON ASESORIA TECNICA?

Centro de Investigación Proveedores de equipo e insumos Técnico en la región Prestadores de servicios profesionales

Otro: _____

¿CON QUE RECURSOS PRODUCTIVOS CUENTA? (Total de grupo)

Explicar: _____

INFRAESTRUCTURA DEL GRUPO (DESCRIBIR)

Equipo _____
 Bodegas _____
 Instalaciones _____
 Ej.: energía, eléctrica, _____
 Agua, tel. _____
 Accesos _____
 Otros _____

¿CUANTOS PROYECTOS PRODUCTIVOS SIMILARES A ESTE EXISTEN EN SU LOCALIDAD? (cantidad) _____

Fueron aprovechados por: SAGARPA _____ Gobierno del Estado _____ Presidencia Municipal _____

Otros _____ Especifique: _____

¿CUAL DE ESTOS FACTORES SE CONSIDERO PARA ELEGIR EL PROYECTO?

PROXIMIDAD A:	DISPONIBILIDAD DE:		
Mercado. <input type="checkbox"/>	Agua. <input type="checkbox"/>	Restricciones tecnológicas. <input type="checkbox"/>	<input type="checkbox"/>
Vías de comunicación. <input type="checkbox"/>	Tierra. <input type="checkbox"/>	Ubicación de la organización o socios <input type="checkbox"/>	<input type="checkbox"/>
Abasto de materia. <input type="checkbox"/>	Materia Prima. <input type="checkbox"/>	Otros. <input type="checkbox"/>	<input type="checkbox"/>

PRINCIPAL MANO DE OBRA QUE SE VA A UTILIZAR EN EL PROYECTO:

Familiar De los socios Contratada

LA MANO DE OBRA A UTILIZAR EN EL PROYECTO REQUERIRA:

Poca especialización del trabajo Alta especialidad del trabajo
 Conocimiento medianamente especializado Capacitación (En este caso, presentar programa de capacitación)

Indique el periodo más adecuado para iniciar el proyecto (mes): _____

MATERIAS PRIMAS (describir tipo, disponibilidad, cercanía):

¿EL PROYECTO QUE SE PRETENDE PONER EN MARCHA, PROVOCARÁ LA PÉRDIDA O CONTAMINACIÓN DE SUS RECURSOS?

SI _____ NO _____

¿TIENE CONTEMPLADO PONER EN PRÁCTICA ACCIONES QUE PROTEJAN Y/O CONSERVEN SUS RECURSOS? ¿CUALES?

SI _____ NO _____

ESPECIFIQUE ACCIONES:

Suelo _____
 Agua _____
 Vegetación _____
 Aire _____

¿CUANTO INGRESO OBTIENE ACTUALMENTE AL AÑO? (describa de acuerdo a su actividad principal)

\$ _____

Ingresos a obtener con el proyecto \$ _____

Egresos que se generarán con el proyecto \$ _____

¿QUE TIPO DE DEMANDA COMERCIAL ATENDERÁ EL PROYECTO PRINCIPALMENTE?

Local Municipal Regional Nacional Exportación

DESCRIBA EL (LOS) PRODUCTOS (S) O SERVICIOS A COMERCIALIZAR:

Volumen por unidad _____

Precio de venta por unidad _____

Periodicidad _____

¿QUE ACCIONES TOMARÁ PARA PROMOVER SU PRODUCTO O SERVICIO? _____

CONCEPTOS Y MONTOS DE INVERSION REQUERIDOS

Conceptos (describir sus características)	Cantidad	Unidad	Valor unitario	Inversión Total	Gobierno	Productor	Municipio	Otras Aportaciones

OBSERVACIONES Y/O COMENTARIOS ADICIONALES: (Dimensiones, Capacidad, productos., etc.)

.....

XIV a.

This request is made in accordance with the Marketing and Market Development Program in the Marketing Incentives Component .

XIV b.-

In accordance with article 35 section II of the Federal Law of Administrative Procedure, the applicant for this incentive expressly authorizes the Responsible Unit to notify him of any communication by fax, electronic means of communication or any other means.

XIV c.

If there are changes in the original registration data, they must be updated in the Registration Register.

XIV e.-

I declare under protest to tell the truth that I have not received incentives or subsidies that imply duplication for the same concept of this Program.

XIV f.

I declare under protest to tell the truth, that I am a participant and / or legal representative of the organization and that the data set forth in

this document are real, as well as I declare that I know the Operation Rules that govern this type of incentives for the Marketing and Development Program of Markets in the Marketing Incentives Component, and I adhere to it of my own free will and that acted in good faith stating that all the hedging operations that I request and carry out will be governed in accordance with the guidelines of Title III and this Registry of Inscription.

XIV g.

*** " The information presented contains personal data which is confidential and is protected, incorporated and processed in the Personal Data System of the Database of Support Program Beneficiaries, based on the Federal Law of Transparency and Access to Public Information, Art. 18, Section I and 11, whose purpose is to manage the information of the beneficiaries of the support programs, which was registered in the List of Personal Data Systems before the Federal Institute of Access to Public Information ("www.ifai.org.mx"), and may only be transmitted in those cases provided for in the Law. The Administrative Unit responsible for this Personal Data System is the General Marketing Coordination, and the address where the interested party may exercise the rights of access and correction before it is, Av. Municipio Libre 377, 10o. floor wing "B", Col. Santa Cruz Atoyac, CP 03310, Mexico, DF The foregoing is reported in compliance with the provisions of Chapter 111, number Seventeen of the Guidelines for the Protection of Personal Data published in the Official Gazette of the Federation on September 30, 2005 " ***

XIV h.

*** "THE DELIVERY OF THIS APPLICATION AS WELL AS THE DOCUMENTATION REQUESTED IN THE RULES, DOES NOT IMPLY ACCEPTANCE OR OBLIGATION OF THE PAYMENT OF INCENTIVES BY ASERCA " ***

XIV i.

*** "THIS PROGRAM IS PUBLIC, REGARDLESS OF ANY POLITICAL PARTY, THE USE IS PROHIBITED FOR PURPOSES OTHER THAN THOSE ESTABLISHED IN THE PROGRAM " ***

XIV j. (Section. II REGISTRATION OF REGISTRATION FOR INCENTIVES and Section. III APPLICATION FOR COVERAGE)

Name and signature of the participant or legal representative Name and signature of the Regional and / or State Director
I declare under protest to tell the truth

.....

XIV k. (Section. VI MARKETING PROPERTY REGISTRATION FORM (Property Registration))

OWNER'S NAME AND SIGNATURE

NAME AND SIGNATURE DIR. REGIONAL / CADER / AUTHORIZED WINDOW

.....

XIV l. (Section. VII FORMAT OF PRODUCERS WHO JOIN THE CONTRACT)

BY THE BUYER

BY THE SELLER /
PRODUCER

RECEIVED

Name and signature of the participant or
legal representative

Name and signature of the Producer or
Representative

Acknowledgment of receipt DIR. REG. / CADR /
Ventanilla (stamp, name and signature of the
recipient)

.....

XIV m. (Section. VIII APPLICATION FOR REGISTRATION AND PAYMENT OF THE INCENTIVE TO THE MARKETING)

PRODUCER'S NAME AND SIGNATURE

NAME AND SIGNATURE DIR. REGIONAL / CADER / AUTHORIZED WINDOW

.....

XIV n. (Section. IX LIST OF PRODUCERS MEMBERS OF THE MORAL PERSON)

SINCERELY
LEGAL REPRESENTATIVE
Name and signature

.....

XIV or. (Section X APPLICATION FOR REGISTRATION (BUYERS). Section. XI APPLICATION FOR PAYMENT (BUYERS). Section XIII MODERNIZATION OF COMMERCIAL INFRASTRUCTURE)

SINCERELY
LEGAL REPRESENTATIVE

Name and signature

.....

XIV p. (Section XII ACCOUNTING OPINION OF EXTERNAL AUDITOR)

SINCERELY
Registered External Auditor with the SHCP

Name and signature

FILLING INSTRUCTION (per section)**I. WINDOW DATA**

DAY / MONTH / YEAR: Date of registration with the Authorized Window in which the request is presented, in the format (MM / DD / YYYY).

STATE (name): ASERCA Code Federal Entity.

DDR (name): ASERCA code for the Rural Development District (DDR)

CADER (name): ASERCA code of the Rural Development Support Center (CADER).

MUNICIPALITY (name): ASERCA code of the Municipality where the producer's address is located, according to the INEGI Municipalities catalog

AUTHORIZED WINDOW (name): ASERCA key of the Authorized Window through which the procedure was carried out.

CONSECUTIVE: Number given at the window for internal control.

II. INCENTIVE REGISTRATION REGISTRY

REGISTRATION STATUS: Code and name ASERCA of the Federal Entity where the requested incentive was registered , for example: 003 BAJA CALIFORNIA SUR, 028 TAMAULIPAS, etc.

COVERAGE FOLIO / DIGIT.- Assigned by the system to the request.

INCENTIVE TYPE: Unique Annex XII, registration record, coverage request (rolled) and settlement request (Acquisition of Coverages)

II.a DATA OF THE APPLICANT (NATURAL OR MORAL PERSON)

PRODUCER FOLIO / NO. OF PARTICIPANT: Folio number Registered in ASERCA Natural person .

NAME: Name (s) of the producer or applicant.

FIRST LAST NAME: Paternal surname of the producer or applicant.

SECOND LAST NAME: Maternal surname of the requesting producer.

DATE OF BIRTH: Date of birth of the applicant producer, according to the format Day / Month / Year.

CURP: Unique Population Registry Key of the Producer or applicants.

NATIONALITY: Refers to the country of origin of the producer or, in the case of foreigners, that indicated in the naturalization document.

STATE OF BIRTH: Code of the state of birth of the producer or direct or indirect applicant , according to the catalog of Federal Entities of RENAPO. In case the beneficiary was born abroad, the NE key must be captured (born abroad)

SEX: Sex or gender of the producer or applicants, direct or indirect, according to the RENAPO catalog . (H for men and M for women).

CIVIL STATUS (KEY):

Marital status	Key
Single	01
Married	02
Widower	03
Single (a)	04
Free Union	05
Concubinage	06
Other	07

RFC: Federal Taxpayer Registration Key of the natural person

HOMOCLAVE: last three digits of the Federal Taxpayers Registry key

TELEPHONE (LADA): Telephone number of the domicile of the producer or applicants, starting with the password lada. Example: 01 (55) 10 14 21 22

FAX: Fax telephone number, if you have this means of communication.

EMAIL: Email address of the producer or applicant. Example: elproductordemaiz@yahoo.com.mx

TYPE OF IDENTIFICATION (key / description): Identification type key and description of the key with which the producer or applicant is identifying. Identification keys catalog:

Key	Description
01	IFE credential (current)
02	Valid passport)
03	Military Service Card
04	Professional License

IDENTIFICATION NUMBER : identification sheet with which the producer or applicant identifies .

Moral person

BUSINESS NAME: Full name of the legal entity or Group or Organization in the case of the Application for Registration and Payment of the Marketing Incentive

NAME OF THE LEGAL REPRESENTATIVE 1: Name (s) of the legal representative of the legal entity.

NAME OF THE LEGAL REPRESENTATIVE 2: Name (s) of the legal representative of the legal entity.

FIRST LAST NAME: Paternal surname of the official identification of the legal representative.

SECOND LAST NAME: Maternal last name of the official identification of the legal representative.

DATE OF ESTABLISHMENT: Date of the constitution of the legal entity according to the articles of incorporation in the format (DD / MM / YYYY)

CURP OF THE LEGAL REPRESENTATIVE 1: Unique Key of Population Registry of the legal representative .

CURP OF THE LEGAL REPRESENTATIVE 2: Unique Key of Population Registry of the legal representative .

NATIONALITY: Refers to the country of origin of the producer or, in the case of foreigners, that indicated in the naturalization document.

RFC: Federal Taxpayer Registration Key of the natural person

HOMOCLAVE: last three digits of the Federal Taxpayers Registry key

RFC REGISTRATION DATE: Date on which the Federal Taxpayer Registry of the legal entity was made.

TELEPHONE (LADA): Telephone number of the domicile of the producer or applicants, starting with the password lada.

Example: 01 (55) 10 14 21 22

FAX: Fax telephone number, if you have this means of communication.

EMAIL: Email address of the producer or applicant. Example: elproductordemaiz@yahoo.com.mx

TYPE OF IDENTIFICATION (key / description) 1: Key of the type of identification and description of the key with which the producer or applicant is identifying.

TYPE OF IDENTIFICATION (key / description) 2: Key of the type of identification and description of the key with which the producer or applicant is identifying. Identification keys catalog

Key	Description
01	IFE credential (current)
02	Valid passport)
03	Military Service Card
04	Professional License

LEGAL REPRESENTATIVE ACCREDITATION DOCUMENT: instrument by which the legal representative is accredited by the legal entity, example: charter, general power for lawsuits and collections, etc.

II.b ADDRESS OF THE APPLICANT

ASENT TYPE. HUMAN: Name of the type of human settlement, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ASENT NAME. HUMAN: Full name of the human settlement according to the type of previous settlement. Example: COLONIA CENTRO; MAKING SPRING; etc.

ROAD TYPE: Name of the type of road where the producer's domicile is, in accordance with the Technical Standard on Geographic Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ROAD NAME: Full name of the road where the producer lives, a natural person or tax domicile if it is a legal person. Example: CALLE LOS FRESNOS; BOULEVARD BENITO JUÁREZ; CALLEJÓN LAS BRUJAS, etc.

EXT NUMBER 1 /-: External number of the domicile where the producer lives and which is facing the road, in double numbered cases indicate the one with the highest recognition. Example: APPLE 15 LOT 23

EXT NUMBER 2 /-: Exterior number when the dwelling is located in a private unit, the dwelling number and the interior number in the case of a Horizontal Condominium, Housing Unit, Neighborhood, Multi-family, etc.

INT NUMBER.- Refers to alphanumeric characters and symbols that identify one or more properties belonging to an external number, if applicable.

Zip Code of the Postal Code that corresponds to the address of the producer.

REFERENCE 1.- Name of the roads between which is the address of the producer:

Example: Between CALLE BENITO JUÁREZ AND CALLE LÁZARO CÁRDENAS

REFERENCE 2.- Name of the nearest road located at the back of the producer's home . Example: AVENIDA LAS TORRES

REFERENCE 3.- Brief description of the location of the producer's domicile, if any. Example: IN FRONT OF THE INDEPENDENCE CHANNEL

LOCATION (cve / name): Code and full name of the locality to which the producer's geographic address belongs according to the INEGI catalog of geo statistical keys. Example: 0025 EL SALITRE, 0001

MUNICIPALITY (cve / name): Code and Denomination of the Municipality where the producer's address is located , according to the Municipalities catalog that can be consulted at the electronic address: <http://mapserver.inegi.org.mx/mgn2k/?c=646&s=est>

STATE (cve / name): Code and name of the Federal Entity where the geographic address of the producer is located, or the fiscal address if it is a legal entity, example: 003 BAJA CALIFORNIA SUR, 028 TAMAULIPAS, etc.

II.c DATA OF THE LEGAL REPRESENTATIVE 1

NAME / FIRST LAST NAME / SECOND LAST NAME: Only in the case of a legal entity, full name of the legal representative, according to their official identification.

TYPE OF IDENTIFICATION: Type of official identification presented by the legal representative to prove his personality.

ACCREDITED DOCUMENT : Power of attorney document or meeting minutes that accredits the legal representation.

VALIDITY OF POWER : Power of attorney document or meeting minutes that certify the validity of the power of attorney.

II. d ADDRESS OF THE LEGAL REPRESENTATIVE 1

Fill in accordance with the description in subsection II.b Address of the applicant (INEGI standard)

II.e DATA OF THE LEGAL REPRESENTATIVE 2

Fill in accordance with the description in subsection II.c Data of the legal representative 1 (INEGI standard)

II. f ADDRESS OF LEGAL REPRESENTATIVE 2

Fill in accordance with the description in subsection II.b Address of the applicant (INEGI standard)

POWER OF ATTORNEY'S TESTIMONY NUMBER: Notarized record number

TESTIMONY NUMBER OF THE CONSTITUTIONAL OR SIMILAR ACT: Number of notarized act

II.g DATA IN CASE OF ORGANIZATION

In order to avoid duplication in the statistics of benefited producers, in the event that

the same legal entity requests coverage on more than one occasion and the benefited producers are the same (with respect to an agricultural cycle), they will only report in the first placement. For subsequent coverage, the participant must point out that this data has already been reported, and must indicate the coverage sheet through which said information was reported.

II.h BANK ACCOUNT DATA

BANK.- Financial institution where the participant's or Beneficiary's account is open

CLABE ACCOUNT.- Standardized Bank Code, which must be provided by the producer or legal representative for the payment of coverage.

CURRENCY TYPE- Currency in which the account of the participant or Beneficiary is open

III. REQUEST FOR COVERAGE**III.a PURCHASE DATA**

DATE OF PURCHASE: Of coverage

COVERAGE FOLIO / DIGIT: Assigned by the Price Coverage system

TYPE DO OPTION: according to the PUT or CALL operation

PRODUCT: Eligible product of the current coverage program

EXPIRATION MONTH: of the Coverage according to RULES based on the Price Tables of the day

COVERAGE MODE: according to the window opening notice, put the chosen one

TONS TO COVER: Record the tons that are covered with the purchase of the coverage

COVERAGE SCHEME: according to the window opening notice, put the chosen one

PRICE OF THE SELECTED EXERCISE: Price selected for coverage, according to maturity and based on the Price Tables of the day.

PREMIUM TABLE: value published in the Premiums price table, of the product and type of option chosen and exercise price selected.

III.b PRODUCTION DATA

ESTIMATED PRODUCTION: the volume in tons to cover

FOR THE MONTH : delivery month

IV. ROLLED TYPE COVERAGE / SERVICES

PURCHASE DATE: date of new purchase

COVERAGE FOLIO / DIGIT: Assigned by the price coverage system

ROLADO / SERVICE / DIGIT FOLIO: Assigned by the price coverage system

TYPE OF OPERATION: As required: Service or Rolled.

CYCLE: Agricultural Cycle of the Scheme

EXPIRATION MONTH: of the Coverage according to RULES based on the Price Tables of the day

COVERAGE MODE: according to the window opening notice, put the chosen one

TONS TO COVER: Record the tons that are covered with the purchase of the coverage

COVERAGE SCHEME: according to the window opening notice, put the chosen one

PRICE OF THE SELECTED EXERCISE: Price selected for coverage, according to maturity and based on the Price Tables of the day.

PREMIUM TABLE: value published in the Premiums price table, of the product and type of option chosen and exercise price selected.

V. SETTLEMENT DATA

LIQUIDATION DATE: Date of the day the liquidation is requested

TYPE OF LIQUIDATION: if it is total or partial

PARTIAL NUMBER: the requested settlement number

NUMBER OF CONTRACTS: how many contracts you want to settle

CURRENCY TYPE: if settlement in pesos or dollars is required

SAW. MARKETING PROPERTY REGISTRATION FORM (Property Registration)**MEDIA DATA**

FOLIO PREDIO : Folio assigned by ASERCA with which to identify the property for Marketing

PROPERTY NAME : Name with which the owner / producer knows the property, to facilitate its location.

DOCUMENT ACCREDITES USE OF WATER (Key / Description) : Record key and description of the document that verifies the use of WATER for properties of the RIEGO Water Regime

FOLIO: Folio number of the document that certifies the use of water

TENURE : Key corresponding to the Property Regime, according to the following Tenure Catalog .

KEY	DESCRIPTION TENURE
twenty	SMALL PROPERTY
10	EJIDES CONSTITUTED TO WIN FOR PRODUCERS WHO ACCEPTED THE CERTIF
eleven	EJIDOS CONSTITUTED BY FANAR PARA PARA PROD. THEY DID NOT ACCEPT THE CERTIF
12	SURFACE AREA *OF EJIDES CERTIFIED BY FANAR
13	EJIDOS CONSTITUTED, WHICH HAVE A COMPLETE BASIC FOLDER NOT CERTI. TO WIN
14	EJIDOS NOT CONSTITUTED
30	COMMUNITIES ALREADY CERTIFIED BY FANAR, FOR PROD. THAT THEY ACCEPTED THE CERTIF.
31	COMMUNITIES CERTIFIED BY FANAR, FOR PROD. THEY DID NOT

	ACCEPT THE CERTIF.
32	COMMUNITIES NOT CERTIFIED FOR WINNING.
33	SURFACE AREA *OF COMMUNITIES CERTIFIED BY FANAR.
40	AGRARIAN COLONY
fifty	NATIONAL LANDS
60	FEDERAL LAND

DOC. PROP CREDIT (Key / Description) : Document that accredits the property of the property according to the property regime, indicating (Catalog of Calves found on the ASERCA website);

FOLIO: Folio number of the document with which the property of the property is accredited according to the property regime indicating;

COORDINATES: Geo-positioning coordinates of the interior of the property, preferably of the centroid, according to its latitude and longitude, each in degrees, minutes and seconds, the latter with two decimal places.

Example **LATITUDE 19 DEGREES; 22 MINUTES; 17.04 SECONDS**

LENGTH 99 DEGREES; 09 MINUTES; 41.57 SECONDS

TOTAL SURFACE: Number of hectares that correspond to the total surface of the property, in case of fractions indicate the hectares up to Two decimals, in case of being square meters handle the equivalent of hectares. Example: **34.00 m2 = 3.4 hectares or 3.40**

AREA ALLOCATED TO THE PLANTING: Number of hectares that correspond to the surface that was planted in each cycle, be it Spring-Summer (PV) or Autumn-Winter (OI), indicating in case of fractions of hectare up to Two decimal places, in the case if they are square meters, the equivalent of hectares will be managed . Example: **34.00 m2 = 3.4 hectares or 3.40**

OWNER'S DATA

OWNER / PRODUCER FOLIO: Folio number assigned by ASERCA to the owner of the property.

TYPE OF PERSON: Indicate the type of person, be it **Physical** or **Moral** .

CURP: Unique Key of Population Registry (CURP) of the owner of the property.

RFC: Code of the Federal Taxpayer Registry of the owner of the property, provided by the Ministry of Finance and Public Credit, where appropriate, indicate the Homoclave.

RFE: Voter Code of the Federal Register of Voters

NAME OR BUSINESS NAME: Full name (s) of the owner of the property, be it a natural person or a legal entity. It must coincide with the established in the official identification and in the document of legal ownership or possession.

PATERNAL LAST NAME: Applies only to **individuals** , first surname of the official identification of the owner and in the document of legal ownership or possession.

MATERNAL LAST NAME: Applies only to individuals, second surname of the official identification of the owner and in the document of legal ownership or possession.

SEX: Applies only to individuals, indicate with **(X)** the choice, whether male or female.

CIVIL STATUS: Applies only to individuals and corresponds to civil status, Single; Married; Divorced; Widower, etc.

NATIONALITY: Applies only to individuals and refers to the country of origin of the owner or, in the case of foreigners, that indicated in the naturalization document.

DATE OF BIRTH: Date of birth of the owner of the property, natural person, according to the format Day / Month / Year, in the case of a legal person, the registration date is registered with SHCP.

STATE OF BIRTH : Name of the Federal Entity that corresponds to the Birth Certificate of the owner, natural person or fiscal domicile in the case of a legal person.

IDENTIFICATION: Description of the type of Official Identification presented by the owner to prove his personality. Example: **IFE credential, SEDENA Card** , etc.

FOLIO: Folio of the Official Identification presented by the owner to prove his personality.

OWNER'S ADDRESS

ROAD TYPE: Name of the type of road where the property owner's domicile is, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ROAD NAME: Full name of the road where the owner lives, a physical person or tax domicile if it is a legal person.

Example: **CALLE LOS FRESNOS; BOULEVARD BENITO JUAREZ; CALLEJON LAS BRUJAS**, etc.

EXT1 NUMBER: Exterior number of the home where the owner lives and which is facing the road, in double numbered cases indicate the one with the highest recognition. Example: **APPLE 15 LOT 23**

EXT2 NUMBER: Exterior number when the dwelling is located in a private unit, the dwelling number and the interior number in the case of a Horizontal Condominium, Housing Unit, Neighborhood, Multi-family, etc.

INT NUMBER: Refers to alphanumeric characters and symbols that identify one or more properties belonging to an external number, if applicable.

ASENT TYPE. HUMAN: Name of the type of human settlement, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ASENT NAME. HUMAN: Full name of the human settlement according to the type of previous settlement. Example: **COLONIA CENTRO; MAKING SPRING**; etc.

ZIP: Postal Code (ZIP) code that corresponds to the owner's address.

STATE (cve / name): Code and name of the Federal Entity where the geographic address of the owner is located, or of the fiscal address if it is a legal entity

DELEGATION (Cve / Name): In the cases that apply, password and name of the Political Delegation where the geographical address of the owner is located, or fiscal address if it is a legal entity

MUNICIPALITY (cve / name): Code and name of the municipality where the owner's address is located, according to the INEGI Municipalities catalog:

LOCALIDAD (cve/nombre): Clave y nombre completo de la localidad a la que pertenece el domicilio geográfico del propietario conforme al **catálogo de claves geoestadísticas del INEGI**. Ejemplo: **0025 EL SALITRE, 0001 LAS ANIMAS**, etc.

REFERENCIA1: Nombre de las vialidades entre las que se encuentra el domicilio del propietario:

Ejemplo: **Entre CALLE BENITO JUÁREZ Y CALLE LÁZARO CÁRDENAS**

REFERENCIA2: Nombre de la vialidad más próxima ubicada en la parte posterior del domicilio del propietario. Ejemplo: **AVENIDA LAS TORRES**

REFERENCIA3: Breve descripción de la ubicación del domicilio del propietario, en caso de existir. Ejemplo: **FRENTE AL CANAL INDEPENDENCIA**

CORREO ELECTRÓNICO: Dirección de correo electrónico del propietario, en caso de contar con servicio de internet. Ejemplo: elpropietariodelpredio@yahoo.com.mx

TELÉFONO/CELULAR: Número telefónico del propietario, iniciando con la clave lada.

Ejemplo: **01 (55) 10 14 21 22**

FAX: Número telefónico del fax, en caso de contar con este medio de comunicación.

VII. FORMATO DE PRODUCTORES QUE SE ADHIEREN AL CONTRATO

FOLIO.- Número de Folio Asignado por ASERCA, con el cual identifica al Formato

RELACIONADO al Contrato: Folio de contrato asignado por la Dirección Regional para el esquema que corresponda

PRODUCTO (cve/nombre): Clave ASERCA y nombre del cultivo.

CICLO: Ciclo agrícola del volumen del producto para el que se solicita incentivo.

ESTADO (cve/nombre): Clave ASERCA y denominación de la Entidad Federativa.

ORG. DE PRODUCTORES (cve/nombre): Clave y nombre completo de la organización de productores a la que pertenece el producto

VENTANILLA AUTORIZADA (Cve/Nombre): Clave Registrada ante ASERCA y nombre de la ventanilla autorizada

COMPRADOR (nombre): Nombre completo registrado en el contrato como comprador

VENDEDOR (nombre): Nombre completo registrado en el contrato como vendedor

PRIMER APELLIDO: Apellido paterno o primer apellido del productor, sólo aplica en persona física

SEGUNDO APELLIDO: Apellido Materno o segundo apellido del productor, sólo aplica en persona física

NOMBRE (S) O RAZÓN SOCIAL PERSONA MORAL: Nombre completo del productor, aplica tanto en persona física como en persona moral

FOLIO DEL PRODUCTOR: Número de folio en ASERCA del productor

RFC (con homoclave): Clave del Registro Federal de Contribuyentes del productor, con su Homoclave

CURP: Clave Única de Registro de Población (CURP) del productor

TIPO DE IDENTIFICACIÓN: Identificación que presenta el productor para identificar su personalidad, Cred. del IFE, Pasaporte, Cédula Profesional, etc.

FOLIO DE IDENTIFICACIÓN: Número del documento oficial presentado.

FOLIO DEL PREDIO: Número de folio del predio-

TIPO DE POSESIÓN: Se refiere al tipo de posesión del predio, sea propia (P) o posesión derivada (D)

DOCUMENTO QUE ACREDITA: Documento que acredita el tipo de posesión del predio.

VIGENCIA DEL DOCUMENTO QUE ACREDITA: Vigencia del documento que acredita el tipo de posesión del predio.

VARIETY: ASERCA key of the variety of the eligible crop that the producer stated, according to the ASERCA keys.

WATER REGIME (irrigation / temporary): Refers to the modality or water regime of the crop, R for irrigation or T for temporary

DOCUMENT THAT ACCREDITES: Document that accredits the use of water for when the property is of IRRIGATION (R).

EXPIRATION DATE: Validity of the document accrediting the use of water format (DD / MM / YYYY)

ESTIMATED SURFACE (sowing): Number of hectares corresponding to the surface to be sown, indicating in the case of fractions of a hectare up to Two decimal places. In the case of being square meters, the equivalent of hectares will be managed. Example 34.00 m² = 3.4 has = 3.40

ESTIMATED VOLUME: Total volume in tons expected to be obtained in the Estimated Area (harvest), in the case of fractions of tons up to three decimal places

YIELD: Volume in tons per hectare resulting from the Estimated Volume between the Estimated Area (harvest), in the case of fractions of tons up to three decimal places

VIII. APPLICATION FOR REGISTRATION AND PAYMENT (PRODUCERS)

INCENTIVE TYPE: Description of the type of incentive for which the benefit will be granted.

PRODUCER: Key and description of the producer for which the incentive is being requested

CONTRACT FOLIO: Contract number assigned by the Regional Directorate for the corresponding scheme

REQUEST FORM: Number of Pages assigned by ASERCA.

PRODUCER FOLIO: Folio number of the producer.

BENEFICIARY The incentive applicant may state a beneficiary in the event of his death, for which he must provide the following information:

NAME (S): Full name (s) of the beneficiary designated by the applicant.

FIRST LAST NAME: Paternal last name of the beneficiary according to his official identification.

SECOND LAST NAME: Maternal last name of the beneficiary according to his official identification.

CURP: Unique Key of the Population Registry (CURP) of the beneficiary.

DATE OF BIRTH: Date of birth of the beneficiary designated by the producer, according to the Day / Month / Year. This information is mandatory if the producer declared beneficiary

RFC: Key to the producer's Federal Taxpayer Registry, with its Homoclave

SEX: Refers to the gender of the beneficiary; M if it is Man or F if it is Woman

RELATIONSHIP / OTHER LINK: Relationship or link that the beneficiary has with the producer. Eg: Wife, Son, Nephew, Concubine, Compadre, Friend, etc.

FOLIO PREDIO: Folio number of the property

TYPE OF POSSESSION: Refers to the type of ownership of the property, be it own (P) or derived possession (D)

DOCUMENT THAT ACCREDITES : Document that accredits the type of possession of the property.

VALIDITY OF THE DOCUMENT THAT ACCREDITES : Validity of the document that accredits the type of possession of the property.

VARIETY: ASERCA key of the variety of the eligible crop that the producer stated, according to the ASERCA keys.

WATER REGIME (irrigation / temporary): Refers to the modality or water regime of the crop, R for irrigation or T for temporary

DOCUMENT THAT ACCREDITES: Document that accredits the use of water when the property is of IRRIGATION (R).

EXPIRATION DATE: Validity of the document accrediting the use of water format (DD / MM /

AAAA)

PLANTED SURFACE: Number of hectares corresponding to the planted area, indicating in the case of fractions of a hectare up to Two decimal places. In the case of being square meters , the equivalent of hectares will be managed. Example 34.00 m² = 3.4 has = 3.40

HARVESTED SURFACE: Number of hectares that correspond to the harvested area, in the case of fractions of a hectare up to Two decimal places. In the case of being square meters, the equivalent of hectares will be managed . Example 34.00 m² = 3.4 has = 3.40

OF THE COMMERCIAL OPERATION

COMP. FISCAL (Folio): Folio number of the tax receipt that covers the purchase and sale of the eligible product.

TYPE OF FISCAL PROOF.- Document that serves to verify the purchase-sale of the eligible product that meets the tax requirements.

RFC FISCAL PROOF.- Federal Taxpayer Registry of the document that protects the purchase-sale of the eligible product.

FISCAL PROOF DATE.- Date of the document that covers the purchase and sale of the eligible product .

RFC (Buyer): Buyer's Federal Taxpayer Registry (whether natural or legal person).

NAME OR COMPANY NAME OF THE BUYER: Full name (s), including the paternal and maternal surnames of the buyer when he / she is a Natural Person or the Company Name in the case of being a Legal Entity. Data that must coincide with those stated in the invoice.

VARIETY: Key to the variety of the eligible crop that was marketed, according to the keys to the crop catalog.

PNA VOLUME (tons): Total volume in tons of the marketed product, in terms of Net Analyzed Weight (PNA), in the case of fractions of tons up to three decimal places

UNIT PRICE (\$): Amount paid per unit of measurement of the volume sold (ton, bale, etc.).

AMOUNT (\$) TAX PROOF: Amount in pesos in National Currency with two decimal places, of the payment received for the commercialization of your harvest.

PAYMENT

HALF PAYMENT: Type of payment through which the product was settled , either by check, SPEUA (Branch), Receipt of settlement or SPEI (Internet).

BANK: Full name of the banking institution where the liquidation of the product was made

PAYMENT FOLIO: Folio generated by the bank according to the type of payment made.

PAYMENT DATE: Date of issue of the payment, according to the following format Day / Month / Year.

AMOUNT (\$): Amount in pesos of the amount corresponding to the liquidation of the harvest.

ISSUER RFC: Federal Taxpayer Registry with homoclave of the natural or moral person, who carried out the liquidation of the harvest.

ISSUER NAME: Full name of the natural or legal person, who carried out the liquidation of the harvest.

BODEGA KEY: Key winery according to the " Registry Collection Centers " ASERCA, in which the producer delivered the harvest.

WAREHOUSE NAME: Full name of the winery, must coincide with that established in the " Register of Collection Centers " of ASERCA.

VOLUME: Volume in tons delivered to the BODEGA.

The payment of the incentive of \$: _____: Unit amount in pesos per ton of the incentive that is requested and that coincides with that indicated in the corresponding notice.

For a volume of: _____ total volume in tons obtained on the surface that manifests.

With total amount of : ----- total amount in pesos of the total volume by the unit amount.

In the case of being a member and having commercialized through the Organization, indicate with an (X) when the

producer expresses his will for the application to be processed before ASERCA by through the Producer Organization and consent to the check issued to be delivered to the representative or legal representative of the same.

BANK: Code and Name of the Bank in which you have the account that you are registering or request that the deposit be made.

CLABE No.: Interbank Code Number (18-digit CLABE Validated by the Bank).

IX. LIST OF PARTNERS / PRODUCERS MEMBERS OF THE MORAL PERSON

DATE OF PREPARATION.- Date in which the procedure is prepared at the Authorized Window, indicate in the format (DD / MM / YYYY)

STATE (Cve / Name) .- Code and name of the federal entity according to the INEGI catalog

REGISTRATION AND PAYMENT APPLICATION FORM: Registration and Payment Request folio number (section VIII)

PRODUCER FOLIO.- Producer Folio Moral.

NAME (s) Company name of the **legal entity.-** Full name or company name of the entity.

RFC- Federal Registry of Taxpayers of the **legal** entity

INTEGRATING PRODUCER FOLIO: Number of the folio of the member producer or partner of the **legal** entity

MEMBER'S NAME: Name of the producer member or partner of the legal entity

CURP : Unique Population Registry Key

RFC.- Federal Taxpayer Registry of the producer, must include homoclave

FOLIO PREDIO.- Folio number of the property

SURFACE : Number of hectares of the surface of the property, indicating in the case of fractions of a hectare up to Two decimal places

MODALITY : Water regime of the property is Irrigation (R) or Temporary (T)

X. APPLICATION FOR REGISTRATION (BUYERS)

CONTRACT NUMBER REGISTERED IN ASERCA (if applicable) .- Number of the contract that was registered with ASERCA.

WINERY KEY : Registration key for the winery in the ASERCA register.

WAREHOUSE ADDRESS.- Address indicated in the format in which the winery was registered with ASERCA.

VOLUME (TON) .- Volume in tons of the marketed product.

FEDERATIVE ENTITY OF PRODUCT ORIGIN : Name of the federal entity where the product was harvested and marketed.

VOLUME (TON) : Total volume in tons of the product, in terms of Net Analyzed Weight (ANP)

FEDERATIVE ENTITY OF PRODUCT DESTINATION : Name of the federal entity where the product was mobilized.

VOLUME (TON) : Total volume in tons of the mobilized product, in terms of Net Analyzed Weight (ANP)

HUMAN CONSUMPTION (TON) : Volume in tons of the product for human consumption, indicating its own and the one destined for sale.

LIVESTOCK CONSUMPTION (TON) : Volume in tons for livestock consumption, indicating its own and that intended for sale.

OTHER * / (TON) : Volume in tons for other types of consumption, indicating its own and the one intended for sale.

XI. PAYMENT REQUEST (BUYERS)

BENEFICIARY'S NAME : Full name of the beneficiary indicating name, first surname, second surname.

BANK NAME : Name of the banking institution corresponding to the account number.

DO NOT. ACCOUNT: Bank account number made up of 11 digits.

BRANCH : Name of the bank branch to which the account belongs.

DO NOT. DE PLAZA Y CIUDAD : Bank branch number and city where the account is located.

DO NOT. DE CLABE : Standard Bank Code Number (CLABE).

STATE : Name of the federal entity.

XII. EXTERNAL AUDITOR'S ACCOUNTING OPINION

WINERY KEY: Registration key for the winery in the ASERCA register.

TONS SUBJECT TO THE INCENTIVE: Total volume in tons of the product, in terms of Net Analyzed Weight (ANP)

FEDERATIVE ENTITY OR COUNTRY OF DESTINATION: Name of the federal entity or country of destination of the product.

XIII. EXPANSION AND MODERNIZATION OF COMMERCIAL INFRASTRUCTURE

I. TECHNICAL DATA

1.- Write down the name of the project for which you are requesting support.

2.- In the corresponding box, mark with a cross the type of project and Indicate the cultivation or main activity of the project.

3- OBJECTIVES THAT THE PROJECT PURSUES.- In the boxes that proceed, mark with a cross the objective that is sought with the project.

4.- PROJECT GOALS.- Indicate the goals to be achieved regarding the project.

5.- THE PROJECT IMPACTS ON.- In the boxes, write down what the project impacts, as appropriate.

6.- DO YOU HAVE TECHNICAL ADVICE? In the box that corresponds, write down who advises you (if you have it).

7.- WHAT PRODUCTIVE RESOURCES DO YOU HAVE? Record the productive assets that the organization has (land, infrastructure, etc.)

8.- INFRASTRUCTURE.- Based on the data indicated in the column, describe in the cases that apply the type of infrastructure they have.

9.- HOW MANY SIMILAR PROJECTS ARE THERE IN YOUR LOCATION? If so, write down the number of projects and check who gave them the support.

10.- WHICH OF THESE FACTORS IS CONSIDERED TO CHOOSE THE PROJECT? In the following boxes, write the ones that apply to you.

11.- MAIN LABOR WORK.- Check the type of person you will require for the project in the boxes .

12.- RAW MATERIALS.- Describe the type, availability and proximity.

13.- IN THE FOLLOWING CONCEPTS, CHECK THE ANSWER THAT APPLIES TO YOU AND DESCRIBE THE ACTIONS TO PROTECT NATURAL RESOURCES.

14.- HOW MUCH INCOME DO YOU CURRENTLY GET? Enter for the three data that you are asked for the corresponding amounts.

15.- WHAT KIND OF COMMERCIAL DEMAND WILL IT TAKE TO PROMOTE THE PROJECT? In the boxes, write the ones that apply.

16.- DESCRIBE THE PRODUCTS OR SERVICES TO BE COMMERCIALIZED.- Indicate the main products and by-products that will be commercialized, the volume, price and frequency of sale.

17.- REQUIRED CONCEPTS AND AMOUNTS OF INVESTMENT.- In the table indicate the concepts and their characteristics and fill in the following columns according to the data requested.

18.- OBSERVATIONS AND COMMENTS.- If you have something relevant to add about the project, please write it down on the lines.

Annex II

Producer's Commitment Letter Productive Induction

The undersigned (full name or business name)

_____ (if applicable, name of the legal representative)

_____, agricultural producer, with " Folio of Application for Registration and Payment of Support " (ANNEX II of the Rules of Operation) (password assigned by the System to the Request) _____ dated (day / month / year) _____, in accordance with the provisions established in the " Rules of Operation of the Marketing and Market Development Program ", in its " Marketing Incentives Component ", published in the Official Gazette of the Federation (DOF) on (day / month / year) _____ (Operating Rules), and, in the " Notice to disclose the compensatory support for the productive induction of (eligible product (s)) _____ of (state entity (ies))

_____ of the agricultural cycle (s) _____ " , published on (day / month / year)

_____ in said official information medium, by my will I acquire the commitment before the Agency of Services to the Marketing and Development of Agricultural Markets (ASERCA), to cultivate the induced product, in the properties mentioned in ANNEXES II and III of the Rules of Operation, from the agricultural cycle (indicate) _____ and until the agricultural cycle (indicate) _____,

for which I will grant all the facilities to the Regional Directorate of ASERCA or to whom it designate, in order to monitor compliance with such commitment.

In case of non-compliance with the provisions of this Charter, I am subject to the sanctions provided in the aforementioned regulations.

(Place and date) _____

SINCERELY

SIGN IN ACCORDANCE

(Full name and signature or fingerprint)

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

Annex III

Report of External Consumer Auditor (For Consumers)

Place and date: _____

The External Auditor registered with the SHCP will direct the written Report to the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food through the Responsible Unit, at the following address:

Free Municipality No. 377, floor 10 Wing " B " , Col. Santa Cruz Atoyac; CP 03310, Benito Juárez, México, DF

The External Auditor will certify the following:

- to.** The location of plants, pens, farms, among others, as the case may be.
- b.** That it is in operation.
- c.** Description of the machinery and equipment to process the grains and / or oilseeds, if applicable.
- d.** The milling or processing capacity per eight-hour shift, as well as the current capacity used (Values will be expressed in metric tons).
- and.** Products obtained from the processing of grains and / or oilseeds; specifying the use and destination (self-consumption or marketing).
- F.** Monthly consumption by type of grain (white corn, yellow corn, broken corn, sorghum, wheat, barley, oats, etc.) and by origin (national or imported) of any of the following periods prior to the year in question: January -December or from the start of operation when it is less than the periods previously indicated, or the last twelve months, as appropriate

(The values will be expressed in metric tons).

- g. Monthly production of the products that it produces that coincides with the period presented on the monthly consumption by type of grain (national or imported) and / or oilseed (The values will be expressed in metric tons).
- h. The initial and final inventory of the period that coincides with the one presented on the monthly consumption by type of grain (national or imported) and / or oilseed (The values will be expressed in metric tons).

The external auditor must sign the report, indicate his current registration number and update document issued by the SHCP, as well as sign each of the sheets and annexes that make up his report, and in the case of people who have several plants , the information must be broken down by each one of them.

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . "

Annex IV

External Sales Auditor Report (For Marketers)

The External Auditor registered with the SHCP will direct the written Report to the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food through the Responsible Unit, at the following address:

Free Municipality No. 377, floor 10 Wing " B "
Col. Santa Cruz Atoyac
CP 03310, Benito Juárez, México, DF

The External Auditor will certify the following:

- to. Tax address of the company.
- b. The location of the warehouses and / or storage centers, as well as the grain storage capacity of each one of them (the values will be expressed in metric tons).
- c. That it is in operation.
- d. Monthly sale and destination by type of grain (white corn, yellow corn, corn broken, sorghum, wheat, barley, oats, etc.) and by origin (national or imported) of any of the following periods prior to the year in question: January-December or from the start of operation when it is less than the periods previously indicated, or from the last twelve months, as appropriate (Values will be expressed in metric tons).
- d1.- Sector to which the grains are destined (livestock, industrial, human, among others).
- and. The initial and final inventory of the period in which the opinion is presented (The values will be expressed in metric tons).

The external auditor must sign the report, indicate his current registration number and update document issued by the SHCP, as well as sign each of the sheets and annexes that make up his report.

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

Annex V

Letter of Adhesion

Letter of adherence to:

CUSTOMER'S INFORMATION:

Vo Bo. (Legal ASERCA)

OPERATION DATA:

NOTES:

LEGAL REPRESENTATIVE Vo. Bo. (ASERCA Marketing Area)

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Annex VI

Contract for the Assignment of Rights to Collect Incentives / Eventual Benefits Generated by Price Coverage

ASSIGNMENT CONTRACT RIGHTS TO COLLECTION [[OF THE INCENTIVE (type of incentive) _____]] [[OF THE BENEFITS OF THE COVERAGE OF PRICES]], WHICH ARE HELD ON THE ONE PART BY C. _____, TO WHICH IT SHALL BE CALLED " THE ASSIGNOR " , AND FOR THE OTHER THE C. _____, REPRESENTED BY _____, TO WHOM THE FOLLOWING WILL BE CALLED " THE ASSIGNEE " AND IN A JOINT WAY WILL BE " THE PARTIES " , TO THE FOLLOWING OF THE FOLLOWING:

j. For Infrastructure: catalog of concepts, specifications, budget, foundation plans, structural, architectural, sanitary, electrical and hydraulic installations, and detail, signed by a technician responsible for the project with Cedula Profesional, project components, construction volumes and permits applicable.

7. Market Analysis

to. Description and analysis of raw materials, products and by-products (presentation, packaging, packaging; nature, quality, quantity, attributes, among others)

b. Conditions and mechanisms of supply of inputs and raw materials

c. Channels of distribution and sale

d. Plan and marketing strategy

8. Financial Analysis

to. Financial evaluation of the project, which must contain the calculation of the Internal Rate of Return (IRR), break-even point and the Net Present Value (NPV), breaking down all its components and attaching documentation that supports said calculation (the considered Excel file must be included for the calculations made), sensitivity analysis, cost-benefit ratio.

b. Budgets, investment program and complementary financing of some financial or other intermediary . (in your case)

c. Current and projected financial projection (income / expenses)

d. Description of costs (fixed and variable)

and. Investment needs

F. For Infrastructure: the Income Statement and Balance of the immediately previous year and Proforma financial statements for the first three years of the project

9. Assets , inventory of Fixed Assets (buildings, agricultural and livestock land, inventories of equipment, livestock and others, if applicable).

10. Description and analysis of expected impacts

to. Increase in capitalization levels (descriptive)

b. Expected percentage increase in production volume

c. Expected number of jobs to be generated (direct and indirect).

d. Increase in yields (if applicable)

and. Estimated cost reduction

F. Comparative with and without the project

11. Analysis of the environmental situation, if applicable.

a . Description and analysis of the current situation of the use of resources, disposal of waste and environmental impact of the company.

b. Conditions and mechanisms for the use of alternative energy equipment.

c. Company's environmental sustainability plan and strategies.

12. Conclusions and recommendations

Market Aspects

1. Contract (s) for the supply of raw materials and quotes for the assurance of investments that contain: name and address of the clients, product volume, price, places and periods of delivery, reception, form and term of payment for the products to generate with the project.

2. Results of the analysis to decide clients and / or suppliers, where appropriate.

3. Market studies carried out.

Technical aspects

1. Current infrastructure and equipment (available for the project)

2. Plans and sketches of the macro and micro location.

3. Plan and sketch of the location and distribution of the production unit and the internal arrangement of the equipment, and diagrams of the processes, as appropriate.

4. Specific and detailed engineering studies, if applicable.

5. Capacity of processes and production and maintenance programs.

6. Scenarios with different process volumes.

7. Execution, administrative, training and technical assistance programs.

8. Quotes from at least 3 suppliers that support the costs and budgets of the case's investments

Financial aspects

1. Copy (s) of the balance sheet (s) and the income statement (s).

2. Letters of authorization or commitment from the financial institutions participating in the financing of the project.

Environmental aspects:

1. Study of the environmental impact.

2. Permits and authorizations from regulatory entities on the preservation of the environment. (In the case of Bioenergy projects and alternative sources, only this point of the environmental aspects applies)

3. Description and analysis of the current situation of the use of resources, disposal of waste and environmental impact of the company.

4. Conditions and mechanisms for the use of alternative energy equipment.

5. The company's environmental sustainability plan and strategies.

Regulatory Aspects:

1. Compliance with Sanitary, Environmental and other Standards.
2. Documents with which the property is accredited.
3. Copy of permits, authorizations and concessions issued by the corresponding authorities.

Others:

1. Description and calculation memories.
2. Calculation reports and documentation or additional relevant information on each of the components or topics that require it.
3. Detailed information on the existence, conditions of use and valuation of assets provided by the company.

Annex VIII**Application for Registration to the Scheme and Presentation of the Training and Commercial Information Project****INVOICE:***It will be filled by ASERCA***AGENCY FOR THE MARKETING AND DEVELOPMENT OF AGRICULTURAL MARKETS (ASERCA)
PRESENT.**

Through this channel I request registration and support for the development of the Training and Commercial Information Project in accordance with the following:

I. General data of the applicant

Name of the requesting organization:	
Constitution date:	Legal concept:

II. Home

State	Town hall / Delegation
Population / colony	Postal Code
Street and number (exterior and interior):	Telephone (with lada)
Fax (with lada):	Email
RFC:	

III. Legal representatives)

Name	Position
one	
two	
3	
4	
Appointment Date	Writing Number
Notary's Name and Number.	City of the Notary

IV. Project's name.

--

V. Objective of the Project.

--

SAW. Requested Resources.

Support concept	TOTAL	Amount requested from ASERCA (\$)	Contribution of the organization (\$)
Training			
Services and Specialized Technical			

Assistance			
TOTAL			

For this purpose and according to the regulations established in the Operation Rules, in an annex to this application, we send you the following documentation:

Document	Delivered (point to X)
1. Training and Commercial Information Project	
2. Articles of Incorporation of the company	
3. Federal Taxpayer Registry Certificate or Tax Identification Certificate	
4. Proof of Address	
5. Current Power of Attorney of legal representatives	
6. Official photo identification and signature of the legal representative (s)	
7. Documentation that supports the development of commercial operations of the organization or its partners in the last two years.	
8. Minutes of the shareholders' meeting containing an agreement to participate in the Program.	
9. List of partners that make up the organization (No. of individuals and / or No. of legal entities)	
10. Others. (<i>specify</i>)	

In the event that our application is accepted, we promise in advance that at all times we will abide by the established regulations and make the additional contributions required by the project as well as provide the necessary information that allows an evaluation to be made of the results achieved in the application of the Support for.

_____ to ____ of _____ of 20____.

CAREFULLY UNDER PROTEST OF TELLING TRUTH

Name (s) and signature (s) and / or fingerprint (s) of the legal representative (s)

Responsible for the reception window

Date of receipt of the request

Name and Signature

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Annex IX

Request for Support for Incentives for Commercial Promotion Projects

ASERCA

COORDINACION GENERAL DE PROMOCION COMERCIAL Y FOMENTO A LAS EXPORTACIONES

PRESENTE.

Por medio de la presente y de conformidad con el Acuerdo por el que se dan a conocer las Reglas de Operación del Programa de Comercialización y Desarrollo de Mercados, manifiesto bajo protesta de decir verdad, que no se está recibiendo incentivos de otro u otros programas de Gobierno Federal, Estatal o Local, en el mismo concepto de aquellos señalados en el componente de Promoción Comercial y Fomento a las Exportaciones.

Por lo cual me permito solicitar los incentivos que otorga el programa, para el cual proporciono mis datos manifestando que son verídicos, comprometiéndome a cumplir con los requisitos, establecidos en el presente Acuerdo.

DATOS DEL SOLICITANTE			
1. DATOS DE LA PERSONA FISICA			
NOMBRE COMPLETO _____			
R.F.C. _____	C.U.R.P. _____	SEXO _____	
FECHA DE NACIMIENTO _____		TELEFONO(S) _____	
DOMICILIO FISCAL _____			
COLONIA _____	C.P. _____	CIUDAD _____	
MUNICIPIO _____		ENTIDAD FEDERATIVA _____	
CORREO ELECTRONICO _____		PAGINA WEB _____	
ACTIVIDAD	<input type="checkbox"/> PRODUCCION <input type="checkbox"/> EMPAQUE	<input type="checkbox"/> PROCESAMIENTO <input type="checkbox"/> COMERCIALIZACION	<input type="checkbox"/> TRANSFORMACION <input type="checkbox"/> PROMOCION
<input type="checkbox"/> OTRO (ESPECIFIQUE) _____			
2. DATOS DE LA PERSONA MORAL			
DENOMINACION O RAZON SOCIAL _____			
R.F.C. _____	TELEFONO(S) _____		
DOMICILIO FISCAL _____			
COLONIA _____	C.P. _____	CIUDAD _____	
MUNICIPIO _____		ENTIDAD FEDERATIVA _____	
CORREO ELECTRONICO _____		PAGINA WEB _____	
ACTIVIDAD	<input type="checkbox"/> PRODUCCION <input type="checkbox"/> EMPAQUE	<input type="checkbox"/> PROCESAMIENTO <input type="checkbox"/> COMERCIALIZACION	<input type="checkbox"/> TRANSFORMACION <input type="checkbox"/> PROMOCION
<input type="checkbox"/> OTRO (ESPECIFIQUE) _____			
2.1 DATOS DEL (LOS) REPRESENTANTE(S) O APODERADO LEGAL(ES)			
NOMBRE COMPLETO _____			
C.U.R.P. _____	R.F.C. _____		
IDENTIFICACION _____	NUMERO DE FOLIO _____	VIGENCIA _____	
CORREO ELECTRONICO _____		TELEFONO(S) _____	
CARGO O DESIGNACION Y VIGENCIA _____			
<small>NOTA: SI DOS O MAS REPRESENTANTES U APODERADOS LEGALES (EN SU CASO) FUESEN A LLENAR EL PRESENTE APARTADO DE LA SOLICITUD DE APOYO, FAVOR DE PRESENTAR LISTA ADJUNTA DE LOS MISMOS, CON LOS DATOS AQUI SOLICITADOS.</small>			
3. DATOS DEL PROYECTO			
NOMBRE DEL PROYECTO, EVENTO, FERIA O MISION _____			
CONCEPTO DE INCENTIVO	APORTACION FEDERAL	APORTACION DEL SOLICITANTE	TOTAL
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____	\$ _____
NOMBRE DEL ULTIMO PROYECTO DE PROMOCION COMERCIAL QUE RECIBIO APOYO POR PARTE DE ASERCA A TRAVES DE LA COORDINACION GENERAL DE PROMOCION COMERCIAL Y FOMENTO A LAS EXPORTACIONES _____			

AÑOS EN LOS QUE HA RECIBIDO INCENTIVOS POR PARTE DE ASERCA A TRAVÉS DE LA COORDINACIÓN GENERAL DE PROMOCIÓN COMERCIAL Y FOMENTO A LAS EXPORTACIONES

4. RELACION DE DOCUMENTOS QUE SE PRESENTAN

1.	PROYECTO ESPECÍFICO (CONFORME AL ANEXO XI)	
2.	CARTA COMPROMISO DE APORTACION DE RECURSOS POR PARTE DEL SOLICITANTE	
3.	ACTA CONSTITUTIVA Y EN SU CASO ACTA RESPECTIVA DE LAS MODIFICACIONES REALIZADAS A SU ESTRUCTURA SOCIAL (PERSONAS MORALES)	
4.	ACTA RESPECTIVA POR LA CUAL SE HAYA NOMBRADO A SUS REPRESENTANTES O APODERADOS LEGALES VIGENTES Y EN LA QUE CONSTEN SUS FACULTADES NECESARIAS DE REPRESENTACIÓN	
5.	INSCRIPCIÓN AL REGISTRO FEDERAL DE CONTRIBUYENTES (RFC) DEL SOLICITANTE	
6.	OPINIÓN DE CUMPLIMIENTO DE OBLIGACIONES FISCALES POR EL CUAL SE ACREDITE ESTAR AL CORRIENTE DE SUS OBLIGACIONES FISCALES	
7.	COMPROBANTE DE DOMICILIO FISCAL DEL SOLICITANTE (AGUA, LUZ, TELEFONO, PREDIAL)	
8.	CARTA Y DOCUMENTACIÓN QUE ACREDITE LA INFRAESTRUCTURA NECESARIA EN SUS DOMICILIOS FISCALES Y/O SEDES ESPECÍFICAS DE OPERACIÓN, PARA LA CORRECTA ADMINISTRACIÓN DE LOS APOYOS A OTORGAR	
9.	IDENTIFICACIÓN OFICIAL DEL SOLICITANTE O DEL (LOS) REPRESENTANTE(S) O APODERADO(S) LEGAL(ES) (IFE, CARTILLA, PASAPORTE, CÉDULA PROFESIONAL)	
10.	CLAVE ÚNICA DEL REGISTRO DE POBLACION (CURP) DEL SOLICITANTE O DE (LOS) REPRESENTANTE(S) O APODERADO(S) LEGAL(ES)	

NOTA: ESTA DOCUMENTACIÓN SE DEBERÁ PRESENTAR EN ORIGINAL Y COPIA PARA SU COTEJO.

4.1 MANIFESTACIÓN DE DOCUMENTOS PARA ACREDITAR PERSONALIDAD JURÍDICA Y LEGAL REPRESENTACIÓN CUANDO YA OBRAN EN PODER DE ASERCA

MANIFIESTO BAJO PROMESA DE DECIR VERDAD, QUE LA DOCUMENTACIÓN REQUERIDA PARA QUE MI REPRESENTADA PARTICIPE EN EL COMPONENTE DE "PROMOCIÓN DE EXPOSICIONES Y FERIAS" DEL PROGRAMA DE DESARROLLO DE MERCADOS AGROPECUARIOS Y PESQUEROS E INFORMACIÓN, YA OBRA EN PODER DE ASERCA; Y QUE A LA FECHA NO HA EXISTIDO CAMBIO NI MODIFICACIÓN ALGUNA DE TODO LO QUE CONSTA Y SE ACREDITA EN DICHS DOCUMENTOS, ASÍ COMO LOS PODERES CONFERIDOS PARA EFECTOS DE REPRESENTACIÓN SE ENCUENTRAN VIGENTES, PUES NO HAN SIDO REVOCADOS, LIMITADOS NI MODIFICADOS.

SE MANIFIESTA A SU VEZ QUE NO HA EXISTIDO CAMBIO ALGUNO RESPECTO DEL DOMICILIO FISCAL DE MI REPRESENTADA, A LA FECHA CON LA QUE SE REALICE LA SOLICITUD DEL APOYO CORRESPONDIENTE.

POR LO CUAL ME PERMITO SOLICITAR LOS APOYOS QUE OTORGA EL PROGRAMA, PROPORCIONANDO MIS DATOS Y MANIFESTANDO QUE SON VERDÍCICOS, COMPROMETIENDOME A CUMPLIR CON LOS REQUISITOS, ESTABLECIDOS EN EL ACUERDO POR EL QUE SE DAN A CONOCER LAS REGLAS DE OPERACIÓN DEL PROGRAMA DE COMERCIALIZACIÓN Y DESARROLLO DE MERCADOS.

5. RELACION DE BENEFICIARIOS DIRECTOS

No.	NOMBRE DE LA PERSONA FÍSICA O MORAL	REPRESENTANTE O APODERADO LEGAL	C.U.R.P. O R.F.C.	ENTIDAD FEDERATIVA
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

NOTA 1: LA LISTA DE BENEFICIARIOS DEBERÁ SER PRESENTADA EN FORMATO FÍSICO Y MAGNÉTICO (DISCO COMPACTO).

NOTA 2: SI LA LISTA DE BENEFICIARIOS ES MAYOR A 10, FAVOR DE NO LLENAR EL CUADRO ANTERIOR Y PRESENTAR LISTA ADJUNTA DEL MISMO.

¿SE ANEXA LISTA DE BENEFICIARIOS DIRECTOS? SI NO

NÚMERO DE EMPLEADOS DE LA PERSONA FÍSICA O MORAL SOLICITANTE: DIRECTOS _____
INDIRECTOS _____
JORNALAS (EN SU CASO) _____

FIRMA DE LA SOLICITUD RESPECTIVA IMPLICA QUE EL SOLICITANTE DEL APOYO ACEPTA EXPRESAMENTE QUE ASERCA LE NOTIFIQUE CUALQUIER COMUNICACIÓN, MEDIANTE MENSAJERÍA, COMUNICACIÓN ELECTRÓNICA O CUALQUIER OTRO MEDIO, CONFORME A LO DISPUESTO POR EL ARTÍCULO 35 FRACCIÓN II, DE LA LEY FEDERAL DE PROCEDIMIENTO ADMINISTRATIVO POR SU PARTE, CUALQUIER NOTIFICACIÓN DE LOS SOLICITANTES O BENEFICIARIOS A ASERCA, TAMBIÉN PODRÁN SER REALIZADAS MEDIANTE MENSAJERÍA, FAX, COMUNICACIÓN ELECTRÓNICA O CUALQUIER OTRO MEDIO.

NOMBRE Y FIRMA DEL SOLICITANTE
O EN SU CASO
REPRESENTANTE O APODERADO LEGAL

8) DATOS DEL FUNCIONARIO RECEPTOR EN VENTANILLA

NOMBRE COMPLETO _____
CARGO _____ FIRMA _____

"Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

"BAJO NINGÚN CONCEPTO PODRÁN SER BENEFICIARIOS DEL PROGRAMA DE DESARROLLO DE MERCADOS AGROPECUARIOS Y PESQUEROS E INFORMACIÓN EN SU COMPONENTE DE PROMOCIÓN DE EXPOSICIONES Y FERIAS: LOS SERVIDORES PÚBLICOS DE LA SECRETARÍA, LOS AGENTES TÉCNICOS O LAS SECRETARIAS DE DESARROLLO AGROPECUARIO OSEA O SUS EQUIVALENTES EN LAS ENTIDADES FEDERATIVAS O DE LOS MUNICIPIOS; ASÍ COMO SUS CONYUGES O PARIENTES CONSANGÜÍNEOS O DEMÁS PERSONAS QUE AL EFECTO Y CON SUJECIÓN A LAS DISPOSICIONES PREVEA LA LEGISLACIÓN FEDERAL Y ESTATAL EN MATERIA DE RESPONSABILIDADES DE LOS SERVIDORES PÚBLICOS"

FILLING INSTRUCTION

THE OWN NAMES WILL BE NOTED STARTING BY PATERNAL, MATERNAL LAST NAME AND NAME (S), WITH CAPITAL LETTER, DO NOT USE ABBREVIATIONS.

REQUEST SHEET (FILLED IN FROM THE WINDOW)

SHEET NUMBER: ASSIGNED FOLIO NUMBER.

(1 AND 2) APPLICANT DETAILS

PHYSICAL OR MORAL PERSON

Name, designation or RAZON SOCIAL	PHYSICAL PERSON (LAST NAME, MATERNAL AND NAME), MORAL PERSON (NAME OR CORPORATE NAME).
RFC	FEDERAL TAXPAYER REGISTRATION.
curp	UNIQUE POPULATION REGISTRY CODE.
SEX	MALE OR FEMALE.
DATE OF BIRTH	INDICATE THE APPLICANT'S DATE OF BIRTH.
PHONE	LADA, CONTACT TELEPHONE NUMBER (10 DIGITS).
TAX RESIDENCE	STREET AND EXTERIOR AND INTERIOR NUMBER.
SUBURB	NAME OF THE COLONY OR DOMAIN SECTOR.
POSTAL CODE	POSTAL CODE NUMBER OF THE FISCAL ADDRESS.
CITY, MUNICIPALITY AND FEDERATIVE ENTITY	WHERE IT IS FISCALLY LOCATED.
EMAIL	CONTACT EMAIL ADDRESS.
WEB PAGE	ORGANIZATION WEB PAGE.
EXERCISE	PREVAILING ACTIVITY OF THE NATURAL OR MORAL PERSON.

(2.1) DATA OF THE LEGAL REPRESENTATIVE (S) OR ATTORNEY (S)

NAME	SURNAME PATERNAL, MATERNAL AND NAME (S).
curp	SINGLE POPULATION REGISTRY KEY.
RFC	FEDERAL TAXPAYER REGISTRATION.
ID	IFE, PASSPORT, LETTER OR PROFESSIONAL ID.
FOLIO NUMBER	DOCUMENT NUMBER.
VALIDITY	DATE ON WHICH THE PRESENTED ID EXPIRES (WILL NOT BE RECEIVED IF IT IS EXPIRED).
EMAIL	EMAIL ADDRESS.
PHONE	SIDE AND TELEPHONE NUMBER FOR YOUR LOCATION (10 DIGITS).
POSITION OR DESIGNATION AND VALIDITY	THE POSITION OR APPOINTMENT WILL HAVE TO BE CREDITED, THROUGH A LEGAL INSTRUMENT, IN WHICH THE VALIDITY OF THE SAME IS DETERMINED.

(3) PROJECT DATA

PROJECT'S NAME	FULL NAME OF THE PROJECT, FAIR, EXHIBITION, EVENT OR COMMERCIAL MISSION.
SUPPORT CONCEPT	CONCEPT OF INCENTIVE RELATED TO THE COMPONENT OF COMMERCIAL PROMOTION AND

	PROMOTION OF EXPORTS OF THE MARKETING AND MARKET DEVELOPMENT PROGRAM .
FEDERAL CONTRIBUTION	AMOUNT OF THE INCENTIVE REQUESTED ACCORDING TO THE PROJECT PRESENTED.
APPLICANT'S CONTRIBUTION	AMOUNT OF THE PRIVATE CONTRIBUTION OF THE APPLICANT ACCORDING TO THE PROJECT PRESENTED.
TOTAL	TOTAL COST OF THE PROJECT (FEDERAL AND CONTRIBUTION OF THE APPLICATION ORGANIZATION).
LAST PROJECT BY AGREEMENT TO WHICH SUPPORT	NAME OF THE COMMERCIAL PROMOTION PROJECT THAT WAS SUPPORTED BY THE RESPONSIBLE UNIT IN PREVIOUS YEARS.
SUPPORTS RECEIVED IN PREVIOUS YEARS BY THE ORGANIZATION	FILL ONLY IF THE APPLICANT HAS RECEIVED ANY SUPPORT FROM THE PROGRAMS OPERATED BY THE GENERAL COORDINATION OF TRADE PROMOTION AND PROMOTION OF ASERCA EXPORTS.

(4) LIST OF DOCUMENTS PRESENTED

LIST OF DOCUMENTS PRESENTED	MARK WITH AN " X " THE BOX OF THE DOCUMENTS PROVIDED ATTACHED TO THIS APPLICATION
-----------------------------	---

(4.1) MANIFESTATION OF DOCUMENTS WHEN THEY ALREADY WORK IN POWER OF ASERCA

MANIFESTATION OF DOCUMENTS REQUIRED TO ACCREDIT YOUR LEGAL PERSONALITY AND LEGAL REPRESENTATION.	MARK THE BOX WITH AN " X " . ONLY IF THE APPLICANT HAS PARTICIPATED IN SOME OF THE PROGRAMS OPERATED BY THE GENERAL COORDINATION OF COMMERCIAL PROMOTION AND PROMOTION OF ASERCA EXPORTS.
--	---

(5) LIST OF DIRECT BENEFICIARIES

LIST OF NATURAL OR MORAL PERSONS INDICATING CURP OR RFC AND FEDERATIVE ENTITY OF THOSE WHO WILL BE BENEFITED ON RECEIVING THE INCENTIVES OF THE AGREEMENT WHICH MAKE THE RULES OF OPERATION OF THE MARKETING PROGRAM AND MARKET DEVELOPMENT KNOWN. THE TOTAL NUMBER OF EMPLOYEES SHOULD BE INDICATED IN CHARGE OF THE NATURAL OR MORAL PERSON OF WHICH SHOULD INDICATE HOW MANY OF THEM ARE DIRECT, INDIRECT AND IN THE CASE OF THE DAYS.

THE APPLICATION MUST BE NAME AND SIGNATURE OF THE APPLICANT OR, IN THE CASE OF THE REPRESENTATIVE OR LEGAL ATTORNEY,

(6) DATA OF THE RECEIVING OFFICER IN WINDOW (FILLED BY WINDOW)**Annex X****Structure for the Presentation of Commercial Promotion Projects**

Instructions:

Applicants must carry out a project in accordance with the points indicated in this Annex, which are explained below: In the event that any of the points does not apply to the submitted project , it will not be necessary to include them.

I. introduction

1.1 Name of the project.

1.2 Product to promote.

II. Background

2.1 Brief description of the Applicant.

2.2 Detailed information on the results obtained in the execution of support received in previous years (exclusively resources from the Program for the Development of Agricultural and Livestock Markets and Information, the Support Program or the Program for Commercial Promotion and Promotion of Exports of Mexican Food and Fishery Products) .

In cases where the continuity of supports granted in previous years is requested, they must justify the continuity and the new scope of impact of the expected results.

III. Productive chain

3.1 Basic product information.- General properties / characteristics of the product.

3.2 Description of the production chain.- Explain each of the links that make up the production chain, giving added value to the product, including an organization chart, and it should also be highlighted how the elaboration of the project will benefit the Production Chain.

3.3 Social value.- Personnel employed directly and indirectly in the production chain.

3.4 Problematic.- Arguing the obstacles that limit the consumption or commercialization of the agricultural product in question as well as, where appropriate, the strengthening and consolidation of the offer.

IV. Market situation

4.1 Economic value.- Evolution of the value and volume of production, consumption, prices, product trade balance, cost-benefit analysis.

4.2 SWOT Analysis (Strengths, Opportunities, Weaknesses and Threats) of the market.

V. Concept of Support

5.1 Concept (s) of Incentive (s) Requested (s) .- Pursuant to article 15 of the Operation Rules .

5.2 Strategy development.- Detailed description of the activities that will be implemented for the fulfillment of objectives and goals, as well as location and specific description of where the project will be carried out.

5.3 Target Market.- Who is the strategy aimed at (*target* segmentation)

5.4 Objectives.- They must be qualitative. It will seek to identify the purpose towards which resources should be directed to fulfill the purposes of the project. The target must answer the "what" and "what for" questions. The objectives will be concrete, feasible and relevant.

5.5 Goals.- They must be quantitative. It consists of establishing measurable and achievable results during the life of the project.

5.6 Indicators- They must be the indicators of the complete fulfillment of the scope of the objectives and goals, they must be quantifiable, understandable, reliable, precise and exact. * 1

Except for the type of support called " Information tools " .

5.7 Deliverables.- Physical elements that allow the performance of the activities to be verified: ex. photos, cd ' s, videos, promotional material, listings, etc.

5.8 Schedule of execution of the actions.

Example :

EXERCISE	MONTH OF ACTIVITY								
	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #

5.9 Table of expenses broken down by activity.- Unit cost and total cost, differentiating the private contribution from the federal one.

Example :

CONCEPT	Units	Unit cost	Total	Federal	Private
		\$	\$	\$	\$
		\$	\$	\$	\$
Total		\$	\$	\$	\$

Attach at least three quotes from service providers and justification of the selection of the provider, based on commercial strategy or, failing that, justify the continuation of the selected provider in previous years.

Of the latter, the supplier must prove that it has the necessary infrastructure for the development of its professional activities in its fiscal domiciles and / or headquarters of its operation.

5.10 Resource execution schedule

Example :

BREAKDOWN OF ACTIVITIES	TYPE OF CONTRIBUTION	AMOUNT	MONTHLY EXERCISE						
			MONTH#	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #
Incentive Type:									
	Federal	\$							
	Private	\$							
	Federal	\$							
	Private	\$							
Federal Total Amount		\$							
Private Total Amount		\$							
Total amount		\$							

5.11 Table of contributions of resources.

Example :

#	TYPE OF SUPPORT	TYPE OF CONTRIBUTION	AMOUNT	%	TOTAL %
		Federal	\$	%	%
		Private	\$	%	%
Total Federal Contribution			\$		%
Total Private Contribution			\$		%
Project total			\$		%

SAW. General tables (when more than one support concept is requested, a general table must be generated).

6.1 Calendar of activities.

6.2 Table of expenses.

6.3 Resource execution schedule.

* Note 1: For the concept of support for Generic Campaigns for National and / or International Promotion of Products in the Agri-Food Sector, there should be indicators (formulas) that measure the change in the intended environment in the short and / or medium term against the initial conditions.

* Note 2: It is necessary to include each and every one of the sources from which official data is obtained.

* Note 3: The projects must be presented on the applicant's letterhead, duly signed and initialed on each of its sheets by the applicant, representative or legal representative.

Annex XI

Application to Register the Incentive to Promote Exports through National and International Trade Events

FOLIO DE REGISTRO NO. _____

ASERCA

COORDINACION GENERAL DE PROMOCION COMERCIAL Y FOMENTO A LAS EXPORTACIONES

PRESENTE.

Por medio de la presente y de conformidad con el Acuerdo por el que se dan a conocer las Reglas de Operación del Programa de Comercialización y Desarrollo de Mercados, manifiesto bajo protesta de decir verdad, que no se está recibiendo apoyo de otro u otros programas de Gobierno Federal, Estatal o Local, en el mismo concepto.

Por lo cual, me permito solicitar mi registro al incentivo del Fomento a las Exportaciones a través de Eventos Comerciales Nacionales e Internacionales, para lo cual proporciono mis datos y documentos requeridos manifestando que son verídicos, comprometiéndome a cumplir con los requisitos de elegibilidad establecidos en las Reglas de Operación y los requisitos específicos establecidos en el proyecto descriptivo de cada evento, publicados en el portal de ASERCA, www.infoaserca.gob.mx/mexbest.

DATOS DEL SOLICITANTE	
1. DATOS DE LA PERSONA FISICA ()	2. DATOS DE LA PERSONA MORAL ()
NOMBRE COMPLETO / DENOMINACION O RAZON SOCIAL _____	
R.F.C. _____	C.U.R.P. _____ GENERO _____
FECHA DE NACIMIENTO _____	TELEFONO(S) _____
DOMICILIO FISCAL _____	
COLONIA _____	C.P. _____ CIUDAD _____
MUNICIPIO _____ ENTIDAD FEDERATIVA _____	
CORREO ELECTRONICO _____	PAGINA WEB _____
ACTIVIDAD	<input type="checkbox"/> PRODUCCION EMPAQUE <input type="checkbox"/> PROCESAMIENTO <input type="checkbox"/> TRANSFORMACION <input type="checkbox"/> COMERCIALIZACION <input type="checkbox"/> PROMOCION <input type="checkbox"/> OTRO (ESPECIFIQUE) _____
2.1 DATOS DEL (LOS) REPRESENTANTE(S) O APODERADO LEGAL(ES)	
NOMBRE COMPLETO _____	
C.U.R.P. _____	R.F.C. _____
IDENTIFICACION _____	NUMERO DE FOLIO _____ VIGENCIA _____
CORREO ELECTRONICO _____	TELEFONO(S) _____
CARGO O DESIGNACION Y VIGENCIA _____	

NOTA: SI DOS O MAS REPRESENTANES U APODERADOS LEGALES (EN SU CASO) FUESEN A LLENAR EL PRESENTE APARTADO DE LA SOLICITUD DE REGISTRO, FAVOR DE PRESENTAR LISTA ADJUNTA DE LOS MISMOS, CON LOS DATOS AQUI SOLICITADOS.

3. RELACION DE DOCUMENTOS QUE SE PRESENTAN

NOTA: ESTA DOCUMENTACION SE DEBERA PRESENTAR EN ORIGINAL Y COPIA PARA SU COTEJO.

PERSONAS FISICAS:	
1.- IDENTIFICACIÓN OFICIAL CON FOTOGRAFÍA VIGENTE.	
2.- COMPROBANTE DE SU DOMICILIO FISCAL.	
3.- INSCRIPCIÓN EN EL REGISTRO FEDERAL DE CONTRIBUYENTES, (DONDE SE DETALLA SU ACTIVIDAD)	
4.- CLAVE UNICA DEL REGISTRO DE POBLACIÓN (C.U.R.P.)	

"Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

PERSONAS MORALES:	
1.- INSTRUMENTO EN EL CUAL CONSTE LA PROTOCOLIZACIÓN DE SU ACTA CONSTITUTIVA Y MODIFICACIONES, SI LAS HUBO	<input type="checkbox"/>
2.- INSTRUMENTO EN EL CUAL CONSTE EL OTORGAMIENTO DE PODERES AL REPRESENTANTE(S) LEGAL(ES) O APODERADO(S) LEGAL(ES)	<input type="checkbox"/>
3.- INSCRIPCIÓN EN EL REGISTRO FEDERAL DE CONTRIBUYENTES, (DONDE SE DETALLA SU ACTIVIDAD)	<input type="checkbox"/>
4.- COMPROBANTE DE DOMICILIO FISCAL.	<input type="checkbox"/>
5.- IDENTIFICACIÓN OFICIAL CON FOTOGRAFÍA VIGENTE DE (LOS) REPRESENTANTE (S) O APODERADO (S) LEGAL(ES).	<input type="checkbox"/>
6.- OTRO (ESPECIFICAR) :	<input type="checkbox"/>

4. MANIFESTACIÓN DE DOCUMENTOS PARA ACREDITAR PERSONALIDAD JURIDICA Y LEGAL REPRESENTACIÓN CUANDO YA OBREN EN PODER DE ASERCA

MANIFIESTO BAJO PROTESTA DE DECIR VERDAD, QUE LA DOCUMENTACION REQUERIDA PARA QUE MI REPRESENTADA SEA REGISTRADA EN EL INCENTIVO DEL FOMENTO A LAS EXPORTACIONES A TRAVÉS DE EVENTOS COMERCIALES NACIONALES E INTERNACIONALES, DEL COMPONENTE DE INCENTIVOS DE PROMOCION COMERCIAL Y FOMENTO A LAS EXPORTACIONES, DEL PROGRAMA DE COMERCIALIZACIÓN Y DESARROLLO DE MERCADOS, YA OBRA EN PODER DE ASERCA; Y QUE A LA FECHA NO HA EXISTIDO CAMBIO NI MODIFICACION ALGUNA DE TODO LO QUE CONSTA Y SE ACREDITA EN DICHS DOCUMENTOS, ASI COMO LOS PODERES CONFERIDOS PARA EFECTOS DE REPRESENTACION SE ENCUENTRAN VIGENTES, PUES NO HAN SIDO REVOCADOS, LIMITADOS NI MODIFICADOS.

SE MANIFIESTA A SU VEZ QUE NO HA EXISTIDO CAMBIO ALGUNO RESPECTO DEL DOMICILIO FISCAL DE MI REPRESENTADA, A LA FECHA CON LA QUE SE REALICE LA SOLICITUD DE REGISTRO.

LA FIRMA DE LA SOLICITUD DE REGISTRO RESPECTIVA IMPLICA QUE EL SOLICITANTE ACEPTA EXPRESAMENTE QUE ASERCA LE NOTIFIQUE CUALQUIER COMUNICACION, MEDIANTE MENSAJERIA, FAX, COMUNICACION ELECTRONICA O CUALQUIER OTRO MEDIO, CONFORME A LO DISPUESTO POR EL ARTICULO 35 FRACCION II, DE LA LEY FEDERAL DE PROCEDIMIENTO ADMINISTRATIVO, POR SU PARTE, CUALQUIER NOTIFICACION DE LOS SOLICITANTES O BENEFICIARIOS A ASERCA, TAMBIEN PODRAN SER REALIZADAS MEDIANTE MENSAJERIA, FAX, COMUNICACION ELECTRONICA O CUALQUIER OTRO MEDIO.

NOMBRE Y FIRMA DE LA PERSONA FISICA
O DEL REPRESENTANTE O APODERADO LEGAL EN CASO DE PERSONAS MORALES

5. DATOS DEL FUNCIONARIO RECEPTOR EN VENTANILLA

NOMBRE COMPLETO _____

CARGO _____

FIRMA _____

"Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

BAJO NINGUN CONCEPTO PODRAN SER BENEFICIARIOS DEL PROGRAMA DE COMERCIALIZACIÓN Y DESARROLLO DE MERCADOS EN SU COMPONENTE DE PROMOCION COMERCIAL Y FOMENTO A LAS EXPORTACIONES, LOS SERVIDORES PUBLICOS DE LA SECRETARIA, LOS AGENTES TECNICOS O LAS SECRETARIAS DE DESARROLLO AGROPECUARIO (SDA O SUS EQUIVALENTES EN LAS ENTIDADES FEDERATIVAS O DE LOS MUNICIPIOS) ASI COMO SUS CONYUGES O PARIENTES CONSANGUINEOS O DEMAS PERSONAS QUE AL EFECTO Y CON SUJECCION A LAS DISPOSICIONES PREVEA LA LEGISLACION FEDERAL Y ESTATAL EN MATERIA DE RESPONSABILIDADES DE LOS SERVIDORES PUBLICOS

FILLING INSTRUCTION

THE OWN NAMES WILL BE NOTED STARTING BY PATERNAL, MATERNAL LAST NAME AND NAME (S), WITH CAPITAL LETTER, DO NOT USE ABBREVIATIONS.

REQUEST SHEET (FILLED IN FROM THE WINDOW)

SHEET NUMBER. ASSIGNED FOLIO NUMBER.

(1 AND 2) APPLICANT DETAILS

PHYSICAL OR MORAL PERSON

NAME, NAME OR BUSINESS NAME	PHYSICAL PERSON (LAST NAME, MATERNAL AND NAME), MORAL PERSON (NAME OR CORPORATE NAME).
RFC	FEDERAL TAXPAYER REGISTRATION.
curp	UNIQUE POPULATION REGISTRY CODE.
SEX	MALE OR FEMALE.
DATE OF BIRTH	INDICATE THE APPLICANT'S DATE OF BIRTH.
PHONE	LADA, CONTACT TELEPHONE NUMBER (10 DIGITS).
TAX RESIDENCE	STREET AND EXTERIOR AND INTERIOR NUMBER.
SUBURB	NAME OF THE COLONY OR DOMAIN SECTOR.
POSTAL CODE	POSTAL CODE NUMBER OF THE FISCAL ADDRESS.
CITY, MUNICIPALITY AND FEDERATIVE ENTITY	WHERE IT IS FISCALLY LOCATED.
EMAIL	CONTACT EMAIL ADDRESS.
WEB PAGE	ORGANIZATION WEB PAGE.
EXERCISE	PREVAILING ACTIVITY OF THE NATURAL OR MORAL PERSON.

(2.1) DATA OF THE LEGAL REPRESENTATIVE (S) OR ATTORNEY (S)

NAME	SURNAME PATERNAL, MATERNAL AND NAME (S).
curp	SINGLE POPULATION REGISTRY KEY.
RFC	FEDERAL TAXPAYER REGISTRATION.
ID	IFE, PASSPORT, LETTER OR PROFESSIONAL ID.
FOLIO NUMBER	DOCUMENT NUMBER.
VALIDITY	DATE ON WHICH THE PRESENTED ID EXPIRES (WILL NOT BE RECEIVED IF IT

	IS EXPIRED).
EMAIL	EMAIL ADDRESS.
PHONE	SIDE AND TELEPHONE NUMBER FOR YOUR LOCATION (10 DIGITS).
POSITION OR DESIGNATION AND VALIDITY	THE POSITION OR APPOINTMENT WILL HAVE TO BE CREDITED, THROUGH A LEGAL INSTRUMENT, IN WHICH THE VALIDITY OF THE SAME IS DETERMINED.

(3) LIST OF DOCUMENTS PRESENTED	
LIST OF DOCUMENTS PRESENTED	MARK WITH AN " X " THE BOX OF THE DOCUMENTS PROVIDED ATTACHED TO THIS APPLICATION

(4) MANIFESTATION OF DOCUMENTS WHEN THEY ALREADY WORK IN POWER OF ASERCA	
MANIFESTATION OF DOCUMENTS REQUIRED TO ACCREDIT YOUR LEGAL PERSONALITY AND LEGAL REPRESENTATION.	MARK THE BOX WITH AN " X " , ONLY IF THE APPLICANT HAS PARTICIPATED IN SOME OF THE PROGRAMS OPERATED BY THE GENERAL COORDINATION OF COMMERCIAL PROMOTION AND PROMOTION OF ASERCA EXPORTS.

THE APPLICATION MUST BRING NAME AND SIGNATURE NAME AND SIGNATURE OF THE NATURAL PERSON OR OF THE REPRESENTATIVE OR LEGAL ATTORNEY IN CASE OF MORAL PERSONS

(5) DATA OF THE RECEIVING OFFICER IN WINDOW (FILLED BY WINDOW)

Annex XII

Application to Participate in National and International Commercial Events

						PARTICIPATION FOLIO NO.					
1. EVENT INFORMATION											
NAME OF THE EVENT											
Event type	Place	Date	Products)	Possible Number of Beneficiaries	Assigned Budget for contracting event services	Cost to Beneficiary Ratio					
						\$ -					
NATIONAL AND INTERNATIONAL COMMERCIAL EVENTS TO WHICH YOU HAVE ATTENDED PREVIOUSLY WITH THE SUPPORT OF ASERCA											
Name of the event			Place or Venue of the Event				Year of participation				
2. GENERAL DATA OF THE PRODUCTIVE UNIT											
2.1 COMMERCIAL ACTIVITY											
2.1.1 Name of the Natural or Moral Person (Denomination or Business Name)											
2.1.1.1 Registration Sheet to the Subcomponent											
2.1.2 If applicable, Specify Trade Name											
2.1.3 Is the Productive Unit represented by some moral person?					YES	()	DO NOT	()			
2.1.3.1 In case of answering "YES", specify name of legal entity											
2.1.4 Annual Productive Capacity (Specify unit of measure)											
2.1.5 Year of commencement of commercial activities											
2.1.6 Total Employees				Formal			Indirect			Eventual (Includes Jornales)	
2.1.7 Facebook:				Twitter:			Skype:				

2.2 CONTACT INFORMATION					
2.2.1 Full Name				Email	
2.2.2 Position			Phones)	()	()
2.2.3 Languages in which you can trade:	English		French		Other (Specify):
3. PROFILE OF THE PRODUCTIVE UNIT					
3.1 ACTIVITY (S)					
Producer ()	Agroindustry and Processing ()	Producers Organization ()	Packer ()	Marketer ()	Distributor ()
Other (Specify):					
3.2 BUSINESS SECTOR					
Processed foods ()	Spirits ()	Meat ()	Frozen Fruits and Vegetables ()	Fresh Fruits and Vegetables ()	Grains and Legumes ()
Dairy products ()	Honey ()	Organic ()	Fish and Seafood ()	Other (Specify):	
3.3 NATIONAL AND / OR INTERNATIONAL COMMERCIAL PRESENCE					
country	City state	Products)			
3.4 ESTIMATED VALUE OF SALES IN THE LAST YEAR (MEXICAN PESOS)					
			\$ -0.00	%	
3.4.1 ESTIMATED VALUE OF OVERSEAS SALES IN THE LAST YEAR (MEXICAN PESOS)					
			\$ -0.00	%	
3.4.2 ESTIMATED VALUE OF SALES AT THE NATIONAL LEVEL (MEXICAN PESOS)					
			\$ -0.00	%	
3.5 TRADEMARK (S)					
National (s)					
International (s) (Specify Country):					
4. DESCRIPTION OF THE PRODUCT (S) TO BE PROMOTED IN THE EVENT					
4.1.- Product name (1) Spanish / English					
4.1.1.- Scientific (or technical) name					
4.1.2.- Tariff Fraction (8 digits)					
4.1.3.- Date of the last export					
4.1.4.- Seasonality of Production					
4.1.5.- Presentation and packaging measures					
4.1.6.- Production capacity					
4.1.7.- Operating Instructions (temperature control)					
4.1.8.- Certifications (Number and Validity)					

4.1.9.- FDA Registration Number				
4.1.10.- City and Federal Entity of production and / or origin				
4.1.11.- Does it belong to the exporter registry? (Alcoholic drinks)	YES	()	DO NOT	()
4.2.- Product name (1) Spanish / English				
4.2.1 N ombre Scientific (or technician)				
4.2.2.- Tariff Fraction (8 digits)				
4.2.3.- Date of the last export				
4.2.4.- Seasonality of Production				
4.2.5.- Presentation and packaging measures				
4.2.6.- Production capacity				
4.2.7.- Operating Instructions (temperature control)				
4.2.8.- Certifications (Number and Validity)				
4.2.9.- FDA Registration Number				
4.2.10.- City and Federal Entity of production and / or origin				
4.2.11.- Does it belong to the exporter registry? (Alcoholic drinks)	YES	()	DO NOT	()
4.3.- Product name (1) Spanish / English				
4.3.1.- Scientific (or technical) name				
4.3.2.- Tariff Fraction (8 digits)				
4.3.3.- Date of the last export				
4.3.4.- Seasonality of Production				
4.3.5.- Presentation and packaging measures				
4.3.6.- Production capacity				
4.3.7.- Operating Instructions (temperature control)				
4.3.8.- Certifications (Number and Validity)				
4.3.9.- FDA Registration Number				
4.3.10.- City and Federal Entity of production and / or origin				
4.3.11.- Does it belong to the exporter registry? (Alcoholic drinks)	YES	()	DO NOT	()
NOTE1: IF THE NUMBER OF PRODUCTS TO PROMOTE IS GREATER THAN 3, PLEASE DO NOT FILL THE SECTION AND PRESENT THE ATTACHED LIST OF THE SAME				
IS AN ANNEX LIST OF PRODUCTS TO BE PROMOTED AT THE EVENT ANNEXED?	YES	()	DO NOT	()
IN CASE OF REPRESENTING ONE OR SEVERAL NATURAL OR MORAL PERSONS WITHIN THE EVENT, YOU SHOULD PROVIDE THE FOLLOWING INFORMATION FOR EACH ONE OF YOUR REPRESENTATIVES:				
5. INFORMATION OF THE NATURAL OR MORAL PERSON				
PHYSICAL PERSON		MORAL PERSON		
FULL NAME OR NAME OR BUSINESS NAME				
RFC		curp	PHONES) ()	()
ID		FOLIO NUMBER OR REGISTRY		
HOME		No. EXT.		No. INT.
SUBURB		MUNICIPALITY		CITY
FEDERAL ENTITY		CP		GENDER
EMAIL		WEB PAGE		
MANIFESTO UNDER PROTEST OF TELLING TRUTH, THAT THE DOCUMENTATION REQUIRED TO BE PARTICIPATED IN THE INCENTIVES OF THE PROMOTION OF EXPORTS THROUGH NATIONAL AND INTERNATIONAL COMMERCIAL EVENTS OF THE MARKETING AND DEVELOPMENT PROGRAM, AND WORK IN ASER POWER; AND THAT TO THE DATE THERE HAS BEEN NO CHANGE OR ANY MODIFICATION OF EVERYTHING THAT CONSISTS AND IS CREDITED IN SUCH DOCUMENTS.				()
IT IS STATED IN ITS TIME THAT THERE HAS BEEN NO CHANGE REGARDING THE TAX ADDRESS OF MY				()

REPRESENTATIVE, AT THE DATE ON WHICH THE REGISTRATION APPLICATION IS MADE.
NOTE 1: IF THE BENEFICIARIES LIST IS GREATER, PRINT THIS PAGE FOR EACH ONE OF YOUR REPRESENTATIVES.
6. LIST OF DOCUMENTS PRESENTED
IN CASE OF REPRESENTING ONE OR MULTIPLE NATURAL OR MORAL PERSONS WITHIN THE EVENT, YOU MUST SUBMIT ORIGINAL COPY FOR YOUR ASSISTANCE OF THE FOLLOWING DOCUMENTATION FOR EACH ONE OF YOUR REPRESENTATIVES, ACCORDING TO THE CASE:
PHYSICAL PERSONS:
1.- OFFICIAL IDENTIFICATION WITH CURRENT PHOTOGRAPHY.
2.- PROOF OF YOUR FISCAL ADDRESS.
3.- REGISTRATION IN THE FEDERAL TAXPAYERS REGISTRY, (WHERE YOUR ACTIVITY IS DETAILED)
4.- UNIQUE KEY TO THE POPULATION REGISTRY (CURP)
MORAL PEOPLE:
1.- INSTRUMENT IN WHICH SHOWS THE PROTOCOLIZATION OF ITS CONSTITUTIONAL ACT AND AMENDMENTS, IF THERE WERE
2.- REGISTRATION IN THE FEDERAL TAXPAYERS REGISTRY, (WHERE YOUR ACTIVITY IS DETAILED)
3.- PROOF OF FISCAL DOMICILE.
ASERCA, using information technologies, seeks to promote the promotion of its products through an interactive virtual fair and exhibition series.
SIGNING THIS APPLICATION IMPLIES THAT THE INCENTIVE APPLICANT AGREES:
a) THAT ASERCA NOTIFIES ANY COMMUNICATION, BY MESSAGING, FAX, ELECTRONIC COMMUNICATION OR ANY OTHER MEANS PURSUANT TO ARTICLE 35, SECTION II, OF THE FEDERAL LAW OF ADMINISTRATIVE PROCEDURE. FOR YOUR PROMPT NOTIFICATION OF APPLICANTS OR BENEFICIARIES TO ASERCA, MAY ALSO BE MADE THROUGH MESSAGING, FAX, ELECTRONIC COMMUNICATION OR ANY OTHER MEANS.
b) THAT ANY BREACH BY YOU WILL BE THE REASON FOR THE INITIATION OF AN ADMINISTRATIVE PROCEDURE WHICH IS BEING PROCEEDED, ASERCA MAY APPLY ANY OF THE PENALTIES PROVIDED FOR IN THE AGREEMENT WHICH THE OPERATING PROGRAM TO GIVE COMPLIANCE AND MARKETS, AS WELL AS THOSE PROVIDED FOR IN ANNEX I.
c) THAT THE INFORMATION OF YOUR COMPANY, IS PUBLISHED TO BE PART OF THE VIRTUAL FAIRS AND EXHIBITIONS AND SUPPLEMENTARY INFORMATION THAT IS REQUIRED FOR SUCH EFFECT.
NAME AND SIGNATURE OF THE NATURAL PERSON OR THE REPRESENTATIVE OR LEGAL ATTORNEY IN THE CASE OF MORAL PERSONS

Annex XIII

Technical Opinion of the Administrative Units

Project's name:	
Instructions:	
The Administrative Unit will issue an opinion if the Responsible Unit has so determined to carry out its technical evaluation. For this, it must issue said opinion with respect to the following parameters in boxes 1, 2, 3 and 4 of this Annex and must be signed by the Head of the area, or failing that by the public official designated by office on behalf of the Head of the Administrative Unit. In the case of unfavorable opinion, please support the reasons to take into account in the technical evaluation to be carried out by the Responsible Unit.	
Criterion	Parameter
1.-Presentation of justification and background	The project presents a justification that responds to the needs of the market, manages to alleviate the problems presented, answers the question, what for? Indicates a series of antecedents of results obtained from previous supports or actions previously implemented to improve the situation of the (the) product (s) to promote.
2.-Alignment of Objectives, Goals and Indicators	The project presents qualitative and achievable objectives, quantitative and measurable goals, and indicators that establish measurement parameters and fulfillment of objectives and goals.
3.-Impact Analysis to beneficiaries in the proposed strategy	The links of the productive chain will benefit from the implementation of the project at the national level.
4.-Deliverables	The project presents a proposal for deliverables according to the activities to be carried out, which support the implementation of the proposed actions.
5.-Recommendations	This section should only be filled in the case of favorable opinions for approval, but which consider

		recommendations to be taken into account by applicants in the execution of project activities.
1.-Presentation of justification and background		Favorable opinion?
		YES DO NOT
2.-Alignment of Objectives, Goals and Indicators		
		YES DO NOT
3.-Impact Analysis to beneficiaries in the proposed strategy		
		YES DO NOT
4.-Deliverables		
		YES DO NOT
5.-Recommendations		
		YES DO NOT
	Name of Public Official	
DATE OF ELABORATION		Position
		Firm

Annex XIV

Technical Opinion of the General Coordination of Social Communication

Project's name:	
Instructions:	
<p>The General Coordination of Social Communication will issue an opinion if the Responsible Unit has so determined to carry out its technical evaluation with respect to the following parameters in boxes 1 and 2 of this Annex and must be signed by the Head of the area, or in his defect by the official designated by office in representation of the Head of the General Coordination of Social Communication. In the case of unfavorable opinion, please support the reasons to take into account in the technical evaluation to be carried out by the Responsible Unit.</p>	
Criterion	Parameter
1.-Promotion strategy and experience of suppliers of materials and media.	The proposed means of communication are adequate, the promotional materials correspond to the proposed strategy, accurately define the target market to which the strategy is directed, the proposed suppliers accredit or support their experience in the agri-food, gastronomic or food sector. They have the infrastructure to carry out the proposed strategy, in the case of international projects: they have representation in the target market or no more than one subcontract is required to prepare the strategy. They belong to some Association of media, agencies, or providers of communication services.
2.-Project costs at market value	Project costs: mass media, print electronic, promotional material activations, supplier commissions, etc. they are in a considerable market range.
1.- Promotion Strategy and experience of suppliers of materials and media	Favorable opinion?
	YES DO NOT
2.-Project costs at market value	
	YES DO NOT

recommendations		
		Name of Public Official
DATE OF ELABORATION		Position
		Firm

Annex XV

Technical Opinion of the Commercial Promotion Directorate

Project's name:	
Instructions:	
The General Coordination of Trade Promotion and Export Promotion will carry out a technical evaluation with respect to the following parameters in boxes 1 to 7 of this Annex and must be signed by the Professional Services Provider (PSP) in charge of the project (in where appropriate), the Agricultural Specialist (EA) in charge of the sector (or the project) and the Director of Commercial Promotion (DPC).	
Criterion	Parameter
1.-Alignment to the National Development Plan (PND)	The project aligns the PND with the National Goal -Mexico Prospero- in its Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security, Strategy 4.10.1 Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital ; indicates as a line of action: Promote a commercial policy with an agribusiness focus and the planning of the balance of demand and supply to guarantee an oportune supply, a competitive prices , contributing to food security.
2.-Presentation of justification and background	The project presents a justification that responds to the needs of the market, manages to alleviate the problems presented, answers the question, what for? Indicates a series of antecedents of results obtained from previous supports or actions previously implemented to improve the situation of the (the) product (s) to promote.
3.-Evaluation of the promotion strategy and the impact on beneficiaries	The project strategy is aimed at achieving the stated objectives, the times of the proposed activities are feasible, it achieves an impact on the beneficiaries, the proposed means of communication are adequate, the promotional materials correspond to the proposed strategy, it defines exactly the The target market to which the strategy is directed, the project is aligned with the objectives of the Trade Promotion and Export Promotion Component of the Marketing and Market Development Program .
4.-Evaluation of objectives, goals and indicators	The project presents qualitative and achievable objectives, quantitative and measurable goals, and indicators that establish measurement parameters and fulfillment of objectives and goals.
5.-Evaluation of deliverables of the proposed activities	The project presents a proposal for deliverables according to the activities to be carried out, which support the implementation of the proposed actions.
6.-Project costs at market value	The costs of the project: mass media, print, electronic, promotional material, activations, etc. they are in a considerable market range.
7.- Commissions of suppliers at market value	Vendor commissions are in a considerable market range.

	Evaluation*	Final score	Weighting
1.-Alignment to the National Development Plan (PND)		0	0.2
2.-Presentation of justification and background		0	0.2
3.-Evaluation of the promotion strategy and the impact on beneficiaries		0	0.2
4.-Evaluation of objectives, goals and indicators		0	0.2
5.-Evaluation of deliverables of the proposed activities		0	0.1
6.-Project costs at market value		0	0.05
7.- Commissions of suppliers at market value		0	0.05
TOTAL	* SCALE OF 0 to 100	0	100%

TECHNICAL EVALUATION VALUE	0
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Recommendations and / or changes to make
--

	Elaborated	Revised	Authorized
Name			
Position	Professional Services Provider	Agricultural Specialist	Commercial Promotion Director
Firm			

DATE OF	
---------	--

PREPARATION

Annex XVI

Technical Opinion of the Executing Agency

Project's name:	
The General Coordinator for Trade Promotion and Export Promotion will be responsible for completing Annex 6 as follows:	
<ul style="list-style-type: none"> • In the box next to number 1, the final value obtained from the Technical Evaluation (Annex 5) will be put. • In numeral 2, the option "yes" or "no" must be selected with respect to whether the opinion of the corresponding Administrative Unit is available. • In numeral 3, the option "yes" or "no" must be selected with respect to whether the opinion of the General Coordination of Social Communication is available. • The "Recommendations" box will consolidate those made by the Responsible Unit as well as the Units that have issued an opinion (if applicable). 	
1.- TECHNICAL EVALUATION OF THE DIRECTORATE OF COMMERCIAL PROMOTION	
2.-OPINION OF THE ADMINISTRATIVE UNIT	YES DO NOT
3.-OPINION OF THE GENERAL COORDINATION OF SOCIAL COMMUNICATION	YES DO NOT
VALUES:	
100 POINTS	APPROVED
80 TO 99 POINTS	PRE-APPROVED
0 TO 79 POINTS	REJECTED

FINAL RECOMMENDATIONS TO BE TAKEN INTO ACCOUNT BY APPLICANTS:

RESPONSIBLE UNIT
ADMINISTRATIVE UNIT
GENERAL COORDINATION OF SOCIAL COMMUNICATION

AUTHORIZED	
Name	
Position	General Coordinator of Trade Promotion and Export Promotion
Firm	

DATE OF ELABORATION

Annex XVII

Concertation Agreement

CONCERTATION AGREEMENT SIGNED BY ONE PARTY, THE FEDERAL EXECUTIVE, THROUGH THE AGENCY FOR MARKETING AND DEVELOPMENT OF AGRICULTURAL MARKETS, CALLED "ASERCA", THE OFFICE OF THE OFFICE OF THE SECURITIES OFFICE OF THE SECRETARIAT AND FOOD (SAGARPA) REPRESENTED BY _____ IN THE CHARACTER OF GENERAL COORDINATOR OF COMMERCIAL PROMOTION AND PROMOTION OF EXPORTS; AND ON THE OTHER PART _____, TO BE CALLED THE "BENEFICIARY", REPRESENTED BY _____, in his capacity _____, THOSE OF JOINTLY REFERRED TO BE THE "PARTIES", THAT THE PURPOSE OF "ASERCA" GRANTED SUPPORT FOR THE BENEFICIARY "DEVELOPMENT OF YOUR PROJECT: _____ (project TO THE FOLLOWING OF THE FOLLOWING:

BACKGROUND

1. The Federation Expenditure Budget Decree for the Fiscal Year 2014 (PEF), published in the Official Gazette of the Federation (DOF), on _____, contemplates within its annex number _____ to the Marketing and Market Development Program, whose objective is among other _____.
2. The Agreement that discloses the Operation Rules of the Marketing and Market Development Program (AGREEMENT), published in the "DOF" on _____, in article 15, establishes the concepts of incentives, which are entrusted to "ASERCA" through its General Coordination of Trade

Promotion and Export Promotion, and which are:

- a) Quality, Health and Safety Certification.
 - b) Generic Campaigns for National and / or International Promotion of Products in the Agri-Food Sector .
 - c) Promotion, Management and Processing of Collective Marks.
 - d) Information tools.
 - e) Commercial and Prospective Missions, in and out of Mexico.
 - f) Fairs, Events, Exhibitions, Forums, Congresses, and Tastings.
 - g) Management and Processing of Denominations of Origin.
 - h) Development of Capacities for National and International Marketing.
3. The present agreement contributes with the general objective of promoting the strengthening of the supply and the positioning and increase of the consumption of Mexican agricultural, fishing and aquaculture products , in order to integrate the producer to the markets, in a favorable way.
 4. The " PROJECT " object of the supports that the Federal Government, through " ASERCA " , grants to the " BENEFICIARY " , consists of _____; which justifies the signing of this agreement.

DECLARATIONS

I.- From " ASERCA " :

- a) That " ASERCA " is a decentralized administrative body of " SAGARPA " , in accordance with the provisions of articles 2 section I, 17, 26 and 35 of the Organic Law of the Federal Public Administration; 2 subsection D fraction I, 44, Transitory Seventh and Eighth of the Internal Regulations of the " SAGARPA " in force, in relation to 43 fraction X of the Regulations Interior of the " SAGARPA " published in the " DOF " on July 10, 2001, in which among the powers conferred is that of promoting and developing markets abroad for the export of national agri-food products, through the participation of the Secretariat and producers of the agri-food sector at fairs, events and trade missions.
- b) That by virtue of the fact that the " BENEFICIARY " complied with the requirements established in the " AGREEMENT " , " ASERCA " in its capacity as Responsible Unit through its General Coordination of Commercial Promotion and Promotion of Exports, approved the " PROJECT " and issued a resolution of origin of the request for support presented by the " BENEFICIARY " which is recorded by official letter number _____ issued by _____ Head of the General Coordination of Trade Promotion and Export Promotion, Of date _____.
- c) That for the realization of the " PROJECT " stipulated in this agreement, " ASERCA " will grant the supports that refer to the preem and the first and third clauses of this instrument, of the resource authorized in the " PEF " , corresponding to Branch _____ , in accordance with the provisions of the respective regulations and prior authorizations that budgetary proceed.
- d) That _____, in his capacity as Head of the General Coordination of Trade Promotion and Export Promotion, is empowered to sign this agreement of agreement, in accordance with the provisions of articles 14 first paragraph of the Organic Law of the Federal Public Administration; 45 second paragraph, 46 sections II, VI, IX and last paragraph, and Seventh Transitory of the Internal Regulations of " SAGARPA " .
- e) That according to the " ASERCA " Organization Manual , the General Coordination of Trade Promotion and Promotion of Exports has the objective of coordinating, planning, establishing and evaluating the programs, actions and policy instruments in the field of promotion of trade in national and international markets, by promoting the commercialization and export of agricultural livestock, agri-food, fishing, aquaculture, agricultural and ornamental plants products for the benefit of Mexican producers, processors, industrialists and marketers.
- f) That for all legal purposes and purposes of this agreement, it indicates as its domicile, the Eleventh Floor, wing B, Building that occupies the " SAGARPA " , located at Av. Free Municipality 371 Colonia Santa Cruz Atoyac, Benito Delegation Juárez, in Mexico City, Federal District . Cl 03310.

II. The " BENEFICIARY " , through his representative, under protest to tell the truth, declares:

- a) That he is a moral person, with legal personality and his own patrimony, constituted in accordance with Mexican legislation, as evidenced by _____.
- b) That his representative, _____, in his capacity as _____, is fully empowered to sign this agreement of agreement, as evidenced by _____; stating under protest to tell the truth, that to date its powers remain in force and have not been revoked, modified or limited.
- c) That according to its statutes, its corporate purpose, among others, is _____.
- d) That your Federal Taxpayer Registry is: _____.
- e) That he knows the content of the " AGREEMENT " , as well as all the derived, relative and applicable regulations to receive the Incentives _____.
- f) That by reason of the foregoing, he undertakes to comply with the conditions that gave rise to his qualification as " BENEFICIARY " , as well as with the conditions and obligations imposed on him by said regulations and the stipulations agreed upon in this agreement and in its technical annex.
- g) That the " PROJECT " has a Work Program, through which the strengthening of the financial structure of the " BENEFICIARY " is sought ; committing that the resources object of this agreement of agreement, will be used for the realization of the aforementioned " PROJECT " , in accordance with what is stated in this instrument and in the technical annex that is cited in the

second clause of this agreement.

- h) That he is not receiving support from other Federal Public Administration programs for the same concept, which implies subscribing your contribution or duplicating supports or subsidies.
- i) That for all legal purposes of this agreement, it indicates as its domicile the one located at _____, authorizing that it represented be notified through _____ electronic means of communication or any other similar means, the warnings, requirements, reports or any other document related to this agreement, in accordance with the provisions of article 35 fraction II, of the Federal Law of Administrative Procedure.
- j) That he is up-to-date with both his tax obligations and the due compliance with each and every one of his obligations, with respect to the support that they would have received in previous year and, consequently, having signed the closing act - settlement of the corresponding legal instruments.

FOUNDATION

By virtue of the foregoing and based on the provisions of articles 90 of the Political Constitution of the United Mexican States (CONSTITUTION); 1st, 2nd fraction I, 14 first paragraph, 17, 18, 26 and 35 of the Organic Law of the Federal Public Administration; 37, 38, 39, 40 and 41 of the Planning Law; 1, 3, 4, 10, 11, 23, 24 section I, 45, 52, 54, 56, 57, 58, 74, 75, 76, 106, 112, 115 and other applicable provisions of the Federal Budget Law and Fiscal Responsibility; 1, 6, 23 fractions I subsection b) and IV subsection b), 28, 64, 65, 66, 67, 68, 73, 170, 171, 172, 175, and other applicable matters of the Regulations of the Federal Budget Law and Fiscal Responsibility; 1st, 2nd, 4th, 32 fractions VI, IX, X, XI and XIV, 104, 105, 109, 115 second paragraph 144 fractions I, II and IV, 183, 188 and other applicable matters of the Sustainable Rural Development Law; 1st, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 sections V and VI, Third Transitory and Annex 10 of the "PEF"; 1 first paragraph, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 subsection D section I, 44, 45 first and second paragraphs, 46 sections II, VI, IX and last paragraph, an Transitory Seventh and Eighth of the Internal Regulations of the "SAGARPA" in force, in relation to 43 section X of the Internal Regulations of "SAGARPA" published in the "DOF" on July 10, 2001; and 4, 7, 9, 1 fraction X, 20, AGREEMENT", both "PARTIES" declare that it is their free will to sign this agreement and agreement, so they agree to be bound by the following.

CLAUSES

OBJECT

FIRST.- The purpose of this concertation agreement is for "ASERCA" to grant incentives to BENEFICIARY " for the development of their "PROJECT", approved by "ASERCA" through the General Coordination of Commercial Promotion and Promotion of Exports, under the aforementioned "AGREEMENT".

SPECIFIC ACTIONS

SECOND.- The Work Program of the project with the breakdown of the actions, objectives, goals indicators, calendars of execution of the actions, of execution of the resources, tables of contribution of the resources and of expenses broken down by activity, for the compliance with the purpose of this agreement, as well as the mention of those responsible and the deadline for the formulation of the respective technical financial closure and settlement, are specified in the Technical Annex, which signed by those who sign this document, is an integral part of this agreement.

"ASERCA" will carry out the execution, control and monitoring of what is stipulated in this instrument through its General Coordination of Trade Promotion and Export Promotion.

INPUT

THIRD.- For the realization of the object of the present agreement, "ASERCA" grants an incentive to the BENEFICIARY " for the amount of _____, which is equivalent to _____%, of the total cost of the "PROJECT", amount coming from the authorized resources for _____ corresponding to Branch ___ of the "PEF".

The incentive referred to in the preceding paragraph will be carried out in accordance with the applicable regulations, prior to the corresponding budget authorizations and is subject to the respective budget availability.

The resources that "ASERCA" grants for the fulfillment of the object of the present agreement, will be considered at all times as federal subsidies in the terms of the corresponding budgetary and fiscal provisions consequently they will not lose the federal character when being channeled to the "BENEFICIARY" and the will be subject at all times to the federal provisions that regulate their application, control and exercise.

(IN YOUR CASE) The "BENEFICIARY" undertakes to contribute the amount of, equivalent to the remaining _____% of the total cost for the development of his referred project, in accordance with Clause Six of this instrument, as well as the times and amounts stipulated in the Technical Annex of this agreement.

BANK ACCOUNT

FOURTH.- Once this instrument has been formalized, the "BENEFICIARY" must deliver to the General Coordination of Trade Promotion and Export Promotion of "ASERCA", a receipt or invoice for the respective amount, with the established tax requirements, it will request to the General Directorate of Administration and Finance of "ASERCA", after it processes the deposit or transfer of the corresponding amount of the support granted in the productive bank account, which the "BENEFICIARY" must have, exclusively for the administration and exercise of the federal resources object of this agreement and in relation to the monitoring of technical and financial activities established in the technical annex of this instrument.

CALENDARS

FIFTH.- The "PARTIES" agree that the contribution stipulated in the third clause of this agreement, will be applied in accordance with the calendars of execution of the actions, of execution of resources, tables of contribution of resources and disaggregated expenses By activity, which are specified in the technical annex of this instrument, which include from the beginning to the conclusion of the "PROJECT" object of the support.

OBLIGATIONS OF THE " BENEFICIARY "

SIXTH.- To fulfill the purpose of this agreement, which seeks to generate greater profitability and more job and income in the sector to which it belongs, the " BENEFICIARY " is committed to the following:

- a) Receive and exercise the resources indicated in clause three and apply them exclusively for authorize purposes, under the terms and conditions stipulated in this agreement and its technical annex ;
- b) Execute the corresponding actions, in accordance with the terms and conditions stipulated in the instrument and its technical annex;
- c) (IN YOUR CASE) Apply the total of your contribution to the fulfillment of this agreement in accordance with the schedule stipulated in the technical annex of this instrument, as well as fulfill all your obligations, as specified in your " PROJECT " , object of the support for;
- d) Deliver to " ASERCA " within the first 8 business days after the conclusion of each month of activities, technical and financial report of the progress in the execution of the stipulated actions , as well as progress in the application of the agreed resources in this agreement and its technical annex, in addition to a legible copy of the supporting documentation, where appropriate with the corresponding tax requirements, of the expenses it has incurred and the consequent compliance with the commitment, with the contribution stipulated in clause three of the present writing, for the development of your " PROJECT " , corresponding to the immediately previous month;
- e) Deliver " ASERCA " , a final report of results, within a period not exceeding thirty business days counted from the business day following the date of the conclusion of the work program and in accordance with the schedule of execution of the actions, which are specified in the technical annex that forms an integral part of this agreement;
- f) Safeguard and conserve in perfect order and condition for a period of not less than five years, counted from the date of termination of this instrument, the original supporting documentation , referred to in the preceding paragraph, as well as an original copy of the own agreement.
- g) Provide all the facilities and assistance, as well as provide all the documents required by " ASERCA " and / or the supervisory and audit staff of the Ministry of Public Function, the Superior Audit Office of the Federation, the Internal Organ of Control in " ASERCA " or that of the various internal and external inspection bodies or authorized third parties, to carry out the audits and reviews that, in order to verify compliance with the obligations contracted by reason of this agreement or in accordance with their respective work programs, consider convenient to carry out;
- h) Comply with each and every one of its obligations inherent in this agreement and its technical annex, to be able to participate in future concertation processes;
- i) Participate in all Follow-up Meetings for the execution, control and monitoring of compliance with the object of this agreement;
- j) Carry out the activities corresponding to the integration of the supply of products derived from the sector to which it corresponds, in order to market and promote them efficiently as well as promote the integration of producers in legal organizations that allow this purpose, such as companies integrators, cooperatives, etc .;
- k) Observe that in the stationery, official documentation, advertising and promotion used for the development of this agreement and its technical annex, the following legend is included :

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

- l) Expressly and identically indicate the participation and support of the Federal Government, through " ASERCA " , with prior authorization from the General Coordination of Social Communication of " SAGARPA " , both in the actions of dissemination, dissemination and promotion of the object referred to in the first clause of this instrument, as in the information on the results obtained;
- m) Suspend, during the time that the electoral campaigns are comprised and until the conclusion of the respective election day, the dissemination in the media of all propaganda and subject to the electoral calendars issued by the competent authority. Except for the exceptional cases that the " CONSTITUTION " expressly establishes , with respect to the activities to be carried out due to the application of the resources that are assigned in compliance with this instrument;

Respect in the terms of article 134 of the " CONSTITUTION " that propaganda, under any form of communication that it disseminates, must have an institutional nature and must be informative, educational or socially oriented. In no case will this include names, images, voices or symbols that imply personalized promotion, in the activities for the application of the resources that are assigned in compliance with this instrument;

Likewise, it undertakes that in the delivery of the resources, no reference will be made to public officials , political parties and / or candidates that imply their promotion, and
- n) In general, comply and observe at all times the provisions issued by " SAGARPA " and " ASERCA " and the others applicable in accordance with the legislation.

SUPERVISION AND SURVEILLANCE

SEVENTH.- The control, surveillance and evaluation of the federal public resources referred to in this agreement, will correspond to the Secretariats of Finance and Public Credit, the Public Function and other authorities, according to the material scope of competence granted in the applicable legal provisions.

Notwithstanding the foregoing and without prejudice to the mechanisms established in this agreement, the " BENEFICIARY " agrees that " ASERCA " or some other competent authority , may supervise, inspect and monitor the execution and development of the actions and the correct application of the resources matter of the same.

INTEGRATION OF FOLLOW-UP MEETINGS

EIGHTH.- The Follow-up Meetings will be integrated, by " ASERCA " , by _____ personnel assigned to the General Coordination of Trade Promotion

and Export Promotion; Likewise, the Commercial Promotion Directorate may designate the necessary Agricultural Specialists to guarantee the follow-up of the financial progress of the exercise of the resource assigned to this agreement of agreement and for the due supervision and follow-up to the fulfillment of objectives, actions and goals. of the " PROJECT " .

On the part of the " BENEFICIARY " , _____, in his character of _____, who has sufficient powers, as expressed in section II subsection b) of the Declarations of this instrument.

The members of these meetings will not have powers to agree, approve, or authorize activities that modify the actions stipulated in the agreement or its technical annex.

FOLLOW-UP MEETINGS

NINTH.- Within a period not exceeding 10 business days after the signing of this agreement , the constitution of the follow-up meetings must be held, in which the terms of the same will be established, as well as the calendar of the subsequent ones Follow-up meetings.

The meetings will be held on a monthly basis within the first 8 business days after the conclusion of each month of activities, in accordance with the date of signing of the concertation agreement and its technical annex, and will aim to review the technical progress and financial with respect to the execution of the programmed and stipulated actions; as well as the application of the resource agreed in the agreement of agreement and its technical annex. In these meetings a record will be drawn up in which the level of compliance of each of the programmed activities will be supervised , and the documentation pending to be submitted corresponding to the evaluation of the aforementioned technical and financial progress must be stipulated , for which which one " ASERCA " will have a term of 12 business days from the next business day on which the meeting has been held; to carry out the respective review of the monthly technical and financial reports and, where appropriate, must notify in writing, so that in within 5 business days, counted from the day after notification, submit the missing documentation.

The " BENEFICIARY " must submit a final results report within a period not exceeding 30 business days counted from the business day following the date of the conclusion of the work program, in accordance with the Schedule of execution of actions established within the technical annex of the agreement of agreement. Said term may be extended for 10 more business days, provided that such extension is justified and expressly requested by the " BENEFICIARY " to " ASERCA " within 30 business days of the original term. SAWS " You must answer the request for expansion within 5 business days.

" ASERCA " will have 30 business days, starting on the business day following the date of the presentation of the final report by the " BENEFICIARY " , to issue, if appropriate, the Finished Closing Act of this instrument otherwise " ASERCA " must notify the " BENEFICIARY " in writing of the observations and / or corrections, so that within 5 business days from the day after the notification, they present the missing documentation otherwise, " ASERCA " will start the procedure contemplated in clause nineteen of this instrument.

PURPOSE OF THE FOLLOW-UP MEETINGS

TENTH.- The objective of the follow-up meetings will be to supervise and follow up on the timely execution of the actions and the correct application of the resources that are the object of this agreement of agreement and its technical annex.

The " BENEFICIARY " will undertake to comply with the supervision, follow-up of the actions and application of the resources, for which they will prepare monthly reports on the progress of the technical and financial activities , attaching a copy of the corresponding verification which will observe that it is duly linked to the concertation agreement, its technical annex and the " AGREEMENT " .

" ASERCA " will supervise that the actions carried out and reported are in accordance with the object of the agreement and its technical annex signed by the " PARTIES " , which must be consistent with the exercise of resources.

Likewise, the " BENEFICIARY " will formulate the final report on the results of the " PROJECT " including the final list of beneficiaries, pursuant to which the closing-settlement act will be formulated, once the BENEFICIARY " has reinstated the terms that " ASERCA " indicates the remaining resources, if applicable and / or the financial products generated in the account stated in the fourth clause of this agreement.

OBLIGATION REGARDING THE MONITORING OF TECHNICAL AND FINANCIAL ACTIVITIES

ELEVENTH.- In relation to the supervision and monitoring regarding the different technical and financial activities , the " BENEFICIARY " must observe the following:

Technical Activities.

1. The " BENEFICIARY " may not change any of the activities, objectives, goals or indicators stipulated in the technical annex of the agreement of agreement, unless this is requested in writing, accompanied by its respective justification, which should be addressed to " ASERCA " and approved by the same in accordance with the procedure set forth in the _____ of the " AGREEMENT " . Such request must be made within the term of this instrument;
2. The " BENEFICIARY " must deliver the report of the activities corresponding to the month immediately prior to the date of the Meeting, together with the evidence corresponding to the development of said activities. activities and according to the technical annex that forms an integral part of this agreement of agreement;

The activity reports should only report the activities of the month scheduled in the action execution schedule of the technical annex of the concertation agreement.

Financial Activities.

1. The " BENEFICIARY " in compliance with clause four of this instrument, must have a bank account of productive type (that generates financial products) for the management of federal resources granted by " ASERCA " for the development of its " PROJECT " ; therefore, you must provide " ASERCA " with a copy of the opening contract for said banking instrument indicating that the generation of income will be guaranteed during its use.

2. The " BENEFICIARY " must deliver the financial report of the activities corresponding to the month immediately prior to the date of the meeting, together with the evidence corresponding to the development of said activities and according to the technical annex that forms an integral part of the agreement of concertation.
3. The " BENEFICIARY " will use the subsidy granted by " ASERCA " exclusively in the concept established in this agreement of agreement and exercise them according to the schedule of execution of the resources established in its technical annex.

The same treatment must be observed with respect to the contribution that the " BENEFICIARY " grants for the fulfillment of the " PROJECT " according to what is indicated in the fourth paragraph of the third clause .

4. In the event that the " BENEFICIARY " achieves an economy for any established expense concept these will be reimbursed from the Federal Resource with the corresponding interests and calculate until the day of their reimbursement in the event that this resource had been withdrawn from the account , for which " ASERCA " derived from the review of the financial reports delivered, will notify the " BENEFICIARY " in writing , the amount to be reimbursed and the specific account to which the deposit must be made , so that it is duly reimbursed within a period not greater than 10 business days, counted to _____ from the day after the notification is made.

The money saved may not be used in other expense items, even though these are considered in the technical annex of this agreement; unless a written request is presented (within the validity of the instrument), attaching the respective justification, which must be addressed to the General Coordination of Trade Promotion and Export Promotion of " ASERCA " , in terms of what is indicated in the _____ of the " AGREEMENT " .

5. " ASERCA " , may only authorize those financial modifications to the agreement of agreement, before the start date of the activities involved, so that in its case, the response times should be foreseen observing the procedure proposed by the _____ of the " AGREEMENT " .

The invoices that verify the expenses incurred must be issued in the name of the " BENEFICIARY " and delivered to " ASERCA " , which must contain a breakdown by concept including quantity and unit cost, as applicable, as well as the applicable taxes.

6. Likewise, the expense items indicated on the invoice must coincide with that established in the instrument and in the technical annex and, if applicable, a copy of the contracts signed with the suppliers must be delivered .

The payment to suppliers must be to the account of the natural or legal person who is issuing the invoice and providing the service, so the payment made to a representative of the natural or legal person will not be taken into account , nor invoices or payments made before or after the agreement is in force will be considered.

The foregoing must be observed, with the exception of those payments that have been made previously and that have been so considered since your request for support, and only with respect to your private contribution according to _____ of the " AGREEMENT " .

7. It is forbidden for the " BENEFICIARY " to borrow, temporarily or definitively, the support for other concepts different from those established in the " PROJECT " , even if he later makes the refund to the bank account that is used exclusively for the management of the subsidy granted by " ASERCA " .

8. Bank commissions and taxes generated and / or withheld in the productive type account, in which the federal support was deposited, must be covered by the " BENEFICIARY " , so in the event of the assumptions raised in the tenth, thirteenth, fifteenth and nineteenth of this instrument; the amount to be refunded in the terms indicated by " ASERCA " will be made without discounting such items.

VALIDITY OF FOLLOW-UP MEETINGS

TWELVE.- The follow-up meetings will operate from the date of its constitution and will conclude its functions when the actions of the " PROJECT " are concluded , based on the provisions of clause twenty-fourth of this instrument, so that from this date and once the " BENEFICIARY " has complied with the requirements of these Follow-up Meetings regarding the delivery of their technical and financial reports, the verification of the resources specified in the third clause above, as well as the delivery of its Final Results Report; " SAWS " counted from the business day following the delivery of the aforementioned Final Results Report, so that issues, where appropriate, the corresponding Finalized Closing Act.

REFUNDS

THIRTEENTH.- The " BENEFICIARY " undertakes to reimburse, in the terms indicated by " ASERCA " , the proportional part, to the Treasury of the Federation, of the federal resources coming from the budget provided in the Third Clause, which have not been applied in the fulfillment of the object of the present instrument.

The financial products (gross interests) that are generated in the " BENEFICIARY " account , referred to in clause four of this instrument, must be reimbursed in the terms indicated by " ASERCA " within the first 15 business days of each month and during the validity of this agreement; Accompanying a copy of the account statements in which the registration of the interest generated and corresponding to the immediately preceding month is required , so that these are delivered to the Treasury of the Federation.

If the resources are not accrued in the terms indicated in the applicable provisions, or the supports are totally or partially canceled, the " BENEFICIARY " must reimburse them within a period not exceeding 15 business days, counted from the business day following the date on which " ASERCA " notifies the " BENEFICIARY " in writing , so that it must reimburse the resources in the terms indicated and in accordance with the applicable legal provisions, with the account balance referred to in clause four, including the amount of financial returns and interest that result; so that they are informed TESORERY of the Federation.

The reimbursement of resources referred to in this clause must be calculated based on the government values of the 28-day CETES rate of return published by Banco de México.

RESPONSIBLE

FOURTEENTH.- _____ in his capacity as Head of the General Coordination of Trade Promotion and Export Promotion, of "ASERCA", is responsible for the exercise and authorization of the expenditure of the resources stipulated in the third clause of this agreement; The head of the Commercial Promotion Department, _____, will be responsible for financial commitments, follow up of actions, and supervision and inspection in relation to strict compliance with this agreement and its technical annex, as well as operational commitments and technicians of this instrument.

ANTICIPATED TERMINATION

FIFTEENTH.- It will be a reason for early termination of this agreement, without the need for a judicial resolution, the actions stipulated at the time of such termination have been executed and the amount corresponding to the support granted and corresponding interests will be reimbursed, as the case may be.

FORTUITOUS OR FORCE MAJEURE

SIXTEENTH.- In the case of breaches of the obligations of the "PARTIES" due to unforeseeable circumstances or force majeure, "ASERCA" will determine whether the assumption is updated taking into account that the following characteristics must be met: being external, that is, it is to have a cause alien to the will of the obligated party; insurmountable or irresistible, that the obstacle is inevitable; unpredictable, because an ordinary diligence is foreseeable, if the breach of the obligation would occur, because he contracted with the respective risk and that absolutely prevents the fulfillment of the obligation, that is, he must try to events of nature or human acts that, being strangers to the obligor, affect him in his legal sphere, temporarily or permanently preventing him from partially or totally fulfilling an obligation, without such acts being directly or indirectly attributable to him through fault, and whose involvement can not avoid with the

instruments that are normally available in the social environment in which it takes place, either to prevent the event or to oppose and resist it.

In these cases, "ASERCA" will decide, according to the corresponding administrative procedure, whether or not it can be sanctioned.

EXTEMPORANEITY IN THE FULFILLMENT OF OBLIGATIONS

SEVENTH.- In the case of extemporaneity in the fulfillment of the obligations in charge of the BENEFICIARY that results as a direct consequence of the delay on the part of "ASERCA" in the administration of the support object of the present agreement, "ASERCA" when solving the administrative procedure in question may determine that the obligations under the "BENEFICIARY" are understood to be extended in the same way and for the same time.

BREACH

EIGHTEENTH.- The following shall be a sanction for the "BENEFICIARY":

- I.- Failure to comply with any of the conditions that gave rise to his qualification as an eligible subject for the granting of support;
- II.- Apply the amount of the supports for purposes other than those approved;
- III.- Failure to comply with your commitment to private contribution, as well as its due application to comply with this agreement;
- IV.- Refusing to provide "SAGARPA", "ASERCA", the Secretariat of the Public Function, the Superior Audit of the Federation or any other authorized agency, the facilities, documentation and information requested by said authorities auditors, in order to verify the correct application and destination of the support granted;
- V.- Failure to comply with any other obligation set forth in the "AGREEMENT", in its approved PROJECT, in this agreement of agreement and its technical annex, or in the other applicable regulations;
- VI.- Due to the duplication of support for identical concepts of other federal programs or projects;
- VII.- Due to the breach in the dissemination of the support object of this instrument, referring to the correct use of the institutional image, for which they must comply with the image guidelines and guideline determined by the Federal Government; as well as that established by the "AGREEMENT";
- VIII.- When the support for other concepts different from those established in the "PROJECT" is borrowed, temporarily or definitively, although afterwards it will refund the bank account that is used exclusively for the management of the resources granted by "ASERCA", and
- IX.- Due to extinction, dissolution, liquidation or any other similar figure that implies its disappearance.

Sanctions

NINETEEN.- If "ASERCA" detected inconsistencies or anomalies; any irregularity, by action or omission presumably false or apocryphal information or documentation; intent, error or bad faith on the part of the BENEFICIARY; or if the latter does not comply with the instructions of "ASERCA" or if he were to incur in any of the situations detailed in the previous eighteenth clause or the "AGREEMENT"; likewise, if it does not allow verifications and audits to be carried out, or if applicable, does not provide the facilities required to carry them out; " " must establish the corresponding administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure, likewise and as a consequence of the administrative resolution may

- I. Require the "BENEFICIARY" to refund the amount of the supports received and the interest they have generated; which must be deposited in the bank account indicated for this purpose by "ASERCA" within a period not exceeding 10 business days, counted from the next in which the request is notified.
- II. Require the "BENEFICIARY" the proportional return of the support granted, for the breach of any of the activities and / or goals established in its approved "PROJECT" and / or those established in this instrument or in its technical annex.
- III. Require the "BENEFICIARY" to return the support granted, in proportion to the private contribution that does not apply to compliance with this agreement.

The "BENEFICIARY" must reimburse the resources in the terms that "ASERCA" expressly indicates including the amount of the financial returns and interests that result; so that

tell the Treasury of the Federation.

If the sanction is appropriate, the " BENEFICIARY " will be registered in the Directory of natural or more persons who lose their right to receive support, in accordance with the provisions of the applicable transparency regulations, until they comply with the provisions of the resolution.

The foregoing, without prejudice to the administrative, civil and / or criminal responsibilities derived from affectations to the Federal Public Treasury, incurred by the " BENEFICIARY " , which will be sanctioned in terms of the applicable legislation.

LABOR RELATIONS

TWENTY - The staff of each of the " PARTIES " that is designated for the performance of any activity related to this agreement, will remain in absolute form under the direction and dependence of the entity with which it has established its labor, commercial relationship, civil, administrative or any other; reason why subordination of any kind will not be created with the opposite party, nor will the legal figure of a substitute or solidarity employer operate ; the foregoing, regardless of whether they are rendering their services outside the facilities of the entity for which they were hired or perform supervisory tasks for the work carried out .

MODIFICATIONS

TWENTY-FIRST.- Any modification or addition in the fulfillment of the approved objectives, goals and indicators, as well as the application of the federal support granted or the contribution of the " BENEFICIARY " must be approved by " ASERCA " and be stipulated in the corresponding amending agreement. ; in accordance with the procedure proposed by _____ of the " AGREEMENT " .

ABSENCE OF VICES OF CONSENT

TWENTY-SECOND.- The " PARTIES " through their respective legal representatives declare, in protest and telling the truth, that they subscribe to this instrument without error, duress, intent, bad faith, violence, injury or any other vice of consent that could invalidate it.

DISPUTES

TWENTY-THIRD.- If any conflict or controversy arises due to the interpretation or fulfillment of this agreement or its technical annex, both " PARTIES " will resolve it by common agreement; otherwise, they expressly agree that they will submit to the applicable federal legislation and the jurisdiction of the competent federal judicial courts residing in the Federal District, so that at the time of signing this instrument, they expressly waive the jurisdiction that by reason of their current or future address or for any other reason, it may or may correspond to them.

VALIDITY

TWENTY-FOUR.- This agreement will start its validity on the day of its signature and will end on _____, that is, with the conclusion of the actions provided for in the technical annex, which is part of this instrument.

In terms of the provisions of articles 54 of the Federal Budget and Fiscal Responsibility Law and 175 of its Regulations, the support granted under this commitment must be earned by " ASERCA " no later than December 31, 2014.

" ASERCA " and the " BENEFICIARY " , by voice of their representatives aware of the importance transcending, scope and legal force of its content and its stipulations, sign in accordance with the margin and footing in four copies this agreement of agreement in Mexico, Federal District, on _____ 2014.

BY " ASERCA "

BY THE " BENEFICIARY "

Head of the General Coordination of Trade Promotion and Export Promotion Representative and / or Legal Representative of the and Export Promotion

The foregoing signatures correspond to the agreement of agreement signed on _____ 2014 by the Federal Executive through " ASERCA " , Decentralized Administrative Body of the Secretariat of Agriculture, Livestock, Rural Development, Fishing and Food, and _____, in order that " ASERCA " grants you support for the development of your approved " PROJECT " , within the framework of the Trade Promotion and Export Promotion Component of the Marketing and Market Development Program

It is stated that there is a budget availability in the fiscal year 2014, to meet this commitment, for an amount of _____ according to the Key and Next Calendar:

KEY (_____)

CALENDAR	
MONTH	AMOUNT

Finance Director of " ASERCA " .

Mexico DF to _____ 2014

ANNEX TECHNICAL FORMING PART OF THE AGREEMENT AGREEMENT DESCRIBED IN THE BACKGROUND OF THIS DOCUMENT, WHICH HAVE SIGNED THE ONE HAND, THE FEDERAL EXECUTIVE THROUGH THE SERVICES AGENCY MARKETING AND MARKET DEVELOPMENT AGRICULTURAL called " ASERCA " , AS DECONCENTRATED ADMINISTRATIVE BODY OF THE SECRETARIAT OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD (SAGARPA), REPRESENTED BY _____, IN ITS CHARACTER OF THE GENERAL COORDINATION OF COMMERCIAL PROMOTION AND PROMOTION; AND ON THE OTHER PART, _____, TO BE CALLED THE " BENEFICIARY " REPRESENTED BY _____, in his capacity

_____, A WHO JOINTLY THEY CALLED THE " PARTIES " IN ORDER THAT " ASERC.
" YOU GIVE PROPS TO THE " BENEFICIARY " DEVELOPMENT OF YOUR PROJECT

(PROJECT); UNDER THE FOLLOWING:

BACKGROUND

1 o .- On _____, the Federal Executive, through " ASERCA " , signs with the
BENEFICIARY " , a concertation agreement (AGREEMENT), in order for " ASERCA " to grant support for th
development of its " PROJECT " approved by " ASERCA " through its General Coordination of Trad
Promotion and Export Promotion, within the framework of the " AGREEMENT " .

2 o .- As stipulated in the second clause of the " AGREEMENT " , the Work Program with the breakdown c
the actions, objectives, goals, indicators, schedules of execution of the actions, of execution of the resource
tables of contribution of the resources and expenses broken down by activity, for the fulfillment of it
commitment, the mention of those responsible and the deadline for the formulation of the technical- financi
closure and the respective settlement, are stipulated and specified in this Technical Annex, and are those th
The following are detailed:

JOB PROGRAM

I.- ACTIONS

A.- The " BENEFICIARY " will be in charge of executing the following actions:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Depending on the actions stated, the " BENEFICIARY " undertakes to deliver " ASERCA " as supportin
documentation of the technical and financial monitoring of the " PROJECT " , the following supportin
documents that are detailed but not limited to, which are necessary for that " ASERCA " carry out th
formulation of the respective technical-financial closure and settlement.

- EVIDENCE OF FINANCIAL ACTIVITIES

- Productive account opening contract for deposit of federal resources (single copy).
- Receipt of receipt of federal resources.
- Monthly financial reports that reflect the exercise of resources.
- Contracts with suppliers (single copy).
- Monthly statements (simple copy).
- Deposit slip that protects the reimbursement of financial products (single copy).
- Letter of notification of refund of financial products addressed to the Head of the General Coordination c
Commercial Promotion and Export Promotion of " ASERCA " .
- Supplier invoices (single copy).
- Checks, check policies and / or bank transfers (single copy).

The supporting documentation must mention each item to which the payment is applied and, wher
appropriate, the description of the services provided will correspond to those described in the respectiv
contracts with suppliers.

- EVIDENCE OF TECHNICAL ACTIVITIES

- _____
- _____
- _____
- _____

B.- The only actions to be carried out by " ASERCA " will be those intended to process deliveries by depos
or transfer of the amount of federal support subject to the " AGREEMENT " to the bank account of the
BENEFICIARY " , agreed in clause four of the same " AGREEMENT " , as provided in the table of contributi
of resources contained in section V of this annex.

II.- OBJECTIVES

- _____
- _____
- _____
- _____

III.- GOALS

- _____
- _____
- _____
- _____

IV.- INDICATORS

With reference to each of the stated goals, the indicators that will be used to evaluate actions and result
will be:

V.- TIMETABLES FOR THE IMPLEMENTATION OF THE ACTIONS, THE IMPLEMENTATION OF RESOURCES, TABLES FOR THE CONTRIBUTION OF RESOURCES AND EXPENDITURE BY ACTIVITY

TIMETABLE FOR IMPLEMENTING THE ACTIONS

EXERCISE	MONTH OF ACTIVITY									
	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #

RESOURCE EXECUTION CALENDAR

(FIGURES IN MEXICAN PESOS)

BREAKDOWN OF ACTIVITIES	TYPE OF CONTRIBUTION	AMOUNT	MONTHLY EXERCISE									
			MONTH#	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #	MONTH #
Incentive Type:												
	Federal	\$										
	Private	\$										
	Federal	\$										
	Private	\$										
	Federal	\$										
	Private	\$										
Federal Total Amount		\$										
Private Total Amount		\$										
Total amount		\$										

RESOURCE CONTRIBUTIONS TABLE

(FIGURES IN MEXICAN PESOS)

#	TYPE OF SUPPORT	TYPE OF CONTRIBUTION	AMOUNT	%	TOTAL%
	_____	Federal	\$	%	%
	_____	Private	\$	%	%
Total Federal Contribution			\$		%
Total Private Contribution			\$		%
Project total			\$		%

TABLE OF EXPENSES BY ACTIVITY

CONCEPT	Units	Unit cost	Total	Federal	Private
		\$	\$	\$	\$
		\$	\$	\$	\$
Total			\$	\$	\$

VI.- RESPONSIBLE

The person in charge of the " BENEFICIARY ", of the execution of the actions, in particular and of the work program in general, for the development and conclusion of the " PROJECT ", will be _____ in his / her capacity as _____.

On the part of " ASERCA ", the person responsible for the exercise and authorization of the provision of the support that has been stipulated, will be _____ Head of the General Coordination of Commercial Promotion and Promotion of Exports, of " ASERCA "; being the responsibility of the financial commitments, of their follow-up, of the supervision and inspection of the strict fulfillment of the " AGREEMENT " and of the stipulations contained in it, as well as of the operational and technical commitments of this agreement, the head of the Directorate of Commercial Promotion, _____, attached to the aforementioned Coordination General.

VII.- DATE OF FORMULATION OF THE TECHNICAL-FINANCIAL AND FINIQUITO CLOSURE

The formulation of the technical-financial closure and the settlement of the " AGREEMENT " must be carried out within a period not exceeding 30 business days, counted from the business day following the delivery of the Final Results Report of the project by the " BENEFICIARY ", in accordance with the stipulated execution schedule of the actions .

For due record, this technical annex is signed by the " PARTIES ", by mutual agreement, in four copies, in Mexico, Federal District, on _____.

BY " ASERCA "

BY THE " BENEFICIARY "

Head of the General Coordination of Trade Promotion and Export Promotion Representative and / or Legal Representative of the

The foregoing signatures correspond to the agreement of agreement signed on _____ 2014 by the Federal Executive through " ASERCA " , Decentralized Administrative Body of the Secretariat of Agriculture, Livestock, Rural Development, Fishing and Food, and _____, in order that " ASERCA " grants you support for the development of your approved " PROJECT " , within the framework of the Trade Promotion and Export Promotion Component of the Marketing and Market Development Program

Annex XVIII

Announcement

AGENCY FOR THE MARKETING AND DEVELOPMENT OF AGRICULTURAL MARKETS
GENERAL COORDINATION OF COMMERCIAL PROMOTION AND PROMOTION OF EXPORTS
Mexico, DF to xx of xxxx of 2014

The Agency for Commercialization and Development of Agricultural Markets Services through the General Coordination of Commercial Promotion and Promotion of Exports CALLS all natural persons of Mexican nationality and morals, formally constituted according to Mexican legislation, described as population objective in the Rules of Operation of the Marketing and Market Development Program, to participate in the Mexican Pavilion to be set up in (name of the event as it appears in the Attention Note), which will take place (date of the event), in (venue and place where the event will take place).

Said event is part of the Program of Events authorized on XXX XXXXX XXX by the Secretary of the Branch for the operation of the Incentive to Promote Exposures through National and International Commercial Events of the Component of Incentives for Commercial Promotion and Promotion of Exports , of the Marketing and Market Development Program, contemplated in the Federation's Expenditure Budget for the 2014 financial year, published in the Official Gazette of the Federation on December 20, 2013.

(Brief review of the event, characteristics, opportunities and objective of participation)

We request that the person who wishes to follow up on the participation of your company for this event establish communication with (Name of the persons in charge of the event) at (55) 3871-73-00 extension (xxxxx) and (xxxxx) or to the emails (xxxxxxx) respectively.

Closing date for receipt of requests: xx de xxxx de xxxx

Deadline to confirm your participation by ASERCA: xx de xxxx de xxxx

To register your participation interest, it is necessary to request the participation request to the person (s mentioned in the previous paragraph, which must be signed by a natural person or legal representative of the company and sent in original to the offices of the ASERCA Directorate for the Development of the Exportable Offer , located in Free Municipality 377, Floor 11 Ala B, Col. Santa Cruz Atoyac, Benito Juárez Delegation, Mexico City, CP 03310. The request for participation is available on the <http://www.infoaserca.gob.mx/mexbest>

It is prohibited that participation in the events is through its distributors or representatives abroad, it is condition in all cases that people with a business relationship of the company or the natural person subject to the support attend .

The requirements that must be met for market access will be published in the descriptive project of the event.

Thanking you in advance for your attention to the present, I take this opportunity to send you a cordial greeting.

SINCERELY

THE GENERAL COORDINATOR

Annex XIX

Descriptive Project

GENERAL COORDINATION OF COMMERCIAL PROMOTION AND PROMOTION OF EXPORTS

NAME OF THE EVENT

The Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), through the Agricultural Marketing and Development Services Agency (ASERCA), aware that the most important strategy to improve the income of producers is to increase its presence in global markets, through comprehensive actions for the promotion and certification of agri-food products , based on the Federation's Expenditure Budget for fiscal year 2014, published in the Official Gazette of the Federation on XX December 2013, considers the types of incentives of the Incentives for Trade Promotion and Export Promotion component of the Marketing and Market Development Program.

In this context, the XX of XXXXX of XXXX was authorized, the Program of Events, proposed by the General Coordination of Commercial Promotion and Promotion of Exports of ASERCA, which establishes the agenda and scheduling of national and international commercial events , for the promotion of exports in the aforementioned period, which are subject to budget availability according to the resources allocated in the Federation's Expenditure Budget for Fiscal Year 2014.

SAGARPA, through ASERCA and the General Coordination of Trade Promotion and Export Promotion carries out National and International Trade Events in order to achieve the integration of the producer in national and international markets with quality products; facilitate access of Mexican agri-food and fisher products to these markets, through incentives, in order to make them more competitive; as well as promote and developing markets abroad, through the participation of the Secretariat and the producers of the Mexican agri-food and fishing sector in National and International Commercial Events specialized in food and product

of the sector.

For this reason, the participation of Mexican agri-food and fishing producers in National and International Trade Events has important advantages, since it represents:

- a) The first step to export;
- b) The opportunity to diversify its exports;
- c) The ideal instrument to consolidate markets and position your products;
- d) Identify and evaluate the competition;
- e) Know the technological innovations in the sector (machinery, packaging, presentation, etc.);
- f) That potential buyers have a direct approach with their products, in such a way that the initiation and consolidation of a commercial relationship is fostered.

In this way, the priority is the development of activities that allow obtaining greater benefits and advantage for Mexican producers, by virtue of the niches and market windows identified by the five Agricultural Ministries of Mexico Abroad.

BACKGROUND

(Briefly mention the history of trade between Mexico and the country or region of influence where the event will take place.)

MARKET ACCESS CONDITIONS

(Specify the market access conditions that the products must meet to enter the country or region of influence where the event will take place.)

COMMERCIAL OPPORTUNITIES IN THE MARKET.

(Mention the opportunities detected for Mexican agri-food products in the market where the event will take place.)

PROFILE OF THE EVENT.

(Objective and description of the event)

PARTICIPANT PROFILE.

(Profile of the exhibitors who will attend the event)

VISITOR PROFILE.

(Profile of visitors to the event)

ABOUT ASERCA SHARES

(Mention in which editions of the event participation has been held and the results obtained from participation in the last edition of the event.)

PARTICIPATION GOAL.

The central objective of this project is to unite the efforts of the beneficiaries who subscribe and ASERCA represented by the General Coordination of Trade Promotion and Export Promotion, in a strategy that allow participating producers to promote and position their products in the market. (country or region), b participating in the Mexican Pavilion to be set up at the event (name of the event), in order to diversify buyer and establish business relationships with buyers from different countries.

It is prohibited that participation in the events is through its distributors or representatives abroad, it is condition in all cases that people with a business relationship of the company or the natural person subject to the support attend.

For the foregoing and as part of this project, aimed at achieving the objective, the beneficiaries who join in for their own interest and will, accept:

(Service's description)

EXAMPLE:

(Exhibition space.- ASERCA will contract with the Organizing Committee the space in which the exhibition of the products of the participating companies will be held, according to the design that is most suitable for the products to be exhibited, with capacity for 10 possible exhibitors.)

(Pavilion Construction.- ASERCA will contract the services for the design, construction, assembly and dismantling of the Pavilion in which each beneficiary will have an exhibition module with a storage area, which according to their needs may or may not have a refrigerator and trays to place your samples; in a visible way each module will bear the name of the company or the commercial brand of each beneficiary and its logo.

As common areas, the Pavilion will have a kitchen for the preparation of the tasting of the products to be exhibited and a tasting area. The Pavilion will be adapted with graphics, warehouses and, if possible, with plasma screens for the projection of the promotional videos that each company has; These will be distributed according to the needs of the pavilion as a whole.

The posters, banners, announcements, displays, decals or any decoration, either on the wall or on the floor that companies place in their modules, will be removed if they affect visibility or distort the total image of the Pavilion and their accommodation in common areas will be evaluated. If the latter is not possible, they will withdraw. The foregoing is aimed at having a greater collective impact, with the exhibitor agreeing to present himself institutionally as Mexico.)

(Entrance badges.- ASERCA will provide beneficiaries with two badges per exhibition module.)

(Tasting Service.- ASERCA will contract the necessary services for tasting the products on display with the Mexico Pavilion in order to generate a more direct approach with potential buyers.)

For their part, all those who adhere to this project as beneficiaries:

1. Every time you understand the scope of the present agreement, you manifest, under protest to tell the truth, that you accept them of your own free will.
2. Each beneficiary declares under protest to tell the truth that they do not have negative references from previous participations, such as cancellation without prior notice, cancellation without just cause or breach of the established agreements; and that it does not have negative references as a beneficiary of support from any of the SAGARPA programs.
3. You agree to send in time and form the required documents in accordance with the requirements and

eligibility criteria indicated in the Rules of Operation of the Marketing and Market Developer Program.

4. You agree to report on the progress of the negotiations carried out with the contacts established in the incentives in which you participate, and to provide the personnel of the General Coordination of Trade Promotion and Export Promotion when required, information for monitoring the results obtained by your participation.
5. promises to deliver the last day of the event, the staff of the General Coordination of Trade Promotion and Export Promotion, the format " Evaluation of Participation " , duly requisitioned.
6. The beneficiaries of this project, in addition to complying with the previous points, undertake not to generate negative references for cancellation without prior notice, cancellation without just cause or non-compliance with the agreements.

Mexico City, (Month) 2014

Annex XX
Activity program

LOGO OF THE EVENT		
NAME OF THE EVENT		
DATE AND PLACE		
DAY		
CLOTHING:		
TIME	EXERCISE	PLACE
DAY		
CLOTHING:		
TIME	EXERCISE	PLACE
DAY		
CLOTHING:		
TIME	EXERCISE	PLACE
DAY		
CLOTHING:		
TIME	EXERCISE	PLACE
NOTES:		

PARTICIPANTS ARE REMEMBERED NOT ONLY REPRESENTING THEIR COMPANIES, REPRESENTING A COUNTRY. YOU ARE REQUESTED TO BE PRESENT ON TIME IN THE ESTABLISHED TIMES. FAILURE TO COMPLY WITH THIS PROVISION MAY AFFECT YOUR FUTURE PARTICIPATIONS.

THE PRESENCE OF AT LEAST TWO PEOPLE PER COMPANY IS REQUIRED DURING THE EXHIBITION

Annex XXI
Participation Manual

Dear Participant:

We invite you in (name of the incentive), your participation to be as productive and successful as possible so in the following manual, you will find valuable information for you and your team.

EXHIBITION MODULES: The ASERCA-SAGARPA pavilion has been designed so that its exhibition module provides the best conditions for the display of its products, which is why we ask you to avoid placing banners, blankets, chandeliers, posters or any other material that breaks the harmony of the design of the pavilion.

We remind you that the pavilion does not include Internet service, so if you require this service, you must

contract it and pay directly with the fairgrounds.

SUGGESTIONS FOR THE PARTICIPANT: In case the producer agrees to promote his products using the services of the contracted Chef (if applicable), provide sample (s) of his product to be able to prepare them for his tasting.

Have price lists in different international trade terms (Incoterms), in order to facilitate negotiation with potential national and international buyers.

IT'S PROHIBITED

That participation in events, either through distributors or representatives.

The use of dangerous substances such as solvents, gases, carbon, propane gas, explosives, corrosives, aerosols or any flammable substance.

OBLIGATIONS OF THE PARTICIPANT:

1. Promptly attend the assembly of the exhibition module and accommodation of your products during the days of the event, as well as all the activities to be held in it; You should take into account that the ASERCA-SAGARPA Coordinators will record your attendance and compliance.
The hours will be established in the " Activities Program " that will be sent once your participation is confirmed via email.
2. Safeguard your equipment and merchandise (laptops, tablets, telephones, exhibition products, etc) since neither the fairground nor ASERCA-SAGARPA are responsible for their loss, theft, and / or partial or total loss.
3. Respect the material provided by ASERCA-SAGARPA such as cables, canopies, images, carpets, partitions. The security key of the exhibition module must be delivered at the end of the event.
4. Show only the products that were described in Annex XIII " Participation Request "
5. In order that the stand is not left unattended at any time, it is required that at least 2 people who maintain a working relationship with the company and / or the producer who made the request attend .
6. Refrain from eating in the stands.
7. Bring your own stationery, as well as enough promotional material to deliver to potential buyer (business cards, flyers, flyers, etc.)
8. Consider all those supplies that are necessary to provide tastings to potential buyers (glasses, spoons, wheelies, napkins, chopsticks, forks, etc.)
9. Remove the exhibition products from your stand once the event is over. Under no circumstances may this activity be carried out if the event has not concluded.
10. Avoid the retail sale of your products within the pavilion. The exhibitions supported by ASERCA-SAGARPA, have the purpose of establishing commercial links of greater magnitude with national and / or international buyers.
11. Require the Participation Evaluation without omitting any field and deliver it to the ASERCA-SAGARPA coordinators when they require it, in case any question does not apply fill with N / A.

Additionally for international events, it is important to consider the following:

- That the people who will attend the exhibition module and travel for such purpose, have the corresponding visa of the destination country, if applicable, of the countries in which the contract flight stops ;
- That the producers comply with the regulations and non-tariff restrictions that apply in the destination country;

- Carry out the delivery of samples, complying with the provisions of the Shipping Instructions.

Annex XXII

Participation Assessment

NAME OF THE EVENT		
PLACE AND DATE		
NAME OF THE NATURAL OR MORAL PERSON :		
TRADENAME:		
PRODUCTS PROMOTED AT THE EVENT:		
1.- Reason (s) for which you participated in the event:		
a) To start sales	(___)	f) Presentation of new products
b) To increase sales	(___)	g) To maintain a close relationship with customers
c) To position your product	(___)	h) Search for Strategic Alliances
d) Know the market trends	(___)	i) Co-investment with entrepreneurs

e) To find new market niches	()	j) Search for representations	
Other, Specify:			
2.- What type of incentive would you like from ASERCA to achieve your short-term objectives?			
a) National Commercial Events	()	d) Commercial Missions in and out of Mexico	()
		f) Preparation of promotional materials and	
b) International Commercial Events	()	e) Development of Added Value and Commercial Capabilities	()
		g) Forums, Congresses or Seminars	
c) National or Abroad Tastings			()
EVENT RESULTS			
3.- Did you establish commercial links ?	YES ()	DO NOT ()	How many?
4.- Indicate the data of the companies contacted that you consider most important to make sales or consolidate new businesses.			
COMPANY NAME / CONTACT	PRODUCT OF INTEREST	COUNTRY CITY	E-MAIL
5.- Did you have any limitations to establish contact with buyers or to negotiate?			YES () DO NOT ()
a) Price	()	d) Quality	()
		g) Transportation	()
b) Packaging	()	e) Safety	()
		h) Delivery time	()
c) Labeling	()	f) Volume	()
		i) Certification	()
Other, Specify:			
6.- What amount of sales do you estimate to have derived from your participation in the event?			
	AMOUNT	USD ()	MXP ()
* Immediate sales (orders received):			
* Short term (6 months):			
* Medium term (1 year):			
7.- What were the results of your participation in the event?			
a) Market diversification			()
b) Identification of new clients			()
c) Increase in sales			()
d) Product diversification			()
e) Carry out co-investment with entrepreneurs			()
f) Attract new clients			()

g) New distribution lines				()	
h) Obtain representations				()	
i) Promotion for the company				()	
Others (specify:					
		GOOD	REGULAR	BAD OR	
8.- The event as a means of promotion was:		()	()	()	
9.- The profile of the companies he contacted was:		()	()	()	
10.- The effectiveness of their participation in the event was:		()	()	()	
11.- What is the next event you would like to participate in?					
EVALUATION OF THE PLACE AND SERVICES WHERE THE EVENT WAS HELD					
Please note NA if the question does NOT APPLY to the type of event you attended					
		GOOD	BAD	REGULAR	DOES NOT AP
A) The location of the ASERCA pavilion within the exhibition area seemed to him:		()	()	()	()
B) The design of the ASERCA PAVILION seemed to him:		()	()	()	()
C) The distribution of the exhibition modules was:		()	()	()	()
D) The design of its image, logo and marquee was:		()	()	()	()
E) The Tasting during the exhibition was:		()	()	()	()
F) The organization of the general event was:		()	()	()	()
G) The adaptations and conditioning of the place were:		()	()	()	()
H) Additional services (supplies, security, translators) were:		()	()	()	()
I) The logistical coordination for sending samples for the exhibition was:		()	()	()	()
EVALUATION OF THE SERVICES PROVIDED BY THE ASERCA PERSONNEL					
		GOOD	BAD	REGULAR	DOES NOT AP
A) The attention and follow-up to your participation request was:		()	()	()	()
B) The orientation and support to complete the requirements for their participation in the event was:		()	()	()	()
C) The friendliness and quality of the service was:		()	()	()	()
D) The information provided prior to the event; program, badges, indications, support material was:		()	()	()	()
E) Prior to the start of the event, the organization and attention was:		()	()	()	()
F) During the event, the support and attention was:		()	()	()	()
G) The logistics within the Pavilion or exhibition area and materials (canopy, logo, stand, etc.) were:		()	()	()	()
12.- Did any public servant ask you for money or condition your participation in this Fair in exchange for some kind of political or electoral support?					
YES	()	DO NOT		()	
13.- Did you have any success stories?					
YES	()	DO NOT		()	
14.- We appreciate your comments and suggestions.					

15.- If you wish to recommend producers to participate in the benefits granted by ASERCA, please provide the following information:			
Company name			
Contact name			
Phone		Email	
Company name			
Contact name			
Phone		Email	
NAME:			
POSITION IN THE COMPANY:			
DATE:			
*This Program is public, alien to any political party. Its use for purposes other than those established in the Program is			

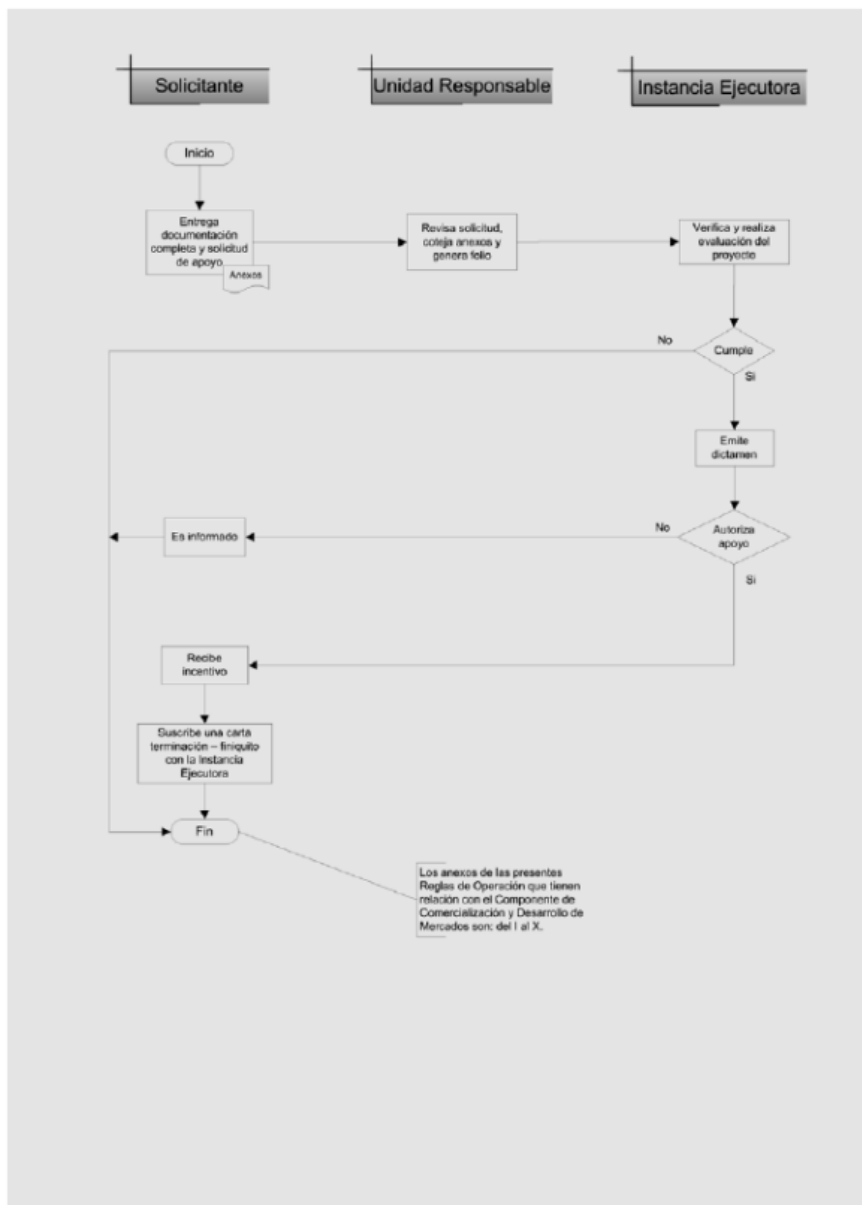
Annex XXIII
Annual Participation Evaluation

DATE: ___/___/___			
NAME OF THE NATURAL OR MORAL PERSON			
TRADENAME			
PROMOTED PRODUCTS			
Dear producer: Derived from your enrollment in the Program of Events for the Promotion of Exhibitions and Fairs during 2013, we send you this follow-up survey in order to know the results you have obtained, derived from your participation in the events:			
1.- (Name of the Event and date)			
2.- (Name of the Event and date)			
3.- (Name of the Event and date)			
For this, it is requested to be so kind as to answer the following questions and send this document electronically to the mail _____ in a period not exceeding 5 business days from the date of receipt, if you do not have a response within the aforementioned period, it will be understood that there were no results for your company this year.			
AS A RESULT OF YOUR PARTICIPATION IN THE MENTIONED EVENTS :			
1.- WHAT WERE THE OBJECTIVES ACHIEVED?			
a) START SALES	(__)	b) INCREASE SALES	(__)
c) POSITION YOUR PRODUCT	(__)	d) KNOW THE MARKET TRENDS	(__)
e) DIVERSIFICATION OF PRODUCTS	(__)	f) PRESENTATION OF NEW PRODUCTS	(__)
g) MARKET DIVERSIFICATION	(__)	h) NEW LINES OF DISTRIBUTION	(__)
i) SEARCH FOR STRATEGIC ALLIANCES	(__)	j) IDENTIFICATION OF NEW CUSTOMERS	(__)
k) MAINTAIN CLOSE RELATIONSHIP WITH CUSTOMERS	(__)	l) CO-INVESTMENT WITH BUSINESSMEN	(__)
m) GET REPRESENTATIONS	(__)	n) PROMOTION FOR THE COMPANY	(__)
o) OTHERS	(__)		

2.- DO YOU THINK THAT THE OBJECTIVES ACHIEVED WERE?			
Above than expected	Similar to expected	Below expectations	
()	()	()	
3.- DID YOU GET ADDITIONAL CONTACTS AT A LATER DATE?			
YES		DO NOT	
()		()	
4.- WHAT IS THE AMOUNT OF SALES AND / OR CONTRACTS THAT YOU HAVE GENERATED?		AMOUNT	USD
4.1.- (Name of the Event)		()	()
4.2.- (Name of the Event)			
5.-IF YOU HAVE NOT BEEN ABLE TO GENERATE SALES, WHAT FACTORS AFTER THE MONITORING OF THE PARTICIPATION CONSIDER YOU HAVE BEEN LIMITING TO CLOSE NEGOTIATIONS WITH THE CONTACTS OBTAINED?			
COMMENTS			
a) Presence in the target market	()		
b) Infrastructure	()		
c) Productive Capacity	()		
d) Positioning in the target market	()		
e) Seriousness of the buyers	()		
f) Lack of an export area	()		
g) ignorance of the export process to the target market	()		
h) Other	()		
6.- WHAT IS YOUR OPINION OF EVENTS AS A MEANS OF PROMOTING YOUR PRODUCTS?			
GOOD	REGULAR	BAD	
()	()	()	
7.- DO YOU THINK THAT YOUR PARTICIPATION WITHIN THE MEXICAN PAVILION (ASERCA / SAGARPA), OFFERS AN ADDITIONAL ADVANTAGE REGARDING PARTICIPATING IN AN INDEPENDENT WAY?			
YES		DO NOT	
()		()	
Why?		Why?	
8.- WE APPRECIATE YOUR SUGGESTIONS AND ADDITIONAL COMMENTS ON YOUR PARTICIPATION IN PROMOTIONAL EVENTS FOR FUTURE PARTICIPATIONS; AS WELL AS THE SUPPORT OFFERED IN GENERAL BASES PA R pation.			
Responsible for completing the survey:		DATE	
NAME:			
POSITION IN THE COMPANY:			
FIRM:			
"This Program is public, alien to any political party. Its use for purposes other than those established in the Program is prohibited "			

Annex XXIV

Flowchart of the Procedure for Obtaining Incentives in Marketing and Market Development



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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Livestock Development Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed .

In the margin a stamp with the National Shield, which says: United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fishing and Food, based on articles 25, paragraph 5 and 28 twelfth paragraph of the Political Constitution of the United Mexican States, 9th, 12, 26 and 35 fraction XXII of the Organic Law of the Federal Public Administration; 4th. of the Federal Law of Administrative Procedure; 9th. and 12 of the Planning Law ; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 7th, 8th, 32, 54, 55, 59, 61, 72, 79 first paragraph, 80, 86, 87, 88, 140, 164, 178, 190 fraction I and 191 of the Sustainable Rural Development Law; 1st., 2nd., 3rd. and 5th. fraction XXII, of the Internal Regulations of the Ministry of Agriculture, Livestock, Rural Development, Fishing and Food; Annex 24 of the Federal Expenditure Budget Decree for Fiscal Year 2014, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for guiding national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes;

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;
















That the national livestock sector presents challenges and opportunities with a solid platform of primary production that has allowed to supply the growth of the domestic demand for protein of animal origin and export products competing in international markets. That it is required to consolidate the achievements made by exploiting the potential and improving the productivity of the production units, which can be triggered by technological innovation; with the adequate management of natural resources, especially in the grazing lands; improving sanitary management in production units and promoting the elimination of the presence of point contamination in intensive systems and the transformation; likewise, improving investment capacity and promoting the integration of

value that influence the solution of marketing problems. That by developing the productive potential with investments and incentives, the national supply of food of livestock origin, employment and income of families dedicated to livestock will increase, contributing to the development of the countryside and to the reduction of poverty. That the national livestock sector has highly competitive production systems that, in addition to supplying national demand, can and should take advantage of the opportunities offered by international markets by recognizing the quality of their products, improving the balance of foreign trade ;

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal

ASK BY DATE

Dec							2013
Do	Lu	Ma	Me	Th	Saw	Sat	
one	two	3	4	5	6	7	
8	9	10	eleven	12	13	14	
fifteen	16	17	18	19	twenty	twenty-one	
22	23	24	25	26	27	28	
29	30	31					

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Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Livestock Development Program;

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force; Y

That other public policy axes will be added to the programs subject to operating rules, to help boost the markets and improve the information available to the sector, the most relevant being those related to the generation of information for sustainable rural development , the promotion of agri-food products and their link with the foreign market; market development ; and planning and foresight, for which I have seen fit to issue the following:

**AGREEMENT BY WHICH THE RULES OF OPERATION OF THE
LIVESTOCK PROMOTION PROGRAM OF THE SECRETARIAT OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT,**

Content

TITLE I. General Provisions

Chapter I Objective of the Program

Chapter II General Guidelines

TITLE II. Of the Components

Chapter I Of the Post-Production Livestock Management Component (Infrastructure, machinery and post-productive livestock equipment and Incentives to post-production livestock)

Chapter II Of the Livestock Productivity Component (Food Cattle, Livestock Management, and Reproduction and Livestock Genetic Material)

Chapter III Of the Pig Program Component (PROPOR)

Chapter IV On the Component Drilling and Equipment Program for Livestock Wells

Chapter V Livestock Product Systems Component

Chapter VI Of the Livestock Biosecurity Component

Chapter VII Of the Productive PROGAN Component

Chapter VIII On the Infrastructure and Repopulation Equipment Component

Chapter IX On the Repopulation and Livestock Rearing Component

TITLE III Operational Mechanics

Chapter I Of The Operating Procedure

TITLE IV Complementary provisions

Chapter I Of the Rights, obligations and exclusions

Chapter II Of the Audit

Chapter III Operating Expense

Chapter IV On Evaluation, Follow-up and Supervision

Chapter V On Transparency, Dissemination and Accountability

Chapter VI On Equity and Gender

Chapter VII Institutional Coordination

Chapter VIII Of the participants

Chapter IX Of sanctions , complaints and denunciations

TRANSITORY

Annex I Operation Diagram

Annex II Single Request for Support for the Livestock Development Program

Annex III List of Producers Members of the Applicant Legal Entity

Annex IV List of Producers Members of the Applicant Legal Entity PROPOR.

Anexo V Guión de Contenidos Mínimos Para Proyectos de Inversión con Recursos Federales Mayores a \$500,000.00 (quinientos mil pesos 00/100 m.n.)

Anexo VI Ficha Técnica (conceptos de apoyos menores a \$500,000.00 (quinientos mil pesos 00/100 m.n.)

Anexo VII Carta compromiso y de adhesión al PROGAN Productivo

Anexo VIII Carta compromiso y de adhesión al Programa Porcino (PROPOR)

Anexo IX Datos de la UPP distribución de uso suelo e Inventario ganadero del PROGAN Productivo o PROPOR.

TITULO I

DISPOSICIONES GENERALES

Capítulo I

Del Objetivo del Programa

Artículo 1. El presente Acuerdo tiene por objeto, establecer las Reglas de Operación para la aplicación del Programa de Fomento Ganadero, y sus Componentes:



I. Livestock Post-Production Management.

- a) Infrastructure, Machinery and Livestock Postproductive Equipment.
- b) Incentives for Livestock Postproduction.

II. Livestock productivity.

- a) Feed Cattle.
- b) Livestock Management.
- c) Reproduction and Livestock Genetic Material.

III. Pig Program (PROPOR).**IV. Livestock Well Drilling and Equipment Program.****V. Livestock Product Systems .****SAW. Livestock Biosecurity.****VII. PROGAN Productive .****VIII. Repopulation Infrastructure and Equipment.****IX. Repopulation and Livestock Rearing .**

The program and its components included in these Operating Rules are subject to the budget authorized in the Federal Expenditure Budget Decree for the fiscal year

corresponding, and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the program is to contribute to increasing the productivity of livestock economic units by investing in the livestock sector.

Article 3. The specific objective of the program is for livestock producers to increase the production of food of animal origin in the livestock economic units.

Article 4. For the purposes and application of the program and components contained in these Operation Rules, the following definitions shall apply :

- I. **Livestock Activity.-** Set of actions for the rational exploitation of animal species oriented to the production of meat, milk, eggs, honey, skin, wool and others of zotechnical interest, in order to satisfy vital needs or human development.
- II. **Productive Assets.-** Constructions and material goods used in any productive activity and which in the natural course of business are not intended for sale, represent the capital investment of the production unit (excludes land and land);
- III. **Technical Agent.-** Legal entity with its own legal personality, linked to the promotion and development of the sector, designated by the Responsible Unit, to support the execution of Program activities, by subscribing to the normative legal instruments;
- IV. **Agostadero.-** Area used by livestock production units for grazing with natural or induced vegetation;
- V. **Beneficiary.-** Natural or legal person who receives the subsidy or support; those persons with whom the actions to achieve the objectives of the program or behavior in the target population were agreed upon;
- SAW. **Livestock Biosecurity.-** The actions and measures of evaluation, monitoring, control and prevention that must be assumed in carrying out a livestock activity, in order to prevent, avoid or reduce the possible risks that said activities could cause to animal health, to the environment and biological diversity;
- VII. **Cattle Small Family Dairy:** Low-scale milk production activity carried out in Livestock Production Units located in rural or urban areas, with 5 to 35 bovine bellies, which are reared in a stable or backyard manner;
- VIII. **CADER.-** Support Center for Rural Development of the Secretariat;
- IX. **Animal Carrying Capacity.-** Quantity of bovine cattle, referred to in animal units, that can be kept on a given surface in a year without deteriorating natural resources;
- X. **Livestock Conditioning Center.-** Infrastructure and equipment for the collection, productive maintenance and management of livestock;
- XI. **CLABE.** - Standardized Bank Key;
- XII. **Populated Beehive.- Technified** accommodation for bees consisting of mobile honeycombs consisting of a telescopic lid, interior roof, reversible floor and cube of brood chamber with ten frames with worked honeycombs, with a queen bee and certified bee nucleus;
- XIII. **CONAGUA.-** National Water Commission;
- XIV. **Sustainable Rural Development Council.-** It is an instance, provided for in the Sustainable Rural Development Law , to promote the participation of producers and other agents of rural society in the definition of regional priorities, planning and distribution of resources that the three levels of government to support productive investments and for sustainable rural development;
- XV. **Call.-** Document through which producers are invited to participate in the benefits of the Livestock Development Program and its Components, indicating the window opening and closing dates and the requirements to be met;
- XVI. **CURP.-** Unique Code of Population Registration, document issued by the Secretary of Governorate;
- XVII. **DDR.-** Rural Development Districts of the Secretariat;
- XVIII. **Delegation.-** Federal Delegation of SAGARPA in each of the States, in the Federal District and in the Lagunera Region;

- XIX. Relevant Disruptive Natural Disaster.-** It is the one that presents significant territorial affectations and therefore causes significant damage to the economic activity of a region and whose occurrence is ruled by any of the following instances, National Water Commission (CONAGUA), National Institute of Agricultural and Livestock Forest Research (INIFAP) or an Educational Institution or Research Institution in the Entity. They are classified into: (a) Hydrometeorological Phenomena (drought, frost, hail, snowfall, torrential rain, significant flooding , tornado and cyclone) and (b) Geological Phenomena (Earthquake, volcanic eruption, tidal wave and slope movement);
- XX. DOF.-** Official Gazette of the Federation;
- XXI. Empadre. -** Exposure of bellies of the different livestock species, before a stallion in a period of time;
- XXII. Federal Inspection Type Establishments (TIF). -** It is the facility for the slaughter and processing of cattle, certified by SENASICA, after complying with the applicable regulations, and which requests to participate as authorized windows in the project to Support the Slaughter of Livestock;
- XXIII. FOFAE.-** Trust Fund for Agricultural Development in the States;
- XXIV. Extensive Livestock.-** A system for the production of cattle, sheep or goats based on grazing in pastures or grasslands;
- XXV. Livestock.-** Set of domestic animals raised for food production and their derivatives for human consumption.
- XXVI. Hato.-** Existing cattle population in the Livestock Production Unit;
- XXVII. Official Identifier .-** Device whose characteristics allow identifying each animal or hive under the SINIIGA scheme;
- XXVIII. Official Identification.-** Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XXIX. IFE.-** Federal Electoral Institute;
- XXX. Incentive.-** They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XXXI. INIFAP.-** National Institute of Forest, Agricultural and Livestock Research;
- XXXII. Executing Agency.-** Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies , Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XXXIII. Total Livestock Inventory.-** Total number of animals in the Production Unit at the time of submitting the support request. Includes all species;
- XXXIV. LDRS.-** Law of Sustainable Rural Development;
- XXXV. LFPRH.-** Federal Budget and Fiscal Responsibility Law;
- XXXVI. Sustainable Management.-** Application of methods and techniques for the conservation and rational use of natural resources and ecosystems;
- XXXVII. Genetic material. -** Stallions, bellies, semen, embryos, of the different livestock species , including queen bees and bee nucleus;
- XXXVIII. EIGHTH.-** Implement Certification Body and Agricultural Machinery;
- XXXIX. PDI. -** Institutional Development Program in Delegations, Rural Development Districts and Rural Development Support Center;
- XL. PEF / DPEF. -** Federal Expenditure Budget Decree;
- XLI. National Livestock Register (PGN) .-** Database of Livestock Economic Units nationwide;
- XLII. Livestock. -** Everything related to livestock, by analogy livestock activity refers to livestock activity.
- XLIII. Postproduction. -** Activity to generate, increase and modernize the management capacity of economic units, through the complementary investment in equipment and infrastructure that allows the reduction of losses, value addition, diversification, storage, processing, packaging and / or distribution of products. livestock.
- XLIV. Prairie.-** Planting-induced vegetation surface that is used in animal production . Generally sown with grasses or legumes and their associations;
- XLV. Pregnancy.-** Gestation of a female;
- XLVI. Meat Processing.-** Transformation of the carcass into various goods of animal origin, which includes cutting, boning, maturing, marinating, or the production of sausages, etc .;
- XLVII. Program.-** Program Livestock Development of the Secretariat;
- XLVIII. Project.-** Document by which the applicants integrate the information;
- XLIX. Collective Benefit Project.-** Document through which the applicants integrate the information indicated in Annex V, called the Script of Minimum Contents for Investment Projects with Federal Resources, for the benefit of a producer organization;
- L. Livestock Services Provider (PSG) .-** Public or private natural or legal persons , who provide services aimed at supporting livestock activities, such as slaughterhouses, milk collection, processing and distribution centers; stocking and conditioning centers for livestock, fattening cattle, quarantine pens and, in general, service providers for the integration of livestock value chains;
- LI. Professional Services Provider (PSP) .-** Technicians related to the livestock sector who carry out activities to support livestock farmers;
- LII. Trace.-** Establishment dedicated to the slaughter and slaughter of animals for slaughter. With daily slaughter capacity of at least 28 head of larger cattle or its equivalent in smaller livestock according to NOM-1994-SSA1-2004;
- LIII. Reforestation.-** Planting arboreal and / or shrub vegetation for the purpose of restoring the vegetation cover, with species of forest, forage and pollinating nectar;

- LIV. **Operation Rules.-** They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;
- LIV. **RFC.-** Federal Taxpayers Registry;
- LVI. **SAT.-** SHCP Tax Administration Service;
- LVII. **SDA.-** Secretary of Agricultural Development of the States or equivalent;
- LVIII. **Secretariat / SAGARPA.-** Ministry of Agriculture, Livestock, Rural Development, Fishing and Food;
- LIX. **Semoviente.-** Cattle of different species;
- LX. **SENASICA.-** National Service for Health, Safety and Agrifood Quality, Decentralized Administrative Body of the Secretariat;
- LXI. **SHCP.-** Ministry of Finance and Public Credit;
- LXII. **SINIIGA.-** National Livestock Individual Identification System;
- LXIII. **SI-PROGAN.-** Information management computer system and protection of the PROGAN Productive database;
- LXIV. **Product System.-** The set of elements and concurrent agents of the productive processes of livestock products, including the supply of technical equipment, productive inputs , financial resources, primary production, storage, transformation, distribution and commercialization;
- LXV. **Single Information Registration System (SURI) .-** Single Information Registration System for beneficiaries and users of the Secretariat's programs, operated by the Executing Agencies and technologically administered by the General Directorate of Information Technologies and Communications from it;
- LXVI. **Sustainable.-** Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;
- LXVII. **TESOFE.-** Treasury of the Federation
- LXVIII. **Animal Unit (UA) .-** Equivalence base of major and minor cattle;
- LXIX. **Sacrifice Unit. -** Establishments where animals are slaughtered and slaughtered for slaughter. With the slaughter capacity of less than 28 head of major cattle or its equivalent in minor cattle according to NOM-1994-SSA1-2004;
- LXX. **Livestock Economic Unit (UEP) .-** Production units dedicated to the primary activity, the transformation and marketing of livestock products and by-products;
- LXXI. **Responsible Unit (UR) .-** Entity or Administrative Unit of the Secretariat, including decentralized administrative bodies, which is responsible for the interpretation for administrative purposes of the program and / or component and for the control, supervision and monitoring of the programs or components to which refer to these Operation Rules, and / or that designated by the Head of the Secretariat, and which will be announced by notice on its website ;
- LXXII. **Livestock Production Unit (UPP) .-** Defined and delimited surface in which the producer of the primary sector carries out the cattle raising;
- LXXIII. **Authorized window SINIIGA .-** Place where the PGN is updated, UPP codes are generated and SINIIGA identifiers are administered.
- LXXIV. **Attention window.-** Place where the documentation is presented in person to access the support of the program and component administered by the Secretariat, Federal Entities and Municipalities, where the corresponding response must be issued, which may be the Delegations of the Secretariat through DDR and CADER, Central Offices and Regional Directorates, as well as other private or public instances that will be established based on the Coordination Agreements;
- LXXV. **Belly.-** Females of the different livestock species in reproductive condition.

Article 5. The target population is made up of natural persons (men and women of legal age) and legal entities dedicated to the production, marketing or industrialization of livestock products , who meet the criteria and requirements established in each of the Components of this Program.

Article 6. The coverage of this program is National application in the 31 Federal Entities and the Federal District. Priority will be given to the municipalities and localities that are included in the National System Against Hunger, " Without Hunger " , which can be consulted in the DECREE establishing the National System for the Crusade against Hunger, published in the DOF on 01/22/2013 and at <http://sinhambre.gob.mx/>; as well as those localities of medium, high and very high marginalization, according to the CONAPO classification.

Chapter II

General guidelines

Article 7. The Target population interested in receiving incentives from any of the components of the Livestock Development Program, may submit their request at the windows and deadlines defined for this purpose, using the Single Request for Support Form included in the case. these Operating Rules as Annex II.

The following general requirements are established for individuals and companies, considering non- discrimination and equal opportunities for treatment between genders.

Submit original documents for collation purposes and a simple copy of:

Documents	Physical People	Moral Persons	Legal Representative
Single Request for Support to the Livestock Development Program (Annex II).	P	P	
Document that proves your updated registration in the National Livestock Register.	P	P	
General Power of Attorney or Notarized Act for lawsuits and collections and / or for acts of administration or domain, as appropriate.	P	P	

List of member producers.		P	
Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes.		P	
RFC (in its case for natural persons).	P	P	
Official identification (IFE Credencial or Passport) and CURP (must be coincident).	P		P
Proof of home address (utility bill, water, property tax, telephone or written authority free premises in which the residence of the applicant is validated with antig maximum age of three months).	P		P
Proof of tax address.		P	
Document verifying the bank account number and CLABE.	P	P	

Article 8. The specific requirements to access the supports contemplated in the components are:

Documents	PROGAN Productive	Repopulation and Livestock Rearing	Repopulation Infrastructure and Equipment	productivity Pecuaría	PROPOR	Cattle Wells	Systems Product Pecuarios	Livestock Post Production Management	Livestock Biosecurity
Project (Applications over five hundred thousand pesos of federal resources; Annex V)			P	P		P		P	P
Technical Sheet (Applications less than five hundred thousand pesos of federal resources; Annex VI)		P	P	P		P		P	P
Document of compliance with animal health regulations (current)	P	P		P	P				P
Document containing the list of semovientes with earring number SINIGA (Official Identifier); relationship of pig bellies with their identification (only PROPOR)	P	P		P	P			P	P
Certificate of breeding (Applies only to Récra in Sheep, Goats and Pigs)		P							
Document that accredits the activity of breeder of grazing cattle, milk producer or beekeeper. Pig farmer (only PROPOR)	P				P				
Document that proves the legal possession of the land (except beekeeper).	P								
In the case of legal entities, the relation of members with the number of animals of each and / or populated hives and their signature (Annex III)	P				P annex IV				
Letter of commitment and adherence: (Annex VII)	P				P Annex VIII				
UPP data, use distribution and livestock inventory (Annex IX)	P	P apply only restocking	P		P				
National Master Plan and Annual Strengthening Plan							P		

The producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, in accordance with customs and uses.

Article 9. The opening dates of windows for the Components of this Program will be between January 13 to April 30, 2014; the closing date will be indicated in the call for each Component. The Responsible Unit may extend or reopen the window, according to the operating needs of its Components. The dates will be published on the electronic page of the Secretariat.

Article 10. The selection mechanism for the Program Components is determined by the following stages:

- I. Applications that meet all the eligibility requirements will be evaluated and prioritized according to the criteria established in the call for each Component, published on the page www.sagarpa.gob.mx;

- II. Once the process for determining the requests of each Component has been completed, the list of approved and unapproved requests will be published on the page of SAGARPA or Executing Agencies, within a period not exceeding three months.

TITLE II

Of the Components

Chapter I

Of the Livestock Post-Production Management Component

Article 11. The incentives for Post- Production Livestock Management (Directed to Livestock Production Units and Livestock Service Providers) are:

I. Infrastructure, Machinery and Livestock Postproductive Equipment

Concept	Maximum Amounts
Infrastructure for product transformation	Up to 50% of the Project's reference value. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value . The maximum amount of support will be up to \$ 2,000,000.00 (two million pesos 00/100 MN).
Machinery and Equipment for the transformation of products	Up to 50% of the Project's reference value. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value . The maximum amount of support will be up to \$ 2,000,000.00 (two million pesos 00/100 MN).

The selection criteria for applicants for Livestock Infrastructure, Machinery and Post-production Equipment will be as follows:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- That they present a technical file or a productive project as appropriate to the amount of support requested (Annex V or VI);

I. Incentives for Livestock Postproduction

Concept	Maximum Amounts
Support for slaughter in Federal Inspection Type Establishments (TIF) or Slaughterhouse support on Traces or Support for sacrifice in the Sacrifice Unit .	It will be supported by a natural or legal person, according to the following: Bovine Males older than 18 months of age and non-pregnant females of waste older than 48 months of age. Up to \$ 220.00 (two hundred twenty pesos 00/100 MN) per head, up to 2,500 heads. Porcine . Females and males between 5 and 6 months of age, and weighing between 90 and 130 Kilograms. Up to \$ 100.00 (one hundred pesos 00/100 MN) per head, up to 5,000 heads. Sheep Females and males from 5 to 12 months of age, and a weight between 30 and 45 Kilograms. Up to \$ 50.00 (fifty pesos 00/100 MN) per head, up to 11,000 heads. Goats. Males and females up to 18 months of age, and weighing between 35 and 45 Kilograms. Up to \$ 50.00 (fifty pesos 00/100 MN) per head. For kids, weighing between 5 and 15 Kilograms; up to \$ 50.00 (fifty pesos 00/100 MN) per head. Both up to 11,000 heads. Rabbits. Males and females of 2 months of age and a weight of 2 to 2.5 kg; up to \$ 4.00 (four pesos 00/100 MN) per head, up to 12,500 heads.
Integration in the transformation of milk.	Up to 50% of the reference value of collective benefit projects. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value. The maximum amount of support will be up to \$ 3,000,000.00 (three million pesos 00/100 MN).

The selection criteria for applicants for Livestock Postproduction Incentives will be the following:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- That they present a technical file or a productive project as appropriate to the amount of support requested (Annex V or VI);
- The semovientes must be identified by SINIIGA, as applicable to each species.

Chapter II

Of the Livestock Productivity Component

(Food Cattle, Livestock Management, and Livestock Reproduction and Genetic Material)

Article 12. Incentives for Livestock Productivity (Directed to Livestock Production Units) are:

I. Reproduction and Livestock Genetic Material

Concept	Maximum Amounts
Stallions, semen, sexed semen , embryos of the different livestock species and certified apicultural genetic material .	Up to 50% of the reference value per natural or legal person. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value. The maximum amount of support will be up to \$ 500,000.00 (five hundred thousand pesos 00/100 MN).

The selection criteria for applicants for Reproduction and Livestock Genetic material will be the following:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- That they present the technical sheet (Annex VI);

- c) All support applicants must demonstrate the ability to provide accommodation and water and food supplies for all their livestock, including the requested one;
- d) Stallions must be identified by SINIIGA, as applicable to each species;
- e) All the semovientes, semen, embryos and apicultural genetic material, will be subject to the zoosanitary requirements in force, established by SENASICA.

II. Livestock Management

Concept	Maximum Amounts
Infrastructure, machinery and equipment for collective benefit projects .	Up to 50% of the project value. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value. The maximum amount of support will be up to \$ 6,000,000.00 (six million pesos 00/100 MN).

The selection criteria for Livestock Management applicants will be as follows:

- a) That they comply with the general requirements established in article 7 of this Operation Rule ;
- b) That they present a productive project of collective benefit (Annex V).

III. Feed Cattle

Concept	Maximum Amounts
Technological packages that ensure the supply of inputs for livestock production and productivity .	Up to 70% of the value of the Technology Package. For producers located in localities of high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 80% of the reference value . The maximum amount of support per Package will be up to \$ 25,000.00 (twenty-five thousand pesos 00/100 MN).

The selection criteria for applicants for Food Cattle will be as follows:

- a) That they comply with the general requirements established in article 7 of this Operation Rule ;
- b) That they present the technical sheet (Annex VI);
- c) Said concept will be subject to the proposal of the Executing Agency being authorized by the Responsible Unit.

Chapter III

Of the Pig Program Component (PROPOR)

Article 13. The incentives for the Pig Program (PROPOR) are:

Concept	Maximum Amounts								
Cash per belly.	<p>Stratum A. For natural or moral persons, support for pig belly as follows:</p> <table style="margin-left: 40px;"> <tr> <td>Bellies</td> <td>Support by authorized belly</td> </tr> <tr> <td>40 à 500</td> <td>\$ 200.00</td> </tr> </table> <p>Stratum B. For natural or moral persons support by porcine belly as follows:</p> <table style="margin-left: 40px;"> <tr> <td>Bellies</td> <td>Support by authorized belly</td> </tr> <tr> <td>501 à 1000</td> <td>\$ 150.00</td> </tr> </table>	Bellies	Support by authorized belly	40 à 500	\$ 200.00	Bellies	Support by authorized belly	501 à 1000	\$ 150.00
Bellies	Support by authorized belly								
40 à 500	\$ 200.00								
Bellies	Support by authorized belly								
501 à 1000	\$ 150.00								

The selection criteria for porcine program applicants (PROPOR) will be the following:

- a) That they comply with the general requirements established in article 7 of this Operation Rule ;
- b) The semovientes of the UPP that requests the support must be identified;
- c) All the UPP semovientes that request the support, must be subject to the zoosanitary requirements in force, established by SENASICA;
- d) Document that certifies the activity as a pig farmer;
- e) Satisfying satisfactorily with the commitments indicated in Annex VIII;
- f) UPP data, distribution of land use and animal inventory (Annex IX).

Chapter IV

Of the Component Drilling and Equipment Program for Cattle Wells

Article 14. Incentives for the Livestock Well Drilling and Equipment Program:

Concept	Maximum Amounts
Drilling and equipping livestock	The support will be granted per beneficiary up to 60% of the total value. For

wells.	producers located in localities of high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 70% of the value and for projects of collective benefit, 80%. The maximum amount of support per Well will be up to \$ 600,000.00 (six hundred thousand pesos 00/100 M.N.).
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The selection criteria for applicants for the Livestock Well Drilling and Equipment Program will be the following:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- That they present a technical file or a productive project as appropriate to the amount of support requested (Annex V or VI);
- In the case of drilling wells, comply with current regulations on the matter.

Chapter v

Of the Livestock Product Systems Component

Article 15. Incentives for the Livestock Product Systems. (Directed to the Committees), they are:

Concept	Maximum Amounts
Strengthen the technical and administrative capacities of the Livestock Product System Committees .	Up to \$ 2,000,000.00 (two million pesos 00/100 MN) for National Livestock Product System Committees .

The selection criteria for applicants of the Livestock Product Systems Component will be the following:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- Present the National Master Plan and Annual Strengthening Plan.

Chapter VI

Of the Livestock Biosecurity Component

Article 16. Incentives for Livestock Biosecurity (Directed to Livestock Production Units and Livestock Service Providers) are:

Concept	Maximum Amounts
Infrastructure and Equipment for health aspects	Up to 50% of the Project's reference value. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value . The maximum amount of support will be up to \$ 5'000,000.00 (five million pesos 00/100 MN).

The selection criteria for Livestock Biosafety applicants will be as follows:

- They comply with the general requirements established in article 7 of this Rule of Operation;
- That they present a technical file or a productive project as appropriate to the amount of support requested (Annex V or VI);
- The UPP semovientes that request the support must be identified by SINIIGA, as applicable to each species;
- All the UPP semovientes that request the support must be subject to the current zoosanitary requirements established by SENASICA;

Chapter VII

Of the Productive PROGAN Component

Article 17. Starting in 2014, the Productive PROGAN begins, which considers, within a horizon of 5 years from 2014-2018, the granting of support to eligible producers, which will be subject to compliance with the provisions of the Rules of Operation and the annual allocations authorized by the H. Congress of the Union in the Decrees of the Budget of Expenditures of the Federation for the corresponding Fiscal Exercises.

The incentives for the PROGAN Productivo (Aimed at Livestock Production Units) are:

Concept	Maximum Amounts																								
a) In cash per belly or hive in inventory of bovine cattle, sheep, goats or populated hives .	<p>Stratum A. For individuals, companies and community members of common land owners or communes contemplated in the Agrarian Law and the Law of Societies of Social Solidarity), as follows:</p> <table border="1"> <thead> <tr> <th>Species</th> <th>Bellies or hives in inventory</th> <th>Supported by belly or authorized hive</th> </tr> </thead> <tbody> <tr> <td>Bovine meat and dual purpose</td> <td>1-35</td> <td>\$ 350.00</td> </tr> <tr> <td>Cattle Small Family Dairy</td> <td>5-35</td> <td>\$ 350.00</td> </tr> <tr> <td>Sheep</td> <td>25-175</td> <td>\$ 76.00</td> </tr> <tr> <td>Goats</td> <td>30-210</td> <td>\$ 63.00</td> </tr> <tr> <td>Beekeeping</td> <td>10-175</td> <td>\$ 76.00</td> </tr> </tbody> </table> <p>Stratum B. For natural or moral persons as follows:</p> <table border="1"> <thead> <tr> <th>Species</th> <th>Bellies or hives in inventory</th> <th>Supported by belly or authorized hive</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Species	Bellies or hives in inventory	Supported by belly or authorized hive	Bovine meat and dual purpose	1-35	\$ 350.00	Cattle Small Family Dairy	5-35	\$ 350.00	Sheep	25-175	\$ 76.00	Goats	30-210	\$ 63.00	Beekeeping	10-175	\$ 76.00	Species	Bellies or hives in inventory	Supported by belly or authorized hive			
Species	Bellies or hives in inventory	Supported by belly or authorized hive																							
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Cattle Small Family Dairy	5-35	\$ 350.00																							
Sheep	25-175	\$ 76.00																							
Goats	30-210	\$ 63.00																							
Beekeeping	10-175	\$ 76.00																							
Species	Bellies or hives in inventory	Supported by belly or authorized hive																							

	Species	Bellies or hives in inventory	Supported by belly or authorized hive
	Bovine meat and dual purpose	36-300	\$ 280.00
	Sheep	176-1,250	\$ 60.00
	Goats	211-1,500	\$ 50.00
	Beekeeping	176-1,250	\$ 60.00
b) In kind. SINIIGA identifiers	For the total of bellies or hives registered in the National Livestock Register.		
c) In technical services. Technical assistance, training or technical accompaniments.	Cost of technical services through Collaboration or Concertation Agreements .		
d) In Heritage Protection Services	100% cost of the insurance premium		
e) Cash Productivity Bonus	<p>The support will be \$ 200.00 (two hundred pesos 00/100 MN) per bovine calf for physical or moral persons of strata A and B.</p> <p>The support will be delivered per calf (female or male bovine from weaning and up to a maximum of 15 months), identified with the SINIIGA device, of the cows registered in the PROGAN register and up to 60% of their calving.</p>		

The maximum support will be up to 300 AU per natural person, regardless of the number of requests for species;

For a natural person who is a member of the legal entity, the maximum support will be up to 200 AU, regardless of the number of requests for species, and the maximum limit of AUs supported per legal entity will be 1,000 AU.

The legal entities of ejidatarios or comuneros, will be supported as stratum A, regardless of the number of bellies or hives per physical person, without exceeding 200 AU each.

The selection criteria for applicants of the PROGAN Productive Component will be the following:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- To be a producer or owner with the right to use land dedicated to the breeding of beef cattle and dual purpose in an extensive way, sheep, goats or small family dairy or beekeeping. Fattening, pasture, and cattle with stabled meat are excluded;
- Have the UPP data updated in the National Livestock Register dated from April 2013 onwards;
- Have the bellies or hives subject to support identified with SINIIGA identifiers or have a request for earrings or plates from SINIIGA no longer than four months;
- Re-entry producers, having fulfilled the commitments made in PROGAN 2008-2013 , not having any pending clarification process or owing reimbursement of resources to TESOFE;
- The beneficiaries of re-entry and new entry must satisfactorily comply with the application of the following technological practices: Protection of vegetation, reforestation or revegetation; works and / or practices for soil, water and / or vegetation conservation; SINIIGA identification ; nutritional supplementation; disease prevention; actions for adjusting animal load ; replacement of bellies; pregnancy diagnosis; continuous improvement of the sanitary quality of milk; annual change of queens and annual change of two pressed wax combs; the above, according to the stratum and species indicated in Annex VII.

Chapter VIII

Of the Component of Infrastructure and Equipment of the Repopulation

Article 18. The incentives destined to the Infrastructure and Equipment of the Repopulation, (Directed to Livestock Production Units), are:

Concept	Maximum Amounts
Infrastructure for the primary sector at UPP.	Up to 50% of the reference value per natural or legal person. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value. The maximum amount of support will be up to \$ 1,000,000.00 (one million pesos 00/100 MN).
Equipment for the primary sector at UPP.	Up to 50% of the reference value per natural or legal person. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value. The maximum amount of support will be up to \$ 1,000,000.00 (one million pesos 00/100 MN).

The selection criteria for applicants for the Repopulation Infrastructure and Equipment Component will be as follows:

- That they comply with the general requirements established in article 7 of this Operation Rule ;
- That they present a technical file or a productive project as appropriate to the amount of support requested (Annex V or VI);
- All the UPP semovientes that request the support, must be subject to the zoosanitary requirements in force, established by SENASICA;

Chapter IX

Of the Repopulation and Livestock Rearing Component

Article 19. Incentives for Repopulation and Livestock Rearing, (Directed to Units of Livestock Production), are:

I. Repopulation

Concept	Maximum Amounts
Females of the different livestock species .	Up to 50% of the reference value per natural or legal person. For producers located in localities with high and very high marginalization and Municipalities of the National Crusade against Hunger, the maximum amount may be up to 75% of the reference value . The maximum amount of support will be up to \$ 450,000.00 (four hundred and fifty thousand pesos 00/100 MN).

The selection criteria for Repopulation applicants will be as follows:

- a) That they comply with the general requirements established in article 7 of this Operation Rule ;
- b) They present technical data sheet (VI);
- c) All support applicants must demonstrate the ability to provide accommodation and water and food supplies for all their livestock, including the requested one;
- d) The semovientes must be identified by SINIIGA, as applicable to each species;
- e) All the semovientes, will be subject to the zoosanitary requirements in force, established by SENASICA;
- f) Distribution of livestock inventory (Annex IX);
- g) Priority will be given to those who present proof of free herd of the current animal health campaigns .

II. Livestock Rearing

Concept	Maximum Amounts
Retention of heifers producing milk, meat and dual purpose; pubescent female sheep, goats and pigs. The supported females must remain at least two deliveries in the UPP of origin.	For individuals and companies, the maximum amount of the incentive will be up to 50 U. A . ; for milk-producing heifers \$ 1,250 per head, meat and dual-purpose heifers \$ 1,000 per head; female pubertal sheep and goats \$ 300 per head and female pubertal pigs \$ 200 per head.

The selection criteria for Recría Pecuaría applicants will be as follows:

- a) That they comply with the general requirements established in article 7 of this Operation Rule ;
- b) They present technical data sheet (VI);
- c) All support applicants must demonstrate the ability to provide accommodation and water and food supplies for all their livestock, including the requested one;
- d) The semovientes must be identified by SINIIGA, as applicable to each species;
- e) All the semovientes, will be subject to the zoosanitary requirements in force, established by SENASICA;
- f) Priority will be given to those who present proof of free herd of the current zoosanitary campaigns ;
- g) Incentives will not be granted to producers who have been supported in any of the last two years;
- h) For female sheep, goats and pigs, they must prove the breeding of the females.

The Technical Elements and Reference Values of the Support Concepts for Concurrency Programs with Federal Entities and Livestock Development, defined by the UR, will be published on the SAGARPA website no later than January 2014.

TITLE III

Operational Mechanics

Chapter I

Of the Operation Procedure

Article 20. Responsible Unit. General Livestock Coordination with the following powers and obligations:

- I. Define the criteria and procedures for the operation of the Program and its Components;
- II. Publish on the website of the Secretariat, the Operation Rules of the Livestock Development Program ;
- III. Propose to the Secretary's head the approval of strategic projects of state, regional or national impact that address the problems of a Product System, a region or critical factor that compromises the development of the sector, establishing concepts and maximum amounts of support and percentage of contributions different from those established in this agreement and the recognition of the contributions of the beneficiaries through pre-existing assets and / or in kind according to the characteristics of the target population of the Program;
- IV. Approve the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized supports, as long as it does not imply an increase in federal support or compromise resources from subsequent years;
- V. Establish the terms of reference for the supervision of the operation of the Program and its Components, to guide the intervention of the General Directorate of Planning and Evaluation, in accordance with the provisions of these Operation Rules and the applicable regulations;
- SAW.** Establish the methodology for the verification of the Livestock Production Units supported by the PROGAN Productive component, as well as its instrumentation, signing the corresponding legal instruments;
- VII. Authorize windows, determine or modify the periods and dates of opening and closing;

- VIII. Authorize technological packages proposed by the Executing Agencies;
- IX. Request reports from the Executing Agencies and / or beneficiaries;
- X. Review the report of the public account of the program and its components sent by the Executing Agency, with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued to the TESOFE;
- XI. Reallocate available resources when they have not been ministered, due to the cancellation of approved projects;
- XII. Exercise the power conferred by legal provisions, to give priority to strategic projects of federal, regional application and implement their direct execution with auxiliary bodies or through the entities that allow them to fulfill their powers through the respective instruments;
- XIII. Sign the collaboration, institutional coordination or concertation agreements or covenants and other legal instruments for carrying out program actions and components referred to in these Operation Rules, as appropriate, with agencies and entities of the Federal Public Administration, state or municipal, centers and institutions of research and / or higher education, national and international organizations, as well as producer organizations , civil associations and professional service providers, among others;
- XIV. Add or replace Executing Instances or Technical Agents, and must be published on the Secretariat's website;
- XV. Issue the technical specifications of the Program and its Components; and submit to the Secretary's consideration the specifications of the strategic projects;
- XVI. Assist with the Executing Instances, in the establishment, monitoring and issuance of the resolutions of the administrative procedures established to determine non-compliance with obligations by the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance to the applicable legislation;
- XVII. Authorize the advance payment of the support and the deferral of the commitments of the beneficiaries, when relevant natural disasters (Hydrometeorological and / or geological) that have a Natural Disaster Declaration, whose occurrence will be ruled by any of the following instances, Commission national Water (CONAGUA), national Institute for Research Forest Agriculture and livestock (INIFAP) or any Educational Institution or of Research at the Bank, pursuant to the damage to the livestock sector, and affecting production units Pecuaría; Y
- XVIII. In general, all the powers and obligations necessary to achieve the objectives of the program, components or strategic projects, in accordance with the provisions of these Operation Rules and applicable legislation.

Article 21. Executing instance. It will have the following powers and obligations:

- I. Operate the Program and / or Components in accordance with the provisions of these Operation Rules ;
- II. Apply the criteria to approve the modifications of the projects requested by the beneficiaries as long as they do not affect the agreed impact and target population;
- III. Publish on its website the technical specifications of the Program Components that apply to it, and those that the Responsible Unit determines;
- IV. Evaluate and rule on the applications submitted, in accordance with the requirements and characteristics of the supports provided for in the Operation Rules and, where appropriate, issue the technical opinion of the projects and approve the corresponding amounts of support;
- V. Issue calls for the submission of requests for support from the Program Components in accordance with the Responsible Unit;
- SAW. Propose to the Responsible Unit, the reallocation of resources that come to be generated when they have not been ministered or due to the cancellation of approved or withdrawn projects before closing the Public Account;
- VII. Propose to the Responsible Unit, technological packages for authorization, previously validated by a Research Institution or Higher Education;
- VIII. Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit. In case of being unable by the regulations to issue said resolutions, you must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and to exercise the pertinent legal actions according to the applicable legislation;
- IX. Cancel projects in whole or in part in case the beneficiary does not comply with the provisions of these Operation Rules;
- X. Cancel the projects, in the event that the beneficiaries do not sign the corresponding legal instruments or do not make the contribution indicated in these Operation Rules;
- XI. Keep a detailed control and record of the application of resources and the detailed progress of the goals of each Component of the Program, as well as the preparation and sending to the Responsible Unit of the physical-financial reports that must be prepared and sent on a monthly and quarterly basis;
- XII. Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits, and any other required by the Responsible Unit , which allows verifying that the supports provided have been authorized and used in accordance with the applicable regulations;
- XIII. Request the beneficiary to submit progress reports;
- XIV. Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports;
- XV. Register, and keep updated the information in SURI or SI-PROGAN;
- XVI. Integrate the report of the public account of the program and / or component with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued informed to TESOFE, for delivery to the Responsible Unit , this relationship may not be modified;
- XVII. Publish the list of producers supported and not supported by the Program Components . This list must be published, at least, on the electronic page of the Executing Agency and in the windows where the requests were received;

- XXVIII.** Attend the audits carried out by the supervisory bodies, until their settlement;
- XXIX.** Reintegrate to TESOFE, the resources that at the end of the year have not been accrued and the corresponding financial products, in compliance with the applicable legislation;
- XX.** File complaints, demands and any other legal actions for compliance with the Program Components, according to the applicable regulations;
- XXI.** Notify the Responsible Unit and the Senior Official regarding the resolutions of the causes of non-compliance indicated in the Operation Rules;
- XXII.** Present the work program of the agreed components with their respective goals and amounts;
- XXIII.** Present the verification of the resource at the end of the corresponding fiscal year;
- XXIV.** Keep the Directory of Natural and / or Moral Persons who lose their right to receive Program support updated ;
- XXV.** In general, all the powers and obligations necessary to achieve the objectives of the program, components or strategic projects, in accordance with the provisions of these Operation Rules and applicable legislation.

The powers and responsibilities of the Executing Instances will be formalized in the legal instrument that, to that end, and where appropriate, they sign with the Secretariat.

In the case of the components that operate direct supports or through a list of beneficiaries, through electronic means of payment to the account (Banking System) or means of disposal of each beneficiary, nominally or in bulk with the support of an intermediary financial, the documentation that guarantees the delivery-reception of the supports will be constituted with the deposit order of the Executing Agency of the expense and with the reports or reports issued by the Financial Intermediary to the Executing Agency of the expense.

Article 22. The Technical Agent will have the following powers and obligations;

The powers and responsibilities of the Technical Agent will be formalized in the legal instrument that, to that end, and where appropriate, they sign with the Secretariat.

TITLE IV

Complementary Provisions

Chapter I

Of Rights, Obligations and Exclusions

Article 23. Those who are beneficiaries will be subject to the following rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive advice from the Responsible Unit, the Delegations and / or Executing Agencies, regarding the program and its respective components and the selection procedures ;
- b) In his case, to acquire the good or service with the direct or indirect support of the provider that he freely chooses;
- c) File complaints and denunciations in the terms established in article 36 of these Operation Rules ; Y
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Unit and / or the Executing Agency under the terms of the Federal Law of Administrative Procedure , and
- e) Request in writing to the Responsible Unit and / or Executing Agency, any change that implies modifications to the authorized project.

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these Operation Rules;
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation ;
- c) Accept and facilitate verifications, audits, inspections, supervisions and requests for information by any inspection authority that requires it or, where appropriate, by the Responsible Unit or Executing Agency , in order to verify the correct application of resources awarded;
- d) Request in writing, any modification they intend to make to the authorized project;
- e) All the information that it presents, delivers and informs is true and trustworthy during the process and verification of the support, under protest to tell the truth;
- f) For supports that are dispersed via bank deposit, you must provide and / or keep the corresponding account in force;
- g) Keep their data updated in the National Livestock Register, in accordance with the provisions of each Component.

Article 24. No support will be granted for the following concepts:

- I. Purchase or lease of land;
- II. Purchase of used equipment and machinery;
- III. Purchase of any type of vehicle with luxury characteristics that is online or by prefabricated order , except for the acquisition of new chassis cargo land transport vehicles from 2.5 tons to 22 tons;
- IV. Purchase of trailers for the transfer of species from sports competition or gala events;
- V. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Responsible Unit;
- SAW. Payment of liabilities;
- VII. Building for residential use, and
- VIII. Acquisition of tractors.

Likewise, the incentive limit per producer will be the equivalent to the resulting production of 100 hectares of irrigation or its equivalent in temporary; 2,500 head of cattle or 5,000 in pigs and 11,000 in sheep and goats for slaughter in TIF Tracks; 50 animal units for the replacement of breeding foot or its equivalent for legal entity.

Chapter II

Of the Audit

Article 25. The resources that the Federation grants for the programs and / or components may be audited by the Ministry of Public Function, the Internal Control Body in the Ministry and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Secretariats of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character, despite having been the subject of an agreement and be transferred for its application, to any other instance

different from the Secretariat.

Chapter III

Operating Expense

Article 26. Of the resources assigned to the Livestock Development Program in its different components, 5% will be destined for evaluation, supervision, program operation and dissemination actions, charged to the resources authorized to this program based on the following distribution :

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP) **	1.0%
TOTAL	5.0%

* The Responsible Unit will define, in the legal instrument that it signs with the Executing Agency, the percentage that will be assigned to it for the operation and supervision of the component.

** The components that do not make use of the state structure of the Secretariat, nor of their delegations, Districts and Rural Development Support Centers, are excepted , therefore said percentage will be exercised and destined for the operation of the component by the Responsible Unit. .

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components, which will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products for each component may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery, the increase of the goals in the authorized concepts in each component, external audits, and in his case the reimbursement to the TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary discipline in the exercise of spending are published. resources , as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV

Of the Evaluation, Follow-up and Supervision

Article 27. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law , and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, and must observe the applicable regulatory provisions and requirements that must be fulfilled for the development of the evaluation, the appointment and hiring of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Planning and Evaluation Directorate of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of the program and components subject to this process.

Said unit must be outside the operation of the programs and the exercise of budgetary resources ; Likewise, it will be in charge of issuing the general guidelines for national evaluations , in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in

accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the program's objectives:

goals	Indicator Name	Measurement Frequency
Livestock producers increase the production of food of animal origin in the livestock economic units	Variation rate of the national supply of food of animal origin.	Annual
Economic incentives, identifiers and training services delivered to the Livestock Production Units of PROGAN Productivo	Percentage of Livestock Production Units supported with economic incentives	Biannual
	Percentage of Livestock Production Units supported with identifiers	Biannual
	Percentage of Livestock Production Units supported training services	Biannual
Economic incentives given to livestock production units for the acquisition of livestock of the different species	Percentage of animal units supported in livestock production units	Biannual
Economic incentives given to livestock production units for the acquisition of productive assets.	Percentage of Livestock Production Units supported with Productive Assets	Biannual
Economic incentives granted to the Livestock Product System Committees .	Percentage of livestock product systems committees supported.	Biannual
Economic incentives and productive assets, delivered to livestock economic units for post-production.	Percentage of livestock economic units supported with productive assets for post-production	Biannual
	Percentage of livestock economic units supported with economic incentives for post-production	Biannual
Economic incentives given to livestock economic units for the acquisition of assets for Biosafety.	Percentage of livestock economic units supported with Biosecurity assets .	Biannual
Economic incentives given to Pig Production Units	Percentage of Pig Production Units supported with economic incentives	Biannual
Economic incentives given to livestock production units for drilling and equipping livestock wells	Percentage of Livestock Production Units supported with incentives for drilling and equipping livestock wells	Biannual
Economic incentives given for the acquisition of productive assets for repopulation	Percentage of Units supported with productive assets for repopulation	Biannual

Article 28. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the program and / or components, as well as well as strategic projects .

Supervision must be carried out by the Responsible Unit, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as for the general administration of the Computer System in which the Responsible Unit must record the operation corresponding to the supervision of the program, components and projects at its position.

Likewise, the Responsible Unit, or the instance determined by the Secretariat, through the supervision system , will determine, through a random procedure, the verification and supervision of the supports granted under each component.

La Unidad Responsable serán quienes fungirán como las instancias coadyuvantes de control y vigilancia del programa y/o componentes a cargo de la Secretaría, para asegurar el apego a la normatividad y lineamientos aplicables, el buen uso, manejo y destino de los recursos ministrados.

Capítulo V

De la Transparencia, Difusión y Rendición de Cuentas

Artículo 29. Se dará en el marco de la Ley Federal de Transparencia y Acceso a la Información Pública Gubernamental.

El programa deberá publicar su listado de beneficiarios por componentes, el cual deberá estar desagregado por género, grupo de edad, entidad federativa y municipio, así como los conceptos de apoyo. Dicha información deberá actualizarse permanentemente y publicarse semestralmente en la página electrónica de la Secretaría www.sagarpa.gob.mx y de cada instancia ejecutora de gasto a más tardar el último día hábil de diciembre del año que se reporta y deberá ser actualizada, en su caso, con los datos del finiquito correspondiente.

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the

pages of the supported and unsupported requests. These relationships must be published, at least, on the electronic page of the Executing Agency and in each of

the windows at which applications were received.

The stationery, official documentation, as well as the advertising and promotion of the program and component, must include the logo of the Secretariat and that of the SDA and the following legend: " *This program is public, alien to any political party. The use is prohibited for purposes other than those established in the program .* "

Article 30. To carry out the tasks of dissemination of the program and components, the General Directorate for Programming, Budget and Finance of the Senior Official, will reserve at the central level an amount of up to 0.3% of the original budget authorized for the program and components to be exercised by the General Coordination of Social Communication.

Article 31. The Secretary will continue with the system of rendering accounts on the destination of the fiscal resources referred to in article 36 Section II of the Expenditure Budget of the Federation for 2014 in order to integrate it into the Single Register of Beneficiaries to which Article 140 of the Sustainable Rural Development Law refers , which must incorporate at least the following elements: key or registration number that will be assigned by the agency to the beneficiary; geographical region (federal entity , municipality and locality); productive activity; agricultural cycle, link in the value chain, support concept ; and fiscal amount granted, being the obligation of the Executing Agency, including Entities States, programs and components keep it updated. Said system will maintain a specific module to detail the fiscal resources allocated to basic and strategic products under the terms of the Sustainable Rural Development Law.

In the case of support destined for public goods, those persons with whom the execution of actions to achieve the corresponding objectives will be considered a beneficiary . By December 31, the system will have available the data that allows the identification of the beneficiary.

The General Directorate of Planning and Evaluation will be the area that the aforementioned system operates in the Secretariat and must establish the terms and conditions for the delivery of the information, making them known to the Units Responsible to the Secretariat and the dependencies that participate in the Program. Concurrent Special. Likewise, said Unit will publish a monthly report on compliance in the delivery of information.

Chapter VI

Of Equity and Gender

Article 32. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

From the Institutional Coordination

Article 33. The Responsible Unit will have the power to sign agreements and legal instruments to carry out program actions and components referred to in these Operation Rules , as appropriate, with agencies and entities of the Federal Public Administration, center or institutions of research and / or higher education, national and international organizations , as well as an organization of producers, civil associations and professional service providers, among others.

Component	delegations SAGARPA	State governments	Decentralized Organizations of SAGARPA	Other Dependencies	International Organizations	Institutions of research and / or education Higher
PROGAN Productive	P		P	P	P	P
Repopulation and Livestock Rearing		P	P	P		
Repopulation Infrastructure and Equipment		P	P	P		
productivity Pecuaria		P	P	P		P
PROPOR		P		P	P	P
Cattle Wells		P	P	P		P
Systems Product Pecuario		P	P	P		P
Postproduction Management		P	P	P		P
Livestock Biosecurity		P	P	P	P	P

Chapter VIII

Of the Participants

Article 34. Participants (Executing Agencies) in this program:

Component	CGG	Delegations
PROGAN Productive	P	P
Repopulation and Livestock Rearing		P
Livestock productivity	P	P
Livestock Product Systems	P	
Postproduction Management	P	P
Livestock Biosecurity	P	P
PROPOR	P	P
Livestock Well Drilling and Equipment Program	P	P
Repopulation Infrastructure and Equipment		P

As well as those Executing Instances or Technical Agents designated by the Responsible Unit, through publication on the Secretariat's website.

Chapter IX

Of the Sanctions, Complaints and Denunciations

Article 35. In the event that the beneficiary fails to comply with any of the obligations indicated in article 23 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executing Instance, or the Responsible Unit as appropriate, the support will be canceled and the return thereof required, plus the financial products generated and will be registered by the Executing Instance or the Responsible Unit in the directory of natural and / or moral persons who lose their right to receive support, which is the responsibility of the Official Greater than SAGARPA, until the detected non-compliance is corrected. The foregoing, without prejudice

of other legal and administrative actions undertaken by the Secretariat and the supervisory bodies.

Once the executing agency becomes aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each particular case must be sent to the Responsible Unit. The executing agency must issue the resolutions of the administrative procedures established to determine the breach of obligations and, where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide the Responsible Unit with all public and / or private documentaries where such non-compliance is recorded, so that it can issue the corresponding administrative resolution and if appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 36. The beneficiaries and the general public may submit their complaints and claims in writing, with respect to the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body, Complaints and Complaints Modules.

Complaints and complaints may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx/index.php/denuncia.html>), via email (contactociudadano@funcionpublica.gob.mx and quejas@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC complaints area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF) in the Federal Entities through the offices receiving complaints at the following telephone numbers: Chihuahua 01 (614) 214 41 08, Durango 01 (618) 829 18 00 Ext. 78200, Laguna Region 01 (871) 175 04 00 Ext. 45010, Jalisco 01 (331) 401 51 41, Colima 01 (312) 312 08 41, Nayarit 01 (311) 213 39 58, Guerrero 01 (747) 472 61 64, Michoacán 01 (443) 113 03 01, Nuevo León 01 (811) 160 75 05, Coahuila 01 (844) 411 83 01, Tamaulipas 01 (834) 318 21 01, Oaxaca 01 (951) 549 00 71, Tabasco 01 (993) 358 18 10, Veracruz 01 (228) 841 63 76, Chiapas 01 (961) 617 10 51, Sinaloa 01 (667) 760 15 45, Sonora 01 (662) 259 98 13, Baja California 01 (686) 554 00 49, Baja California Sur 01 (612) 122 74 31, Zacatecas 01 (492) 925 61 46, Aguascalientes 01 (449) 914 05 94, Guanajuato 01 (461) 616 04 13, Querétaro 01 (442) 218 78 91, San Luis Potosí 01 (444) 834 31 01, Puebla 01 (222) 235 39 42, Morelos 01 (747) 771 92 12, Tlaxcala 01 (243) 465 07 06, Hidalgo 01 (771) 713 15 52, Estado de México 01 (722) 278 12 43, Yucatán 01 (999) 943 69 88, Campeche 01 (981) 816 53 88 and Quintana Roo 01 (983) 835 12 70, or to the Citizen Contact Center (toll free 01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollerships of the Federal Entities, they must notify the Internal Control Body of the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST. This Agreement will enter into force on January 1, 2014.

SECOND. As of fiscal year 2014, these Operation Rules of the Livestock Development program and its components will be the only ones applicable to it, so by means of the publication in the DOF of this agreement, any other operation rule, guidelines, will be null and void, addition, update or modification that have been published prior to this agreement, unless expressly stated otherwise in this rule.

TERCERO. Conforme a los artículos décimo cuarto y cuarto transitorio del Decreto por el que se establece el Sistema Nacional para la Cruzada contra el Hambre "Sin Hambre", las erogaciones que se realicen para dar cumplimiento a dicho Decreto, se cubrirán con cargo a los respectivos programas y presupuestos aprobados

para el ejercicio fiscal correspondiente en los términos de la Ley Federal de Presupuesto y Responsabilidad Hacendaria.

CUARTO. A efecto de cumplir con lo señalado en el Artículo Vigésimo del Decreto que establece las medidas para el uso eficiente, transparente y eficaz de los recursos públicos, y las acciones de disciplina presupuestaria en el ejercicio del gasto público, así como para la modernización de la Administración Pública Federal; esta Secretaría continuará instruyendo que el pago a los beneficiarios se realice de forma electrónica, mediante depósito en cuentas bancarias. La forma de pago prevista en este artículo, estará exceptuada en aquellos casos en que no se cuente con servicios bancarios en la localidad correspondiente.

QUINTO. En caso que resulte procedente, se podrán apoyar con recurso del ejercicio fiscal 2014 solicitudes de apoyo dictaminadas favorablemente durante el ejercicio inmediato anterior, cuando por razones de suficiencia presupuestal no se hubieran podido atender.

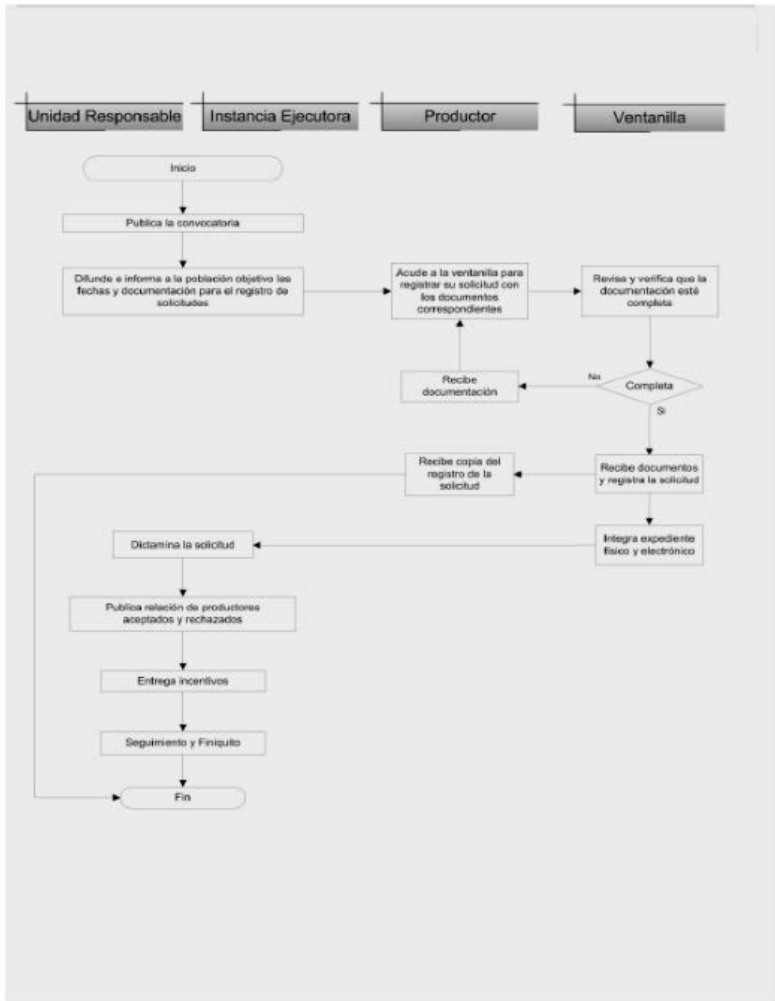
SEXTO. Conforme a lo establecido en el artículo 36, fracción XII del Decreto de Presupuesto de Egresos de la Federación para el Ejercicio Fiscal 2014 esta Secretaría realizará la consulta sobre el cumplimiento al artículo 32-D del Código Fiscal de la Federación en la herramienta que para tal efecto pongan a disposición las autoridades fiscales.

SEVENTH .- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013. - The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez** .- Rubric.

Annex I

Proceso y Ejecución



Annex II

 	Solicitud Única de Apoyo Programa de Fomento Ganadero
---	--

No. de Folio del SIURI o Consecutivo									
Número de UPP o P&G									

1. DATOS DE LA VENTANILLA (Para ser llenado por el Responsable de la Ventanilla)

COMPONENTE	EDO	DDR	MUNICIPIO	CADER	VENTANILLA	DIA	MES	AÑO

2. DATOS DEL SOLICITANTE

 Física Moral Razón social: _____

No. Integrantes: ___ Mujeres ___ Hombres

Nombre (s) de la persona física o representante legal: _____ Sexo H ___ M ___ Edad ___

Primer Apellido: _____ Segundo Apellido: _____

Etnia: _____

CURP: _____

 RFC con homoclave _____ - _____ Estado Civil Soltero Casado

Teléfono (fada): _____ Celular: _____ Correo electrónico: _____

Documento de Identificación: IFE () o Pasaporte () Número: _____

3. DOMICILIO DEL SOLICITANTE

 Tipo de asentamiento humano: Colonia () Fraccionamiento () Manzana () Pueblo () Rancho ()
 Granja () Ejido () Hacienda () Otro () norma INEGI

Nombre del asentamiento humano: _____

 Tipo de vialidad: Avenida () Boulevard () Calle () Callejón () Calzada () Periférico () Privada () Carretera
 () Camino () Otro () norma INEGI

Nombre de vialidad: _____

Número exterior 1: _____ Número exterior 2: _____ Número interior: _____ Código Postal: _____

Referencia 1 (entre vialidades): _____

Referencia 2 (vialidad posterior): _____ Referencia 3 (Descripción de ubicación): _____

Localidad: _____ Municipio: _____ Estado: _____

Otro: _____

4. DATOS DE CUENTA BANCARIA

Institución Bancaria : _____ No de Cuenta: _____

Cuenta Interbancaria CLABE : _____

5. LIST OF DOCUMENTS DELIVERED
General requirements

Documents	Physical People	Moral Persons	Legal Representative
Single Request for Support to the Livestock Development Program (Annex II)			NA
Document proving your updated registration in the National Livestock Register			NA
General Power of Attorney or Notarized Act for lawsuits and collections and / or for acts of administration or domain, as appropriate.			NA
List of member producers	NA		NA
Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes	NA		NA
RFC			NA
Official identification (IFE Credential or Passport) and CURP (must be coincident)		NA	
Proof of private address (receipt of electricity, water, property, telephone or free writing from the local authority in which the applicant's residence is validated with old maximum age of three months)		NA	
Proof of tax address	NA		NA
Proof of bank account number and CLABE			NA

Specific requirements

Documents	PROGAN Productive	Repopulation and Livestock Rearing	Infrastructure Y Team of the Restocking	productivity Pecuaria	PROPOR	Cattle Wells	Systems Product Pecuarias	Post Management Livestock production	Biosecurity Livestock
Project (Applications over five hundred thousand pesos of federal resources; Annex V)	NA	NA			NA		NA		
Technical Sheet (Applications less than five hundred thousand pesos of federal resources; Annex VI)	NA				NA		NA		

Document of compliance with animal health regulations (current)			NA			NA	NA	NA	
Document containing the list of semovientes with the SINIGA earring number; relationship of pig bellies with their identification (only PROPOR)			NA			NA	NA		
Pregnancy or birth certificate (Applicable only for Recria)	NA		NA	NA	NA	NA	NA	NA	NA
Document that accredits the activity of breeder of grazing cattle, milk producer or beekeeper; pig farmer (only PROPOR)		NA	NA	NA		NA	NA	NA	NA
Document that proves the legal possession of the land (except beekeeper).		NA	NA	NA	NA	NA	NA	NA	NA
In the case of legal entities, the relation of members with the number of animals of each and / or populated hives and their signature (Annex III)		NA	NA	NA	Annex IV	NA	NA	NA	NA
Letter of commitment and adherence; (Annex VII)		NA	NA	NA	Annex VIII	NA	NA	NA	NA
UPP data, land use distribution and livestock inventory (Annex IX)		Apply only Repopulation		NA		NA	NA	NA	NA
National Master Plan and Annual Strengthening Plan	NA	NA	NA	NA	NA	NA		NA	NA

NA: Does not apply

DECLARATIONS

I declare under protest to tell the truth:

1. That I do not carry out illegal activities.
2. That the data provided is true and I commit myself to the regulations established in the Operating Rules and corresponding guidelines for which I request support, as well as all applicable legislation. On the other hand, I express my total and complete commitment, to carry out the investments and / or works that correspond to me, to execute the actions of the aforementioned support.
3. I exempt SAGARPA from any responsibility derived from the deposit of the amount of the support granted to me, in the bank account that is specified in advance, since the information that I have provided is completely correct and current.

6. OBSERVATIONS:

Application date: _____

Name and Signature or fingerprint of the Producer Name and Signature of the Official

Applicant or Legal Representative Receiver at Authorized Window

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

Annex III

 	<p>Listado de Productores Integrantes de la Persona Mo</p>
---	---

SURI Folio No. or Consecutive			
UPP or PSG number			

WINDOW DATA (To be filled in by the Window Manager)

COMPONENT	EDO	DDR	MUNICIPALITY	CADER	WINDOW	DAY	MONTH	YEAR

NAME OF THE ORGANIZATION: _____



PROJECT NAME: _____

PRODUCERS LIST								DO NOT. OF BELLIES OR BEEHIVES FOR WHICH SUPPORT IS REQUESTED (FILL C			
NOT CONSECUTIVE	LAST NAME	MATERNAL LAST NAME	NAME (S)	curp	RFC	AGE	SEX	BOVINE MEAT OR DOUBLE PURPOSE	Bovine milk	OVINE	CAPRINO
one											
two											
3											
4											

9. Impact goals.
10. Direct and indirect jobs generated by age and gender.
11. Description of activities to be carried out.
12. Calendar of activities.
13. Description and characteristics of deliverables.
14. Total investment and breakdown of government contributions, participants, credit or others.
15. Financial Analysis (Internal Rate of Return, Net Present Value and Benefit-Cost Ratio).
16. Inventory of available assets for the development of the project.
17. Annexes to the project.

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Annex VI

 	FICHA TÉCNICA Conceptos de Apoyo Menores a: \$500,000.00 (quinientos mil pesos 00/100 M.N.) (Componentes Manejo Postproducción Pecuaria, Productividad Pecuaria, Perforación y Equipamiento de Pozos Ganaderos, Bioseguridad Pecuaria, , Infraestructura y Equipo del Repoblamiento y Repoblamiento y Recría Pecuaria)
---	---

COMPONENT TO WHOM YOU REQUEST SUPPORT: _____

SUPPORT CONCEPT (S): _____

UPP LOCATION:

State: _____ Municipality: _____ Town: _____

Address: _____

ZIP _____

JOBS TO GENERATE

No. of jobs Woman Man

indirect

No. of jobs Woman Man

direct

3. REQUESTED SUPPORT CONCEPTS:

	Concepts	Total investment (\$)	Applicant (\$)	Federal Resources (\$)	State Resources (\$)
one					
two					
3					
4					
	TOTAL				

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Annex VII

 	Carta compromiso y de adhesión al PROGAN Productivo
---	--

The undersigned C _____ of the Livestock Production Unit of the species _____, with number _____, in compliance with the Operation Rules of the Livestock Development Program, Productive PROGAN Component that will last for the year 2014, I promise to comply with the following commitments, as well as granting all facilities to the personnel authorized by this Secretariat to verify compliance with these commitments when required:

COMMITMENT	Bovine Meat and Dual Purpose		Cattle Milk		Sheep		Goats		Bees	
	TO	B	TO	B	TO	B	TO	B	TO	B
Vegetation protection, Reforestation or Revegetation 1	P	P	P		P	P				
Works and / or practices for soil, water and / or vegetation conservation *	P	P	P		P	P	P	P		
SINIIGA identification *	P	P	P		P	P	P	P	P	P

Food Supplementation 4	P	P	P		P	P	P	P	P	P
Disease Prevention 5	P	P	P		P	P	P	P	P	P
Actions for the Adjustment of Animal Load 1		P				P		P		
Bellies Replacement 1		P				P		P		
Gestation Diagnosis 1		P								
Continuous improvement of the sanitary quality of milk 1			P							
Annual change of Queens 1										P
Annual change of two stamping wax combs 1										P

1.- During the validity of PROGAN.

2.- At least one work or practice every two years.

3.- The total of the bellies and hives supported.

4.- Mineral supplementation for cattle, sheep and goats and protein-energy supplementation for bees, during the validity of PROGAN.

5.- Vaccination against Brucella to all female offspring according to what the DGSA determines for each State or treatment against varroa in the case of beekeeping.

Application date: _____

Name and Signature or fingerprint of the Producer Name and Signature of the Official

Applicant or Legal Representative Receiver at Authorized Window

*" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "***Annex VIII**

The undersigned C _____ of the Livestock Production Unit of the species _____, with number _____, in compliance with the Operation Rules of the Livestock Development Program, Component PROPOR that will last for the year 2014, I promise to comply with the following commitments, as well as granting all facilities to the personnel authorized by this Secretariat to verify compliance with these commitments when required:

COMMITMENT	Pigs	
	TO	B
Works and / or practices for soil, water and / or excreta control 1	P	P
Establish and maintain the use of productive records on the farm		P
SINIIGA identification	P	P
Disease Prevention 3	P	P
Bellies replacement		

1.- At least one work or practice every two years.

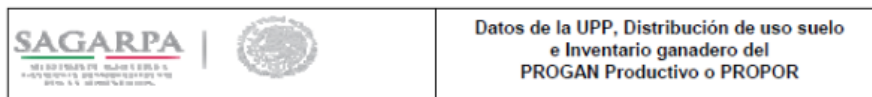
2.- The total number of bellies supported.

3.- Comply with SENASICA's animal health campaigns

Application date: _____

Name and Signature or fingerprint of the Producer Name and Signature of the Official

Applicant or Legal Representative Receiver at Authorized Window

*" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "***Annex IX****LIVESTOCK PRODUCTION UNIT INFORMATION**

State: _____ Municipality: _____ Town: _____

Address _____

CP _____

Description how to get to the UPP: _____

Tenure: - _____ Document proving tenure: - _____

Species for which you are requesting support: -	
No of bellies or hives for which you request support:	
Livestock Organization to which the UPP belongs:	
BEEKEEPING Traceability Identification Number (ID):	

LAND USE DISTRIBUTION (For cattle, sheep and goats)

Concept	Hectares of storm	Hectares of irrigation	Total hectares
Pastureland			
Agricultural with production of stubble for livestock			
Agricultural without production of stubble for livestock			
Natural meadow			
Prairie introduced			
Forage Crops			
Forest			
Installations, constructions, troughs, etc.			
TOTAL AREA			

TOTAL LIVESTOCK INVENTORY

Species	Bellies	Stallions	Unweaned pups	hatchlings Weaned	Heifers	Steers	Total
Cattle Meat							
Bovine milk							
Sheep							
Goats							
Pigs							
Beehives							
Equines							

Application date: _____

Name and Signature or fingerprint of the Producer Name and Signature of the Official

Applicant or Legal Representative Receiver at Authorized Window

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DOF: 12/18/2013

AGREEMENT by which the Operating Rules of the Agro-Food Productivity and Competitiveness Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed .

In the margin a stamp with the National Shield, which says: **United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.**

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, based on articles 25 Paragraph 5 and 28 last paragraph of the Political Constitution of the United Mexican States, 9th, 26 and 35 section XXII of the Organic Law of the Federal Public Administration ; 4th. of the Federal Law of Administrative Procedure; 9th. and 12 of the Planning Law; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 7o., 8o., 22 fraction IX subsection a), 32, 54, 55, 59, 61, 72, 79 first paragraph, 80, 86, 87, 140, 164, 178, 190 fraction I and 191 of the Law of Sustainable Rural Development; 1st., 2nd., 3rd., 5th. fraction XXII, and 21 of the Internal Regulations of the Secretariat Agriculture, Livestock, Rural Development, Fishing and Food; and Articles 30, 31 and Annex 24 of the Federal Expenditure Budget Decree for Fiscal Year 2014, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for the leadership of national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes.

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That the government resources destined to the agri-food sector must be used in a more efficient way to attend to the problems in which the sector is immersed, since producers face limitations due to low levels of productivity in their rural, low economic units. income, low technical-administrative capacities, vulnerability to financial risks and market among others;
















That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, the criteria are established guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Agro-Food Productivity and Competitiveness Program;

ASK BY DATE

Dec 2013						
Do	Lu	Ma	Me	Th	Saw	Sat
one	two	3	4	5	6	7
8	9	10	eleven	12	13	14
fifteen	16	17	18	19	twenty	twenty-one
22	23	24	25	26	27	28
29	30	31				

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That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force, and

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; for what I have had to issue the following:

AGREEMENT BY WHICH THE RULES OF OPERATION OF THE AGRO-FOOD PRODUCTIVITY AND COMPETITIVENESS P



CONTENT

TITLE I. GENERAL PROVISIONS.

Chapter I Purpose of the Program

Chapter II General Guidelines

TITLE II. OF THE COMPONENTS

Chapter I On the Access to Productive and Competitive Financing Component

Chapter II The Certification Component for Agro-Food Productivity.

Chapter III Of the Productive Development Component of the South Southeast

Chapter IV On the Component of Strengthening the Production Chain

Chapter V The Project Planning Component (Project Map)

Chapter VI Of the Component of Agrifood Productivity

Chapter VII Of the Component of the Regional Program of Development Planned in the PND

Chapter VIII Of the Component of the National System of Agroparks

Chapter IX Of Strategic Projects

TITLE III. OPERATIONAL MECHANICS

Chapter I of the procedures

TITLE IV. SUPPLEMENTARY PROVISIONS

Chapter I. Of the Rights, Obligations and Exclusions

Chapter II Of the Audit

Chapter III On Operating Expenses

Chapter IV. Of the Evaluation and Supervision

Chapter V. Transparency, Dissemination and Accountability

Chapter VI. Of Gender Equity

Chapter VII. From the Institutional Coordination

Chapter VIII. Of the Sanctions, Complaints and Denunciations

TRANSITORY

ANNEXES

ANNEX I. Single Request for Support of the Components of the Agro-Food Productivity and Competitiveness Program

ANNEX II. Script for the Elaboration of Projects of the Productivity and Agrifood Competitiveness Program

ANNEX III Certificate of Qualification for Prioritizing Projects Program for Productivity and Competitiveness Agrifood

ANNEX IV. Applicant Support Flowcharts

TITLE I

GENERAL DISPOSITION

Chapter I

About the Purpose of the Program

Article 1. The purpose of this Agreement is to establish the Operation Rules for the application of the Productivity and Agrifood Competitiveness Program and its Components:

I. Component of Access to Productive and Competitive Financing

II. Component of Certification for Agrifood Productivity

III. Productive Development Component South --Southeast

IV. Component for Strengthening the Production Chain

V. Project Planning Component (Project Map)

SAW. Agrifood Productivity Component

VII. Component of the Regional Program of Development Planned in the PND

VIII. Component of the National System of Agroparks

Additionally, chapter IX of this Agreement establishes the regulatory framework and general criteria for the operation of Strategic Projects.

The program and its components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters

not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective is to contribute to boosting productivity in the Agri-Food Sector by investing in the development of physical, human and technological capital.

Article 3. The specific objective is for rural economic units to have investment in the development of physical, human, and technological capital, through incentives for financing, capitalization, added value, market risk management, capacity development, research, and technological development.

Article 4. For the purposes of this program, the following definitions shall apply:

I. **Food collection.**- Collection or rescue of waste of agri-food products suitable for human consumption carried out by Food Banks.

II. **Agropark** .- Physical space provided with basic and complementary infrastructure, where different agri-food activities converge that add value, increase productivity and competitiveness, such as primary production, storage, processing, transformation, training, technology transfer and commercialization, among others;

III. **AGROSEMEX** .- majority state - owned company that serves as an Institution of Insurance.

IV. **ASERCA** .- Agency of Services for the Marketing and Development of Agricultural Markets;

V. **Base** .- Price of the physical minus the price of the future;

SAW. **Beneficiary** .- natural or legal person who has been notified of the authorization of the production incentive and who has signed the legal instrument to exercise it.

VII. **CLABE** .- Standardized Bank Code;

VIII. **Coverage** .- Financial operation that aims to reduce the risk of adverse price movements;

IX. **CONAPO** .- National Population and Housing Council;

X. **Purchase-Sale Contract** .- Operation concluded between individuals, established in written form, whereby the producer and / or the producer organization sells its product to the buyer (consumer and / or marketer) before planting and / or harvesting), in order to plan agricultural production and marketing;

XI. **CURP** .- Unique Population Registry Key;

XII. **Deci I**.- according to INEGI is the division of the population into 10 groups according to income level.

XIII. **This Program**.- Agrifood Productivity and Competitiveness Program

XIV. **Financial Institutions** .- Holding companies of financial groups, brokerage houses, credit institutions, investment companies, operating companies of investment companies, fund managers and those in charge of buying and selling options on agricultural futures;

XV. **Notary Public** .- Person invested with the public faith, in accordance with the provisions of the corresponding legislation;

XVI. **FEGA** : Special Fund for Technical Assistance and Guarantee for Agricultural Credits;

XVII. **Financing** .- Mechanism by means of which a natural or legal person obtains financial resources for a specific project, including that of suppliers;

XVIII. **FIRA** .- Trusts Established in Relation to Agriculture;

XIX. **FIRCO** .- Shared Risk Trust;

XX. **FOCIR** .- Rural Sector Capitalization and Investment Fund;

XXI. **FONAGA** .- National Guarantee Fund for the Agricultural, Forestry, Fishing and Rural Sectors;

XXII. **Insurance Fund**.- It is an association of agricultural producers and / or ranchers or people with Mexican nationality who have their residence in rural areas, whose purpose is to offer mutual and solidary protection to their members through insurance and co- insurance operations.

XXIII. **Capital Fund** .- Fund or investment vehicle, designed according to the profile of its investors to manage resources optimally.

XXIV. **PROFIN Fund** .- Fund for the Deepening of Rural Financing;

XXV. **Guarantee** .- Financial support acquired by a natural or moral person, for the fulfillment of a credit or debt;

XXVI. **Project script (Annex II)** .- Document through which the applicant (s) integrates the concepts of investment to be made and the financial and technical structure of the project;

XXVII. **National Technical Group (GTN)** .- Collegiate body responsible for prioritizing, ruling and authorizing amounts of support for projects previously ruled by the Executing Agency;

XXVIII. **Incentive**.- They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;

XXIX. **Executing instance**.- Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies, Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;

XXX. **Financial Intermediaries (FI)** .- Multiple Banking Institutions, Rural Finance, Cooperative Savings and Loan Societies, Popular Financial Societies, Community Financial Societies, rural financial integration organizations, Credit Unions and General Deposit Warehouses to which refers to the General Law of Auxiliary Credit Organizations and Activities, Multiple Purpose Financial Companies, entities in transition contemplated in the Popular Savings and Credit Law, as well as financial entities that contribute to the dispersion of credit and other Financial Intermediaries that the Secretariat determine;

XXXI. **New Models of Associativity**.- Legal entities formed by producers or in alliance with producers that include, among others, the supply of raw materials, best management and marketing practices, as well as social responsibility;

- XXXII. **Call Option** .- Financial Instrument quoted on the futures exchange that offers the holder coverage against price increases;
- XXXIII. **Option PUT** .- Financial Instrument quoted on the futures exchange that offers the holder coverage against price falls;
- XXXIV. **Technology package**. - technical description of all the investment activities and concepts recommended by INIFAP or an instance of research or higher education, for productive activities in the sector.
- XXXV. **Population A** .- For the purposes of the Productive Development South-Southeast Component, it is the target population defined in Article IV of the Present Operating Rules, and that they are natural persons with a monthly income that places them above decim I IX, according as defined by INEGI, or legal entities made up of partners with said level of income.
- XXXVI. **Population B** .- For purposes of Component Productive Development South- Southeast, is the population defined objective Article IV of these Rules of Operation, and are people physical with a monthly income that locate in decim I to IX, as defined by INEGI, or legal entities made up of partners with said level of income.
- XXXVII. **Project / Investment project** .- Document by which the applicants integrate the concepts of investment to be made and the amount of the budget, in accordance with the provisions of these Operating Rules, in accordance with Annex II of this Program.
- XXXVIII. **High Impact Comprehensive Projects**.- Projects that solve a problem of regional, state or national coverage , considering actions and supports from the primary productive activity , processing, transformation, industrialization, (infrastructure, laboratories, capacity building and business, technical assistance and equipment) , marketing, among others), for the handling and processing of agri-food products;
- XXXIX. **Operation Rules**.- They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;
- XL. **RFC** .- Federal Taxpayers Registry;
- XLI. **SAT** .- Tax Administration Service;
- XLII. **Secretary** .- Secretary of Agriculture, Livestock, Rural Development, Fishing and Food
- XLIII. **Agri-food sector**.- It is made up of all the agricultural, livestock, forestry, aquaculture, fishing, mining and agribusiness or agro-food industrial activities;
- XLIV. **" Without Hunger "** .- National System for the Crusade against Hunger
- XLV. **Public Limited Company**.- Public limited company is the one that exists under a denomination and is made up exclusively from partners whose obligation is limited to the payment of their shares. As defined in article 87 of the General Law of Commercial Companies.
- XLVI. **Applicant** .- Natural or Moral Person who comes to the windows to request the support of the Agro-Food Productivity and Competitiveness Program.
- XLVII. **SURI** .- Single Information Registry System for beneficiary individuals and companies and users of the Secretariat's programs, operated by the Executing Agencies and technologically administered by the General Directorate of Information and Communications Technologies of the latter;
- XLVIII. **TESOFE**: Treasury of the Federation;
- XLIX. **TIF**: Federal Inspection Type;
- L. **Responsible Unit (UR)** .- Entity or Administrative Unit of the Secretariat, including decentralized administrative bodies, which is responsible for the interpretation for administrative purposes of this program and / or component and for the control, supervision and monitoring of the programs or components. to which the present Operating Rules refer, and / or that designated by the Head of the Secretariat and that will be announced by notice on the electronic page of the Secretariat;
- LI. **Economic Unit: Group** of natural or moral persons, integrated into a defined physical space and participating in an activity related to the agri-food and rural sector as a whole.
- LII. **UDIS** .- Value Investment Units established by Banco de México to settle mortgage loans and / or any commercial or financial act;
- LIII. **Window**.- Place where requests are presented to access the incentives of this program and components administered by the Secretariat, Federal Entities and Municipalities, where the corresponding response must be issued, which may be the Delegations through the DDR and CADER, Central Offices and Regional Directions, as well as other private or public instances that will be established based on agreements.

Artículo 5. La población objetivo del presente Programa, serán los productores agropecuarios y pesqueros, ya sean, personas físicas y morales que se dediquen a actividades relacionadas con la producción, transformación, agregación de valor, comercialización, certificación de procesos y productos orgánicos, y servicios del sector Agroalimentario, en su conjunto u otras actividades productivas definidas por la Secretaría, con necesidades de financiamiento o que requieran incrementar su escala productiva mediante la creación de grupos con infraestructura y equipamiento para mejorar el manejo postcosecha o que busque obtener certidumbre en la comercialización de sus productos.

El presente Programa contribuirá, en la medida de lo posible, para atender preferentemente a las pequeñas unidades de producción, que se dedican a las ramas productivas básicas y a la población objetivo que se encuentre ubicada en los municipios y localidades que se contemplan en el "Sin Hambre", la Estrategia Nacional para el Desarrollo del Sur a Sureste, y las localidades de media, alta y muy alta marginación, conforme a la clasificación de CONAPO.

Artículo 6. La cobertura del presente programa es Nacional de aplicación en las 31 Entidades Federativas y el Distrito Federal, salvo el caso de los estados de la Estrategia Nacional para el Desarrollo Sur a Sureste. Se atenderá prioritariamente los municipios y localidades que se contemplan en el Sistema Nacional Contra el Hambre, "Sin Hambre", que se pueden consultar en el DECRETO por el que se establece el Sistema Nacional para la Cruzada contra el Hambre, publicado en el DOF el 22/01/2013 y en <http://sinhambre.gob.mx/>; así como aquellas localidades de media, alta y muy alta marginación, conforme a la clasificación de CONAPO.

Capítulo II

Lineamientos Generales

Artículo 7. La población Objetivo interesada en recibir apoyos de cualquiera de los componentes del Programa de

Productividad y Competitividad Agroalimentaria, podrá presentar su solicitud en las ventanillas y plazos definidos para el efecto, utilizando en su caso el Formato Único de Solicitud de Apoyos que se incluye en las presentes Reglas de Operación como Anexo I.

Artículo 8. Será elegible para obtener los apoyos del presente Programa, el solicitante que cumpla con los siguientes requisitos y en su caso los que especifique cada Componente.

I. Requisitos Generales:

a) Para personas físicas:

1. Solicitud de Apoyos en el Formato Único de solicitud (Anexo I)
2. Official identification, in which the name coincides with that registered in the CURP;
3. CURP;
4. Federal Taxpayer Registry (RFC), if applicable;
5. Proof of residence of the applicant.
6. Accredited, where appropriate, the ownership or possession of the place where the Project will be installed, through the corresponding legal act, with the formalities required by Law.

b) In case of being represented, the representative, guardian (in case of being a minor) or legal representative must meet the following requirements

1. Power or Power of Attorney for support management (certified or endorsed by a Notary);
2. Official identification;
3. CURP;
4. Proof of address (updated).

c) For legal entities:

1. Request for Supports in the Single Request Form (Annex I);
2. Articles of incorporation and, where appropriate, the notarial instrument stating the modifications to it and / or its statutes;
3. RFC;
4. Notarized minutes of the instance empowered to name the authorities or where the power of attorney for acts of administration is recorded ;
5. Official identification of the legal representative;
6. CURP of the legal representative;
7. Accredited, where appropriate, the ownership or possession of the place where the Project will be installed, through the corresponding legal act, with the formalities required by Law.

For projects in locations with high and very high marginalization, labor and materials may be considered as input from applicants.

Producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, according to customs and customs.

With the exception of the request for support that is delivered in original, it will be submitted in original for comparison purposes and a simple copy of the other documents.

TITLE II Components

Chapter I

Of the Component of Access to Productive and Competitive Financing

Article 9. This Component is aimed at individuals or companies, as well as Financial Intermediaries , who are engaged in activities related to the production, transformation, commercialization or services of the agri-food and rural sector as a whole, and who require the guarantee service to access or maintain formal financing, incentives to reduce the cost of financing, contracting insurance for activities in the rural sector, or incentives for the creation of Venture Capital .

The foregoing, to maintain and / or deepen financing and strengthen the productive and commercial chain in the aforementioned sectors, or in other activities chosen by the Secretariat.

The incentives and maximum amounts are as follows:

I. Guarantee Service : This incentive is aimed at expanding access to timely and competitive financing for producers in the sector, through a Guarantee Service that provides financial support for the fulfillment of a loan acquired by a natural or legal person. .

Concept	Maximum Amounts
Guarantee Service according to the financial product that is contracted either with a Financial Intermediary or with the Executing Agencies themselves.	The incentive percentage will be up to 100% of the outstanding credit balance.

As regards this incentive, the following is required:

Temporality of the incentives: This incentive will be granted for up to the total term of the loan portfolio that is backed by said service.

Mechanism to access the incentives: The procedure for obtaining the incentive will be specified in the Technical Operation Criteria issued by the Responsible Unit for this purpose, which will be published on the official website of the Secretariat and the Executing Agency.

Mechanisms for the recovery of incentives : The procedure for the recovery of the incentive executed to cover any debts, will be specified in the Technical Operation Criteria issued by the Responsible Unit for this purpose, which will be published on the official website of the Secretariat and the Executing Agency.

Permanence of resources in the assets of the Funds: The resources derived from cancellations, recoveries or disinvestments, or those not used, as well as the financial products generated and other availabilities, will remain in the Guarantee Funds for future operations.

The window opening dates for the Warranty Service will be from the first business day of January 2014, until all available resources are exhausted.

II. Incentive for insurance premiums for activities in the rural sector. This incentive is aimed at individuals or companies that are engaged in production activities in the agri-food and rural sectors as a whole, who contract and pay an insurance premium or fee individually, in any of the types of Agricultural Insurance.

Concept	Maximum Amounts
Incentive for insurance premiums destined for activities in the rural sector, which cover the investment made by the producer, and may include both financing and own resources.	The incentive percentage will be up to 60% of the part of the insurance premium charged to the producer, which corresponds to the protection of the investments made by the same. Based on the criteria of the corresponding executing unit .

The window opening dates for this incentive will be from the first business day of January 2014, until the available resources are exhausted.

III. Incentives for the constitution of Venture Capital. This incentive is aimed at promoting the participation of private investment in companies that are not listed on a stock exchange , granting incentives to establish Venture Capital for innovation projects, through Capital Funds specialized in Agribusiness. The incentives are combined with the beneficiary's resources and with those of other investors, including those of the Executing Agency.

Concept	Maximum Amounts
Incentive for the constitution of Venture Capital .	The incentive percentage will be up to 35% of the investment value . Based on the criteria of the corresponding executing unit .

Temporality of the incentives : This incentive will be granted up to the term contemplated in the investment stages defined in the Technical Operation Criteria issued by the Responsible Unit for this purpose .

Mechanism to access the incentives : The procedure for obtaining the incentive will be specified in the Technical Operation Criteria issued by the Responsible Unit for this purpose, which will be published on the official website of the Secretariat and the Executing Agency.

Mechanisms for the recovery of incentives : The procedure for the recovery of incentive derived from the divestment, it will be specified in the Technical Operation Criteria issued for this purpose by the Responsible Unit, which will be published on the official website of the Secretariat and the Executing Agency.

Permanence of resources in the assets of the Funds: The resources derived from cancellations, recoveries or disinvestments, or those not used, as well as the financial products generated and other availabilities, will remain in the Guarantee Funds for future operations.

The window opening dates for this incentive will be from the first business day of January 2014, until the available resources are exhausted.

IV. Reduction of the cost of financing. This incentive is aimed at benefiting producers who require timely and competitive financing, by reducing the financial cost of credits that are contracted before Financial Intermediaries or Executing Agencies.

Incentives will be determined according to the following:

Concept	Maximum Amounts
Reduction of the cost of financing according to the financial product contracted under the Guarantee Service, specified in subsection a) of this article.	A) The maximum percentage of the incentive will be up to 4 percentage points in the reduction of the financing cost . This reduction will be granted based on the authorized interest rate on the contracted loan .
	B) The maximum percentage of the incentive will be up to 50% of the cost of the premium of the Guarantee Service itself * offered by the Executing Agency. * This service is different from that specified in point I. of this article.

La fecha de apertura de ventanillas para este incentivo se establecerá mediante aviso en la página oficial de Internet de la Secretaría y de las Instancias Ejecutoras correspondientes, y estarán abiertas hasta agotar los recursos disponibles.

V. Otros esquemas. Este incentivo está orientado a beneficiar a los productores, mediante esquemas relacionados con el financiamiento y la administración de riesgos que diseñe la Secretaría, para mejorar la viabilidad y/o productividad de actividades y proyectos en el sector agroalimentario y rural en su conjunto, los cuales se publicarán en la página oficial de Internet de la Secretaría y de las Instancias Ejecutoras correspondientes, y estarán abiertas hasta agotar los recursos disponibles.

Artículo 10. Además de los requisitos generales del Programa establecidos en el artículo 8 (con excepción del formato único de solicitud, anexo I), este Componente establece los siguientes requisitos para los sujetos del incentivo:

I. Servicio de Garantía:

- Para el caso del productor: presentar un contrato de crédito autorizado por un Intermediario Financiero o Instancia Ejecutora que, en operaciones directas, haya suscrito el correspondiente instrumento de aceptación de términos a cualquiera de los Fondos aplicables al Servicio de Garantía referido en el presente capítulo.
- In the case of the Financial Intermediary: have an adhesion agreement or instrument of acceptance of the incentive

terms to any of the Funds applicable to the Guarantee Service referred to in this chapter, to which effect the Executing Agency itself and the Financial intermediary.

c) Comply with the requirements of the credit evaluation process of the Financial Intermediary or the Executing Agency.

II. Incentive for insurance premiums for activities in the rural sector:

a) Present the commercial insurance policy or proof of contracted assurance, eligible for an incentive, issued by insurers, Assurance Funds or Executing Agency.

III. Incentive for the constitution of Venture Capital:

a) The incentive will be granted through a Financial Intermediary or Capital Fund aimed at financing companies that require investment.

b) Have a technological innovation project.

c) Be preferably constituted as an Investment Promotion Company (SAPI).

d) Investment projects must meet the requirements of the evaluation process of the Executing Agency.

IV. Lower cost of financing

a) Have a credit backed by Funds applicable to the Guarantee Service referred to in this chapter.

b) Comply with the requirements of the credit evaluation process of the Intermediary Financial or the Instance Executor.

V. Other schemes

a) The unit responsible determine the incentive, the requirements of selection, as well as to the instance executing.

Article 11. The subjects of the incentive who are selected must also comply with the Technical Operation Criteria issued by the Responsible Unit for each incentive, which will be published on the website of the Secretariat and the Executing Agency.

Article 12. Participants in this Component are:

I. Responsible Unit: General Directorate for Risk Management.

II. Executing Instances . The executing agencies by incentive are:

a) Service of Guarantees: Financial Rural and FIRA;

b) Incentive for the premiums of insurance aimed at activities of the industry rural: AGROASEMEX;

c) incentive for the constitution of Capital of Risk: FOCIR;

d) Reduction of the cost of financing: Financial Rural and FIRA;

e) Other schemes: the one designated by the Responsible Unit through publication on the official website of the Secretariat.

Chapter II

Of the Certification Component for Agrifood Productivity.

Article 13 . This Component encourages the certification, accreditation, verification and / or testing of organic products , as well as the labeling and use of the National Distinctive of Organic Products to boost their competitiveness in the National and International market, consolidating the productivity and profitability of the organic system in Mexico.

Concept	Maximum Amounts
Training and implementation of actions for organic conversion	50% of the total cost of the training or up to \$ 240,000 pesos per request. For areas with high and very high marginalization, 75% or up to \$ 300,000 pesos of the total cost of the application.
Formulation of the Organic Plan	50% of the total cost of technical assistance or up to \$ 80,000 pesos per request. For high and very high marginalization areas, 75% or up to \$ 100,000 pesos of the total cost of the application.
Organic inputs	50% of the total cost of supplies classified as allowed or up to \$ 200,000 pesos per request.
Organic Certification	50% of the total cost of the certification or up to \$ 80,000 pesos per application. For high and very high marginalization areas, 75% or up to \$ 100,000 pesos of the total cost of the application.
Conformity assessment	50% of the total cost of the accreditation or up to \$ 250,000 pesos for Conformity Assessment Agents.
Printing and labeling of the National Distinctive of Organic Products	50% of the total cost of printing and / or labeling or up to \$ 100,000 pesos of the total cost of the application for the National Distinctive of Organic Products .

Artículo 14. Cumplir con los requisitos generales previstos en el artículo 8 de las presentes Reglas de Operación y cumplir con los requisitos específicos que para tal efecto establezca la convocatoria.

Artículo 15. El procedimiento de selección está determinado por:

I. La instancia Ejecutora revisará que para cada solicitud esté integrado su expediente completo con los documentos solicitados en los requisitos generales de las presentes Reglas de Operación y los específicos señalados para este componente.

II. La instancia Ejecutora corrobora que el solicitante haya concluido exitosamente su conversión a la producción orgánica, y en su caso estén acreditados como Agentes Evaluadores de la Conformidad.

III. The reception of applications may be made at the following windows: CADER 's, DDR 's, in the State Delegations and in the central offices of the Secretariat.

The date of opening of windows for incentives: Training and implementation of actions for organic conversion and Formulation of the Organic Plan will be from February 3, 2014 and for incentives: Organic Inputs, Organic Certification, Conformity Assessment

and Printing and labeling of the National Distinctive of Organic Products, will be on May 6, 2014. The closing dates for both cases will be September 30, 2014 and in its case until all available resources are exhausted .

Article 16. Participants in this component are:

I. Responsible Unit: General Directorate for Agri-Food Standardization.

II. Executing instance:

a) General Directorate for Agri-Food Standardization.

b) The Responsible Unit itself may designate, where appropriate, an Auxiliary Technical Unit for the ruling and a Dispersing Unit.

Chapter III

From the Productive Development Component of the South Southeast

Article 17. They are incentives destined for the states of: Campeche, Chiapas, Guerrero, Morelos, Oaxaca, Puebla, Quintana Roo, Tabasco, Veracruz and Yucatan, and those determined by the Responsible Unit ; preferably in localities that are classified as medium, high and very high marginality, according to CONAPO, the municipalities included in " No Hunger "

In the case of cocoa cultivation, the state of Nayarit will be considered, in addition to the states listed . Exclusively for the case of coconut palm cultivation, support will be earmarked, in addition to those set forth in the states of Colima, Michoacán, Nayarit and Jalisco.

For the purposes of this component, population A will be considered to be natural persons with a monthly income level that places them above decile IX, as defined by INEGI, or legal entities made up of partners with said income level. For the same purposes, population B will be considered individuals with a monthly income level that places them in deciles I to IX, according to the INEGI definition, or legal entities made up of partners with said income level.

The support concepts are A) Access to Financing and B) Productivity Strengthening and will be granted once a year, per project and per investment concept.

Concept		Maximum Amounts
A. Access to Financing 1		
one	WITH financing (Population A)	Up to 30% of the total cost of the project, without exceeding a maximum limit of \$ 8,000,000.00
two	WITH Financing (Population A associated with members of population B).	When applicant A is associated with population B , up to 50% of the total cost of the project may be granted, without exceeding \$ 15,000,000.00.
3	WITH Financing (Population B).	Up to 50% of the total cost of the project, without exceeding a maximum limit of \$ 15,000,000.00. Up to 70% of the total cost of the project, when the project is located in areas of high and very high marginalization, without exceeding \$ 15 ' 000,000.00.

B. Strengthening productivity		
one	Technological development	For population A : From 30% to 50% of the total cost of the project. For population B : Up to 90%. The same percentage will apply if requested or justified by a research or higher education institution.
two	Consulting and specialized training 2	Up to 100% of the total cost of the project for the first year, reducing up to 30% in the third year 2 .
3	Direct incentives, without financing, for the reactivation of production including infrastructure and equipment	For population A : Up to 30% of the total cost of the project, not to exceed \$ 8 ' 000,000.00. Cuando the project is located in towns of medium, high and very high marginalization, may be granted up to 50% without exceeding a ceiling of \$ 8 ' 000,000.00. For population A associated with population B : Up to 50% of the total cost of the project, not exceeding \$ 15 ' 000,000.00. For population B : Up to 50% of the total cost of the project, not to exceed \$ 15 ' 000,000.00. Up to 70% of the total cost of the project, when the project is located in locations with high and very high marginalization, without exceeding \$ 15,000,000.00.
4	Certification in good practices for the production of conventional honey and organic honey	\$ 2,000.00 per apiary.

1 In the **Access to Financing** investment concept , the aim is to potentiate production incentives with **credit** granted through development banks. Eligible projects may be financed by national or foreign financial intermediaries ; public and private trusts, as well as by economic entities when financing contracts of their clients or suppliers.

2 Includes support for business support. The Responsible Unit will determine the percentage of support in subsequent years .

Note . In both concepts, the amounts of the specific incentives will be determined according to what is established in the authorized technological packages.

To promote productivity in livestock matters (**Repopulation of the Livestock Herd with pregnant bellies**) with and without financing, (Population **A** and **B**) support will be granted up to 50% of the reference value , from the following table:

REPLENISHMENT OF HERD 1, 2, 3, 4	
SPECIES	REFERENCE VALUE

	(per head)
Cattle, meat and dual purpose	\$ 12,000.00
Bovine milk	\$ 14,000.00
Wool or hair sheep and goats	\$ 2,000.00

1 Federal contributions can be complemented by contributions from the state, municipalities and the producer itself, or well, through financing, both for the acquisition of the bellies, and for guarantees.

2 States and municipalities must provide the liquid or fiduciary guarantee through their trusts or the development bank. The Federation will do this through development banks.

3 The Responsible Unit may adjust the amounts of support according to the available resources and what the General Livestock Coordination indicates.

4 The acquired pregnant womb will be part of the collateral guarantee.

Article 18. In addition to the general requirements of this Program established in Article 8; The specified requirements to access the incentives of this component are:

I. Investment Concept Access to financing:

a) Population A:

- a) Letter of commitment to apply the authorized technological package.
- b) Documentary evidence of credit authorized or in the process of authorization, preferably under the protection of a Guarantee Fund of the Secretariat.
- c) Accredited the geographic and geo-referenced location of the project, which must be located in one of the locations of the coverage indicated in the component.
- d) Proof of income (receipt of payroll, bank statement, or proof of contributions to a social security institution).
- e) Exhibit the collateral that will be associated with the corresponding credit.

b) Population B:

1. Letter of commitment to apply the authorized technological package.
2. Documentary evidence of credit authorized or in the process of authorization, preferably under Guarantee Funds.
3. Accredited the geographic location of the project, which must be located in one of the locations of the coverage indicated in the component.
4. Proof of the Popular Insurance indicating the decile to which the applicant belongs and / or proof of the Opportunities Program. The applicant who only presents proof of the Oportunidades Program may, by that fact alone, be considered Population B.
5. Proof of income (payroll receipt, bank statement, or proof of contributions to a social security institution).
6. Manifestation of the collateral that will be associated with the corresponding credit.

II. Investment Concept Strengthening Productivity:

a) Population A:

1. Letter of commitment to apply the authorized technological package.
2. Accredited the geographic and geo-referenced location of the project, which must be located in one of the locations of the coverage indicated in the component.
3. Proof of income (payroll receipt, bank statement, last annual tax declaration, or proof of contributions to a social security institution).

b) Population B:

1. Letter of commitment to apply the authorized technological package.
2. In the case of projects up to \$ 750,000, presentation in simplified format. In this case, the inclusion of the calculation of the IRR and the NPV of the project will be optional.
3. Accredited the geographic location of the project, which must be located in one of the locations of the coverage indicated in the component.
4. Proof of the Popular Insurance indicating the decile to which the applicant belongs and / or proof of the Opportunities Program. The applicant who only presents proof of the Oportunidades Program may, by that fact alone, be considered Population B.

Originals will be presented for comparison purposes and a simple copy of the documents.

c) In both concepts, in addition to the requirements indicated in paragraphs a) and b), agricultural, livestock and aquaculture projects must comply with:

1. The sanitary and safety requirements that SENASICA demands, when applicable.
2. Apply technological package and varieties recommended and / or authorized by INIFAP or specialized institutions that the Responsible Unit recognizes. If there is no technological package authorized by INIFAP for the crop or activity requested, the Executing Agency or the applicant may propose to the Responsible Unit packages recommended or authorized by specialized institutions, preferably higher education or research, with the Responsible Unit being able recognize said package for the specific case, or some other issued by a specialized institution.
3. For aquaculture projects, the applicant, where applicable, must present a copy of the corresponding current permit or concession, issued by CONAPESCA.

Article 19. Access to financing and strengthening of productivity (Population A and B). The concepts will be the following:

I. Access to Financing. In order to promote agricultural and aquaculture productivity, with potential and demand in the market for eligible activities, the following eligibility criteria will be applied (indicative, not limiting, and other unforeseen may be authorized by the Responsible Unit).

- a) Eligible crops: Cacao, Henequén, Higuera, Hule, Jatropha, Macadamia, Mango (exclusively for production certification), Mangosteen, Oil Palm, Coconut Palm, Chicozapote Chiclero, Ramón, Estevia, Limón Persa (exclusively for establishment of nurseries and production certification), Coffee (exclusively for establishment of nurseries), Pepper, Pineapple, Vanilla.
- b) Establishment or maintenance of clonal multiplication gardens: Applicable for Cocoa, Oilcloth, Oil palm, Pepper, Coconut Palm.
- c) Open-air or protected nurseries for plant production of the recommended and eligible species and varieties.
- d) Establishment or pre-productive maintenance of eligible crops.
- e) Repopulation of the Livestock Herd: Acquisition of beef, milk, goat or sheep bellies.
- f) Reactivation of the production chain of bovine milk and meat: Incentives to reactivate the commercialization processes of these species.
- g) Forage production: Annual or perennial for direct consumption and / or conservation of forage.
- h) Aquaculture projects: Extractive or rearing and production of juvenile stages and / or fattening of edible aquaculture species, of sea or fresh water.
- i) Complementary projects to primary production: Installations and equipment to process eligible products giving added value, such as packaging, packaging and certification for export products. Incentives for certification of export products cannot be accumulated, with support for facilities and equipment.
- j) Other projects: The Responsible Unit will analyze the feasibility at the request of the Federal Entity, the Delegation of the Secretariat and / or the Executing Agency, accompanied by the technical, legal, economic justification and the applicable technological package, considering the opinion of professors and researchers from research or teaching institutions with experience in the region and in view of these elements, said Unit may authorize other projects, activities or crops not provided for in this section.

II. Strengthening productivity : This investment concept also seeks to increase productivity, with direct incentives without financing and with resources aimed at supporting

Research, technological development and rural extension and the generation of technological innovations, the following eligibility criteria will be applied (non-limiting indications, others not foreseen may be authorized by the Responsible Unit).

- a) Direct incentives, without financing: All the items indicated in section I above and their breakdown.
- b) Technological Development: for producers to adopt the technologies developed through research, including generation, validation, transfer, adoption of technology, diffusion and promotion of technology; endorsed by a research or higher education institution.
- c) Advice and specialized training: To increase the productivity of producers and companies linked to transformation, not intermediaries, preferably within the development poles, in the supplier development scheme using the scheme of "Innovation Management Agency for Supplier Development (AGI-DP)", or others that the Responsible Unit authorizes.
- d) Certification in good production practices: Applicable for conventional honey, organic honey, mango and Persian lemon. It includes specialized technical assistance to train producers to improve their production practices and allow them to manage their quality certification by the corresponding bodies.

Article 20. The selection procedure is determined by:

- I. Submit request at the windows enabled by the executor, incorporating the documentation established in these Operating Rules. Applications may also be submitted at the windows of the Rural Development Districts and CADERs, which will process and send them, within a period of no more than 5 business days from their correct integration, to the corresponding Executing Agency, for your opinion.
- II. Those responsible for the windows must register all requests in the Single Information Registry System (SURI), when presented at the window.
- III. The Executing Agency verifies compliance with the eligibility criteria. The Executing Agency and the qualified windows will provide special advice and guidance in the case of female applicants, individuals or in groups.
- IV. The executing agency analyzes and rules the projects. The results are published on its website within 40 working days from the window closing.
- V. The Executing Agency will communicate to the applicants the authorized projects, the assigned budgets and the terms and deadlines for execution.
- SAW. The executing agency signs the respective legal instrument with the beneficiary for the delivery of the incentive and will supervise its correct application.
- VII. The executing agency will deliver, upon signing the legal instrument with the beneficiary, 30% of the authorized support. When the beneficiary verifies an advance of 50% in the execution of the same, he will deliver another 30%. When a 90% progress is verified in said execution, the remaining 40% will be delivered.
- VIII. The executing agency will require the beneficiary to deliver a receipt for the amounts of support granted.
- IX. The Executing Agency will be obliged to provide the Responsible Unit with all the reports that it requires.

The dates of opening and closing of windows, for the reception of applications, will be those established by the Call to be published on the electronic page of the Secretariat. The opening will be within the first quarter of the year and the closing will not exceed 90 calendar days after opening. The foregoing without prejudice to the modifications that may be authorized by the Responsible Unit due to budget availability, fortuitous event or force majeure.

Article 21. The following are participants in this component:

- I. Responsible Unit: General Directorate of Tropical Zones.
- II. Executing Agencies : Financiera Rural, FIRA, FIRCO, COFUPRO, and those determined by the Responsible Unit, through publication on the Secretariat's website. Specifically:
 - a) For Access to Financing: Financiera Rural and FIRA
 - b) Productivity Strengthening, direct incentives without credit: FIRCO.
 - c) Strengthening Productivity, in the areas of Technological Development, Consulting and Specialized Training,

Certification of good practices in the production of conventional and organic honey: Coordination of Foundations Produce AC (COFUPRO).

III. The Federal Delegations of the Secretariat, Rural Development Districts and CADER 's may participate in this component as windows for receiving and registering applications, complementary to the windows enabled by the executing agencies.

IV. The Federal Delegations of the Secretariat, in addition, will cooperate with the responsible unit in the operations, supervision and follow-up actions related to this component.

Chapter IV

From the Strengthening Component to the Productive Chain

Article 22. This component is aimed at strengthening the productive chain and commercial agri - food and rural in its whole, through mechanisms of management of risks of market. In particular, a through of the acquisition of hedging price listed markets, by means of Intermediaries Financial that will allow to the producer and / or buyer greater certainty of their income and as best schemes of commercialization of the products agro - food.

They are established the characteristics of the following incentives according to the final beneficiary:

A. With Term Purchase-Sale Contract	
Concept	Maximum Amounts
<p>1. Incentives for the Producer :</p> <p>to. Cost of the coverage.</p> <p>b. Commission for the service of purchase and administration of the coverage.</p> <p>2. Incentive for the Buyer:</p> <p>to. Cost of coverage purchased.</p> <p>b. Cost of the coverage acquired by the Producer, in case the Buyer does not acquire coverage.</p> <p>3. Incentive for the Producer or Buyer for the concept of Basis Compensation.</p> <p>to. Base compensation.</p>	<p>1. Incentives for the Producer:</p> <p>to. Up to an amount equivalent to 100% of the cost of the coverage PUT / CALL.</p> <p>b. Up to the equivalent of 8 US dollars of the commission for the coverage purchase and administration service.</p> <p>2. Incentive for the Buyer:</p> <p>to. In the event that the Purchaser purchases coverage, the incentive will be up to an amount equivalent to 50% of the cost of the CALL / PUT coverage .</p> <p>b. In the event that the Buyer does not purchase coverage, the incentive will be up to an amount equivalent to 50% of the cost of the CALL / PUT coverage purchased by the Producer.</p> <p>3. Incentive for the Producer or Buyer for the concept of Basis Compensation :</p> <p>to. It is awarded the difference between the value of the Base Final less the value of the Base Initial. If the result is positive, the incentive will be delivered to the Producer and if it is negative to the Buyer.</p>
B. No Term Purchase-Sale Contract	
Concept	Maximum Amounts
<p>1. Incentive for the Producer / Buyer :</p> <p>to. Cost of coverage.</p>	<p>1. Incentive for the Producer / Buyer:</p> <p>to. Up to an amount equivalent to 50% of the cost of the coverage PUT / CALL.</p>

In case of breach of any of the parties of the Contract of Purchase and Sale to term, will cancel the incentive to the part that is missing to their commitments. The party affected can receive up to the total of the incentives reserved, with the proviso that provides the elements necessary to check the compliance with its obligations and obtain a favorable opinion from the Responsible Unit with the approval of the respective Executing Agency.

The opening date of the pre-registration for the 2013-2014 agricultural cycles OI, OI PV 2014 and 2014-2015 will be published on the official website of the Instance Executing and remain open until 31 of December 2014 , or exhaust available resources. The Responsible Unit may modify the agricultural cycles object of this Component.

Article 23. The Component establishes the following requirements and criteria:

A. With Term Purchase-Sale Contract	
Criterion	Requirement
<p>1. Spot Price Price Mode: Contracting scheme where Producer and Buyer agree at least the following: product, date, volume, quality and place of delivery without specifying the price at the time of signing the contract, which will be determined at time of delivery according to the price reference agreed by the parties.</p>	<p>For the Producer:</p> <p>to. Acquire coverage.</p> <p>b. Sign a Term Purchase-Sale Contract.</p> <p>For the Buyer:</p> <p>to. Sign a Term Purchase-Sale Contract.</p>
<p>2. Fixed Price Modality: Contract scheme where Producer and Buyer agree at least the following: product, date, volume, quality, place of delivery and the price at the time of signing the contract.</p>	<p>For the Producer:</p> <p>to. Acquire coverage.</p> <p>b. Sign a Term Purchase-Sale Contract.</p> <p>For the Buyer:</p> <p>to. Acquire coverage or have an equivalent price</p>

	coverage strategy , validated by the Executing Agency. b. Sign a Term Purchase-Sale Contract.
B. No Term Purchase-Sale Contract	
Criterion	Requirement
1. PUT only: This modality applies to both Producers and Buyers in the primary activity and / or marketing phase .	For the Producer / Buyer: to. Acquire PUT coverage.
2. CALL only: This modality applies to producer organizations, consumer and trading companies belonging to a consumer business group .	For the Buyer: to. Acquire CALL coverage.

The products eligible are corn, sorghum, wheat, rice, barley, soybeans, coffee and cotton. In case of selecting other products must count with the seen good of the unit charge, upon request of the Executing Instance.

Article 24. They may receive an incentive for the volume of production that is justified according to the following:

For the modality with a Term Purchase-Sale Contract, the following criteria apply:

to. The volume to determine the incentive will correspond to what is less than:

§ The result of the eligible surface that meets the maximum limits established in the

Article 27 of the Political Constitution of the United Mexican States, multiplied by the yield obtained by the Producer.

§ The result of the eligible surface multiplied by the maximum yield defined by the Executing Agency for the area in which it produces.

b. To avoid duplication in the delivery of incentives, institutional consultation mechanisms will be established between the Responsible Unit, the Executing Agency and ASERCA.

For the modality without Term Purchase-Sale Contract, the following criteria apply:

a. El volumen para determinar el incentivo deberá estar amparado mediante Carta Intención de Compra o su equivalente, la cual deberá presentarse ante la Instancia Ejecutora y deberá estar acompañada por la cobertura de precios.

Artículo 25. Son participantes en el presente Componente:

I. Unidad Responsable: Dirección General de Administración de Riesgos.

II. Instancia Ejecutora: FIRA y otra que designe la Unidad Responsable, siempre y cuando cumpla con la normatividad aplicable.

Capítulo V

Del Componente de Planeación de Proyectos (Mapa de Proyectos)

Artículo 26. Atendiendo la estrategia 4.10.1 del Plan Nacional de Desarrollo 2013-2018, este Componente busca orientar la investigación hacia la generación de innovaciones en el sector agropecuario y al desarrollo de proyectos productivos, rentables y sustentables que eleven la productividad y la competitividad. Esto a través de la realización de los análisis, diagnósticos, estudios, publicaciones, sistemas de información e investigaciones relacionadas con alguna actividad del sector agroalimentario y rural en su conjunto.

Los montos que se asignarán a cada concepto estarán definidos en el anexo técnico que será publicado en la página de la Secretaría.

Concepto	Tipo de Incentivo
Análisis, Diagnósticos, Estudios, Publicaciones, Sistemas de Información e Investigaciones	Análisis, diagnósticos, estudios, sistemas de información, investigaciones, u otros instrumentos que defina la Unidad Responsable, orientados al análisis de las problemáticas y/o al fomento de la productividad del sector agroalimentario y rural en su conjunto que contribuyan al desarrollo de políticas públicas; así como la generación de planes que permitan delinear los Programas Regionales con perspectivas sectoriales de largo plazo, con la finalidad de llevar a cabo una planeación eficiente en la utilización de los recursos públicos y en el aprovechamiento sustentable de los recursos naturales.

En este componente las herramientas y estudios que se aportarán, pondrán ser realizados por las instituciones académicas o de investigación de cobertura nacional o internacional, y/o empresas que cuenten con la experiencia y herramienta tecnológica para la realización de estos estudios.

Artículo 27. Los requisitos específicos para acceder a los incentivos de este Componente son:

I. Los que se establezcan, en su caso, en la convocatoria, en los términos de referencia y en la normatividad aplicable.

Artículo 28. El procedimiento de selección es el siguiente:

I. Las solicitudes son analizadas y dictaminadas conforme al cumplimiento de los requisitos legales, administrativos y técnicos que serán indicados en la convocatoria correspondiente y/o en los lineamientos y/o en los términos de referencia.

II. Procedimiento de selección:

a) Recepción del expediente debidamente requisitado en las ventanillas que defina la Unidad Responsable, de acuerdo

con lo establecido en la convocatoria y/o lineamientos y/o términos de referencia correspondientes.

- b) Revisión de documentación y verificación de acuerdo a la normatividad vigente.
- c) Dictamen de elegibilidad y capacidad técnica de la solicitud de acuerdo a los términos de referencia establecidos.
- d) Approval or rejection by the corresponding technical area, according to the criteria of these Rules, considering priorities established by the Secretariat, among others.

The opening dates of this Component will be announced in the call to be published on the official website of the Secretariat.

Article 29. The following are participants in this Component:

- I. Responsible Unit: General Directorate for Risk Management.
- II. Executing Agency: The one designated by the Responsible Unit, if applicable, as long as it complies with the applicable regulations.

Chapter VI

Of the Component of Agrifood Productivity

Article 30. To increase and modernize the processing and handling capacity of agricultural and fishery products, including food products, the following incentives are considered:

Concept	Maximum Amounts
For infrastructure and equipment in post production.	Up to 50% of total investment, without exceeding \$ 10 ' 000,000.00 (Ten million pesos 00/100 M. N.) per project.
For infrastructure and post-production equipment of new associative schemes, in municipalities included in the National System for the Crusade against Hunger, in priority areas of the South-Southeast or in municipalities with high and very high marginalization throughout the country.	Up to 70% of total investment, without exceeding \$ 5 ' 000,000.00 (Five million pesos 00/100 M. N.) per project.
For infrastructure and equipment for municipal TIF Establishments.	Up to 50% of total investment, without exceeding \$ 20 ' 000,000.00 (Twenty million pesos 00/100 M. N.) per project.
For infrastructure and equipment of High Impact Comprehensive Projects .	Up to 50% of the total investment, without exceeding \$ 30 ' 000,000.00 (thirty million pesos 00/100 M. N.), per project.
For laboratory equipment for health, safety and quality.	Up to 50% of the total investment, without exceeding \$ 2 ' 000,000.00 (Two million pesos 00/100 M. N.), of the project.
Infrastructure and equipment for food collection . *	Up to 50% of the investment, by food bank , without exceeding \$ 12,000,000.00 (Twelve million pesos 00/100 MN), per project.
Technical Assistance and / or Business support	Up to 5% of the total incentive, without exceeding \$ 300,000.00 (Three hundred thousand pesos 00/100 MN) per project.

* The petitioner of such support are food banks, in accordance with section I of Section 4 of the present Operating Rules.

The concepts and amounts of incentive for infrastructure and equipment are complementary; The support for technical assistance and / or business support will be granted accompanying any of the other incentive concepts, with the exception of that intended for laboratory equipment for health, safety and quality.

The maximum amount of support per individual or partner, in the case of a legal entity, is \$ 800,000.00 (Eight hundred thousand pesos 00/100 MN); with the exception of municipal TIF establishments, laboratories for health, safety and quality.

In the case of pre-existing investments (equipment and / or infrastructure), these may be considered in the investment project , they will be accredited by means of an appraisal, issued by a certified expert, showing the value

present and will be added to the liquid contribution of the applicant. For the recognition of pre-existing investments , the valuation and, where appropriate, authorization from the National Technical Group will be necessary.

They will be considered to receive incentives in infrastructure and equipment in post-production, applications for TIF establishment, and TIF livestock processing centers.

High Impact Comprehensive Projects will be the only ones that, in addition to supporting equipment and infrastructure, will be able to support primary production, provided that this amount does not exceed 40% of the total amount of the incentive. For the collection of food, only surplus food suitable for human consumption can be acquired , which complies with the regulations on health, quality and safety that food banks implement for this purpose .

With a charge to the amounts and percentages of incentives of this Component, resources destined to the technical-administrative management development may be included , as long as the project is approved to receive support for infrastructure and / or equipment; This support may be extended during the period of up to two years of maturation of the project-company, after analysis and approval of the Responsible Unit.

The support for technical assistance and / or business support, will be ministered to the beneficiary in a single exhibition, who must contract and / or agree with the technician and / or professional, the terms, work plan , deliverables and payment method of your fees. In the contract or agreement, the delivery of the work plan must be established at the time of signing the document, delivery of receipt of fees that meets the tax requirements, the form and period of payment, among others.

For projects in locations with high and very high marginalization, labor and materials may be considered as input from applicants.

Article 31. In addition to the general requirements of this Program established in Article 8, the Component establishes the following specific requirements for support subjects:

I. From the place (physical location) where the Project will be installed:

- a) Accredited property or possession, through the corresponding legal act, with the formalities required by law.

II. Of the project:

- a) Business plan (investment project, financial run, according to the script for its preparation, established in Annex II of these Rules).
- b) Permits, licenses or concessions, as appropriate, to operate the production unit.
- c) Executive summary.
- d) Proof (bank statement) and, where appropriate, letter of pre-authorization of credit or other source of financing in the name of the applicant, to demonstrate that he has financial solvency to make the investments.
- e) Letter of intention to purchase at least 50% of production.
- f) The applicant's cash contribution must be at least 10 % of the total value of the Project. This contribution may not be covered by a credit granted in favor of the applicant or pre-existing assets.

Article 32. The procedure to access the incentives of this Component, is described in article 44 of these operating rules.

The dates of opening and closing of windows, for the reception of applications, will be those established by the Call to be published on the electronic page of the Secretariat. The opening will be within the first quarter of the year and the closing will not exceed 90 calendar days after opening. The foregoing without prejudice to the modifications that may be authorized by the Responsible Unit due to budget availability, fortuitous event or force majeure.

Article 33. The following are participants in this component:

I. Responsible Unit: General Directorate of Logistics and Food.

II. Executing Agency (s): In the case of infrastructure and equipment for food collection, the General Directorate of Logistics and Food; for the other support concepts FIRCO, FIRA, FOCIR, Financiera Rural; as well as those determined by the Responsible Unit, through publication on the Secretariat's website.

Chapter VII

Of the Component of the Regional Program of Development Planned in the PND

Article 34. To contribute to the democratization of productivity and balanced regional development, this Component focuses on conducting diagnoses, studies, publications, information systems, and research related to some activity in the agri-food and rural sector as a whole, attending as a priority to the lines of action defined in the Regional Development Programs foreseen in the National Development Plan 2013-2018, in the North and South- Southeast regions of the Mexican Republic.

The amounts to be assigned to each item will be defined in the technical annex that will be published on the Secretariat's page.

Concept	Support Type
Analysis, Diagnosis, Studies, Publications, Information Systems and Research	Analysis, diagnoses, studies, information systems, investigations, or other instruments defined by the Responsible Unit, aimed at analyzing problems and / or promoting productivity in the agri-food and rural sector as a whole that contribute to the development of public policies; as well as the generation of plans that allow delineating Regional Programs with long-term sectoral perspectives, in order to carry out efficient planning in the use of public resources and in the sustainable use of natural resources.

In this component, the tools and studies that will be provided will be carried out by academic or research institutions with national or international coverage, and / or companies that have the experience and technological tools to carry out these studies.

Article 35. The specific requirements to access the incentives of this Component are:

Those established, where appropriate, in the call, in the terms of reference and in the applicable regulations.

Article 36. The selection procedure is as follows:

I. The applications are analyzed and ruled in accordance with the fulfillment of the legal, administrative and technical requirements that will be indicated in the corresponding call and / or in the guidelines and / or in the terms of reference.

II. Selection procedure:

- a) Reception of the duly requested file at the windows defined by the Responsible Unit, in accordance with the provisions of the call and / or corresponding guidelines and / or terms of reference.
- b) Review of documentation and verification in accordance with current regulations.
- c) Eligibility opinion and technical capacity of the application according to the established terms of reference.
- d) Approval or rejection by the corresponding technical area, according to the criteria of these Rules, considering priorities established by the Secretariat, among others.

The opening dates of this Component will be announced in the call that will be published on the website of the Secretariat.

Article 37. The following are participants in this Component:

I. Responsible Unit: General Directorate for Risk Management.

II. Executing Agency: The one designated by the Responsible Unit, if applicable.

Chapter VIII

Of the Component of the National System of Agroparks

Article 38. The following incentives will be used to develop and promote a National System of Agroparks:

Concept	Maximum Amounts
For diagnoses and / or executive projects.	Up to 70% of the cost of the diagnosis and / or executive project up to \$ 5,000,000.00 (Five million pesos 00/100 MN), per diagnosis and / or executive project per agricultural park.
For Integral Development of Agroparks.	Up to 50% of the total investment by Agroparque, up to \$ 250,000,000.00 (Two hundred and fifty million pesos 00/100 MN).
For the equipment of the agribusinesses installed in the Agroparks.	Up to 50% of the total investment by Agroparque, up to \$ 100,000,000.00 (One hundred million pesos 00/100 MN), limiting support to \$ 10,000,000.00 (Ten million pesos 00/100 M.N.), for agribusiness installed within the Agropark.
Business support.	Up to 5% of the total incentive, without exceeding \$ 2,000,000.00 (two million pesos 00/100 M.N.).

The concepts and amounts of support for infrastructure and equipment are complementary, including support for technical-administrative management development (business support) .

When the support is for Integral Development of Agroparks, in concurrence with the state governments , the percentage of support may be up to 50%. In this case, pre-existing investments (equipment and / or infrastructure) may be considered, these may be considered in the investment project , provided that their value is not greater than 30% of the total investment. They will be accredited by means of an appraisal, issued by a certified expert that demonstrates the present value, and where appropriate, invoices (s) no older than three years counted at the opening of the window, and will add to the liquid contribution of the applicant. For the recognition of pre-existing investments , the valuation and, where appropriate, authorization of the Group will be necessary. National Technician.

Charges to the amounts and percentages of incentives for this Component may include resources destined to technical-administrative management development, as long as the project is approved to receive support; This support may be extended during the period of up to two years of maturation of the company after analysis and approval of the Responsible Unit. For this type of project , the entire production chain may participate , including primary and / or seedling production, which must be quantified in the total investment amount by the Agropark .

For projects in locations with high and very high marginalization, labor and materials may be considered as input from applicants.

Article 39. In addition to the general requirements of this Program established in Article 8, the component establishes the following specific requirements for support subjects:

- I. The applicant must submit the following documents, in original for comparison purposes and a simple copy , which will be attached to the request for support.
- II. When there is concurrence with the state governments, you must show the respective agreement between the applicant and the state government.
- III. Specific requirements to access the incentives related to the diagnosis and / or executive project are:
 - a) Justification of the importance of the proposed project, influence and regional, state or national impact , in free writing.
 - b) Copy and original for comparison, of the Agreement or contract with the institution, public or private, that will carry out the diagnosis (s) and / or executive project (s), including the activities to be carried out (terms of reference).
 - c) Curriculum of the Institution that will carry out the diagnosis (s) and / or Executive Project (s).
 - d) Profile of the people who will be involved in carrying out the diagnosis (s) and / or executive project (s).
- IV. Specific requirements to access the other incentives related to the project.
 - a) **From the place** (physical location) where the Project will be installed:
 1. Accredited property or possession, through the corresponding legal act, with the formalities required by law, based on the prefeasibility study.
 - b) **About the Project:**
 1. Business plan (investment project, financial run, according to the script for its preparation, established in Annex II of these Rules.
 2. Permits, licenses or concessions, that correspond, to operate the production unit.
 3. Executive summary.
 4. Proof (bank statement) and, where appropriate, letter of pre-authorization of credit or other source of financing in the name of the applicant, to demonstrate that he has financial solvency to make the investments.
 5. The applicant's cash contribution must be at least 10 % of the total value of the Project. This contribution may not be covered by a credit granted in favor of the applicant or pre-existing assets.

Article 40. The procedure to access the supports of this Component is described in article 48 of these operating rules.

The dates of opening and closing of windows, for the reception of applications, will be those established by the Call to be published on the electronic page of the Secretariat. The opening will be within the first quarter of the year and the closing will not exceed 90 calendar days after opening. The foregoing without prejudice to the modifications that may be authorized by the Responsible Unit due to budget availability, fortuitous event or force majeure.

Article 41. The following are participants in this component:

- I. Responsible Unit: General Directorate of Logistics and Food.

II. Executing Agency (s): Those determined by the Responsible Unit, through publication on the Secretariat's website.

Chapter IX
Of the Strategic Projects

Article 42. In order to facilitate the application of resources to attend priority or strategic projects of state, regional or national impact that address problems of any activity related to the agri-food and rural sector as a whole or a critical factor that compromises the development of the sector, concepts, maximum amounts of support and percentages of contributions different from those stipulated in this Agreement may be established. In addition, the contributions of the beneficiaries may be recognized through pre-existing assets and / or in kind and / or labor, according to the characteristics of the target population, the strategic issue and the expected impacts. The origin of the resources may be from one or more programs of the Secretariat.

The Responsible Unit must present for consideration by the head of the Secretariat, the priority projects and / or critical factors, the corresponding justification, the impact to be achieved, the problem to be addressed, the target population and the expected results.

In order to propose to the head of the Secretariat their approval and the issuance, where appropriate, of the specific guidelines that correspond, the Responsible Unit must analyze the priority projects and / or the critical factors to evaluate the source of the support and verify the attachment of the proposal to address the problem as well as manage the sufficiency or corresponding budget authorization.

The Responsible Unit may sign agreements, agreements or other legal instruments that correspond, where appropriate, with the Executing Agency, which must include at least the following: target population, incentive concepts, strategic assets subject to incentive, concurrence of resources from other programs, amounts and goals that are committed to achieving the objectives, as well as the delivery of quarterly reports, public account reports and settlement.

Participants are:

- I. Responsible Unit: General Directorate for Agri-Food Standardization.
- II. Executing Instances: Those designated by the Responsible Unit, if applicable.

TITLE III
Of the Operative Mechanics
Chapter I

Of the Procedure.

Article 43. On the Access to Productive and Competitive Financing Component.

The general operation of the incentives for the Access to Productive and Competitive Financing Component is summarized below:

a) Warranty Service

1. The Secretariat signs agreements of collaboration with the Instances Executors.
2. The Intermediaries Financial must subscribe the corresponding adhesion agreement or instrument of acceptance of terms to any of the Funds applicable to the Service of Warranties referred to in Chapter I, that the effect itself subscribe Instance Executing and Financial Intermediary.
3. The interested producer must have a credit agreement authorized by a Financial Intermediary or by some Executing Agency; as well as comply with the requirements of the credit process of the Financial Intermediaries or Executing Agency and with the applicable regulations.

The window opening dates for the Warranty Service will be from the first business day of January 2014, and will be open until the available resources are exhausted.

b) Incentive for insurance premiums for activities in the rural sector

1. The procedure for the obtainment of the incentive for the premium of insurance shall specify in the Criteria Technical of Operation that for such effect issued by the unit responsible, those which are posted on the official website of the Secretariat and instance Executor.

c) Incentives for the constitution of Venture Capital

1. The procedure for obtaining the incentives for Venture Capital will be specified in the Technical Operation Criteria issued by the Responsible Unit for this purpose, which will be published on the official website of the Secretariat and the Executing Agency.

d) Reduction of financing cost

2. The Secretariat signs agreements of collaboration with the Instances Executors.
3. Financial Intermediaries must have the corresponding accession agreement or instrument of acceptance of terms to any of the Funds applicable to the service of guarantee, that the effect Executing Instance sign itself and the Financial Intermediary.
4. The interested party must have a credit backed by Funds applicable to the Guarantee Service referred to in Chapter I, in addition to complying with the requirements of the credit process of the Financial Intermediaries or Executing Agency and with the applicable regulations.
5. The Executing Agencies will carry out the reduction of the financing cost from the interest rate authorized in the contracted credit.

The opening date for the start of operations of the Component will be from the date established by notice on the official Internet page of SAGARPA and the corresponding Executing Agencies, and they will remain open until all available resources are exhausted.

For this Component, the Responsible Unit will have the following powers and obligations:

- I. Analyze and, where appropriate, approve the Criteria for the operation of the Component, upon the proposal of the Executing Agency;
- II. Define the procedures to operate this Component;
- III. Publish on the official website of the Secretariat, the regulations for the operation of the Component;

- IV. Determine or modify the periods and dates of opening and closing for the reception of applications, or, where appropriate, pre-registration, including those established in this Agreement;
- V. Establish the Criteria for the necessary modifications and / or extensions when it is required to extend the validity of the incentives approved for the execution of the authorized incentives, as long as it does not imply an increase in the federal incentive or commit resources from subsequent years;
- SAW.** Request reports from the Executing Agencies and / or beneficiaries;
- VII. Reassign available resources when they have not been ministered due to cancellation, recovery, divestment, unused resources , because there has been no demand or for any other similar cause that may arise;
- VIII. Review the report of the component's public account with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and, if applicable , the non-accrued accounts made known to TESOFE;
- IX. Sign collaboration or institutional coordination or concertation agreements or covenants and other legal instruments to carry out Component actions, as appropriate, with agencies and entities of the Federal, State or municipal Public Administration , research centers or institutions and / or higher education, national and international organizations, as well as producer organizations or civil associations;
- X. Assist with the corresponding Executing Agencies in the establishment, monitoring and issuance of the resolutions of the administrative procedures established to determine breach of obligations by the beneficiaries and, where appropriate, formalize the cancellation of incentives and exercise the actions relevant legal under applicable law ;
- XI. Add or replace Executing Agencies, with the prior agreement of the Head of the Secretariat, and must be published on the official website of the Secretariat;
- XII. In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the Component is carried out in accordance with the provisions of these Operation Rules and the applicable regulations;
- XIII. In coordination with the General Directorate of Planning and Evaluation, carry out or order the supervision and inspection visits to verify that the incentives granted have been destined and used in accordance with these Operation Rules and applicable regulations;
- XIV. In general, all the powers and obligations necessary to achieve the objectives of the Component, in accordance with the provisions of these Operating Rules and applicable regulations ;

The executing agency will have the following powers and obligations:

- I. Prepare a proposal for Criteria to operate the Component and submit them for consideration and validation by the Responsible Unit;
- II. Operate this Component in accordance with the Criteria approved by the Responsible Unit, and in accordance with these Operation Rules and other applicable regulations;
- III. Publish the Criteria for operating the Component on its official website;
- IV. Issue, if appropriate, calls for the submission of applications and / or projects;
- V. Evaluate and rule on the applications and / or projects submitted, in accordance with the requirements general and specific of the Component provided in these Operation Rules, as well as those established in the Criteria and, where appropriate, issue the technical opinion and its approval;
- SAW.** Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit . If you are unable by law to issue such resolutions, you must inform and provide the responsible unit with all public and / or private documentaries where such non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation;
- VII. Cancel in whole or in part the incentives in case the beneficiary does not subscribe the corresponding legal instruments, in case of proceeding, does not make the contribution, or does not comply with the provisions of these Operation Rules, as well as in the Criteria ;
- VIII. Keep a detailed control and record of the application of resources and the detailed progress of the goals of the Component, as well as the preparation and sending to the Responsible Unit of the physical-financial reports that must be prepared and sent on a monthly basis and quarterly;
- IX. Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits, and any other required by the Responsible Unit , which allows verifying that the incentives granted have been authorized and used in accordance with the applicable regulations;
- X. Request the beneficiary to submit progress reports;
- XI. Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of incentives;
- XII. Propose the reallocation of available resources when they have not been ministered due to the cancellation, recovery, divestment, the unused ones, because there has been no demand or for any other analogous cause that may arise;
- XIII. Integrate the report of the component's public account with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and, if applicable, the non-accrued accounts made known to TESOFE, for delivery to the Responsible Unit ;
- XIV. Reintegrate, in case of proceeding, and in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products ;
- XV. Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
- XVI. File complaints, demands and any other legal actions for the fulfillment of the objectives of the Component, according to the applicable regulations;
- XVII. Notify the Unit Responsible for the Component, as well as the Official Office regarding resolutions of causes of non-compliance;
- XVIII. Present the verification of the resource at the end of the corresponding fiscal year;
- XIX. Keep the Directory of Natural and / or Moral Persons who lose their right to receive incentives from the Programs Subject

to SAGARPA's Operating Rules updated ;

XX. In general, all the powers and obligations necessary to achieve the Component's objectives .

The powers and responsibilities of the Executing Agencies will be formalized in the legal instrument that, to that end, and where appropriate, they sign with the Secretariat.

Article 44 . Of the Certification Component for Agro-Food Productivity

I. The window authorized by the Executing Agency will receive requests to obtain the productive incentive for the Certification for Agro-Food Productivity component, attaching the documentation established in the requirements of this component in these operating rules .

II. The heads of the windows must register all the requests in the SURI in the order in which they are presented.

III. The executing agency will verify compliance with the eligibility criteria.

IV. The executing agency analyzes, rules and notifies the applicant; By means of a statement, the opinion of your request publishing the results on the website of the Secretariat and of the executing agency itself .

V. The window opening date will be published on the website of the Secretariat and of the corresponding Executing Agency, and will be open until all available resources are exhausted.

SAW. In the event that the documentation is not complete, is not correct or is illegible; The applicant will be notified, for the sole occasion, within 10 business days from the date of receipt; once the notification is received, the applicant will have 10 business days to resolve the omission or correction required; in case of not doing it within the established term, this request will be rejected. Once the complete information is available, the response to the applicant will be issued within the following 15 business days. In case of not receiving the answer within the established term, this will be considered in a negative sense.

Article 45. On the Productive Development Component of the South Southeast

The following provisions are complementary to articles 17 to 21 of these Operating Rules :

1. The incentives corresponding to Access to Financing, as well as the concept of direct supports without financing of Productivity Strengthening will be authorized according to the following characteristics and concepts:

a) Crops for nurseries for plant production, clonal gardens, establishment and pre-productive maintenance:

Do not.	Crops	Plant production	Clonal multiplication garden	Establish new pla
		Unit of measurement		
one	Rubber	Bagged plant with two cycles of mature leaf Stump grafted with bare root	He has	He
two	Oil palm	Plant	He has	He
3	Coconut palm	Hybrid plant, Malay Dwarf and High Pacific	He has	Ha. H Dwarf Malay or Hi
4	Cocoa	Plant variety Carmelo1, Plant Real Soconusco or other varieties	He has	Hi Carmelo1 variety , Royal Socc
5	Pepper	Plant	He has	Ha. Establishment inte
6	Vanilla	Plant (cuttings)	N / A	Ha. Set to
7	Coffee	Plant	N / A	N .
8	Henequen	Plant	N / A	He
9	Stevia	Criollo and Morita II Plant	N / A	Ha. Creole :
10	Macadamia	Plant	N / A	He
eleven	Jatropha curcas	Plant	N / A	He
12	Chicozapote chiclero	Plant	N / A	He
13	Mangosteen	Plant	N / A	He
14	Annual or perennial forages for direct consumption and / or conservation of forages	N / A	N / A	He has N / A
fifteen	Higuerilla	Plant	He has	He has
16	Ramon	Plant	He has	He has
17	Persian limon	Plant	N / A	N / A
18	Pineapple MD2 and Cayenne Lisa	N / A	N / A	He has He has

Note: Nurseries, to receive an incentive, must have an irrigation system.

b) Repopulation of the cattle herd: In accordance with the concepts and maximum percentages of support indicated in article 19 of these Operation Rules. The State Operation and Monitoring Groups will define the phenotypic and genetic quality of the cattle to be considered in this Program and will define the supplier lists, informing the Operation and Monitoring Group at the central level. The specimens will be pregnant bellies and will be cattle free of tuberculosis and brucellosis.

c) Maximum incentive percentages			
2) Repopulation of the Cattle Herd	Meat cattle and pregnant dual purpose without registration	Unregistered pregnant dairy cattle	Sheep of hair and pregnant wool without genealogical record
	Up to 50% of the reference value per producer	Up to 50% of the reference value per producer	Up to 50% of the reference value per producer
Equivalent in acquisition of head of cattle	Up to 50 heads per producer.	Up to 50 heads per producer.	Up to 100 heads per producer.

Maximum limit: Up to 50 head of bovine per natural person and up to 250 head of bovine per legal person. In the case of sheep, 100 heads per physical person and up to 500 heads per legal person. The number of heads to be authorized per legal person may be reviewed at the proposal of the executing agency and the approval of the responsible unit.

- d) Reactivation of the Productive Chain of Milk and Bovine Meat: The producer will be supported to collect meat and milk-producing cattle to take it to the agro-industry for its transformation, granting support of \$ 2.00 pesos per live bovine kilo and \$ 1.00 weight per liter of milk.
- e) Forage production: It will include incentives for projects aimed at the production and conservation of forage, which fully include the following concepts: planting perennial cutting pastures, purchase or rental of equipment for silage and construction of silo or other conservation systems of forage.
- f) Aquaculture projects: Incentives for aquaculture projects for edible, sea or freshwater aquaculture species: a) fattening or b) production of juvenile stages. The species eligible for this concept are: Tilapia, sea cucumber, trout, oyster, cobia, corvina, pompano, snapper, as well as the species that are authorized through the Central Monitoring Task Force. Shrimp will be eligible for juvenile stadium production. Incentives will preferably be granted to established production centers that require expanding and / or renovating their infrastructure. Likewise, incentives for the installation of laboratories may be authorized. I know may authorize incentives for the acquisition of biological inputs (genetic lines) for the production of cysts, fry, seeds, larvae, post-larvae and for the production of the eligible aquaculture species. Incentives will not be authorized for the production of fry, seeds, larvae, post larvae, and fattening of aquaculture species, when they are carried out in an established production center that has already received incentives for infrastructure or for the installation of laboratories. The incentives for infrastructure and laboratory installation may be, in all cases, up to 50% of the total cost of the project.
- g) Complementary projects to primary production: Includes the following types of incentive: Construction of land drainage works; channels for water conduction for irrigation, connection and calibration of power lines, call channels; nursery irrigation systems; small shunts; rehabilitation and / or replacement of wells for troughs, boat pumps and works that make technified irrigation possible; dismantling of channels and small hydraulic works; construction of living wall terraces for soil and water conservation; small bridges and accesses that facilitate and increase production; rehabilitation, construction and equipment of pumping stations for irrigation; Entarquinamiento boards for irrigation; water harvesting, laboratories or centers for in vitro plant production, rooting of cuttings or micro grafting. Projects may include infrastructure, equipment, and acquisition of supplies for the operation of new laboratories or centers, as well as for their rehabilitation or expansion.
- h) Other projects: Those that are authorized in accordance with the provisions of article 19 of these Operation Rules.

2. For the incentives corresponding to concept B) Productivity Strengthening, with the exception of direct supports without financing, the following shall apply:

- a) Technological Development: Requests submitted by producers for the adoption of technology endorsed and executed by a research or higher education institution will be met. In addition to the requirements indicated in these Operating Rules, the following must be presented:
- i. Project or Work Plan, which must contain, at least, the following: Name of the project, Name of the beneficiary, Research or Higher Education Institution that will serve as technical endorsement of the Project, Administrative Manager of the Project, Justification, Objective (General and Specific), General Project Data (location, productive activity and description of activities to be carried out), Calendar of Activities, Total Investment, Breakdown of Costs and Deliverable Products with their respective delivery date.

The Research or Higher Education Institution will present a letter of intent in which it undertakes to deliver to the executing agency reports on the progress and compliance with the project times, as well as to act as Project Operator.

In case of being benefited with the incentive, the applicant must enter into a concertation agreement with the Executing Agency, by which he accepts the use of his property for the validation of the respective technology and, where appropriate, undertakes to manage the resulting activity.

- b) Consulting and specialized training: Requests submitted by non- intermediate agribusinesses will be dealt with. Preference will be given to agribusinesses with roots and infrastructure in their area of influence, which are not intermediaries and are located within poles of development. Companies dedicated solely to storage may not be considered as agribusinesses capable of receiving this incentive. The Supplier Development model will be used through Innovation Management Agencies (AGI-DP), or through specialized technical advice with individual technicians, or others authorized by the Responsible Unit. Agro-industry may designate the agencies or technicians you request to receive the service. The Chapingo Autonomous University (UACH) will function as a Specialized Technical Unit (UTE) for the promotion, selection, training, methodological training, evaluation, supervision and monitoring of the agencies within the AGI-DP model to be used, after a formalized agreement with the the executing agency. The technicians who individually provide the specialized advisory service may be validated by institutions authorized by the Responsible Unit. This incentive will not be ministered to the beneficiary, but will be covered by the Executing Agency, directly, to the agency or technicians who provide the advice, as well as the UTE or Institution for the development of the activities that correspond to it.

The AGIS-DP of continuity will have an evaluation time that will define the Responsible Unit, if they are intermediaries they will receive the support of individual specialized advice.

The applicant must present, in addition to those indicated in these Rules of Operation, the following requirements:

- i. Justification document with a maximum of 4 pages, describing what the agro-industrial transformation process that is carried out and its producer development scheme consists of and / or suppliers, detailing the expected benefits for both producers and / or suppliers and for agro-industry due to the application of the service.

ii. Free format request in which the requested agency and / or technicians are indicated, including the description of the required profiles.

iv. Proposal for the development of the productive chain of interest (not greater than 5 pages), prepared by the applicant, which considers at least the basic innovations possible to implement, key elements for the development of supply schemes.

v. Letter of commitment from the agency and / or technicians to participate in the training and methodological training implemented by the UTE or Institution.

saw. Curriculum Vitae of the firm and its members, or of the technicians who will provide the advice, attaching proof of their degrees and specialties, as well as letters of recommendation by at least two public and two private entities related to the production chain or region to see that they prove their experience and moral solvency.

vii. In its case, constitutive act, RFC and proof of residence of the agency, as well as IFE, CURP and power of attorney of the legal representative.

viii. List of agribusiness providers that will receive the service.

Once authorized by the UTE or Institution, due to the training and evaluations that they carry out, the AGI or the technicians who will provide the advice will be part of the concertation agreement that is formalized with the beneficiaries, the UTE and the Executing Agency. Said agreement will include the commitment, both of the beneficiary, and of the AGI-DP and / or technicians who will grant the advice, for the follow-up and good performance of the same. Likewise, it will include the commitment of the AGI-DP and / or technicians to serve, at least, 20 producers per technician, as well as to train, with demonstration days , at least 110 producers per technician. In the same way, it will establish the productivity impact goals as a result of the consulting and supplier development scheme provided. The applicant agribusiness will undertake to provide globalized information on its supply and on the performance of its supplier producers. In the case of AGI-DP, the Agency will undertake to avoid the subcontracting of technicians.

In the cases of production chains in which it is difficult to cover the universe of producers to be served, the Executing Agency and the UTE will propose to the Central Operative Monitoring Group the universe to cover, in order to agree on what is appropriate.

None of the technicians who will provide the advice, may be a member or member of the same agribusiness that requested the corresponding service, nor a public servant of the Secretary, nor of the sectorized entities to the Secretary, nor of any of the executing agencies of the programs. of the Secretary.

The proposed professionals may not be "conditioned" or "not eligible" in the list of performance evaluation of the Specialized Evaluation Centers published by the Secretariat.

- c) Certification in good production practices: requested by producers in the crops and activities indicated as eligible for this type of incentive. In the case of specialized technical assistance to obtain production certification, the scheme described in the previous paragraph will be applied, where appropriate .

3. The procedure for granting the incentives will be as follows:

I. L as windows receive enabled applications, which must include documentation established in these Rules of Operation. In the event that the request presents shortcomings regarding its integration or attached documentation, the window will inform the applicant, granting it a period of ten working days to correct the shortcomings. In addition to the windows of the Executing Agencies, applications may also be submitted at the windows of the Rural Development Districts and CADER's, which will request and send them, within a period not exceeding 5 business days from the correct integration of the same, to the corresponding Executing Agency, for its opinion. Receiving applications at the window does not, by itself, generate rights for the applicant to obtain authorization for the corresponding project.

II. Those responsible for the windows must register all requests in the Single Information Registry System (SURI), when presented at the window.

III. The Executing Agency verifies compliance with the eligibility criteria. The executing agency

and the qualified windows will provide special advice and guidance in the case of female applicants, individuals or in groups.

IV. The executing agency analyzes and rules the projects. The results will be published on its website within 40 working days from the window closing. Support will be authorized for the analyzed projects that meet all the requirements set forth by these Operation Rules and these operating guidelines, up to the limit that allows the amount of budget resources authorized and agreed with the corresponding Executing Agency, and some requests may be left without authorization for insufficient budgetary resources. In the opinion process, the Executing Agency will continue, to establish a prioritization criterion of the projects to be supported, the Schedule of Qualification of Annex III. In case the previous criterion is insufficient, the Executing Agency may resort to prioritization criteria based on the technical and economic viability of the requests, as well as the beneficiary's history and the observations made by inspection agencies. For the purposes of the Productive Development Component of the South Southeast, the Qualification Card of Annex III is modified as follows:

to. The indicator " Complementary Financing " will have a weighting of 0.05.

b. The following indicator will be added:

Indicator	Weighting	Unit of measurement	Response levels	Score
Date of submission of the application	0.10	Month of filing the application at the window	First month of the window period	100
			Second month of the window period	fifty
			Third month of the window period or within the window extension period that has been authorized	0

c. The indicator referring to the project IRR will not be applied for this Component.

V. The Executing Agency will communicate to the applicants the authorized projects, the assigned budgets and the terms and deadlines for execution.

SAW. The executing agency will sign the respective legal instrument with the beneficiary for the delivery of the incentive and will supervise its correct application. In said legal instrument, the obligations of the beneficiary will be established, among others, both for the application of the authorized supports and for their verification.

VII. The executing agency will deliver, upon signing the corresponding legal instrument with the beneficiary, 60% of the authorized support, and at the end of the project, the remaining 40%;

VIII. The executing agency will require the beneficiary to deliver a receipt for the amounts of the incentive granted.

IX. The Executing Agency will be obliged to provide the Responsible Unit with all the reports that it requires.

4. In each entity where the component has a presence, an Operation and Follow-up Group will be established, chaired by the Secretary's Delegate, where the Executing Agency and the instances that, where appropriate, the Responsible Unit designates will participate. A representative of INIFAP, and others from higher education institutions linked to the topics to be discussed, as well as technicians or researchers deemed relevant, may be invited to participate in the sessions of these Groups. There will also be an Operation and Monitoring Group at the central level, under the coordination of the Responsible Unit and with the participation of the Executing Agency. These Groups will have the powers that

indicate these Operation Rules and Collaboration Agreements that, for this purpose, are signed between the Responsible Unit and the Executing Agencies.

1. The Delegations of the Secretary, in addition to the participation they have in the State Operation and Monitoring Groups, will collaborate with the Responsible Unit in the monitoring and supervision actions of the component.

2. For the verification of the application of the incentives received, by the beneficiary, the corresponding value added tax (VAT) will not be accounted. On the back of the copy of the invoice presented by the beneficiary, the following legend should be recorded: "Under protest to tell the truth, we point out that this document is a true copy of the original that works in our files", and must be signed by the beneficiary or its legal representative. Likewise, the beneficiaries must stamp the invoices and other original documentation that is used to justify the incentive with the legend: "This document is part of the verification of the subsidy Federal of the Productive Development Component South Southeast 2014".

Prior to signing the settlement corresponding to the incentive granted, the Executing Agency will verify the application of the resources delivered.

In your case, once the commitments acquired have been fulfilled, for the signing of the Settlement Act, the individuals and legal entities supported will deliver to the Executing Agency the final list of beneficiaries.

In the event that the goals set forth in the respective concertation agreement must be modified, for reasons not attributable to the beneficiary or due to force majeure, the executing agency must celebrate the corresponding modification with the beneficiary.

If the total of the goals committed in the corresponding legal instrument for reasons attributable to the beneficiary are not met, the executing authority will request the proportional refund of the incentives and may finalize the agreed resources.

3. Incentives may be applied, where appropriate, to cover expenses incurred in the project prior to the date of administration of the resources, provided that such expenses are not prior to January 1, 2014.

4. The Responsible Unit may issue Technical Criteria for the operation of the Component, which detail and resolve what is not provided for in these Operation Rules and Guidelines. Likewise, it may interpret said Rules and Guidelines, in aspects related to the operation of this Component.

Article 46. From the Component of Strengthening to the Productive Chain

The procedure for obtaining these incentives will be specified in the Technical Operation Criteria issued by the Responsible Unit for this purpose, which will be published on the official website of the Secretariat and the Executing Agency.

For this Component, the Responsible Unit will have the following powers and obligations:

I. Analyze and, where appropriate, approve the Criteria for the operation of the Component, upon the proposal of the Executing Agency;

II. Define the procedures to operate this Component;

III. Publish on the official website of the Secretariat, the regulations for the operation of the Component;

IV. Determine or modify the periods and dates of opening and closing for the reception of applications, or, where appropriate, pre-registration, including those established in this Agreement;

V. Establish the Criteria for the necessary modifications and / or extensions when it is required to extend the validity of the incentives approved for the execution of the authorized incentives, as long as it does not imply an increase in the federal incentive or commit resources from subsequent years;

SAW. Request reports from the Executing Agencies and / or beneficiaries;

VII. Reassign available resources when they have not been ministered due to cancellation, recovery, divestment, unused resources, because there has been no demand or for any other similar cause that may arise;

VIII. Review the report of the component's public account with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and, if applicable, the non-accrued accounts made known to TESOFE;

IX. Sign collaboration or institutional coordination or concertation agreements or covenants and other legal instruments to carry out Component actions, as appropriate, with agencies and entities of the Federal, State or municipal Public Administration, research centers or institutions and / or higher education, national and international organizations, as well as producer organizations or civil associations;

X. Assist with the corresponding Executing Agencies in the establishment, monitoring and issuance of the resolutions of the administrative procedures established to determine breach of obligations by the beneficiaries and, where appropriate, formalize the cancellation of incentives and exercise the actions relevant legal under applicable law;

XI. Add or replace Executing Agencies, with the prior agreement of the Head of the Secretariat, and must be published on the official website of the Secretariat;

XII. In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the Component is

carried out in accordance with the provisions of these Operation Rules and the applicable regulations;

XIII. In coordination with the General Directorate of Planning and Evaluation, carry out or order the supervision and inspection visits to verify that the incentives granted have been destined and used in accordance with these Operation Rules and applicable regulations;

XIV. In general, all the powers and obligations necessary to achieve the objectives of the Component, in accordance with the provisions of these Operation Rules and applicable regulations .

The executing agency will have the following powers and obligations:

I. Prepare a proposal for Criteria to operate the Component and submit them for consideration and validation by the Responsible Unit;

II. Operate this Component in accordance with the Criteria approved by the Responsible Unit, and in accordance with these Operation Rules and other applicable regulations;

III. Publish the Criteria for operating the Component on its official website;

IV. Issue, if appropriate, calls for the submission of applications and / or projects;

V. Evaluate and rule on the applications and / or projects submitted, in accordance with the general and specific requirements of the Component set forth in these Rules of Operation, as well as those established in the Criteria and, where appropriate, issue the technical opinion and its approval;

SAW. Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit . If you are unable by law to issue such resolutions, you must inform and provide the responsible unit with all public and / or private documentaries where such non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the applicable legislation;

VII. Cancel in whole or in part the incentives in case the beneficiary does not subscribe the corresponding legal instruments, in case of proceeding, does not make the contribution, or does not comply with the provisions of these Operation Rules, as well as in the Criteria ;

VIII. Carry out the detailed control and record of the application of resources and the detailed progress of the goals of the Component, as well as the preparation and sending to the Responsible Unit of the physical-financial reports that must be prepared and sent on a monthly basis and quarterly;

IX. Carry out the follow-up, which may consist of the delivery of reports, information requests , supervision and verification visits, and any other required by the Responsible Unit , which allows verifying that the incentives granted have been authorized and used

in accordance with the applicable regulations;

X. Request the beneficiary to submit progress reports;

XI. Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of incentives;

XII. Propose the reallocation of available resources when they have not been ministered due to the cancellation, recovery, divestment, the unused ones, because there has been no demand or for any other analogous cause that may arise;

XIII. Integrate the report of the component's public account with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and, if applicable, the non-accrued accounts made known to TESOFE, for delivery to the Responsible Unit ;

XIV. Reintegrate, in case of proceeding, and in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products ;

XV. Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;

XVI. File complaints, demands and any other legal actions for the fulfillment of the objectives of the Component, according to the applicable regulations;

XVII. Notify the Unit Responsible for the Component, as well as the Official Office regarding resolutions of causes of non-compliance;

XVIII. Present the verification of the resource at the end of the corresponding fiscal year;

XIX. Keep the Directory of Natural and / or Moral Persons who lose their right to receive incentives from the Programs Subject to SAGARPA's Operating Rules updated ;

XX. In general, all the powers and obligations necessary to achieve the Component's objectives .

The powers and responsibilities of the Executing Agencies will be formalized in the legal instrument that, to that end, and where appropriate, they sign with the Secretariat.

Article 47.- Of the Project Planning Component (Project Map).

The procedure for this Component is as follows:

- a) Preparation of the technical annex or draft terms of reference.
- b) Preparation of guidelines, if applicable.
- c) Publication of the Call, bases and / or guidelines.
- d) Compliance with requirements.
- e) Selection process.
- f) Subscription of legal instrument.

The opening dates of this Component will be announced in the call to be published on the official website of the Secretariat.

Article 48. Of the Component of Agro-Food Productivity / Component of the National System of Agroparks:

I. The dates of opening and closing of windows, for the reception of applications, will be those established by the Call to be published on the website of the Secretariat. The opening will be within the first quarter of the year and the closing will not exceed 90 calendar days after opening. The foregoing without prejudice to the modifications that may be authorized by

the Responsible Unit due to budget availability, fortuitous event or force majeure.

II. In the event that there are available resources, the Responsible Unit may open another period (s) to receive requests, making this information known through the Secretariat's website .

- a) The Executing Agency in the federative entity where the Project will be executed, through the authorized window, will receive a duly requested " Unique Support Request Form " and the documents that certify that it complies with the requirements and eligibility criteria, during the period corresponding to the call.
- b) The Executing Agency will receive the above documentation until it is complete, subsequently registering the request in the SURJ, so that a folio number is generated, and will deliver the corresponding acknowledgment to the applicant, so that he can follow up on his request for support for.
- c) The executing agency will compile a file for each request for support. You can return the documentation that the applicant delivered, as long as the latter requests it in writing, and the Executing Agency will keep an electronic copy of the documents that it returns.

If after receiving the documentation, it is noticed that there are inconsistencies, the applicant will be notified of such situation, in writing and for the only occasion, granting a maximum period of ten business days from the day after the notification, so that rectify the omission and / or clarify what is appropriate. If applicant ignores, their request for support will be canceled. When the applicant depends on a third party to correct the omission or clarify what is appropriate, an extension may be granted, provided that the applicant requests and justifies it before the Executing Agency.

III. Technical-financial evaluation: The Executing Agency will evaluate the Project, technically and financially, to determine its viability.

Shall not be considered for purposes of calculating the amount and percentage of support, development costs of the project.

Direct contributions in cash, credits granted by a financial intermediary or credits granted by suppliers to credits or supports granted by other programs or other governmental or non-governmental entities, as well as pre-existing investments in the terms established in these operating rules. The foregoing is independent of your cash contribution of 10% of the total Project.

The favorable opinion on the viability of the Project, supported by the technical-financial evaluation of the Project, does not imply the approval of the requested support and is not qualified for prioritization.

IV. Qualification and prioritization : The Executing Agency will qualify the projects that have obtained a favorable technical-financial evaluation, using the schedule provided in Annex III of these operating rules. To prioritize the projects, the qualification of said certificate and the opinion of the National Technical group will be considered; The latter will be worth 20% of the total grade.

- a) The Executing Agency will add the points obtained by each project, to achieve the rating and the prioritization score. In the event of a tie, the following selection criteria will be used :
 1. Models of association of producers or with producers.
 2. Geographical Zone (South-Southeast, Crusade Against Hunger, Priority Attention Zones).
 3. Regional impact.
 4. Benefit to the value chain.
 5. Producers benefited.
 6. Jobs generated.

For the National System of Agroparks Component, the following applies: The executing agency will select the projects that have obtained a favorable technical-financial evaluation, which will be submitted to the National Technical Group for approval. In the event of a tie, the same criteria set forth in subsection a) of this section will be used.

For both components, this part of the procedure does not imply approval of the requested support.

V. Final opinion : The Executing Agency, considering the order of priority generated based on the preceding paragraph, will rule on the request for support. The Executing Agency must establish a National Technical Group to review, qualify and, where appropriate, approve the Project , without this implying that it delegates its obligations and / or powers.

SAW. Notification: The Executing Agency will notify the applicant in writing if the request was approved or rejected. The term to make this notification will start from the date of closing the windows and should not be greater than thirty-five business days, in the case of the Agro-Food Productivity Component and, forty business days, in the case of the National System Component of Agroparks.

In the event that the support request has been approved, you must also let them know through this notification the following:

- a) When or until when and where you must appear to formalize the delivery of the support;
- b) That in your case, before signing the Concertation Agreement, you must prove that the ownership or possession of the property where the project will be installed, has been registered with the Public Registry of Property or the National Agrarian Registry. In case of non-accreditation, you will be deemed to have withdrawn the authorized support, without your express written consent being required for this purpose .

In the event that the request for support is rejected, it will notify the applicant of said resolution, indicating the rationale and reason, considering the process as completed.

The Executing Agency will publish the list containing all the pages that were assigned, separating the applications that received support from those that were not approved, through its website and in each of the windows that it opened, before December 31 2014. In addition, the relationship must contain the following data: gender, age group, region of the country, federal entity, municipality , and concept of support.

VII. Formalization: The applicant, in case of being a beneficiary, will sign the Concertation Agreement with the Executing Agency in the federative entity where he submitted his request for support. In the notification, it must be specified that the signature must be within a period not exceeding ten calendar days from the date on which it receives said notification.

The beneficiary who refrains from signing the Concertation Agreement on the date or within the term established in the respective notification, will be deemed to have withdrawn the authorized support, without express written consent being required for this purpose.

In the Concertation Agreement it will be specified that the administration of the support may be preferably in *pari step* and

according to a calendar. The calendar may not exceed the date of December 31, 2014, regardless of the validity of the Concertation Agreement, which may be established under the terms of project execution. In the event that the Project considers other sources of financing, prior to the signing of said Agreement, the beneficiary must deliver the document that accredits and specifies the source of financing and the amount of the approved resource for the Project.

The beneficiary will have up to thirty business days, counted from the day following the signing of the Agreement of Agreement, to display the documents that demonstrate that he made his contribution to the resource that was required in his Project and as agreed in the Agreement of Concertation. If you abstain, you will be deemed to have withdrawn the authorized support, without your express written consent being required for this purpose .

VIII. Ministry: When the Project contemplates resources from financial intermediaries, before ministering the support, the beneficiary must present the credit contract granted before a Notary, to demonstrate the availability of said resources.

El beneficiario proporcionará a la Instancia Ejecutora el recibo por el apoyo. El recibo cumplirá con los requisitos fiscales previstos en la ley aplicable, además del nombre del beneficiario y monto de apoyo; así como, los datos que correspondan a la cuenta bancaria que abrió exclusivamente para recibir y manejar el apoyo y su aportación; es decir, nombre de la institución bancaria, número de cuenta, CLABE y número de la sucursal, localidad, municipio y entidad.

IX. Verificación y seguimiento: La Instancia Ejecutora, mediante visitas, verificará que el apoyo se aplique conforme los montos y conceptos autorizados, que el Proyecto se ejecute y que se cumpla con lo pactado en el Convenio de Concertación, utilizando la Cédula que emitirá la Unidad Responsable.

La Instancia Ejecutora llevará a cabo por lo menos tres visitas de verificación en campo al Proyecto, dejando evidencia documental y fotográfica, para:

- a) Identificar el estado del Proyecto antes de iniciar la inversión del apoyo. Esta será la primera visita y se efectuará antes de firmar el Convenio de Concertación.
- b) Identify the status of Project execution. This will be the second visit and will take place within two months after the signing of the Concertation Agreement.
- c) Check that the support was fully applied, in the authorized concepts and amounts, that

The Project was executed and the obligations agreed in the Concertation Agreement were fulfilled . This will be the third visit and will take place before signing the settlement agreement.

The Executing Agency may visit the Project site, to support its viability opinion, especially in those cases where the applicant decides to start executing the actions prior to the possible authorization of the requested Support.

X. Verification of the support: For the verification of the incentives, the investments that have been made from the 1st of January to the 31st of December of the corresponding fiscal year may be recognized .

The amount of the Value Added Tax (VAT) will not be part of the support check . The beneficiary may check their contribution and the credit, in accordance with the banking procedures that may be applicable.

The Executing Agency may authorize justified changes to the Projects in the type or magnitude, reprogramming of the investments, extensions, or others, provided that they do not affect the viability of the Project and / or the credit, nor do the investments deviate from the original objective and the component execution and operation . To do this, it will apply the following criteria:

- a) That the maximum limits of the amount and / or the percentage of the support are not exceeded.
- b) That the purpose and general focus of the Project remain the same.
- c) That it does not negatively affect the impact and the target population.
- d) That the modified Project be analyzed again by the Executing Agency, obtaining the corresponding qualification, prioritization and opinion.
- e) That the Executing Agency ratify or rectify the eligibility, as a consequence of the new analysis.

The executing agency may grant extensions without each duration exceeding half the originally authorized time. For the above, the beneficiaries must submit the requests for modifications and / or extensions in writing, before the Executing Agency accompanied by the documentation that adequately describes the proposed modifications and their justification.

The executing agency must prepare and issue a specific written opinion, within a period not exceeding ten business days, in which it establishes the authorization of the proposed modifications, or in case of rejection, the basis and motivation thereof . The Executing Agency must deliver a copy of the authorization of the modification or extension to the Responsible Unit no later than 30 calendar days after its issuance.

XI. Settlement: The Executing Agency and the beneficiary, at the end of the commitments indicated in the Concertation Agreement and once their compliance is verified, will sign a settlement record of the agreed actions.

The Beneficiary will present the insurance policy of the authorized investment concepts, in order to settle.

Article 49. Of the Component of the Regional Program of Development Planned in the PND:

The procedure for this Component is as follows:

- a) Preparation of the technical annex or draft terms of reference.
- b) Preparation of guidelines, if applicable.
- c) Publication of the Call, bases and / or guidelines.
- d) Compliance with requirements.
- e) Selection process.
- f) Subscription of legal instrument.

The opening dates of this Component will be announced in the call that will be published on the website of the Secretariat.

TITLE IV

Complementary Provisions

Chapter I

Of Rights, Obligations and Exclusions

Article 50. Those who are beneficiaries of the incentives of this Productivity and Competitiveness Program will be subject to

the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive advice from the Responsible Unit, the Delegations and / or Executing Agencies, regarding this Program and components and the selection procedures.
- b) Acquire the goods with the supplier that you freely choose;
- c) File complaints and denunciations in the terms established in article 46 of these operating rules.
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Unit and / or Executing Agencies in the terms established in the Federal Law of Administrative Procedure.

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these operating rules.
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation.
- c) Accept, facilitate and attend to verifications, supervisions, audits, inspections and requests for information, by any inspection authority that requires it or, where appropriate, by the responsible unit or executing agency in order to verify the correct application. of the incentives granted by the Secretariat;
- d) Request in writing, any modification they intend to make to the authorized project.

Article 51. No support will be granted for the following concepts:

I. Purchase of land;

II. Purchase of used equipment and machinery;

III. Repairs, spare parts and tire purchase.

IV. Purchase of any type of vehicle or vessel with luxury characteristics that is online or by pre-made order, including pickup trucks, except for the acquisition of new specialized cargo land transport vehicles for the mobilization and marketing of agricultural and fishery products with a load capacity greater than 4 tons. "

V. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Ministry, or others provided for in these Operation Rules;

SAW. Payment of liabilities;

VII. Building for residential use.

Chapter II

Of the Audit

Artículo 52.- Los recursos que la Federación otorga para los programas y/o componentes, podrán ser auditados por la Secretaría de la Función Pública, el Órgano Interno de Control en la Secretaría y/o auditores independientes contratados para tal efecto, en coordinación con los Órganos Estatales de Control; la Secretaría de Hacienda y Crédito Público; la Auditoría Superior de la Federación y demás instancias que en el ámbito de sus respectivas atribuciones resulten competentes.

Las responsabilidades administrativas, civiles o penales derivadas de las revisiones, seguimiento y/o auditorías realizadas por la Secretaría y las instancias fiscalizadoras antes mencionadas, que afecten a la

Hacienda Pública Federal que, en su caso, incurran los servidores públicos federales o locales, así como las personas físicas o morales beneficiadas del presente Programa, serán sancionados en los términos de la legislación aplicable.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to this Program and / or components referred to in these Operation Rules must be carried out in accordance with the applicable legislation, since they do not lose their federal character , notwithstanding having been the subject of an agreement and being transferred for its application, to any other instance other than the Secretariat.

Chapter III

Of the Operating Expenses

Article 53. Of the resources assigned to the Productivity and Agrifood Competitiveness Program in its different components, 5% will be destined for the actions of evaluation, supervision, operation of the programs and dissemination, charged to the resources authorized to this program based on the following distribution:

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating costs*	2.7%
Diffusion	0.3%
POI (PAP) **	1.0%
TOTAL	5.0%

* The Responsible Unit will define, in the legal instrument that it signs with the Executing Agency, the percentage that will be assigned to it for the operation and supervision of the component.

** The components that do not make use of the state structure of the Secretariat, nor of their delegations, Districts and Rural Development Support Centers, are excepted , therefore said percentage will be exercised and destined for the operation of the component by the Responsible Unit. .

To carry out the national external evaluation of this Program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision tasks of this Program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components that will be exercised after validation based on the proposal presented by the General Directorate of Planning and Evaluation.

The Responsible Unit must supply the necessary resources to the delegations of the Secretariat in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

The financial products generated from the principal of the program may be applied according to the following: payment of fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of spending are published. resources , as well as for the modernization of the Federal Public Administration of the SHCP, the resources exercised in

operating expenses associated with this program must be at least 5% lower than the amounts authorized in the immediately preceding year.

Chapter IV

Of the Evaluation, Follow-up and Supervision

Article 54. In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law , and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the program must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL) , within the scope of their respective competences, the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators must be observed .

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Planning and Evaluation Directorate of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of the program and components subject to this process.

Said unit must be outside the operation of the programs and the exercise of budgetary resources ; Likewise, it will be in charge of issuing the general guidelines for national evaluations , in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of program results will also include verifying the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, in order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators at the purpose and component level.

The following indicators will measure the achievement of the objectives of this Program:

goals	Indicator Name	Measurement Frequency
Rural economic units have investment in the development of physical, human and technological capital, which increases their productivity.	Variation rate in the total amount of operations and / or investment projects benefited by the Program.	Annual
1. Incentives that facilitate access to financing and in better conditions, granted to agricultural, livestock, fishing, aquaculture and rural sector producers as a whole.	Percentage of the number of agricultural, fishing, aquaculture and Rural Sector producers as a whole benefited with credit under the guarantee service and / or with a credit whose interest rate was reduced due to their favorable credit history .	Annual
2. Economic incentives given to producers to certify their organic products.	Percentage of producers with certified organic products	Annual
3. Production incentives given to boost and promote financial viability and strengthening productivity in the South-Southeast through technologies, research, training and rural extension of agricultural, livestock and aquaculture projects with productive potential and demand in the market.	Variation rate of the average estimated profit per project of the supported economic units .	Biannual
4 Investment triggered by the support granted for the generation of agroparks.	Investment index triggered by the support given to agricultural park projects	Annual
5. Economic support provided for agro-industrial projects of the economic units for agriculture, fisheries and aquaculture.	Percentage of total support granted with respect to the total investment of the projects.	Annual

6. Promote the use of market risk management instruments , through price coverage, to give greater certainty to the income of agricultural, fishing, aquaculture and other economic agents of the Rural Sector integrated into the Productive Chain .	Volume of tons covered, of eligible products, under the price coverage mechanism .	Biannual
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Article 55. To verify compliance with the obligations of the beneficiary and / or the Executing Agency, the Secretariat, through the General Directorate of Planning and Evaluation, will regulate the procedure and follow-up on the supervision of the programs and / or components. , as well as strategic projects .

Supervision must be carried out by the Responsible Units, directly or through the instance determined.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as for the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the programs, components and projects a office.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system , will determine through a random procedure the verification and supervision of the supports granted under each component.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the programs and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 56. It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by component, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the website of the Secretariat www.sagarpa.gob.mx and of each executing agency of expenditure no later than the last business day of December of the year that is reported and must be updated, in its case, with the data of the corresponding settlement .

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the advertising and promotion of the present Program and component, must include the logo of the Secretariat and that of the SDA, where appropriate, and the following legend: "*This program is public, alien to any party Political use is prohibited for purposes other than those established in the program .*"

Article 57. In order to carry out the tasks of disseminating the programs and components, the General Directorate for Programming, Budget and Finance of the Official Office, will reserve at the central level an amount of up to 0.3% of the original authorized budget for each program and component to be exercised by the General Coordination of Social Communication.

Article 58. The Secretariat will continue with the Accountability System on the destination of fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, in order to integrate the Single Register of Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity , municipality and locality, productive activity, link in the value chain, concept of support, amount granted tax and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities . Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed ; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR ' s; monthly publish a report on compliance with the delivery of information by the UR ' s; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR ' s must identify their support concepts.

Chapter VI

Of Gender Equity

Article 59. The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting .

Chapter VII

From the Institutional Coordination

Article 60 . The Responsible Unit will have the power to sign agreements and legal instruments to carry out program actions and components referred to in these Operation Rules , as appropriate, with agencies and entities of the Federal Public Administration, research centers or institutions and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others.

In order to issue said resolutions, you must inform and provide the Regulatory Instance with all public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Chapter VIII

Of the Sanctions, Complaints and Denunciations

Article 61. In the event that the beneficiary fails to comply with any of the obligations indicated in the

Article 37 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of what is established in the Federal Law of Administrative Procedure and resolution of the Executor, or the Regulatory Instance unit as appropriate, will be canceled the support and required the return of the same, plus the financial products generated and will be registered by the Executor or the Normative Instance in the directory of individuals and / or legal entities that lose their right to receive support, which is in charge of the Senior Official of the Secretariat, until the non-compliance detected is rectified. The foregoing, without prejudice to other legal actions and administrative that the Secretariat and the supervisory instances undertake.

Once the executing agency becomes aware of any breach by the beneficiary, it must initiate the corresponding administrative procedure. If during the administrative procedure the causes of non-compliance are corrected, said procedure will be terminated, and a report on each case in particular must be officially sent to the Regulatory Instance. The executing agency must issue the resolutions of the administrative procedures established to determine the breach of obligations and, where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide the Regulatory Authority with all public and / or private documentaríes where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and if applicable, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 62. Beneficiaries and citizens in general may submit their complaints and denunciations in writing, regarding the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body, Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx>), via email (contactociudadano@funcionpublica.gob.mx and complaints@funcionpublica.gob.mx) or by telephone at 01 800 90 61 900 (OIC Complaints Area at the Insurgentes Sur 489 Secretariat, Mezzanine, Mexico, DF; in the Federal Entities through the complaints receiving offices at the following telephone numbers: Aguascalientes 01 (449) 914 05 94; Baja California 01 (686) 554 00 49; Baja California Sur 01 (612) 122 74 31; Campeche 01 (981) 816 53 88; Coahuila 01 (844) 411 83 01; Colima 01 (312) 312 08 41; Chiapas 01 (961) 617 10 51; Chihuahua 01 (614) 214 41 08; Distrito Federal 01 (55) 38718600, ext. 35244; Durango 01 (618) 829 18 00, Ext. 78200; State of Mexico 01 (722) 278 12 43; Guanajuato 01 (461) 616 04 13; Guerrero 01 (747) 472 61 64; Hidalgo 01 (771) 713 15 52; Jalisco 01 (331) 401 51 41; Michoacán 01 (443) 113 03 01; Morelos 01 (747) 771 92 12; Nayarit 01 (311) 213 39 58; Nuevo León 01 (811) 160 75 05; Oaxaca 01 (951) 549 00 71; Puebla 01 (222) 235 39 42; Querétaro 01 (442) 218 78 91; Quintana Roo 01 (983) 835 12 70; Lagunera Region 01 (871) 175 04 00, Ext. 45010; San Luis Potosí 01 (444) 834 31 01; Sinaloa 01 (667) 760 15 45; Sonora 01 (662) 259 98 13; Tabasco 01 (993) 358 18 10; Tamaulipas 01 (834) 318 21 01; Tlaxcala 01 (243) 465 07 06; Veracruz 01 (228) 841 63 76; Yucatán 01 (999) 943 69 88 y, Zacatecas 01 (492) 925 61 46 or to the Citizen Contact Center toll free (01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollers of the Federal Entities, they must notify the internal Control Body in the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST .- This Agreement will enter into force on January 1, 2014.

SECOND .- As of fiscal year 2014, these Operation Rules of the Agro-Food Productivity and Competitiveness program and its components will be the only ones applicable to it, therefore, through the publication in the DOF of this agreement, any other operation rule, guidelines, addition, update or modification that have been published prior to this agreement, unless expressly stated otherwise in these rules.

THIRD .- Pursuant to the fourteenth and fourth transitory articles of the Decree establishing the National System for the Crusade against Hunger " Without Hunger ", the expenditures made to comply with said Decree, will be covered with charge to the respective programs and budgets approved for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law .


FOURTH.- In order to comply with the provisions of Article Twenty of the Decree that establishes measures for the efficient, transparent and effective use of public resources, and budgetary discipline actions in the exercise of public spending, as well as for the modernization of the Federal Public Administration ; This Secretariat will continue to instruct that the payment to the beneficiaries be made electronically, by depositing in bank accounts. The form of payment provided for in this article will be excepted in those cases in which there are no banking services in the corresponding locality.

FIFTH .- Pursuant to the provisions of article 36, section XII of the Federation's Expenditure Budget Decree for Fiscal Year 2014, this Secretariat will consult on compliance with article 32-D of the Federal Tax Code, in the tool that the tax authorities make available for this purpose .

SIXTH.- For the verification of the incentives of the components of this program, with the prior authorization of the Responsible Unit or, as the case may be, of the Executing Agency, the investments that have been made as of January 01, 2014 may be recognized .

Mexico City, December 9, 2013. - The Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez** .- Rubric.

ANNEX I.

 SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL, PECUARIO Y ALIMENTACIÓN	Solicitud Única de Apoyo de los Componentes del Programa de Productividad y Competitividad Agroalimentaria
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1. DATOS DE VENTANILLA

Componente	Instancia Ejecutora	Edo	Municipio	Ventanilla	Día	Mes	Año	Consecutivo

*No. de Folio:

2. DATOS DEL SOLICITANTE

2.1 PERSONA FÍSICA

*Nombre: _____ *Fecha de nacimiento:

*Primer apellido: _____ d d M M A a a A

*Segundo apellido: _____

*CURP:

*Nacionalidad: _____ *Estado de nacimiento: _____

*Sexo: _____

*RFC: *Homoclave:

Teléfono (lada): _____ Fax: _____

Correo electrónico: _____

*Tipo de identificación oficial: _____ *Número de identificación: _____

2.2 PERSONA MORAL

*Nombre de la persona moral: _____

*RFC: *Homoclave:

Objeto social de la persona moral: _____

No. total de socios No. socios morales No. de socios físicos

No. socios mujeres No. de socios hombres

*Nombre del representante legal: _____

*Primer apellido: _____ *Fecha de constitución:

*Segundo apellido: _____

*CURP:

Teléfono (lada): _____ Fax: _____

Correo electrónico: _____

*Tipo de identificación oficial del representante legal: _____ *Número de identificación: _____

*Documento de acreditación del representante legal: _____

*Nacionalidad: _____

2.3 ADDRESS OF THE APPLICANT

* Type of human settlement: Colony () Fractionation () Apple () Town () Ranch () Farm () Ejido () Hacienda () Other INEGI standard ()

* Name of the human settlement: _____

* Type of road: Avenue () Boulevard () Street () Alley () Road () Peripheral () Private () Highway () Road () Other () INEGI standard ()

* Road name: _____

* Outside number 1: _____ Outside number 2: _____ Inside number: _____ * Zip code: _____

* Town: _____ * Municipality: _____ * State: _____

3. PROJECT DATA

Project name: _____

Project type: New Continuation

3.1 LOCATION OF THE PROJECT

* Type of human settlement: () Colony () Fractionation () Apple () Town () Ranch () Farm () Ejido () Hacienda () Other () INEGI Standard ()

* Locality: * Name of the human settlement : _____

* Type of road: () Avenue () Boulevard () Street () Alley () Road () Peripheral () Private () Highway () Road () Other () INEGI Standard. ()

* Name of road: _____

* External number 1: _____ Exterior number 2: _____ Interior number: _____ *Postal Code: _____

* Reference 1 (between roads): _____

Reference 2 (posterior road): _____ Reference 3 (Description of location): _____

*Location: _____ *Municipality: _____ *State: _____

Georreferencing data: _____

3.2 BENEFICIARIES

No. of beneficiaries to attend: Women: Men:

No. of indigenous people _____ No. of youth _____ No. victims of crime _____

1.3 JOBS TO GENERATE

No. of direct jobs: _____ Women: _____ Men: _____

3.4 CROPS TO TREAT

Main crop _____

Type of Agroindustry / company. _____

Others _____

4. REQUESTED SUPPORT COMPONENTS AND CONCEPTS:AGRO-FOOD PRODUCTIVITY AND COMPETITIVENESS Program _____

Component _____

4.1 FINANCIAL STRUCTURE OF THE PROJECT

Concept	Support requested from this component	Contribution of Applicant	Credit or some other source of financing	Total amount of investment (including amount requested)
	Pesos (\$)	Pesos (\$)	Pesos (\$)	Pesos (\$)

--	--	--	--	--

--	--	--	--	--

--	--	--	--	--

4.2 SUPPORT REQUESTED (BREAKDOWN)

Concept of support	Requested quantity	Unit of measure	Support requested	Funding Source					Total investment
				Support for Federal	State support	Beneficiary	Credit	Other supports	

Did you receive supports in previous years?

Yes No Which component (s)? Amount.

5. GENERAL REQUIREMENTS (LIST OF DOCUMENTS DELIVERED)

Physical persons	Moral people
Official Identification.	Articles of incorporation (if applicable, notarial instrument where there are modifications to it and / or to its statutes).
curp	RFC.
Proof of address	Notarized certificate of authority empowered to appoint authorities or where the general power to lawsuits and collections and / or acts of administration or domain (if applicable).
Project or simplified project (1)	Project or simplified project *.
Legal proxy documentation (if applicable):	Account establishment format; is included as an annex
Account establishment format; is included as an annex	
Official identification of the legal representative (in your case)	Official identification of legal representative.
CURP of the legal representative (if applicable).	CURP of the legal representative.
General power of attorney (if applicable).	

(1) For minor requests, the project will be presented in the simplified format.

(2) Those established in each component.

6. DECLARATIONS

- a) I declare under protest to tell the truth:
- b) That I do not carry out illegal productive or commercial activities.
- c) That we have not received support for the acquisition of assets in the concepts that we request
- d) That I am up to date with my tax obligations.
- e) That I am exempt from tax obligations.
- f) Based on article 35 of the Federal Law of Administrative Procedure, I accept the receipt of notifications related to this application through the electronic page of the Secretariat (www.sagarpa.gob.mx) and / or the electronic page of the executing agency. In accordance with the provisions of article 37 of the present Rules of Operation of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, I manifest in protest to tell the truth that I have not received support or subsidies that imply duplication for the same concept of Present Program.
- g) I declare that the data is true and I promise to comply with the regulations established in the corresponding Operation Rules and Guidelines, as well as all applicable legislation.
- h) I express my total and complete commitment, to carry out the investments and / or Works that correspond to me , to execute the actions of the aforementioned project.
- i) " The personal data collected will be protected and incorporated and processed in the personal data system " database of beneficiaries of support programs " based on Article 43 of the Internal Regulations of the Secretariat and the Federal Transparency Law to Public Government Information, and whose purpose is to provide information on the beneficiaries of the various support programs. "
- j) I exempt the Secretariat from any responsibility derived from the deposit of the amount of the support that is granted to me, in the bank account that is specified in advance, since the information that I have provided is completely correct and current, which I manifest In protest to tell the truth as soon as the Secretariat makes the deposits of the amount that corresponds to me, I consider myself supported, in case of a claim for the deposit, to verify that the support has not been made, I agree to provide the account statements issued by the bank that the Secretariat requires; With this document I become aware that the Secretariat reserves the Right to issue the support through another form of payment, when so determined, I authorize the bank to withdraw the deposits derived from the present Program of the Secretariat, made by mistake in my account, as well as those that do not correspond to me or those that exceed to the support to which I am entitled and be reimbursed to the bank account of the corresponding program .



7. SIGNATURES

7. a Full name, signature and title of the receiving official

FIRCO FR FIRA SECRETARIAT A OTHER

7. b Full name and signature or fingerprint of the applicant

ANNEX II.

 	<p>Guion para la Elaboración de Proyectos de Productividad y Competitividad Agroalimentaria</p>
---	--

1. **Technical and Financial Executive Summary .**
2. **Name of the project.**
3. **Program, component (s), concept (s) of support, amount of support requested and amount of contribution of the applicant.**
4. **General and specific objective (s) ,** which must be aligned with the objectives of the program (s) and corresponding component (s), established in these Operating Rules .
5. **Justification.**
 - to. Description of the current situation of the company
 - b. Explanation of the problem or opportunity identified
 - c. Way in which the project, if materialized, will address the identified problem or opportunity
 - d. Goals, if the project is completed, that correspond to the identified problem and indicators that will verify compliance with the general and specific objective (s).
 - and. Expected effects of not completing the project
 - F. Analysis and diagnosis of the current situation and forecasts without the project
6. **General project data.**
 - to. Geographical location of the project (federal state, municipality and locality, coordinates geor r eferenciadas as well as the specific location of the project)
 - b. Productive activity and link in the value chain.
 - c. Technical description of the project, which should start from the concept of support and describe it in detail, among others:
 - d. type of machinery, constructions, agricultural and livestock land, equipment inventories, livestock and others.
 - and. infrastructure and / or equipment available for the project
 - F. In your case vegetative material
 - g. Processes

- h. technologies to use
- i. technical assistance
- j. consulting and / or training
- k. amount of each item to request
- l. process capacity
- m. production schedules
- n. maintenance
- or. among others
- p. Quotes from suppliers that support the costs and budgets of the investments to be made (at least three quotes from different suppliers).
- q. In your case, appraisal by an expert authorized by the National Banking and Securities Commission in the case of infrastructure acquisition.
- r. Organizational aspects, background, type of organization and partner relationship; Structure, Board of Directors.
- s. Required profile and capabilities of managers and operators.
- t. Current infrastructure and equipment.
- or. Compliance with sanitary, environmental and permit regulations.

7. Market Analysis.

- to. Description and analysis of raw materials, products and by-products (presentation, packaging, packaging; nature, quality, quantity, attributes, among others)
- b. Conditions and mechanisms of supply of inputs and raw materials
- c. Channels of distribution and sale
- d. Plan and marketing strategy
- and. Recent purchase intention letters or purchase-sale contract (s) referring to the offered product that contain: name and address of the clients, product volume, price, places and periods of delivery, reception, form and term of payment for the products to generate with the project
- F. Market studies carried out, where appropriate.

8. Financial Analysis

- to. Financial evaluation of the project, which must contain the calculation of the Internal Rate of Return (IRR), break-even point and the Net Present Value (NPV), breaking down all its components and attaching documentation that supports said calculation (the considered Excel file must be included for the calculations made), sensitivity analysis, cost-benefit ratio.
- b. Budgets, investment program and complementary financing of some financial or other intermediary . (in your case)
- c. Current and projected financial projection (income / expenses)
- d. Description of costs (fixed and variable)
- and. Investment needs

9. Description and analysis of expected impacts

- to. Increase in capitalization levels (descriptive)
- b. Expected percentage increase in production volume
- c. Expected number of jobs to be generated (direct and indirect).
- d. Increase in yields (if applicable)
- and. Estimated cost reduction
- F. Comparative with and without the project

10. Analysis of the environmental situation.

- to. Description and analysis of the current situation of the use of resources, disposal of waste and environmental impact of the company.
- b. Conditions and mechanisms for the use of alternative energy equipment.
- c. Company's environmental sustainability plan and strategies.

11. Conclusions and recommendations.

Note:

For the projects of this program, the points that do not apply will be marked with the initials NA.

Additionally, in the case of Traces Infrastructure and TIF Establishments, the following information must be attached :

Market Aspects

1. Contract (s) for the supply of raw materials and quotes for the insurance of the investments that contain: name and address of the clients, volume of product, price, places and periods delivery, reception, form and payment term for the products to be generated with the project .
2. Results of the analysis to decide clients and / or suppliers, where appropriate.
3. Market studies carried out.

Technical aspects

1. Plans and sketches of the macro and micro location.
2. Plan and sketch of the location and distribution of the production unit and the internal arrangement of the equipment, and diagrams of the processes, as appropriate.

3. In its case, validation of the technological package by the competent authority.
4. Specific and detailed engineering studies, if applicable.
5. Execution, administrative, training and technical assistance programs.

Financial aspects

1. Copy (s) of the balance sheet (s) and the income statement (s).
2. Letters of authorization or commitment from the financial institutions participating in the financing of the project.



Environmental aspects:

1. Study of the environmental impact.
2. Permits and authorizations from regulatory entities on the preservation of the environment.
3. Description and analysis of the current situation of the use of resources, waste disposal and environmental impact of the company.
4. Conditions and mechanisms for the use of alternative energy equipment.
5. The company's environmental sustainability plan and strategies.
6. Description of the components for environmental conservation, use of alternative energies and energy efficiency improvements.

Regulatory Aspects:

1. Compliance with Sanitary, Environmental and other Standards
2. For Infrastructure traces and Establishments TIF, positive opinion by the SENASICA on improvements, adaptations, and new construction of track or establishment TIF.
3. Documents proving ownership or concession of natural or material resources.
4. Copy of permits, authorizations and concessions issued by the corresponding authorities.

ANNEX III.

 	Cédula de Calificación para Priorizar Proyectos del Programa de Productividad y Competitividad Agroalimentaria
---	---

Indicator	Weighting	Unit of measure	Response levels	Score
Degree of marginalization of the locality where the project will be executed according to CONAPO	0.10	Degree of marginalization	High and Very High	100
Medium	75			
Low	fifty			
Very low	25			
Inclusion	0.05	No. of Producers directly benefited	More than 100	100
			FROM 50 to 100	fifty
			Less than 50	25
Sustainable use of natural resources	0.10	Includes technologies and practices for the conservation of natural resources	Yes	100
			Do not	0
Number of expected jobs	0.15	Number of jobs	More than 20	100
			16 to 20	80
			11 to 15	60
			6 to 10	40
			1 to 5	twenty
			0 or not specified	0
Complementary financing (development bank, financial intermediary, suppliers)	0.10	If not	Yes	100
			Not or not specified	0
Percentage of contribution of the applicant without financing	0.15	Contribution percentage	more than 40 to 50%	100
			more than 25 to 40%	75
			10 to 25%	fifty
			Less than 10%	25
Estimated cost reduction	0.10	Reduction percentage	more than 10	100

			more than 6 to 10	75
			more than 3 to 6	fifty
			more than 0 to 3	25
			0 or not specified	0
Internal Rate of Return (IRR) with subsidy	0.05	Percentage	more than 25	0
			more than 20 to 25	fifty
			10 to 20	100
			less than 10 or not specified	0
New Project (This is not an upgrade / modernization of existing facilities.)	0.10	If not	Yes	100
			Do not	fifty
Number of project partners	0.10	Number of active partners	more than 20	100
			From 11 to 20	75
			From 6 to 10	fifty
			From 2 to 5	25

1 / In the case of projects for which an indicator does not apply, the weight of the indicators included for the evaluation of the project will be adjusted proportionally , so that they add up to 100%.

2 / In the case of projects located in the municipalities included in " No Hunger " , the localities indicated in the Decree by which the Declaration of Priority Zones is issued and in the South-Southeast states, an additional rating of 0.5 will be given weighting. In the case of projects made up mainly of women, youth, people with disabilities and / or victims of violence, an additional rating of 0.5 will be given as a weighting factor. Likewise, the indicators of the Responsible Units may substitute them in the event that some do not apply to them, with some that do apply to the project.

3 / For the Components Agrifood Productivity and National System of Agroparks, the indicator " Complementary Financing " , the qualification will be 0 (zero) when the financing is with suppliers and, in the indicator " percentage of contribution of the applicant without financing " does not apply the " response level " : less than 10%

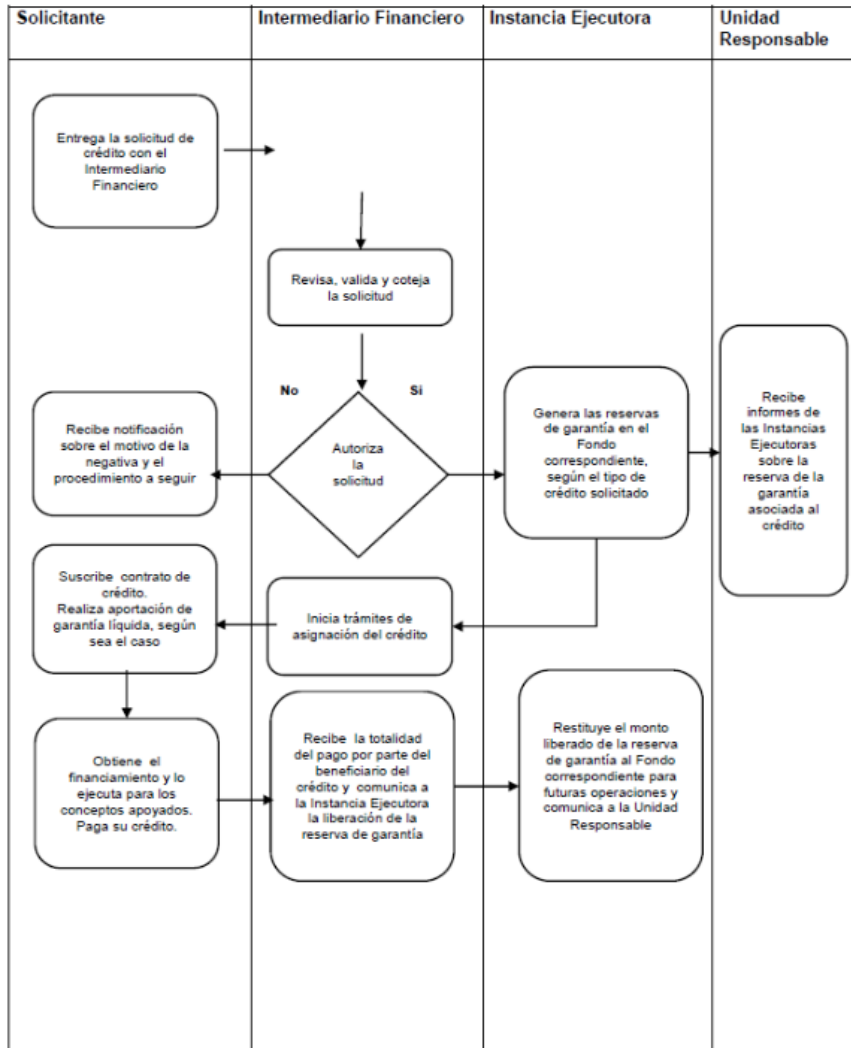
" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

ANNEX IV.

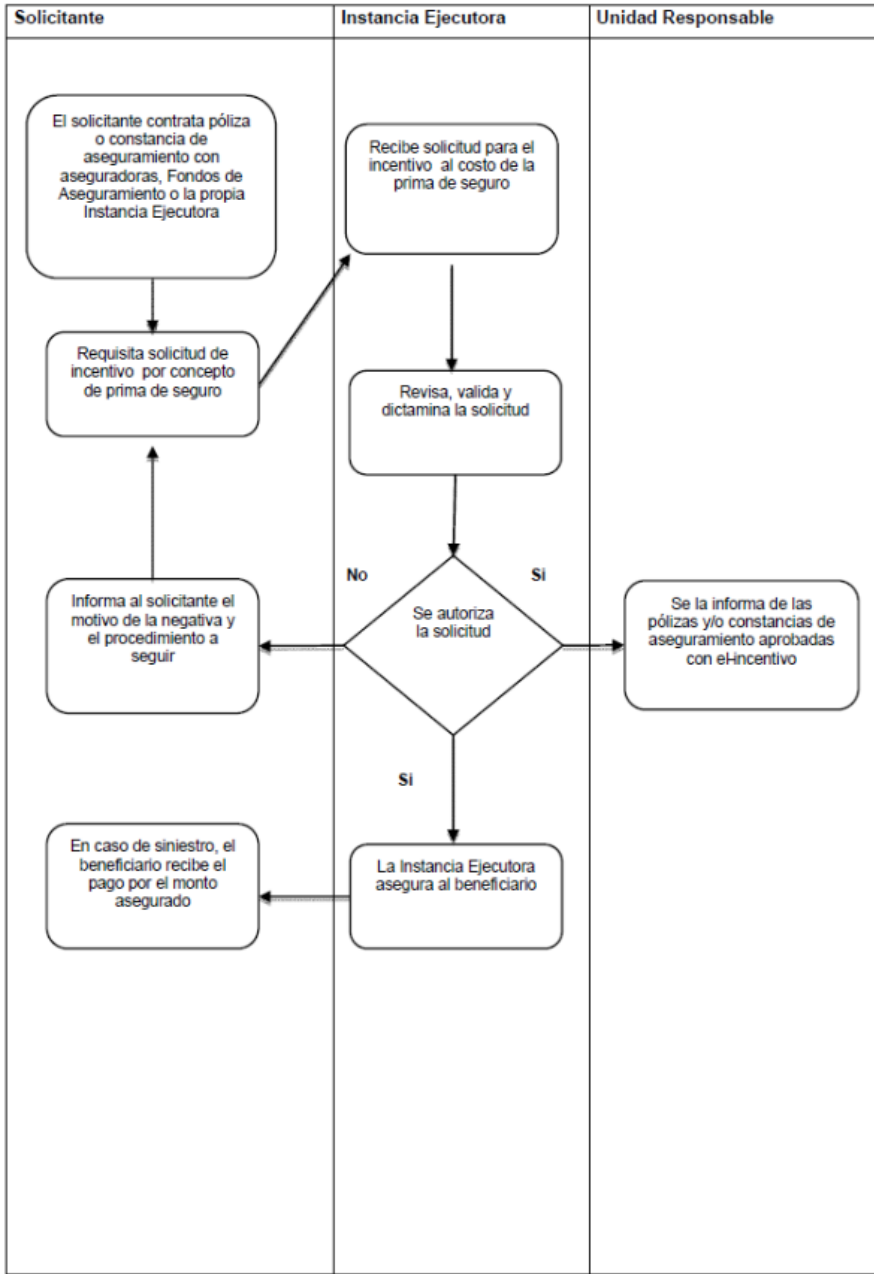


IV.1 Del Componente Acceso al Financiamiento Productivo y Competitivo

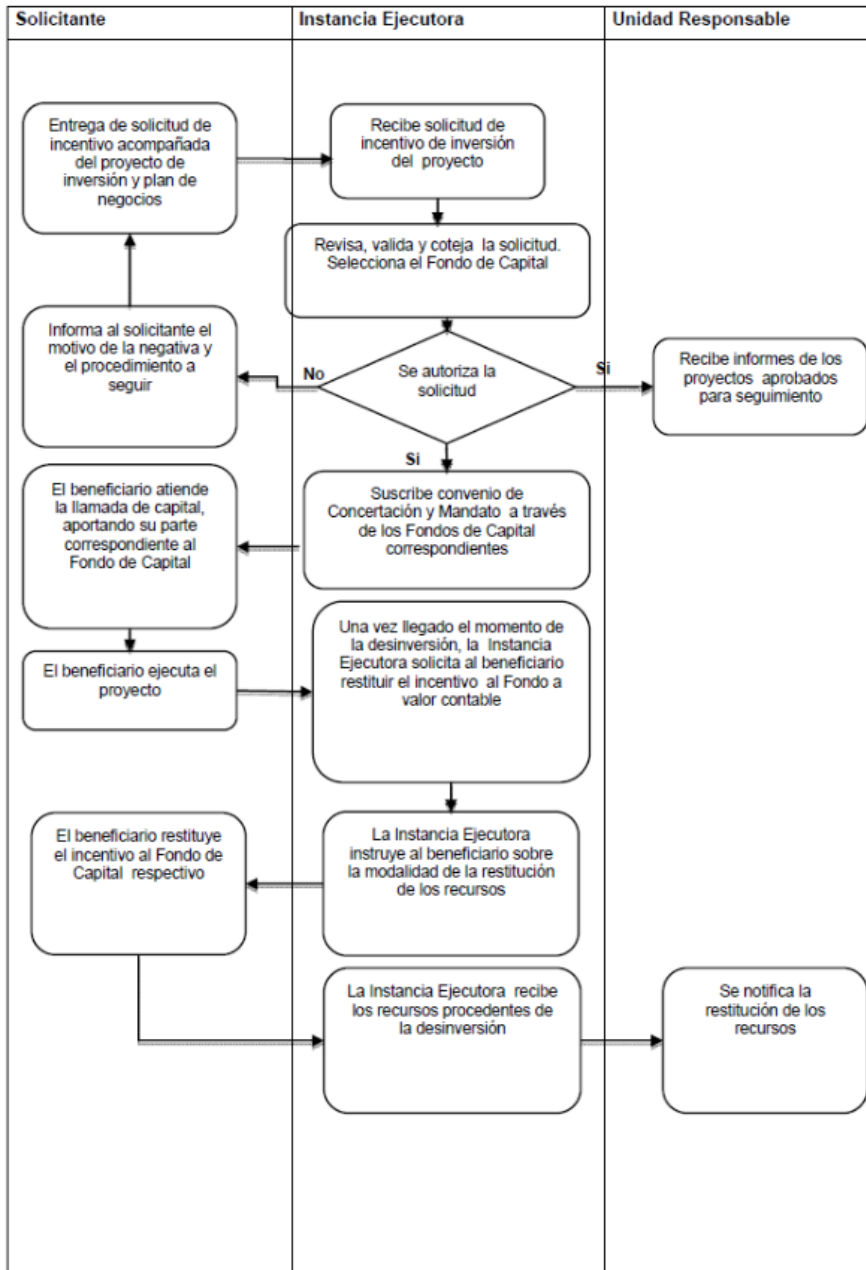
a) Servicio de Garantías



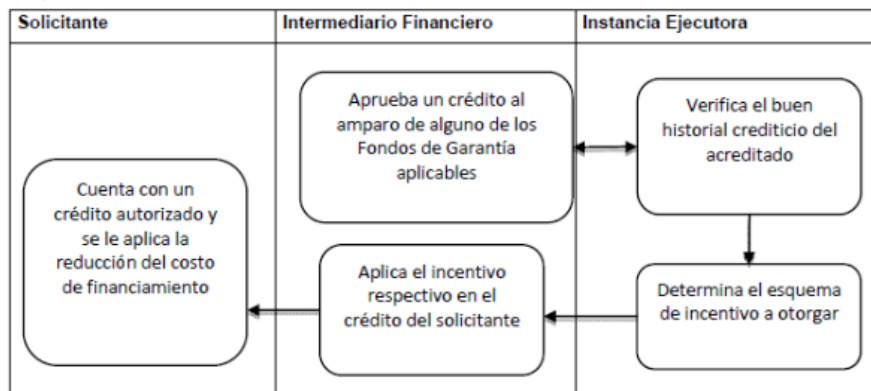
b) Incentivo para las primas de seguro destinadas a actividades del sector rural:



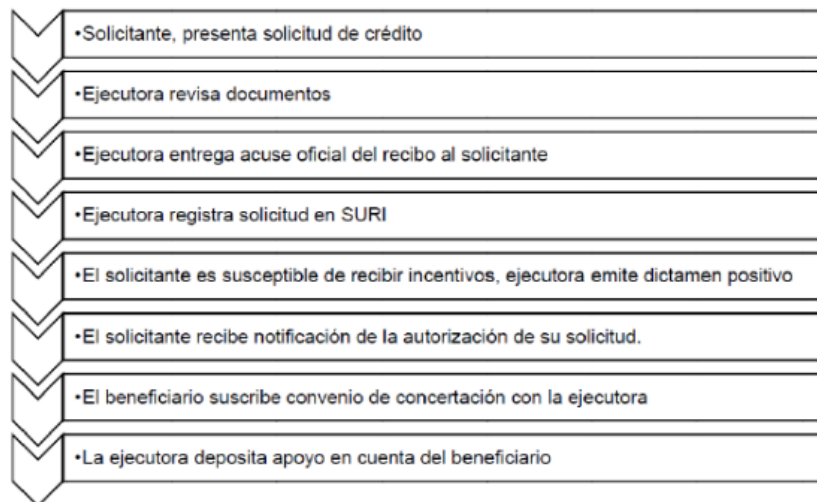
c) Incentivo para la constitución de Capital de Riesgo:



d) Reducción del costo del financiamiento:

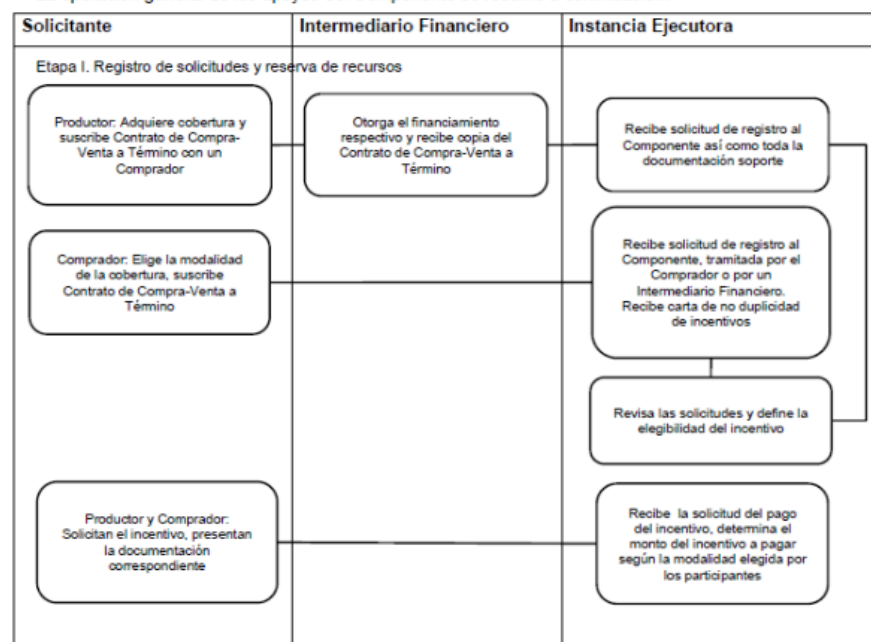


IV.2. Del componente de Desarrollo Productivo del Sur Sureste

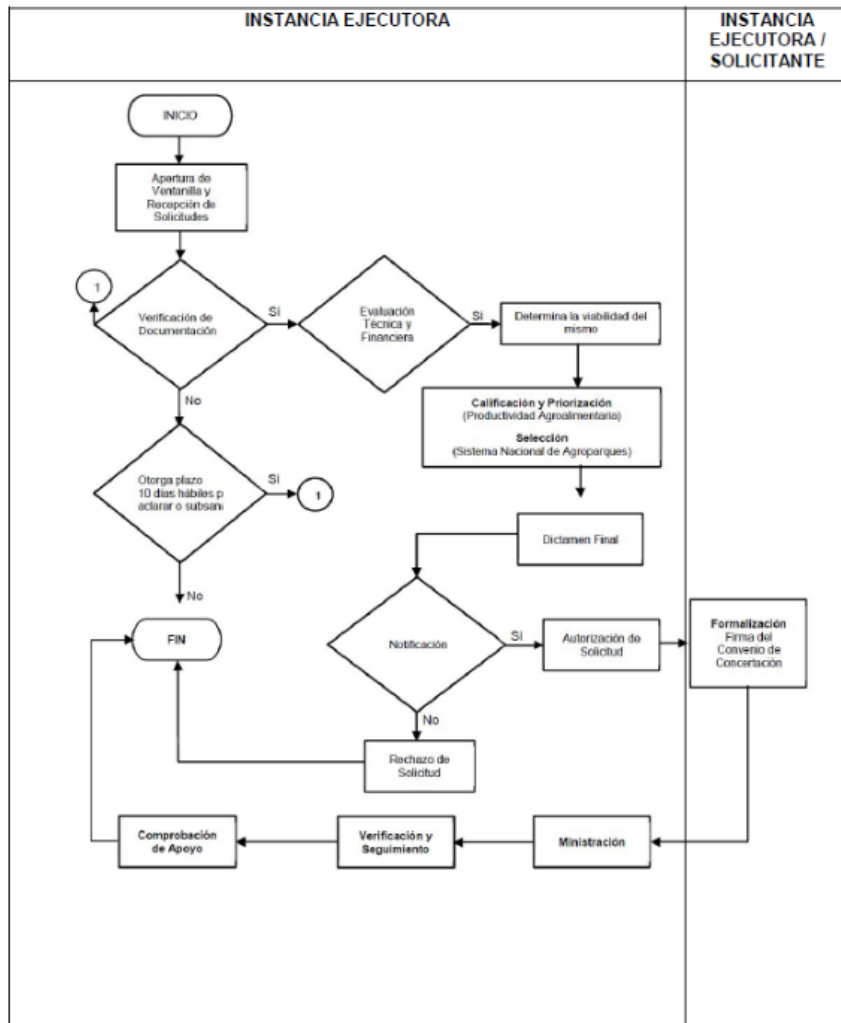


IV.3. Del componente de Fortalecimiento a la Cadena Productiva

La operación general de los apoyos del Componente se resume a continuación:



IV.4. Del Componente Productividad Agroalimentaria / Componente del Sistema Nacional de Agroparques



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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Comprehensive Rural Development Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed . (Continues in the Fifth Section)

In the margin a stamp with the National Shield, which says: **United Mexican States.- Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food.**

ENRIQUE MARTÍNEZ Y MARTÍNEZ, Secretary of Agriculture, Livestock, Rural Development, Fishing and Food, based on articles 25 Paragraph 5 of the Political Constitution of the United Mexican States ; 9 o ., 26 and 35 sections II, III, IX and XXII of the Organic Law of the Federal Public Administration; 4 or . of the Federal Law of Administrative Procedure; 9 o . and 12 of the Planning Law; 75 and 77 of the Federal Budget and Fiscal Responsibility Law and 176 of its Regulations; 7 or ., 8 or ., 22 Section IX paragraphs a, b and c; 32, 53, 54, 55, 56, 58, 59, 60, 61, 72, 79 first paragraph, 80, 86, 87, 140, 143, 164, 178, 190 sections I and 191 of the Law of Sustainable Rural Development; articles 30, 31 and annex 24 of the Federal Expenditure Budget Decree for Fiscal Year 2014; 1 o ., 2 o ., 3 o ., 5 o ., Fraction XXII, 14, 22, 23, 24 and 25 of the Internal Regulations of the Secretariat of Agriculture, Livestock, Rural Development, Fishing and Food, and

CONSIDERING

That the Political Constitution of the United Mexican States establishes in its article 25 that the State is responsible for the leadership of national development to guarantee that it is comprehensive and sustainable, that it strengthens the Sovereignty of the Nation and its democratic regime, and that, by promoting of the economic growth and employment and a fairer distribution of income and wealth, allow the full exercise of the freedom and dignity of individuals, groups and social classes.

That equality of opportunity is essential to promote a prosperous Mexico, which is why it is necessary to increase the country's productivity as a means to increase the potential growth of the economy and thus the well-being of families, and one of the purposes of the Government of the Republic is to create a society of rights that achieves the inclusion of all social sectors and reduce high levels of inequality, based on the provisions of the Pact for Mexico;

That in accordance with the provisions of the Decree establishing the National System for the Crusade Against Hunger, published in the Official Gazette of the Federation on January 22, 2013, the Government of the Republic must give results in the short term to guarantee the population the right to a nutritious, sufficient and quality food, through coordinated, effective, efficient, and transparent actions with a high content of social participation, for which the dependencies and entities of the Federal Public Administration will carry out the actions necessary to comply with the aforementioned Decree in accordance with the applicable legal provisions;

That the National Development Plan 2013-2018, published in the Official Gazette of the Federation dated May 20 , 2013, recognizes that " the countryside is a strategic sector, because of its potential to reduce poverty and influence development regional " , and that " the capitalization of the sector must be strengthened " by what it establishes as one of the five national goals, a Prosperous Mexico that promotes sustained growth of productivity in a climate of economic stability and by generating equality of opportunities, considering that adequate infrastructure and access to strategic inputs promote competition and allow greater flows of capital and knowledge to individuals and companies with the greatest potential to take advantage of it, also seeks to provide favorable conditions for economic development, through regulations that allow healthy competition between companies and the design of a modern economic development policy focused on generating innovation and growth in strategic sectors;

That the National Development Plan 2013-2018 also establishes within Goal 4. Prosperous Mexico, Objective 4.10. Build a productive agricultural and fishing sector that guarantees the country's food security , which is channeled into 5 Strategies: Boost productivity in the agri-food sector by investing in the development of physical, human and technological capital, the sustainable use of resources natural resources of the country, as well as association models that generate economies of scale and greater added value for producers in the agri-food sector, promote greater certainty in agri-food activity through risk management mechanisms, and modernize the regulatory framework and institutional to promote a productive and competitive agri-food sector;

That Rural Development is understood as the integral development of the field; Among the concepts of development, agricultural production has stagnated due to various factors such as the smallholding, lack of credit, almost no management capacity and the disconnection of production with value chains, all of them in the rural vulnerable population, especially in the communities of high and very high marginalization as well as

in belts of urban misery.
















That the Mexican State has not been successful in the exercise of technology transfer through rural extension and this lack of opportunity is reflected in greater poverty; Producing food is considered an income to alleviate the shortages of producers and the opportunity to produce, what the country needs.

That vulnerable producers did not choose to live in desert areas, large temporary areas or places where rural water is scarce, so conserving water and land is a priority for rural life.

That climate change has destabilized agricultural cycles so that contingencies are now more recurrent, so protecting vulnerable producers through catastrophic insurance and direct support in natural disasters is aiding in the governance of the sector, but

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8	9	10	eleven	12	13	14
fifteen	16	17	18	19	twenty	twenty-one
22	23	24	25	26	27	28
29	30	31				

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above all stimulating the restart of agricultural and livestock activities.

That in accordance with Section IV of Article 8, Section V of Article 17, Article 30 and Section VII of Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, its Annexes 10 and 10.1, establish the criteria guidelines for the contribution and application to which the operating rules of federal programs must be subject and in annex 24 of the Decree itself, federal programs subject to operating rules are listed ;

That these Operating Rules continue to privilege spending on public goods, due to their greater impact on productivity and efficiency of producers in the agricultural, fishing and aquaculture sector, while continuing to support private investment;

That the programmatic structure of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, approved for 2014, includes the Integral Rural Development Program.

That in the second paragraph of article 77 of the Federal Budget and Fiscal Responsibility Law, it is pointed out that the dependencies, the entities through their respective sector coordinating dependencies or, where appropriate, the uncoordinated entities will be responsible for issuing the rules. of operation of the programs that begin their operation in the following fiscal year or, where appropriate, the modifications to those that continue in force, and

That other public policy axes will be added to programs subject to operating rules, to help boost markets and improve the information available to the sector; for what I have had to issue the following:

**AGREEMENT BY WHICH THE RULES OF OPERATION OF THE
INTEGRAL RURAL DEVELOPMENT PROGRAM OF THE SECRETARY OF AGRICULTURE, LIVESTOCK, RURAL DEVELOP**

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Chapter III Of the Coordination Component for the Integration of Projects

Chapter IV On the Development Component of Arid Zones

Chapter V On the Component for the Integral Development of Value Chains

Chapter VI On the Productive Extension and Innovation Component (CEIP)

Chapter VII On the Component Strengthening Rural Organizations

Chapter VIII Of the Component Conservation and Sustainable Use of Soil and Water (COUSSA)

Chapter IX Of the Sustainable Modernization of Traditional Agriculture Component (MASAGRO)

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TITLE I

General disposition

Chapter I

Of the Object of the program

Article 1. The purpose of this Agreement is to establish these Operation Rules for the application of the integral rural development program with the following Components:

- I. Component of family, peri-urban and backyard agriculture
- II. Component of Attention to Natural Disasters in the Agricultural Sector;
- III. Coordination Component for Project Integration;
- IV. Arid Zones Development Component (PRODEZA);
- V. Component of Integral Development of Value Chains;
- SAW. Productive Extension and Innovation Component (CEIP);
- VII. Component Strengthening Rural Organizations;
- VIII. Component of Conservation and Sustainable Use of Soil and Water (COUSSA);
- IX. Component of Sustainable Modernization of Traditional Agriculture (MASAGRO);
- X. Component of the Strategic Food Security Project (SPFS);
- XI. Linkage Component with civil society organizations.

The program and its components included in these Operation Rules are subject to the authorized budget in the Federal Expenditure Budget Decree for the corresponding fiscal year , and will be added to the transversal perspective of the Special Concurrent Program for Sustainable Rural Development, in order to boost productivity in the agri-food sector, observing the priorities established by the National Development Plan 2013-2018.

The interpretation for administrative purposes of the provisions contained in this Agreement, as well as the resolution of matters not provided for therein, shall be the power of the Secretariat through the corresponding Responsible Unit under the terms of the applicable provisions.

Article 2. The general objective of the program is to contribute to reducing food insecurity as a priority for the extremely poor population in rural marginalized and peri-urban areas.

Article 3. The specific objective of the program is to increase food production through incentives for the acquisition of inputs, construction of infrastructure, acquisition of productive equipment ; carrying out works and practices for the sustainable use of soil and water; comprehensive productive development projects ; capacity building and professional services for rural extension and innovation; strengthening rural organizations and insurance schemes to deal with damages caused by natural disasters.

Article 4. For purposes and application of the program and its Components, contained in these Operation Rules; will be understood by:

- I. **Work Agenda:** Document presented by the Social Organization with the request to be supported by the Component;
- II. **Aquaculture activities:** Those aimed at controlled, pre-fattening and fattening of species of fauna and flora carried out in facilities located in fresh, marine or brackish waters, by means of breeding or cultivation techniques, which are susceptible to commercial, ornamental exploitation or recreational;
- III. **Agricultural activities.-** Primary agricultural production processes based on the use of renewable natural resources;
- IV. **Economic activities.-** Activities aimed at producing a good, providing a service or trading a merchandise;
- V. **Livestock activities.-** Production processes aimed at breeding, reproduction, fattening and other animal services for human benefit;
- SAW. **Fishing activities:** Those aimed at the extraction, capture or collection, by any method or procedure, of biological species or biogenic elements, whose total, partial or temporary livelihood is water;
- VII. **Activos productivos.-** Construcciones y bienes materiales utilizados en cualquier actividad productiva y que en el curso natural de los negocios no están destinados a la venta, representan la inversión de capital o patrimonio de una empresa o unidad de producción (excluye terrenos y predios);
- VIII. **Agencia de Desarrollo Rural (ADR).-** Persona moral que de acuerdo a las leyes correspondientes se encuentra conformada por profesionistas y técnicos en equipos multidisciplinarios para prestar servicios de desarrollo de capacidades y extensionismo rural;
- IX. **Agostadero.-** Superficie que utilizan las unidades de producción ganadera para pastoreo con vegetación natural o

inducida;

- X. **Beneficiary.**- Natural or legal person, informal group that receives the incentive or support. In the case of the supports referred to in the COUSSA and PESA Components, for the purposes of the Accountability System, those persons with whom the execution of actions to achieve the purposes of the Components will be considered as beneficiaries ;
- XI. **Public Good.**- Good from whose enjoyment no person can be excluded, regardless of who pays for them, or whose consumption by one individual does not reduce the amount of that good available to another individual;
- XII. **CADER.**- Support Center for Rural Development of the Secretariat;
- XIII. **Animal carrying capacity.**- Quantity of bovine cattle, referred to in animal units, that can be kept on a given surface in a year without deteriorating natural resources;
- XIV. **CENAPRED .**- National Center for Disaster Prevention of the Ministry of the Interior;
- XV. **Perimeter fence.**- Constructed or natural barrier, which serves to delimit livestock production units , in order to control the entry and exit of animals, as well as to mark the limit of the property;
- XVI. **CES.**- Evaluation and Monitoring Commission;
- XVII. **State Technical Committee.**- It may be made up of the Subdelegations of Planning and Rural Development, Agriculture, and Fisheries, and may have guests according to the technical nature of the projects to be ruled. It will be coordinated by the rural planning and development subdelegation ;
- XVIII. **CLABE.** - Standardized Bank Key;
- XIX. **Beehive.- Technified housing** for bees consisting of mobile honeycombs consisting of a telescopic lid, interior roof, reversible floor and cube of brood chamber with ten frames with worked honeycombs, of which six must be populated with at least queen bee;
- XX. **Consolidated purchase.**- Operation whose objective is to obtain a significant decrease in the unit price of a specific good;
- XXI. **CONAGUA.**- National Water Commission;
- XXII. **CONAPESCA.**- National Aquaculture and Fisheries Commission, decentralized administrative body of the Secretariat;
- XXIII. **CONAPO.**- National Population Council;
- XXIV. **Sustainable Rural Development Council.**- It is an instance, provided for in the Sustainable Rural Development Law , to promote the participation of producers and other agents of rural society in the definition of regional priorities, planning and distribution of resources that the three levels of government to support productive investments and for sustainable rural development;
- XXV. **CURP.**- Unique Population Registry Code, document issued by the Ministry of the Interior;
- XXVI. **DDR.**- Rural Development Districts of the Secretariat;
- XXVII. **Delegation.**- Federal Delegation of SAGARPA in each of the States, in the Federal District and in the Lagunera Region;
- XXVIII. **DGDTOR.**- General Directorate for Territorial Development and Rural Organization;
- XXIX. **DOF.**- Official Gazette of the Federation;
- XXX. **FAO.**- Food and Agriculture Organization of the United Nations ;
- XXXI. **Notary Public.**- Person invested with public faith, in accordance with the provisions of the corresponding legislation ;
- XXXII. **FIRA.**- Trusts Instituted in Relation to Agriculture;
- XXXIII. **FOFAE.**- Trust Fund for Agricultural Development in the States;
- XXXIV. **Competitive Fund:** Resource allocation mechanism, through a competition, where applicants submit their applications and / or projects, to be evaluated and ruled, in order to select the winning applications and / or projects;
- XXXV. **Extensive Livestock.**- A production system for cattle, sheep or goats based on grazing in pastures or grasslands;
- XXXVI. **Group of People.**- Set of natural persons integrated for a common purpose, without being constituted in a legally recognized figure;
- XXXVII. **Hato.- Livestock** population existing in the Livestock Production Unit;
- XXXVIII. **Official identification.**- Documents with which a natural person can prove his identity; For the purposes of these Rules of Operation the acceptable documents are: the Voting Credential issued by the Federal Electoral Institute, the current Passport, the National Military Service Card or the professional license;
- XXXIX. **Rural INCA.**- National Institute for the Development of Capacities of the Rural Sector;
- XL. **Incentive.**- They are the subsidies assigned by means of federal resources provided in the Budget of Expenditures of the Federation, which through the Secretary are granted to the different sectors of the branch, to the federal entities or municipalities to promote the development of social or economic activities. priority in the sector;
- XLI. **Productive induction.**- Promotion of the production of eligible alternative crops with comparative advantages in the use of natural resources and / or in agronomic, productive, economic or market aspects , or deficit crops with potential demand, which contribute to the discouragement of other crops. with surplus productions and / or with marketing problems , thereby helping to establish a crop pattern that has a favorable impact on the income of producers;
- XLII. **INIFAP.**- National Institute of Forest, Agricultural and Livestock Research;
- XLIII. **Executing instance.**- Administrative unit of the central structure of the Secretariat, decentralized and / or decentralized administrative bodies, Federal Entities and Auxiliary Instances designated by the Responsible Unit, who are given the responsibility to operate the components that are part of these Rules; therefore it assumes all the responsibilities that the exercise of federal public resources implies;
- XLIV. **LDRS.**- Law of Sustainable Rural Development;
- XLV. **LFPRH.**- Federal Budget and Fiscal Responsibility Law;
- XLVI. **Sustainable Management.**- Application of methods and techniques for the conservation and rational use of natural

resources and ecosystems;

XLVII. **EIGHTH.-** Implement Certification Body and Agricultural Machinery;

XLVIII. **PAP.** - Producer Attention Program;

XLIX. **PDI.** - Institutional Development Program in Delegations, Rural Development Districts and Rural Development Support Center;

L. **PEF.** - Federal Expenditure Budget Decree for fiscal year 2014;

LI. **Prairie.-** Planting-induced vegetation surface that is used in animal production . Generally sown with grasses or legumes and their associations;

LII. **Project.-** Document by which the applicants integrate the concepts of investment to be made and the amount of the budget in accordance with the provisions of these Operation Rules as well as technical, financial, and market aspects, among others;

LIII. **PSP.-** Professional Services Provider;

LIV. **PSS.-** Social Service Provider;

LV. **Concurrent Resources.-** Federal incentives that are granted in coordination with federal entities and with contributions of incentives of state origin;

LVI. **Reforestation.-** Planting arboreal and / or shrub vegetation for the purpose of restoring the vegetation cover , with species of forest, forage and nectapolliniferous interest;

LVII. **RENRUS.-** National Network for Sustainable Rural Development;

LVIII. **RFC.-** Federal Taxpayers Registry;

LIX. **SAC.- Catastrophic** Agricultural, Livestock, Aquaculture or Fishing Insurance;

LX. **SDA.-** Secretary of Agricultural Development of the States or equivalent;

LXI. **Secretary.-** Secretary of Agriculture, Livestock, Rural Development, Fishing and Food;

LXII. **SENASICA.-** National Service for Health, Safety and Agrifood Quality, Decentralized Administrative Body of the Secretariat;

LXIII. **SHCP.-** Ministry of Finance and Public Credit;

LXIV. **Product System.-** The set of elements and concurrent agents of the productive processes of agricultural products, including the supply of technical equipment, productive inputs , financial resources, primary production, storage, transformation, distribution and commercialization;

LXV. **Applicant.** - Natural person, legal entity or group of people who submit a request for support at the reception windows in accordance with the regulatory framework;

LXVI. **PIIEX.-** Integral Projects of Innovation and Extension;

LXVII. **Operation Rules.-** They are a set of provisions that specify the way to operate this program, in order to achieve the expected levels of effectiveness, efficiency, equity and transparency;

LXVIII. **SURI.-** Single Information Registration System;

LXIX. **Sustainable.-** Characteristic or condition that is acquired from the rational use and appropriate management of the natural resources used in production, so that the satisfaction of the needs of future generations is not compromised;

LXX. **TESOFE.-** Treasury of the Federation;

LXXI. **UA.** - Animal Unit.- It constitutes an adult cow (bovine belly) of 400 to 450 kg of weight, in gestation or maintenance that to satisfy its nutritional needs and fulfill its zootechnical function, consumes 3% of its live weight of dry matter of forage per day, and which is used as a basis of equivalence for reference in animals of different ages and species;

LXXII. **Family Production Unit.** - According to the PESA-FAO method, it is a collective and multifunctional system, which uses family labor to flexibly adapt tangible and intangible assets to the different activities that support it, be they agricultural or non-agricultural. It looks for the permanence of the family generating an environment that allows complementing the income from various sources throughout the year;

LXXIII. **Responsible Unit.-** Entity or administrative unit of the Secretariat, including decentralized administrative bodies , which is responsible for the interpretation for administrative purposes of the program and / or Component and for the control, supervision and monitoring of the

programs or components referred to in these Operation Rules, and / or the one designated by the Secretary Head and that will be announced by notice on the website thereof;

LXXIV. **Window.-** Place where requests are presented to access the supports of the programs and Components administered by the Secretariat, Federal Entities and Municipalities, where the corresponding response must be issued, which may be the Delegations of the Secretariat through the DDR and CADER, Central Offices, as well as other private or public instances that will be established based on agreements, and

LXXV. **Belly.- Bovine** , ovine or caprine females in reproductive condition, which are being used to obtain offspring

Article 5. The target population is made up of producers and groups of people; natural and moral persons; that carry out agricultural, livestock, aquaculture and fishing activities; in rural and periurban areas.

Article 6. The Comprehensive Rural Development Program has national coverage. The specific areas of attention are indicated in each Component.

Chapter II

Of the General Guidelines

Article 7. The groups of people will be eligible to obtain the supports of this program; people physical and moral; that carry out agricultural, livestock, aquaculture and fishing activities; in rural and peri-urban areas that meet the following general requirements:

I. Submit a request for support according to the characteristics of each Component in the corresponding windows, which must be accompanied by

a) Natural persons.- Original and simple copy for comparison purposes of:

1. Official identification, in which the name coincides with that registered in the CURP;
2. CURP;
3. Updated proof of address;

b) Groups of People.- Original and simple copy for comparison purposes of:

1. Act of constituent assembly and of appointment of representatives, with the attendance and signature list, certified by the municipal authority;
2. Official identification of the representative;
3. CURP of the representative, and
4. Written document with the data of each member of the group.

c) Legal entities.- Original and simple copy for comparison purposes of:

1. Articles of incorporation and, where appropriate, the current notarial instrument stating the modifications to it and / or its statutes;
2. RFC;
3. Notarial certificate stating the appointments of legal representation and corresponding powers .
4. Official identification of the legal representative,
5. CURP of the legal representative.
6. Proof of tax address

These requirements will not be required for the Component of Attention to Natural Disasters in the Agricultural and Fishing Sector (Rural Support Fund for Climatic Contingencies), for which only compliance with the provisions of Article 14 is required.

In its case, each Component will indicate the specific requirements that apply to it.

In the event that the applicant already has a previous registration in SURI or in PROAGRO Productivo (formerly PROCAMPO), he is not obliged to present the documentation of numeral 1 for natural persons, unless he must update his address or other data; you only have to provide the SURI folio number assigned to the authorized application or in the PROCAMPO register. The presentation of said folio is

for purposes of checking requirements and does not mean authorization of the requested support.

The producers of indigenous communities may, where appropriate, prove the legal possession of the property with the document issued by the competent authority and, where appropriate, according to customs and customs.

Article 8. The Date of opening and closing of windows, are:

- I. The dates of opening and closing of windows of each Component will be agreed by the Executing Instances with the Delegations of the SECRETARIAT, or in its case with the Responsible Unit or the instance that it designates for this purpose. The dates must be published on the website of the SECRETARIAT.
- II. The Executing Instances and the SECRETARIAT Delegations can keep the windows open until the budget amount assigned in the Federation's Expenditure Budget for the corresponding fiscal year is committed .

These provisions do not apply to the Component of Attention to Natural Disasters in the Agricultural and Fishing Sector (Rural Support Fund for Climatic Contingencies).

TITLE II**Of the Components****Chapter I****Of the Component of Periurban Family Agriculture and Backyard****Article 9.** The characteristics of the supports are:

They will be able to participate to be beneficiaries of the support for women and the elderly in food poverty (CONEVAL), who live in rural, peri-urban and urban areas, who individually or in groups dedicate themselves to or intend to dedicate themselves to the production of foods. Likewise, Federal, Municipal or State Institutions that are promoting Family, Peri-urban and Backyard Agriculture may be subjects of technical support and training support .

Concept	Requirements:
Vegetative Material	What applies in matters of sanitary provisions issued by the National Service of Health, Safety and Agro-Food Quality (SENASICA). http:// www.senasica.gob.mx/
Minor zootecnical species	

Support types	Organized solidarity groups
Infrastructure, equipment, animals of minor species and supplies (up to 90% of the investment value)	Up to 100 thousand pesos
Agricultural, livestock and minor infrastructure packages	Up to 8 thousand pesos per applicant (only natural persons)
Technical assistance and support services, provided directly through specialized technicians hired by the executing agency of the Component.	
For methodological technical support, strategic induction and monitoring of actions in the instrumentation, the Responsible Unit may allocate up to 2% of the authorized resource to the Component in the PEF.	

Note. The types of support that beneficiaries may receive may vary by entity and productive vocation, so the concepts of support will be broken down in more detail in the calls.

Article 10. Specific requirements:

- I. Comply with the requirements of the call and respective format (Annex II)
- II. Deliver the documentation referred to in article 7 of these Operation Rules
- III. Sign commitment letter, in the format attached to the Call

Article 11. Selection procedure:

In the case of individuals and organized groups, applicants must deliver in a timely manner at the authorized windows: the request for support duly requested in the format of Annex I, as well as the documentation required in article 7 of these Rules of Operation. The instance

The executing agency will receive proposals from beneficiaries of the OPORTUNIDADES Program through the organic structure of SEDESOL to incorporate them into the Component in cases of compliance with the requirements.

Regarding the selection, and notification of support to the applicant, it will be carried out by the Executing Agency after obtaining the opinion of the commission and the approval of the Responsible Unit.

Federal, Municipal or State Institutions may access technical support and training supports , by signing a coordination or collaboration agreement with the executing agency, as appropriate.

Article 12. Participants are considered:

- I. Responsible Unit: General Directorate of Territorial Development and Rural Organization, which will be supported for coordination in the State Delegations of the SECRETARIAT. The executing agencies may be public institutions of the three levels of government (Municipality, State and Federation) designated by the Responsible Unit in accordance with the Operational Mechanics.

Chapter II**Of the Component Attention to Natural Disasters in the Agricultural and Fishing Sector (fund)****Article 13.** The characteristics and amounts of supports are:I. Low-income producers

In order to strengthen and raise the efficiency of the Component's operation; As well as streamlining the support management process, the only means of service and window will be the Electronic Operation and Management System, in accordance with the guidelines published on April 28, 2011, so that no request will be met by any other means. . The Secretary through the Responsible Unit, at the request of the Federal Entities , of the Delegations or when updates are incorporated to said system, will grant the necessary training and support for its use.

a) Partnership

1. Direct supports: 60% Federal Government 40% State Government
2. Catastrophic Agricultural Insurance (SAC) Federal Government- State Government:
 - 2.1. municipalities with high and very high marginalization 90% -10%
 - 2.2. medium, low and very low marginalization municipalities 80% - 20%

b) Maximum support in direct supports and sum insured in SAC:

Concept	Maximum Amount of Support	Maximum amount
Annual seasonal crops	Up to 20 Has./ Producer	\$ 1,500.00 (one thousand 00/100 MN) per hectare in Temporary crops
Annual irrigation crops , fruit trees, coffee and prickly pear.	Up to 20 Has / Producer for annual crops Up to 10 Has./ Producer for fruit trees, coffee and prickly pear	\$ 2,500.00 (two thousand pesos 00/100 MN)
Livestock Activity.	Up to 60 UA food supplement. Up to 20 UA food supplement for dairy producers in stable	\$ 600.00 (six hundred pesos) per UA.
	Up to 5 AU death.	\$ 1,500.00 (one thousand 00/100) per UA.
Fishing activity.	A boat / Producer.	\$ 10,000.00 (ten thousand M.N.) per boat.
Aquaculture Activity	Up to 2 Has./ Producer for extensive or semi intensive system.	\$ 8,000.00 (eight thousand per hectare or aquaculture
	Up to 2 Aquaculture Units / Producer for Intensive System	
Up to 2 Aquaculture Units / Producer for shellfish farming.	\$ 1,000.00 (one thousand pesos 00/100) per Aquaculture Unit.	

II. Producers with access to insurance and livestock producers

Concept	Small Producers
<u>Productive reconversion</u> Coverage: Municipalities in Ahome and El Fuerte in Sinaloa, as well as Huatabampo and Álamos in Sonora. All crops, except vegetables, fruit trees, soybeans, corn 1 and beans 2	Producers <20 has: 2/3 of the producer's contribution under the SHCP agricultural insurance premium
Support for livestock producers	75% of the cost of the insurance to protect the availability of pastures in the pastures.

1 except those sowing between January 15 and February 15

2 except those sowing between October 1 and October 30

Article 14. The specific requirements are:

- I. Low-income agricultural, livestock, fishing, and aquaculture producers without public or private insurance affected by natural disasters that meet the requirements established in Annex III for both direct support and catastrophic agricultural insurance.
- II. Agricultural producers with access to commercial insurance beneficiaries of the Agricultural Insurance Premium Incentive Program.
- III. Livestock producers who wish to acquire protection for pastures in pastures.

Article 15. The selection process is established in Article 54.

- I. For supports to low-income producers, the selection process is established in Article 54.
- II. For support to producers with access to commercial insurance and livestock producers, the selection process is established in Article 54.

Article 16. The following are participants in this Component:

- I. Direct Supports and SAC
 - a) Responsible Unit: General Directorate for Attention to Climate Change in the Agricultural Sector .
 - b) Executor: Secretariat of Agricultural Development or equivalent of the State Government
- II. Productive reconversion, Support in the municipalities of the national system for the crusade against hunger and Support for livestock producers.
 - a) Responsible Unit: General Directorate for Attention to Climate Change in the Agricultural Sector .
 - b) Executor: AGROASEMEX

Chapter III

From the Coordination Component for Project Integration

Article 17. Support will be granted exclusively to social organizations in the rural sector, legally constituted, that do not pursue profit and / or political ends and whose corporate purpose allows them to carry out, among others, the activities provided for in Article 143 of the Law of Sustainable Rural Development. With these supports, the modernization of social organizations will be sought through professionalization, communication, equipment and inherent expenses.

Support amounts of up to \$ 2,500,000.00 (Two million five hundred thousand pesos) will be approved, in items for professionalization, equipment, communication and inherent expenses, as defined below.

- I. Professionalization.- Payment for professional services required by the social organization for training, mainly for payment of individuals or companies that improve the skills of their technicians and members in the areas of organization and management.
- II. Equipment.- This concept includes the acquisition of furniture and computer and office equipment; computer programs, spare parts and accessories for computer equipment; maintenance and conservation of facilities whose concept will be considered construction materials , structures and manufactures, complementary materials, electrical and electronic material ;
- III. Communication.- Expenses destined to goods and services for the realization of events related to the internal life of the organization (Assemblies, workshops and seminars), and whose purpose is to communicate to the members of the organization the results of the directive's actions ; decisions of different order that favor the organization and transmit new technical knowledge of interest or to discuss specific problems of the organization and propose solutions. It also supports dissemination and promotional material to strengthen the organization. This item does not cover the payment for the realization of Congresses, Conventions and Forums.
- IV. Expenses Inherent in the Execution of the Work Plan.- They are those derived from the general operation of the organization for the execution of the Annual Work Plan supported, such as tickets, lodging and food for the representatives and operating agents of the Social Organizations , including expenses to have external professional advice up to 3% of the total support.

The support in the communication concept will be up to 25% of the total authorized support for the Annual Work Plan and in inherent expenses up to 30% of the total authorized support for the Annual Work Plan.

Article 18. In addition to the general requirements established in article 7 fraction IC of this rule, the following requirements must be met:

- I. Submit support request in the specific format of this Component (**APPENDIX V**).
- II. Have at least 3 years of legal constitution (constitutive act protocolized before a notary public).
- III. Assembly minutes of the current corporate purpose.
- IV. Acknowledgment of the annual activity report for the immediately preceding year presented to INDESOL.
- V. Demonstrate representation of the organization in at least 5 Federal Entities. Accreditation by means of a certificate issued by the state delegation of SECRETARÍA and / or the Secretary of Agricultural Development of the state (SEDAGRO) or equivalent in the state.
- SAW. Letter finalized for the year 2013, issued by the Executing Agency and which is currently called the Coordination Component for the Integration of Projects of the Integral Rural Development Program .
- VII. Accredited that support for the same concept of the Component has not been received or is being received through another channel of the federal government.
- VIII . Present Annual Work Plan; Medium and long-term plan. (Printed and on magnetic media).
- IX. Productive bank account: document issued by a banking institution, showing that the organization has an account that generates financial products or interest.

In the case of social organizations that have requested support in previous years, they may not present documentation of the basic requirements of the organization as long as this information is in force, such as the Articles of Incorporation, RFC or CURP, for example.

They can not access this component, organizations that have entered request for support for Component Strengthening rural organizations set out in **Article 34** of this rule of operation.

Article 19 . The selection procedure will be according to the following:

The requests are analyzed and ruled in compliance with the legal and technical requirements that will be indicated in the Operational Guidelines for the Coordination Component for the Integration of Projects and the corresponding Call. **Article 55 and ANNEX VI**.

Article 20. The following are participants for this Component:

- I. Responsible Unit: General Coordination of Sector Liaison.
- II. Executing Agency: General Coordination of Sector Liaison.

The General Coordination of Sector Liaison through the Directorate of Agreements and Agreements will supervise the fulfillment of the obligations in charge of the beneficiary organizations. Supervision will be carried out on a sample of at least 20 percent of the supported organizations, which will be selected through a random procedure. Supervision will consist exclusively of verifying the execution of the Annual Work Plan approved by the social organization, by verifying the tax receipts of the Professionalization, Equipment, Communication and Inherent Expenses actions of said Plan. This supervision will be done in accordance with article 29-A of the Fiscal Code of the Federation, and the documentary evidence derived from the professionalization, equipment, communication and expenses inherent in the Annual Work Plan. For this purpose, visits, cabinet reviews, monitoring via telephone communication, email and other actions may be carried out.

Chapter IV

Of the Development Component of Arid Zones

Article 21. Support for the preparation of investment projects, extension and productive innovation support for the execution of investment projects in construction, rehabilitation and / or expansion of water infrastructure and for rural equipment and infrastructure.

The maximum percentage of support will be 90% of the amount requested and a contribution of 10% from producers in localities with high and very high marginalization and those located in the CNCH, which may be in labor, materials from the region and cash; without exceeding \$ 750,000.00 (Seven Hundred Fifty Thousand Pesos 00/100 MN) per beneficiary. For the rest of the producers the payment will be up to 50% and a contribution from them, for the remaining amount, which can be recognized in labor, materials from the region and / or in cash.

The Responsible Unit may authorize other concepts requested when justified within the framework of the project.

Article 22. Specific requirements of the applicant:

- I. In order to obtain PRODEZA support, producers will be integrated into a group and exceptionally individually and must be located in the arid, semi-arid and desertification zones of the country, based on the potential coverage of ANNEX VIII, which it may be modified by the Responsible Unit.
- II. Proof of ownership or possession of the property in accordance with the legal provisions on the matter.
- III. Project in accordance with the Script included in the corresponding operating guidelines.

Article 23. The selection procedure will be in accordance with the following stages:

Presentation of the application.

- I. Opinion of the UR.
- II. Validation of eligibility and feasibility by the UR.

The specific operational aspects are included in the guidelines of the Component that is integrated as Article 56 in these Operation Rules.

Article 24. The following are participants in this Component:

- I. Responsible Unit: The National Commission for Arid Zones (CONAZA)
- II. Executor: The National Commission for Arid Zones (CONAZA)

Chapter v

Of the Component for the Integral Development of Value Chains

Article 25. The support concepts are:

I. Productive assets

Concept	Small producers		Business
	Physical persons	Organized groups (formal and informal)	
I. Infrastructure production, machinery and equipment for the performance of activities of agricultural production, livestock, aquaculture and fisheries, including collection conservation, management and added value.	Up to 90% of support without exceeding \$ 200,000.00 (two hundred thousand pesos 00/100 MN)	Up to 90% of the value of the works and equipment considered in the project without exceeding \$ 200,000.00 (two hundred thousand pesos 00/100 MN) per direct partner, up to a maximum of \$ 5,000,000.00 (five million pesos 00/100 MN) per group.	For companies that integrate small producers as partners, up to 50% of the value of the works and equipment considered in the project without exceeding \$ 100,000.00 (one hundred thousand pesos 00/100 MN) per small producer included., Up to a maximum of \$ 10,000,000.00 (ten million pesos 00/100 MN). The Responsible Unit will establish the criteria of the small producer according to the specific project.
II. Genetic and vegetative material.	Up to 90% of support without exceeding \$ 200,000.00 (two hundred	Up to 90% of the value of the project investments, without	
III. Acquisition of bellies,			

stallions, Acquisition of hives, queen bees and nuclei of bees.	thousand pesos 00/100 MN).	exceeding \$ 200,000.00 (two hundred thousand pesos 00/100 M.N.) per direct partner, Up to \$ 1,000,000.00 (One million pesos 00/100 MN) per group.	Does not apply.
IV. Irrigation systems.			
V. Technological packages ** (linked to productive reconversion, or recovery of productive capacity).	Up to 90% support and the Responsible Unit will determine the small producer criteria for each request.	Does not apply	Does not apply

II. Technical assistance and training.

Concept	Small producers		Business
	people physical	Organized groups (formal and informal)	
SAW. Technical assistance	Up to 10% of the amount of supports in productive infrastructure, machinery and authorized equipment.	Up to 10% of the amount of supports in productive infrastructure, machinery and authorized equipment.	Up to \$ 15,000.00 (fifteen thousand pesos 00/100 MN) / month per technician for up to 9 months to serve groups of at least 30 small producers included in the project.
VII. Cursos de capacitación o diplomados sobre aspectos técnico productivos o comerciales, giras tecnológicas, incluyendo acciones de capacitación sobre aspectos organizativos y constitutivos.	Hasta \$20,000.00 (veinte mil pesos 00/100 M.N.) por productor.	Hasta \$20,000.00 (veinte mil pesos 00/100 M.N.) por productor, hasta \$100,000.00 (cien mil pesos 00/100 M.N.) por grupo.	Hasta \$20,000.00 (veinte mil pesos 00/100 M.N.) por pequeño productor incluido en el Proyecto, hasta un total de \$100,000.00 (cien mil pesos 00/100 M.N.) por proyecto.
Para soporte técnico-metodológico, inducción estratégica y seguimiento de acciones en la instrumentación la Unidad Responsable podrá destinar hasta el 2% del recurso autorizado al Componente en el PEF.			

Artículo 26. Los apoyos del Componente se destinarán únicamente a: a) Pequeños productores que vivan en zonas marginadas y localidades de alta y muy alta marginación (CONAPO o Institución Equivalente), podrán acceder a los apoyos como personas físicas o como grupos organizados (grupos informales y grupos formalmente organizados). b) Empresas que desarrollen proyectos agropecuarios en localidades de alta y muy alta marginación en los que se incorpore a pequeños productores.

I. In addition to meeting the general requirements, the specific requirements to access the support concepts are:

a) Submit a request for support to the Component (Annex X) and quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers).

II. For applications whose support amount is more than \$ 200,000.00 (two hundred thousand pesos 00/100 M.N.) they must submit a project according to what is indicated in Annex XI For companies:

a) Investment project that clearly reflects the inclusion scheme of small producers.

b) Letter of commitment to maintain the producer inclusion scheme for a minimum of five years.

Concept	Requirements:
I. Productive infrastructure, machinery and equipment for carrying out agricultural, livestock, aquaculture and fishing production activities, including storage, conservation, management and added value.	For requests for support with amounts greater than \$ 200,000, as applicable: <ul style="list-style-type: none"> • Current permits and authorizations applicable to the type of project. • Document that certifies the ownership or legal possession of the property or real estate where the infrastructure work is or will be located.
II. Vegetative material.	
III. Genetic material, acquisition of bellies, stallions, acquisition of hives, queen bees and nuclei of bees.	What applies in matters of sanitary provisions issued by SENASICA. http://www.senasica.gob.mx/
IV. Irrigation systems.	Document issued by the authority that accredits the volume of water to be used in the project (where applicable).
V. Technological packages (linked to productive reconversion, or recovery of productive capacity).	The technology package must be validated by the corresponding Delegation.
SAW. Technical assistance	Work program to develop. Curriculum Vitae with evidence of studies and professional experience in photocopying, related to the work program. Two letters of recommendation.
VII. Training courses or diplomas on technical productive or commercial aspects, technological tours, including training actions on organizational and constitutive aspects.	Training plan or program issued by the institution that will teach the course, which must be a recognized higher education institution dedicated to research and / or training in agricultural, aquaculture, fishing, administrative, financial, commercial or agri-food sector issues.

Article 27. The procedure will be announced by means of a call, Annex XII itself, which will be published on the

SECRETARIAT's website:

Article 28. Participants are considered:

- I. Responsible Unit: General Directorate for Territorial Development and Rural Organization, the executing agency (s) determined by the UR, where appropriate. Likewise, it may be supported for the operation in the State Delegations of the SECRETARIAT. The Responsible Unit may issue specific guidelines for the operation of the Component.

Chapter VI

From the Productive Extension and Innovation Component (CEIP)

Article 29. The Component has 5 concepts of incentives:

- I. Extensionism in Federal Entities.
- II. Gratified Social Service.
- III. Integral Projects of Innovation and Extension (PIIEX).
- IV. Link with National and Foreign Institutions.
- V. Training and Extension of Agricultural Education.

The first two concepts correspond to concurrent resources (concept " Extension and Productive Innovation " of the DPEF 2014) and the remaining three to direct execution (the third and fourth correspond to " Rural Extensionism " and the fifth to " Training and Extension of Agricultural Education " of the DPEF 2014).

Article 30. In the case of concepts operated with concurrent resources, the following percentages are allocated once the expenses associated with the operation, dissemination, accompaniment and supervision of the Component are discounted :

- I. Up to 80% to Extensionism in Federal Entities for professional extension and innovation services. It includes resources for the payment of assistance and organization of knowledge exchange experiences, experiences and relevant projects.
- II. At least 20% to the Gratified Social Service.

Through these concepts, I os producers , groups and organizations eligible may apply for the provision of services for extension and innovation for the development of its projects and activities productive and agribusiness; as well as support for your attendance at events.

In the case of concepts operated with direct execution resources, the following percentages are allocated to Rural Extension once the expenses associated with the operation, dissemination, accompaniment and supervision of the Component are discounted :

- III. Up to 60% to the PIIEX for the support of projects of legally constituted organizations within the scope of the federal entities and, where applicable, national entities.
- IV. The rest to the Linkage with National and Foreign Institutions for support services and extension models in support of the activities of the rural producers of the country.

In the case of Agricultural Education Training and Extension, resources are allocated once the costs associated with the operation, dissemination, support and supervision of the Component have been discounted , for the following:

- V. They are applied interchangeably to support services, extension models, support to organizations in various productive and agri-food training schemes, and others in support of capacity development linked to national priorities.

Article 31. The target population of the Component is established in Articles 2 and 5 of these Rules of Operation.

For the concepts that are operated with concurrent resources, producers and groups eligible to obtain support are those who meet the requirements of Article 7. Likewise, the Component State Commissions are in charge of observing the provisions of Article 8 of these Rules.

For concepts operated with direct execution resources, subsection " c) Legal Persons " of the Article 7 of these Rules, in order to select the organizations that receive support from the PIIEX, as well as the institutions that offer support services, those that implement extension models and those that are included in the Training and Extension of Agricultural Education. The provisions of Article 8 only apply to the concept of PIIEX support.

Article 32. The selection procedure will be in accordance with the following:

To support the concepts operated concurrently, the Component State Commissions are installed in the federal entities . These have, among other powers, the determination of opening and closing dates of windows in accordance with Article 8 of these Rules and the attention of requests from producers in accordance with national and state priorities .

For direct execution resources, the UR designates the EIs that operate the support services, the extension models and the Training and Extension of Agricultural Education; Likewise, the UR designates the IE responsible for the PIIEX, which is assisted by the Component State Commissions for the selection of projects that may be supported in accordance with the call that the UR itself authorizes.

Article 33. The following are participants for this component:

- I. Responsible Unit (UR): The General Directorate for Capacity Development and Rural Extension .
- II. Executing Instances (IE): Designated by the UR.
- III. SAGARPA State Delegations (Delegations).
- IV. State Commissions of the Productive Extension and Innovation Component (State Commissions of the Component).
- V. Institutions of Higher Education, Research, Training and others related to the sector; public and private; national and foreign (Institutions).

The operation of the Component is established in Article 58 and Annexes XIII, XIV, XV and XVI.

Chapter VII

Of the Component Strengthening Rural Organizations

Article 34. The internal dynamics, training, and operation of social organizations will be strengthened with support for holding Congresses, Conventions, and Forums on conjunctural and substantive issues related to the Agri-food issue.

Support amounts of up to \$ 1,500,000.00 (One million five hundred thousand pesos 00/100 MN) will be approved for the realization of Congresses, Conventions and Forums addressing issues such as the following conjunctural and substantive, for example:

- I. Weather, health and market contingencies.
- II. Actions and strategies against hunger, reducing poverty and influencing regional development.
- III. Actions and strategies for the reactivation of the Mexican countryside.
- IV. Organization for production and marketing.
- V. Capitalization and Financing of the Rural Sector.
- SAW. Social Banking and Financial Intermediaries.
- VII. Integral Community Development.
- VIII. Rural Cohesion, Solidarity Economy, gender equality and justice, among others

Article 35. In addition to the general requirements established in article 7 fraction Ic of this rule, the following specific requirements must be met:

- I. Submit support request in the specific format of this Component (APPENDIX V).
- II. Have at least 3 years of legal constitution.
- III. Demonstrate representation of the organization in at least 5 Federal Entities. Accreditation
 - by means of a certificate issued by the state delegation of SECRETARÍA and / or the state Secretary for Agricultural Development (SEDAGRO) or equivalent in the state.
- I V. Present Work Agenda (Printed and on magnetic media).
- V. Justification of the request for support depending on the topic to be discussed.
- SAW. Productive bank account: document issued by a banking institution, showing that the organization has an account that generates financial products or interest.

Organizations that have entered a request for support for the Coordination Component for the Integration of Projects established in **article 17** of these Operation Rules will not be able to access this Component .

Article 36. The selection procedure will be according to the following:

The requests are analyzed and ruled in compliance with the legal and technical requirements that will be indicated in the Operational Guidelines for the Strengthening of Rural Organizations Component and the corresponding call. (**Annex XVII**) .

Article 37. The following are participants for this Component:

- I. Responsible Unit: General Coordination of Sector Liaison.
- II. Executing Agency: General Coordination of Sector Liaison.

The General Coordination of Sector Liaison through the Directorate of Agreements and Agreements will supervise the fulfillment of the obligations in charge of the beneficiary organizations. Supervision will be carried out on a sample of at least 20 percent of the supported organizations, which will be selected through a random procedure. Supervision will consist exclusively of verifying the execution of the Work Agenda approved by the organization, by verifying the tax receipts of the Congresses, Conventions and Forums authorized in said Agenda. This supervision will be done in accordance with article 29-A of the Fiscal Code of the Federation, and documentary evidence. derived from the actions approved in the Work Agenda. For this purpose, visits, cabinet reviews, monitoring via telephone communication, email and other actions may be carried out.

Chapter VIII

Of the Component Conservation and Sustainable Use of Soil and Water (COUSSA)

Article 38. The types and amounts of support are:

- I. Small Water Collection and Storage Works: Dams (masonry, concrete), Earth curtain boards, Cisterns, Water Pots, Storage Tanks and their auxiliary works .
- II. Soil and water conservation practices: Terraces, blind tubs, living barriers, productive conservation practices (change to crops for adaptability and less impact on soil).
- III. Preparation of Executive Projects (includes payment of required studies). Up to 6% of the authorized investment budget.
- IV. COUSSA Technical Support, the Responsible Unit may reserve up to 2% of the authorized investment budget to provide technical support, to be arranged through teaching and research institutions.

The Responsible Unit may authorize other concepts that are requested by the SECRETARIAT Delegation and / or the executing agency, agreed by the Project Selection Committee.

Just to determine which works are carried out in each Federal Entity, a Project Selection Committee (CSP) will be integrated , which will prioritize municipalities that will serve to apply maximum percentages of support; The Committee will be made up of the State Delegate of SECRETARÍA, the Secretary of Agricultural Development of the state, or equivalent, and the Executing Agency. Decisions will be made in a consensual way; The executing agency will be responsible for compliance with the ROP, Operating Guidelines (Article 60) and Annexes VII, XVIII and XIX .

Producer according to priority	% maximum	% producer contribution
Producer of the municipality of the National Crusade Against Hunger	90%	10%
High priority municipality producer	80%	twenty%
Medium priority municipality producer	70%	30%
Low priority municipality producer	fifty%	fifty%

Without exceeding \$ 750,000.00 (Seven Hundred Fifty Thousand Pesos 00/100 MN) per beneficiary. The producer's contribution may be in labor, materials from the region and cash.

Article 39. The specific requirements are:

- I. In order to obtain support, producers will join a group (Pro-project Committee) and locate themselves in the municipalities prioritized by the Project Selection Committee based on the coverage of Annex XVIII, which may be modified by the Responsible Unit at the request of the Delegation and / or by the executing agency and, where appropriate, by SEDAGRO.

- II. Present proof of ownership or usufruct of the property or proof of peaceful possession endorsed by the municipal, communal or ejidal authority, or whichever is appropriate.
- III. Submit request according to the format of Annex VII, accompanied by the Project prepared according to the Script established in Annex XIX of the Present Operation Rules.

Article 40. The selection procedure will be according to the following:

- I. The Project Selection Committee will determine the municipal and locality coverage to be attended in the year, for which reason no open call is issued, nor will there be any windows for attention to demand outside the prioritized municipalities.
- II. The authorization of supports will be determined by the technical, economic and legal viability of the projects and applications, as well as by the priorities that the Project Selection Committee sets at the state level .

Article 41. The following are participants in this Component:

- I. Responsible Unit: General Directorate for Sustainable Rural Production in Priority Zones
- II. Executing Agency: state governments, CONAZA and, where appropriate, the Federal Delegation of the SECRETARIAT, as well as those determined by the Responsible Unit.

Chapter IX

Of the Sustainable Modernization Component of Traditional Agriculture MASAGRO

Article 42. The concepts of supports are the following:

Type	Maximum amount
One-time incentives for maize and wheat producers, among others, to use innovative agronomic practices ¹ , with an emphasis on the following: <ol style="list-style-type: none"> I. Use of the new improved seeds, which are evaluated, reproduced and provided to producers by the MASAGRO National Seed Collaboration Network . II. Machinery, equipment and / or tools for producers to apply innovative agronomic practices, which is provided in accordance with the MASAGRO proposal. III. Family infrastructure for storage and post-harvest handling. IV. Other inputs of the technological package considered as strategic and that are provided in accordance with the MASAGRO proposal. 	Up to \$ 30,000.00 (thirty thousand pesos 00/100 MN) per producer or producer and per Agricultural Production Unit .

¹ In accordance with the MASAGRO proposal, at the experimental platform level, extension areas and demonstration modules .

Article 43. The specific requirements are:

- I. Accreditation of being considered by MASAGRO to participate in the experimental platforms, extension areas and demonstration modules.
- II. Declaration under protest to tell the truth that you are not a beneficiary of the PIMAF Components or Agrosubsidies.
- III. Document that proves the legal ownership or possession of the land, with the exception of producers and producers registered in the directory of the Productive PROAGRO Component (formerly PROCAMPO) .

Article 44. Participants for this Component are:

- I. Responsible Unit: General Directorate for Productivity and Technological Development.
- II. Executing Agency: Delegations of the SECRETARIAT.

Chapter X

From the Component of the Strategic Project for Food Security (PESA)

Article 45. The concepts and maximum amounts of the supports to which the beneficiaries will access are:

Concept	Maximum Amounts
Infrastructure, equipment, vegetative material, zootechnical and aquaculture species to implement production projects.	Up to 90% of the value of the project without exceeding \$ 100,000.00 (One hundred thousand pesos 00/100 MN) per UPF or \$ 750,000.00 (seven hundred fifty thousand pesos 00/100 M.N.) per group of people or legal entity, which is made up of at least 5 units of household production (UPF).
Comprehensive services provided by a Rural Development Agency (ADR) for the promotion, organization, design, start- up and technical support of productive projects .	Up to 100% of the cost of the service, without exceeding \$ 2,400,000.00. The care coverage will be at least 11 locations with 30 UPF each. The localities with fewer than 30 families will be grouped for treatment. The support of services by locality served shall not be less than \$ 70,000.00, nor greater than \$ 80,000.00, by locality. The services must be contracted no later than 30 days after the resources assigned to the Federal Entity for the operation of the SPFS are filed with the FOFAE . Contracts for the provision of services may not be less than 10 months or extend after March 31 of the following year. In all cases, the services will include 100% of the activities and products established in the contracts.
Services for the preparation of studies, design and implementation of projects for the conservation and sustainable use of soil and water provided by a	Up to 100% of the cost of the service, without exceeding 6% of the total cost of the project.

specialized Rural Development Agency (ADR) .	
Technical- methodological assistance and support services provided by the National Technical Unit of the PESA (UTN FAO-PESA)	Up to 2% of the total amount of the PESA authorized in the PEF, to sign the International Cooperation Agreement with FAO, to operate the Project with the PESA-FAO methodology.
Services for supervising the performance of work situations and monitoring the quality of the professional services of the ADR, facilitators and COUSSA PESA Agencies, coordinated by the SECRETARIAT Delegations .	Up to 8% of the total amount of resources programmed for Capacity Development of the beneficiary population.
Works and practices of conservation and sustainable use of soil and water that give viability to productive projects.	Up to 90% of the total cost of the work and / or practice, without exceeding \$ 750,000.00 per beneficiary.

UPF's contribution may be monetary, with labor and / or with materials from the region that the project justifies.

Article 46. The SPFS support will go to individuals, groups of people and legal entities that carry out agricultural, aquaculture and fishing activities in rural areas with high and very high marginalization, in accordance with the classification of CONAPO or the State Councils of Population (COESPO).

The Component will have coverage in the Federal Entities to which the PEF 2014 allocates a budget for the PESA operation.

In addition to meeting the general requirements, the specific requirements to access the support concepts are:

Require the request for support of the component available in ANNEX VII of these Operation Rules :

Concept	Requirements
Vegetative Material	The provisions issued by SENASICA must be complied with .
Zotechnical and aquaculture species	The regulations of the Livestock Technical Elements of the 2014 Livestock Development Program of the Secretariat must be complied with .
Conservation works and sustainable use of soil and water that make productive projects viable .	The specific criteria and requirements of the COUSSA Component must be met.
Comprehensive services provided by a Rural Development Agency (ADR) for the promotion, organization and start- up of productive projects starting and subsequent years .	i. Participate in the state call. ii. Deliver requisite file in a timely manner. iii. Be approved and validated as ADR. iv. Sign contract in the normative terms validated by the GOP. v. Submit to the FAO validation process, to be endorsed by the PESA State Operational Group (GOP) and contracted.
Services for the preparation of studies, design and implementation of projects for the conservation and sustainable use of soil and water provided by a specialized COUSSA Agency .	i. Participate in the state call. ii. Deliver requisite file in a timely manner. iii. Be approved and validated as a COUSSA Agency. iv. Sign contract in the normative terms validated by the GOP.

Article 47. In order to achieve efficient institutional coordination one week after the signature of the Specific Agreement, the GOP will be installed , made up of a representative of the state government, one from FAO and one from the Secretariat, whose functions and powers are established in the GOP Guidelines, available in Article 61 of these Operation Rules.

The procedure for accessing the support concepts will be as follows:

- I. The service locations must be selected according to the PESA-FAO method and validated in the GOP. Component support can only be used for families in these localities.
- II. Priority will be given to projects that have the participation of members of the group of households in the list of beneficiaries of the Oportunidades Human Development Program and the Food Support Program for their attention by the component. For this criterion, the component may provide advice for the design of the project;
- III. The Governments of the Federal Entities will publish the call for the participation of Rural Development Agencies in the operation of the Component. The Responsible Unit will validate the profile of all the applicant ADRs.
- IV. The GOP will select the ADRs that can be contracted.
- V. The selected ADRs develop participatory planning processes with families that carry out agricultural, aquaculture and fishing activities in rural areas with high and very high marginalization, applying the PESA-FAO method.
- SAW. The families that will benefit from the supports of the Component self-select, based on their interest, motivation and according to their potential and productive vocation.
- VII. ADRs facilitate the identification of the needs of Family Production Units, in rural towns with high and very high marginalization in each microregion.
- VIII. ADR elaborate projects selected families and present them to the GOP, for its validation.
- IX. The Governments of the Federal Entities issue the opinion, the resolution, and publication of the list of authorized beneficiaries.
- X. Delivery of supports or incentives.

XI. The implementation of actions and projects and their monitoring are carried out according to the PESA-FAO method , with the technical support of the corresponding ADRs.

Article 48. The following are participants in this Component:

I. Responsible Unit: General Directorate for Territorial Development and Rural Organization

II. Executing Agency: State Governments.

Chapter XI

Of the Component of Linking with Civil Society Organizations (CSOs).

Article 49. The resources will be destined to the realization of investment projects that affect the availability and access of food in rural localities of high and very high marginalization developed by individuals, groups of people for a common purpose and moral persons, through CSOs that synergize and add resources with other dependencies of the Federal Government, the State or Municipal Governments ; to multiply results for the benefit of the rural population, who access the following support concepts:

Concept	Maximum Amounts
a) Infrastructure, machinery and equipment to improve water availability, food preservation and preparation; increase production, productivity, availability and access to food in family production units and rural communities.	Up to 50% of the total project cost , without exceeding \$ 5,000,000.00 (Five million pesos 00/100)
b) Vegetative Material. In all cases, it must comply with the phytosanitary provisions issued by the National Service for Health, Safety and Agro- Food Quality (SENASICA).	
c) Zootechnical and Aquaculture Species that meet the technical characteristics and reference values required in the Livestock Technical Elements of the Livestock Component of the Livestock Development Program of the Secretariat.	
a) Services provided by Development Agencies or Technical Teams to improve the availability, access and use of food, through organization, financing, insurance, business development and marketing processes .	
a) Water collection and storage works, as well as complementary works: Construction of works such as compacted earth boards, small masonry or concrete dams , water pots, reservoirs, storage tanks; these last three preferably for human consumption.	
b) Construction and conservation practices soil and water: terraces, filtration dams, trenching infiltration pitch gully, retaining walls, hedgerows, breaks curtains wind furrowed " lister " , step aerator roller, fencing live and conventional for division of paddocks, fencing for the establishment of exclusion areas, reforestation with native species, repastization in pastures, green manures, cattle ranchers, and drainage actions.	

Article 50. The support of the Component Linking with Civil Society Organizations, will be destined to individuals, groups of people for a common purpose and legal entities that carry out agricultural, aquaculture and fishing activities in rural towns with high and very high marginalization, According to the CONAPO classification, they participate with OSC.

The Component will have coverage in the 32 Federal Entities.

I. The eligibility criteria and requirements that CSOs must meet are:

- Meet the requirements indicated in Article 7, for Legal Entities.
- Be oriented to work with rural communities of high and very high marginality, in the field of rural development, economic and regional development, sustainable development, sustainable agriculture , capacity development, community organization, participatory planning, fight against poverty and / or Gender approach.
- Manage and / or contribute at least 50% of the total cost of the project (s) that will be supported. The resources that the CSO manages or contributes may be of municipal, state, federal, private sector, social sector or contribution from producers.
- Demonstrate their experience implementing productive projects, capacity development and / or conservation and sustainable use of soil and water, in order to contribute to improving the availability and access of food; based on the participation of the members and families of rural towns with high and very high marginalization.
- Have a project that affects the availability and access of food in rural areas with high and very high marginalization; in terms of the " CONAPO " classification .

II. The criteria and requirements to access the support concepts are:

Criteria	Requirements
I. That they demonstrate that they are engaged in agricultural, livestock, fishing or aquaculture activities.	<ol style="list-style-type: none"> Natural persons must prove this criterion by means of a free written record issued by the municipal authority or by the corresponding CADER headquarters. The working groups, through the minutes of the constituent assembly indicating the accreditation of this criterion. Legal entities through the articles of incorporation whose corporate purpose indicates the performance of these activities.
II. Have a project that affects the availability and food access in rural areas of high and very high marginalization, in terms of the classification of the " CONAPO " .	<ol style="list-style-type: none"> Present an executive project in accordance with the Format for the elaboration of projects for the Component for Linking with Civil Society Organizations, available in ANNEX XX II.
III. That demonstrate the ownership or possession of	<ol style="list-style-type: none"> Document proving ownership or possession of the

the real estate destined for the installation of equipment and / or infrastructure, where appropriate.	real estate destined for the project.
IV. That they present the foreseen zoosanitary requirements , if they require support to acquire zootechnical species.	a) Present documents that prove compliance with health regulations, detailed in the Technical Elements in Livestock, which are in the Annex of the 2014 Livestock Development Program of the Secretariat.
V. That they demonstrate the ownership or possession of the property where the soil and water conservation work will be carried out , if applicable.	a) Accredite the legal ownership or possession of the property intended for the conservation of soil and water.

III. Projects submitted by CSOs or legal entities must meet the following characteristics :

- a) Productive projects aimed at increasing food production and productivity and promoting its use in family production units, and / or
- b) Projects to promote the development of capacities, skills, and technical, organizational, and managerial practices of the rural population; as well as access to knowledge, information and the use of modern technologies to improve the availability, access and use of food, and / or
- c) Proyectos de conservación, uso y manejo sustentable de los recursos naturales utilizados en la producción primaria; que generen las condiciones para proveer alimentos a generaciones presentes y futuras.

Seguir el Formato para la elaboración de proyectos del Componente de Vinculación con Organismos de la Sociedad Civil, disponible en el ANEXO XXII.

Artículo 51. El procedimiento de selección, constaran de las siguientes etapas:

- I. Las OSC postularán sus proyectos en los términos de la Convocatoria publicada por la Instancia Ejecutora.
 - II. Las OSC presentarán la solicitud de apoyo en las ventanillas habilitadas en las Delegaciones de la SECRETARÍA y las Oficinas de la Instancia Ejecutora, de acuerdo con el formato de solicitud de apoyo del ANEXO XX y la Base de Datos de los integrantes de la OSC, disponibles en el ANEXO XX y XXI acompañada de los criterios y requisitos de elegibilidad.
 - III. La ventanilla registra al solicitante en el "Sistema Único de Registro de Información de personas físicas y morales beneficiarias y usuarios de los programas y servicios de las Secretaría (SURI)", revisa la solicitud de apoyo y coteja los documentos anexos a que se refiere el presente Artículo.
 - IV. It receives the request for support and attached documents, and gives the applicant an acknowledgment of receipt.
 - V. Forward the file and its annexes to the Executing Agency, in charge of deciding the requests.
- SAW. The executing agency verifies compliance with the eligibility criteria for CSOs and that the proposed projects meet the requirements.
- VII. It analyzes and rules the projects proposed by the CSOs and makes a selection of those that are technically feasible.
- VIII. Deliver to the Responsible Unit the proposals that it decides and selects, so that they can be submitted to an Evaluation and Monitoring Commission (ESC), for authorization.
- IX. The Executing Agency publishes the list of authorized and rejected projects on its electronic page and through the Responsible Unit, on the Secretariat's electronic page.
- X. The CSOs whose proposals are authorized must provide the resources for the investment in their part of the project within 10 working days after being notified of the positive opinion .
- XI. The allocation of resources to authorized projects will be made through the signing of a Concertation Agreement between the Executing Agency and each of the CSOs that have applied for them.
- XII. Delivery of supports or incentives to CSOs.

Article 52. The following are participants in this Component:

- I. Responsible Unit: General Directorate for Territorial Development and Rural Organization.
- II. Executor: The one designated by the Responsible Unit, through publication on the Secretariat's website, in the first quarter of 2014.

TITLE III

Of the Operative Mechanics

Chapter I

Of the Operating Procedure

Article 53.- Of the Family, Peri-urban and Backyard Agriculture Component

I. PARTICIPANTS

a) Responsible Unit

The SECRETARIAT through the General Directorate of Territorial Development and Rural Organization (DGDTOR), is the Responsible body, empowered to interpret the regulations for the operation of the Family, Peri-urban and Backyard Agriculture Component, as well as to resolve cases not provided for in these Rules of Operation.

b) Executing instance

For the execution of the Component, the Responsible Unit may, by signing the corresponding legal instrument , agree the execution of the resources with Federal, State or Municipal institutions for the dispersion of the resources, as well as the hiring of technicians and specialists who support the operation of the Component and provide training and technical advice to the beneficiaries of the supports, to fulfill the objectives.

c) Delegations of the SECRETARIAT in the Federal Entities.

The SECRETARIAT Delegations together with its state structure (DDR and CADER 's) may act as executing agency or only participate in the operation of the Component, in cases that the Responsible Unit considers it so.

d) Commission for Regulation and Monitoring of the agreement (CRyS)

The Regulatory and Monitoring Commission (CRyS) will be made up of the Head of the Responsible Unit, and may appoint a representative, as well as the Head of the Executing Agency, who may also appoint a representative.

The CRyS must be established during the first quarter of the year, which will have an operating regulation agreed during the first work session. For the purposes of its installation, the Responsible Unit must make the corresponding call, since it will be the one that will preside over said instance.

d) Opinion Commission

In accordance with the provisions of these Operation Rules, in the Federal Entities a Commission of Judgment will be formed by Municipality or at the State level, when so required, which should preferably be made up of the Deputy Delegate for Rural Planning and Development, Agriculture and of Fishing of the Delegation and / or by representatives of CADER and DDR of the SECRETARIAT and of the participating Municipalities, a representative of the Executing Agency and the Technical Advisers that are required depending on the characteristics of the applications and / or projects to be reviewed.

The Dictamination Commission must be constituted during the fifteen days following the issuance of the call to receive applications, said Commission will have an operating regulation that will be agreed in the installation session. For the purposes of its installation, the Subdelegation of Planning and Rural Development must make the corresponding call, since it will be the one that will preside over said instance.

II. POWERS AND OBLIGATIONS OF THE PARTICIPATING INSTANCES

a) Responsible Unit

- 1) Establish criteria for the prioritization of applications, which will be published in the call;
- 2) Validate the support requests previously ruled as positive by the Dictamination Commission;
- 3) Monitor the operation of the Component, monitoring compliance with the provisions of these Operation Rules and applicable regulations;
- 4) If applicable, modify the periods and dates of opening and closing of windows, published by the Executing Agency;
- 5) Request reports of physical and financial progress from the Executing Agency;
- 6) Request information for the integration of the report of the public account, as well as the definitive list of beneficiaries as of December 31, specifying the resources paid, accrued and non-accrued informed to TESOFE;
- 7) In common agreement with the General Direction of Planning and Evaluation, coordinate the supervision actions that allow verifying that the supports granted have been delivered and used in accordance with the applicable regulations;
- 8) Reassign available resources when they have not been ministered due to the cancellation of authorized requests;
- 9) Exercise the power conferred by legal provisions, to give priority to strategic projects of federal or regional application, through the reallocation of resources;
- 10) Sign collaboration or institutional coordination or concertation agreements or covenants and other legal instruments for the implementation of the Component's actions, as appropriate, with dependencies and entities of the Federal, State or municipal Public Administration, research centers or institutions and / or higher education, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others;
- 11) In coordination with the executing agency, determine breach of obligations on the part of the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation, and
- 12) In general, all the powers and obligations necessary to achieve the Component's objectives, in accordance with the provisions of these Operating Rules.

b) Executing instance (s)

- 1) Operate the Component in accordance with these Operating Rules and the provisions of this Operating Mechanics;
- 2) Carry out actions that allow the Component to be disseminated, focusing efforts on the target population;
- 3) Sign the legal instruments with Federal, State and Municipal instances to carry out collaborative actions around the Component, as well as for the hiring of technicians who will support the operation of the Component in the Federal Entities and for the formation of cadres technicians and corresponding training;
- 4) Issue the calls for the presentation of support requests, in accordance with the Responsible Unit, or the SECRETARIAT Delegation in the federal entities;
- 5) Publish the list of requests, both ruled and positive, as well as negative (within a maximum period of 45 calendar days after the closing of windows);
- 6) Propose the reallocation of resources that come to be generated when they have not been ministered or due to the cancellation of approved or withdrawn requests, before closing the Public Account;
- 7) They may coordinate and, where appropriate, provide training and technical assistance to the beneficiaries of the supports;
- 8) Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit;
- 9) In case of being unable by the regulations to issue said resolutions, you must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation;
- 10) Cancel in whole or in part the supports in case the beneficiary does not comply with the provisions of these Operating Rules;
- 11) Cancel the supports, in case the beneficiaries do not subscribe the corresponding legal instruments or do not make

the contribution indicated in these Operation Rules;

- 12) Keep a detailed control and record of the application of resources and send quarterly physical-financial reports to the Responsible Unit;
- 13) Carry out follow-up visits and any other required by the Responsible Unit, to verify that the supports have been used for the authorized purposes;
- 14) Safeguard for the time established in the applicable regulations, the documentation that guarantees the delivery-reception of supports;
- 15) Register, and keep updated the information in the official information system of the Secretariat;
- 16) Send a report with the definitive list of beneficiaries as of December 31, specifying the resources paid, accrued and unearned;
- 17) Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level, until their resolution;
- 18) File complaints, demands and any other legal actions for the fulfillment of the objectives of the programs, according to the applicable regulations;
- 19) Present the verification of the resource at the end of the corresponding fiscal year;
- 20) Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
- 21) Provide the Responsible Unit, when requested, with the information it possesses, and that which is necessary to comply with the requirement;
- 22) In general, all the powers and obligations necessary to achieve the objectives of the Component.

c) Regulation and Monitoring Commission

- 1) Follow up on the execution of the Component in the terms established in the legal instrument that is signed and in these Operation Rules.
- 2) Review and agree on adjustments to the operating mechanisms used by the Executing Agency, in order to streamline the exercise of spending.

d) Delegations of the SECRETARIAT in the Federal Entities

- 1) If applicable, perform the functions of the Executing Agency;
- 2) They may operate the window and register the requests in the official information system of the Secretariat;
- 3) They may record in the information system the results of the process of judgment, authorization, delivery of support and progress in the exercise of resources;
- 4) Carry out supervision visits and / or verification of supports;
- 5) If applicable, validate the information that is registered in the Secretariat's Information System;
- 6) Install and chair the Opinion Commission and periodically report the results thereof to the Responsible Unit ;
- 7) Support the accompanying actions in coordination with the Responsible Unit and the executing agency;
- 8) Issue approval of the proposal to modify the initiatives at the request of the beneficiaries as long as they do not affect the impact and the target population; as well as the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized resources, as long as it does not imply an increase in federal support or compromise resources from subsequent years;
- 9) Validate the report for the integration of the component's public account with the final list of beneficiaries as of December 31;
- 10) Support the follow-up actions to the work of the Component;
- 11) They may coordinate and, where appropriate, provide training and technical assistance to the beneficiaries of the supports.

e) Opinion Commission

- 1) Review and evaluate the applications registered in the windows, based on the provisions of the present operating rules and selection criteria raised in mechanical operative .
- 2) Examine the applications according to the requirements and eligibility criteria established in the call and send the results to the Responsible Unit for validation.
- 3) Validate the reports issued in the present operating mechanics.

III. OPERATION PROCESS

a) Attention windows

The following instances will function as service windows for receiving support requests:

- 1) Delegations of the SECRETARIAT
- 2) Rural Development Districts (DDR)
- 3) Rural Development Support Centers (CADER)
- 4) Executing instance
- 5) Federal, State or Municipal instances

The location of the windows will be announced in the publication of the calls to receive applications.

b) Mechanics of Operation

- 1) Publication of call. The call will be published by the executing agency on the SECRETARIAT's website or any other mass media and / or at the windows of the Delegation, CADER, DDR. In said call, the location of windows for receiving applications, requirements, periods for receiving applications and deadlines for notification of approval or rejection will be disclosed ;
- 2) Receipt and determination of requests. The person in charge of the window will carry out the reception of applications,

as well as the documents referred to in these Rules of Operation and in the Call, will also be responsible for integrating the files and registering in the Secretariat's Information System. The file will be sent to the executing agency, so that in turn it may be referred to the Judgment Commission.

Note: In the event that a document is required, the interested party will be informed at that time about the missing information, and will be granted a maximum period of five business days from the notification to solve it. In case of not meeting the deadline established for the delivery of the missing documents, the request will be considered as not submitted.

- 3) Opinion. The Opinion Commission may be supported by a work team of specialists in the topics for the review of applications and / or investment initiatives that are presented, which will be in charge of its review according to the eligibility requirements and criteria of selection provided in the call and in these Operation Rules, and prepare a pre-opinion that provides elements for decision-making.
- 4) The Opinion Commission will analyze the applications submitted and will issue the corresponding opinion, which it will send to the Responsible Unit for the validation of the cases.
- 5) Notification. The Executing Agency will publish in the service windows and on the SECRETARIAT's page, the list of requests that were positive to receive support, as well as those ruled as negative, according to the terms established in the call. If necessary, it will be responsible for notifying each applicant of the result of the opinion.
- 6) Payment of Supports. The executing agency will be in charge of ministering the resources to the beneficiaries. The delivery of supports may be in two modalities:
 6. 1. By means of the reimbursement mechanism, once the beneficiary verifies documentary and physically the application of the resources.
 6. 2. By depositing into the beneficiary's account after depositing its counterpart, if the applicant so proposes.
 6. 3. Through the physical delivery of the supports by the executor.
 6. 4. A combined mechanism of the aforementioned modalities.
 - 6.5 Upon delivery of the supports, the beneficiary must sign a receipt for the amount of the resources received.
- 7) Settle Letter. The executor and the beneficiary will sign a Settlement Letter, once it is verified by the latter, the correct application of the resources delivered.

c) Types of Support

In accordance with the provisions of these Operating Rules, the supports that may be granted from the Component's budget are, among others, the following:

***one. Inputs:** seed, substrate, fertilizer, seedlings, bags, pots, fruit trees, etc.;

***two. Infrastructure and materials for the collection and storage of rainwater:** water tanks, pipes, ferro-cement tanks, filters, etc.;

***3. Production infrastructure:** Micro tunnels, shade mesh, anti-hail mesh, agricultural plastic, fences, etc.;

***4. Infrastructure and equipment for gray water treatment;**

***5. Irrigation equipment:** Belt, valves, water tanks, sprinklers, hydroponics system, etc.;

*** 6. Agricultural tool and utensil packages:** shovels, scissors, spray packs, pitchforks, machetes, etc.;

*** 7. Equipment, materials and supplies for the production of compost:** Beds, containers, worm, etc.;

*** 8 Equipment for the generation of alternative energy;** (Solar cells, fans, etc.)

*** 9. Material for the construction of pens;**

*** 10. Shed material;**

***eleven. Drinkers and feeders,**

*** 12. Community kitchens**

12.1 Inputs for the production of 1,000 m² of vegetables

12.2 Garden fencing

12.3 Irrigation infrastructure

12.4 Materials for the construction of pens, feeders and troughs

12.5 200 laying hens

13. Agricultural and livestock packages (inputs, machinery, equipment, infrastructure)

14. Packages, among others

14.1 Biointensive Bed (up to 150 m²)

14.2 Potted cultivation (up to 150 m²)

14.3 Modules (Living pharmacy, mushroom production, nopal vegetable, etc.)

14.4 Bird Production

* **14.4.1** Chicken **coops** (construction material)

* **14.4.2** Feeders and **Drinkers**

* **14.4.3** Perches and nests

* **14.4.4** Broiler chickens / laying hens / turkeys / quail

* **14.5** Rabbit production

* **14.5.1** Cages (material for construction or purchase prefabricated)

* **14.5.2** **Drinkers** and feeders

* **14.5.3** Rabbits

* **14.6** Earthworm compost production module

14.6.1 Containers (for indoors or outdoors)**1.4.6.2 Earthworm**

Note: Birds must be acquired with a minimum age of four weeks, in addition they must have enough space per animal for their proper development, avoiding overcrowding.

Formal and informal groups can be supported with integrated projects that simultaneously consider agricultural, livestock (minor species) and / or aquaculture production, as long as they have sufficient space and water conditions to cover the needs. Without exceeding the amounts established in these Operating Rules.

For the development of seedling and / or compost supply projects, it will be able to support Infrastructure, machinery, equipment and supplies that the project requires and justifies, up to an amount of 100,000 pesos.

IV. TECHNICAL ASSISTANCE AND ACCOMPANIMENT

For technical assistance and support services, provided directly, through specialized technicians hired by the Executing Agency. At least 20% of the authorized resource will be allocated to the Component in the PEF.

V. AUDITING, CONTROL AND MONITORING OF THE COMPONENT**a) Follow-up**

In order to identify areas of opportunity to improve the operation of the Component, the Responsible Unit, in coordination with the State Delegations of the SECRETARIAT, will carry out the monitoring of the mechanics of operation and execution of the Component.

Likewise, the Responsible Unit will coordinate with the area in charge of supervision at the Secretariat level, in order to conduct the supervision actions in their different stages.

b) Control and Audit

The Executing Agency, in coordination with the State Delegations of the SECRETARIAT, will be responsible for the direct supervision of the works or actions, as well as verifying that their execution complies with the applicable regulations. The resources of the Component may be audited by the following instances, in accordance with current legislation and within the scope of their respective powers: By the Internal Control Body at the SECRETARIAT, independent auditors hired for this purpose, the Ministry of Finance and Public Credit, by the Superior Audit of the Federation and other instances within the scope of their respective powers.

The Executing Agency will give all the facilities to said instances to carry out, at the moment they deem it pertinent, the audits they consider necessary; Likewise, it will monitor and resolve the observations raised by the control bodies.

In the event that the Delegation detects missing information, it will inform the executing agencies in detail and in writing within a period not exceeding 20 calendar days from the date of receipt of the report. In this case, the executing agencies must submit the missing information and documentation, within a period not exceeding 10 business days from the receipt of the Delegation's communication. Both instances must mark a copy to the Responsible Unit.

V.3 Year End

The Executing Agency will integrate the documentation that supports the exercise of resources and will issue a final report with the list of beneficiaries, type and amounts of support, as well as the reimbursements and payments made to the Federal Treasury, accompanied by the documentation that supports the reported data. Said documentation will be used to finalize the legal instrument signed between the Unit

Responsible and the Executing Agency.

Article 54 . Operational mechanics of the Natural Disaster Assistance Component in the Agricultural and Fishing Sector .

Direct Supports**Corroboration of the occurrence of a natural disaster and request to issue a declaration of natural disaster**

I. When a Federal Entity is in a Natural Disaster, the Head of the Secretariat of Agricultural Development or its equivalent in the Federal Entity and the Delegate of the SECRETARIAT, will prepare the corresponding Technical Opinion to corroborate the occurrence of the natural disaster for the activity. agricultural, livestock, aquaculture and fishing, defining its occurrence and municipal coverage, with the support of INIFAP or an educational or research institution in the Entity.

For the issuance of the Technical Opinion, all the available information at its disposal, such as data generated in the national hydrological, synoptic, climatological, automatic meteorological, radio, and meteorological observation network, may be used to corroborate natural disasters, among others. sounding, satellite, meteorological radar and other products such as statistical tools, information and all kinds of diagnostic maps of the synoptic situation of the period and region of analysis; in addition to cutting-edge technologies such as geo-referenced digital image data, which in interaction with other data, information and tools, allow us to count with better elements to evaluate the occurrence and coverage of the natural disaster. In the event that INIFAP does not have an infrastructure, it may use the institutional data of CONAGUA as a substitute. In the case of geological phenomena, the information issued by CENAPRED may be used.

The information of the Technical Opinion must be incorporated into the Component's Electronic Operation and Management System within a period not exceeding 15 business days after the last day of occurrence of the phenomenon in the entity, based on said technical opinion and on the same date of its issuance must submit the request for a Declaration of Natural Disaster to the Holder of the issuance Secretariat.

Publication of the declaration of natural disaster

II. Based on the application to be given Disaster Natural, it publishes in DOF the disaster declaration Natural respective within a period of 15 days after the receipt of the request thereof and information of the Technical Report of corroboration the occurrence of the Natural Disaster duly supported.

Presentation of the damage diagnosis act

III. For those municipalities in which the occurrence of the natural disaster is corroborated, in the Federal Entity, through its Head of the Secretary of Agricultural Development or its equivalent in the Entity, must present a Damage Diagnosis Act where the affectations are described that justify the support of the Component, the resources required for its attention in accordance with the provisions of the Components and amounts of support in force and the programming of the exercise of resources, also, the register of Damage Diagnosis must be incorporated into the list of affected producers that meet the Component's eligibility criteria in the formats established in Annex IV of these Operating Rules. The information that is not delivered according to said formats will be considered as not presented.

The Damage Diagnosis Act must be presented and sent to the Responsible Unit within a maximum period of 12 calendar days from the Monday after the issuance of the Corroboration Report of the Occurrence of a Natural Disaster of competent authority,

being able to grant, upon request from the Federal Entity, two additional extensions to said period:

- a) The first for 7 calendar days, for any type of natural disaster.
- b) In the case of natural disasters for which a longer period of time may be required to identify damage to crops, a second extension of up to 30 additional calendar days may be granted to the first extension requested, provided that exceeds November 15 of the year in which the natural disaster occurred.

Request for resources from the secretariat

IV. Based on the Corroboration Report of the Occurrence of a Natural Disaster issued by

Some of the competent authorities and the Damage Diagnosis Act presented by the Head of the Secretary of Agricultural Development or its equivalent in the Entity, the C. Governor of the Federal Entity or the Head of Government of the Federal District, will request the Head of the Secretariat the resources of the Component, expressing its agreement and conformity with the formulas for the sharing of resources established in the regulations. This request must be made no later than the business day following the presentation of the Damage Diagnosis Act.

Opinion of the commission to determine the Component

V. The Component Judging Commission, in response to the Request for Resources submitted to the Secretariat, will analyze the Damage Diagnosis Act and the list of affected producers; issuing its opinion within a maximum period of 15 calendar days from the Monday after the Damage Diagnosis Act had been presented, as long as there is a request for resources from the Component and the information is duly presented by the State Government. The opinion issued will be disclosed to the Federal Entity no later than the business day following its issuance. The opinion issued by the Judging Commission does not exempt in any case to the requesting Federal Entity, in its capacity as Executing Agency, to verify the eligibility of the producers that could be beneficiaries of the supports, upon delivery of the same.

Technical annexes of the coordination agreement

SAW. In the framework of the Coordination Agreement that the Secretariat concludes with each Federal Entity and for each event for which the support of the program by the Judging Commission is authorized, the Unit Responsible for the program will formulate a Technical Annex specifying the amount and authorized actions. The Technical Annexes must be signed by the federal part, through the Delegation and by the Federal Entity, by the Secretary of Agricultural Development or equivalent in the Entity and those officials who by mandate of the state legislation were obliged.

The signing of the Technical Annex of the Coordination Agreement must be made within a maximum period of 15 calendar days from the date of the Opinion of the Program's Opinion Commission.

Filing of federal resources

VII. To proceed with the filing of Federal Resources, it will be an essential requirement that the Federal Entity notify the Unit Responsible for the Component of the complete data of the bank account (Bank Name, Account Number, CLABE and relative Register in the General Catalog of Beneficiaries and Bank Accounts of the Comprehensive Federal Financial Administration System (SIAFF) where the resources will be deposited, which must be for the exclusive use of the Component; likewise, the original official tax receipt must be sent for the amount of federal resources to be deposited. The aforementioned documents must be submitted to the Unit Responsible within a maximum period of 7 business days after signing the Technical Annex.

The bank account where the federal resources of the Component are located and / or operate must be productive; therefore, at the end of the year, the non-exercised resources must be reimbursed to TESOFE and the financial products it would have generated must be reported.

Federal resources advance

VIII. The Head of the Secretary of Agricultural Development or its equivalent in the Entity, the Governor of the Federal Entity or Head of Government of the Federal District, may request an advance of federal resources of up to 30% of the federal contribution to start the care of damages, once the Technical Opinion has been issued by the competent authority, based on the eligible area of the municipalities ruled by the competent authority, considering the best information available.

In this case, it will be necessary to have the Opinion of the Judging Commission and have signed the Coordination Agreement to proceed with the filing of the federal appeal to the Federal Entity; the exercise of this advance will not be conditioned, to the contribution of the corresponding resource to the Federal Entity. However, the state contribution must be made once the Technical Annex corresponding to the final authorized support is signed, as established in said legal instrument.

The remaining 70% of federal resources will be conditioned to the opinion of the Judging Commission and the signing of the Technical Annex, where the corresponding contribution to the Federal Entity will be established, in accordance with the sections on amounts of support, Support components and

operation of the Component of these Operating Rules.

Installation of the evaluation and state monitoring commission (ces) of the Component

IX. In order to adequately monitor and control the exercise of resources, in accordance with the agreed legal instruments and what is established in these Operating Rules, a CES must be integrated and meet the day after the filing of federal resources to the Federal Entity, and subsequently meet at least at the end of the exercise of the resources.

In this framework, the exercise of the resources provided for the operation of the Component shall be reported monthly, based on the filing of federal resources with the State, as well as the physical progress, in the formats established in the Electronic Operation and Management System (SOGE) for this purpose. The CES will be made up of the head of the Secretary of Agricultural Development or its equivalent in the Entity, who will preside over it, the Delegate of the Secretariat, as secretary of the same and a representative of the State Control Body.

The Federal Entity, through the Secretary of Agricultural Development or its equivalent in the Entity, will be responsible for exercising the resources of the Component, in accordance with the actions approved by the Judging Commission and, where appropriate, those determined by the CES itself, according to the next:

- a) In the terms of these Operating Rules, it is obliged to make its contribution and initiate the payment of the supports no later than 20 business days after the filing of federal resources is made; otherwise, the federal resources filed with the Entity must be reimbursed to TESOFE, as well as the financial products that have been generated;
- b) The calendar to exercise resources and, where appropriate, the Rehabilitation and / or Prevention Plan shall not exceed 2 calendar months; at the end of said term, the operational closing of the Component's exercise shall be carried out.
- c) The resources not exerted within said period must be reimbursed to TESOFE, as well as the financial products that

have been generated.

d) At the latest 30 days after the operational closing, the final closing of the Component must be carried out .

Requests for direct support can be received 365 days a year, through the SOGE

In order to cover possible financial deviations derived from an increase in the frequency and severity of Natural Disasters, the Ministry may contract insurance schemes that protect the federal amount of supports requested by the federal entities to attend damages due to the occurrence of natural disasters.

Catastrophic Agricultural Insurance (SAC)

I. Application for Support for Agricultural, Livestock, Aquaculture or Catastrophic Fishing Insurance. The request to support the Component to contract the Agricultural, Livestock, Aquaculture or Catastrophic Fishing Insurance must be submitted by the C. Governor of the Federal Entity or Head of Government of the Federal District ; or, by the head of the Secretary of Agricultural Development or its equivalent in the Entity, accepting the terms of co-participation and the provisions established in these Rules of Operation.

At least one proposal with the following information must be attached to said request:

- a) study formulated by the insurance company;
- b) general and particular conditions of the insurance proposal
- c) detail of units to be insured (surface, animal units, etc.), type of crop or species (livestock), agricultural cycle, water regime, rate per municipality to be insured.
- d) validity and risk unit to be considered in the insurance
- e) risks to be covered (hydrometeorological and / or geological phenomena)
- f) SAC trigger mechanism (mm of precipitation, yields, temperature and / or NDVI)
- g) economic proposal.

The choice of the insurance company, insured animal surfaces / units, municipalities, protected risks, risk parameters and other insurance conditions will correspond to the State Government , which must observe the applicable regulations and consider the information that the

Responsible Unit by official letter no later than the last business day of February

The sum insured will be determined based on the provisions of the amounts of support and percentages of federal co - participation established in these Rules of Operation. However, the Federal Entities and the producers may increase the insured amount with respect to the established amounts, as long as they assume on their own account the additional cost to said increase in the cost of the premium and there is no duplication with other federal programs that grant Incentive for contracting catastrophic agricultural, livestock, aquaculture or fishing insurance .

The Federal Entity will determine the Risk Unit for the contract and operation of the Agricultural, Livestock, Fishing and Catastrophic Aquaculture Insurance , which covers the natural disasters covered by this Component, and must also observe that when contracting agricultural insurance In non- parametric schemes , it is considered that the risk units defined in the insurance for which the damage is verified, must be compensated with the total of the sum insured in the risk unit or the total area assigned in the unit of risk. risk or, at least three crops per risk unit must be established in the policies to consider for the adjustment of damages.

It should be considered for the Agricultural, Livestock, Aquaculture or Catastrophic Fishing Insurance, where there is the participation of the resources of the Component, that the application of co-insurance or deductibles to the producers, the payment of low accident rates or the payment of commissions on your hiring.

II. Opinion of the Component Opinion Commission.

Once the duly integrated information is received, it will be analyzed and ruled by the Component Judging Commission, in accordance with the provisions of the Guidelines for the Application, Authorization, Operation and Follow-up of the Catastrophic Agricultural, Livestock, Aquaculture and Fishing Insurance .

III. Technical Annexes of the Coordination Agreement and filing of federal resources

The regulations established in this Article must be observed.

IV. Installation of the Component State Evaluation and Monitoring Commission (CES). In order to carry out an adequate follow-up and control of the exercise of resources, in accordance with the agreed legal instruments and what is established in these Operating Rules, a CES must be integrated and meet the day after the filing of federal resources to the Federal Entity , and subsequently meet at least at the end of the exercise of the resources.

In this framework, the exercise of the resources provided for the operation of the Component shall be reported monthly, based on the filing of federal resources with the State, as well as the physical progress, in the formats established in the Electronic Operation and Management System (SOGE) for this purpose. The CES will be made up of the head of the Secretary of Agricultural Development or its equivalent in the Entity, who will preside over it, the Delegate of the Secretariat, as secretary of the same and a representative of the State Control Body .

The Federal Entity through the Secretary of Agricultural Development or its equivalent in the Entity, will be responsible for exercising the resources of the Component, in accordance with the actions approved by the Judging Commission and, where appropriate, those determined by the CES itself, according to the next:

The Governments of the Federal Entities, through the SDR or equivalent, must inform and verify to the Responsible Normative Unit the realization of the contribution of state resources within a maximum period of 20 calendar days after the filing of federal resources.

Once the SAC has been contracted, two cases may arise during its validity:

- a) Indemnity by the insurance company is not carried out.- In this case, within a maximum period of two calendar months after the end of the term of the insurance, the Component CES must be summoned to the closing date of the same .
- b) Determine the source of compensation by the insurance company and deposit the resources generated by said compensation to the Government of the Federal Entity for its channeling to the producers, after validating the list of beneficiaries through which it is verified that the producers are eligible in terms of the provisions in Annex III of the present Operating Rules , which have catastrophic losses in their units of production that have no incentive premium AGROASEMEX, for the same risk object of the contracted insurance or bonded the State Government.

The exercise of compensation must adhere to what is established in the Guidelines for the Application, Authorization, Operation and Follow-up of the Catastrophic Agricultural, Livestock, Aquaculture and Fishing Insurance.

In this case, no later than 20 business days after the conclusion of the payment schedule of the last compensation generated by the SAC, a CES meeting must be called to present the operational closure and no later than 30 calendar days from that the operative closure of the Technical Annex is presented, the closing of the same must be presented.

The Federal Entity must consider that the municipalities and types of activity (crops; animal units, hectares of aquaculture, aquaculture units or vessels) beneficiaries of this Catastrophic Agricultural, Livestock, Aquaculture or Fishing Insurance will be excluded from the concepts of support for the Component, until the crop area has not been compensated; animal units, hectares of aquaculture, aquaculture units or vessels established as a limit for payment in the insurance coverage by type of crop, in the event of the same natural disaster object of attention of the contracted insurance.

Additionally, and in order to protect the largest number of producers, the Ministry may directly contract the Agricultural, Livestock, Aquaculture or Fishing Catastrophic Insurance, observing the regulations on the matter. In this case, the Federal Entities may adhere to the protection coverage for the municipalities or meteorological stations, crops, animal units, hectares of aquaculture, aquaculture units or vessels and risks that are directly contracted by the Secretariat, having to cover the differential of the amount premium on the percentage of revenue sharing provisions of these Rules of Operation.

Support requests will be received in the following periods:

- a) Presentation of Proposals for contracting the Agricultural, Livestock, Aquaculture or Catastrophic Fishing Insurance from January 1 to March 31 of the corresponding fiscal year.
- b) Adherence to the Catastrophic Agricultural, Livestock, Aquaculture or Fishing Insurance from the 8th business day of May to May 31 of the corresponding fiscal year.

(Continues in the Fifth Section)

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DOF: 12/18/2013

AGREEMENT by which the Operation Rules of the Comprehensive Rural Development Program of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food are disclosed . (Continues from the Fourth Section)

(Comes from the Fourth Section)

Promotion of the culture of insurance and institutional strengthening

The Secretary may dispose of up to 1.5 percent of the budget assigned to the Natural Disasters Assistance Component to design and implement the following actions:

a) The induction and development of a culture of risk prevention and strengthening of catastrophic insurance in the agricultural, fishing and aquaculture sector through technical training (exchange tours , workshops, seminars, diplomas, etc.) in the field of culture of prevention, of the actors that intervene in the care of producers affected by natural disasters; likewise, for the development of research in the area of protection against catastrophic risks and for the dissemination of the scope and results of the operation of catastrophic insurance schemes, through publications, media instruments and analysis forums.

b) The development of information or technological equipment for the prevention of natural disasters, among which are the strengthening of the network of meteorological stations included in the parametric insurance coverage that allows determining the presence of Disrupting Natural Disasters.

Likewise, to strengthen the issuance of Technical Reports that corroborate the occurrence of Natural Disasters in the agricultural sector, up to 0.25% of the authorized budget may be allocated to the Natural Disaster Assistance Component, with the corresponding instances.

Insurance schemes for commercially insured producers and livestock producers

The management process for support to agricultural producers with access to insurance and to livestock producers who wish to acquire protection for the availability of pastures in pastures, will be established in the guidelines issued in the resource transfer agreement signed by the SECRETARIAT with AGROASEMEX.

Article 55 Operational Mechanics of the Coordination Component for the Integration of Projects

Based on the provisions contained in **article 17 of these " Rules of Operation of the Integral Rural Development Program "**, the Operational Guidelines for the Coordination Component for the Integration of Projects are established:

I. **PARTICIPANTS.** The instances that intervene in the operation of this Component are:

a) **Responsible Unit:** General Coordination of Sector Liaison.
















b) **Executing Agency:** General Coordination of Sector Liaison.

The General Coordination of Sector Liaison as the Responsible Unit and Executing Agency will be responsible for operating the Component in accordance with the provisions of these Operation Rules, with the following powers and responsibilities:

- a) Authorize and publish the call on the Secretariat's website and the other means at its disposal to access the support;
- b) Define windows, determine or modify the opening and closing periods and dates;
- c) Take control and monitoring of the operation of the Component;
- d) Sign the agreements, covenants and other legal instruments with the civil organizations and associations benefited with the support of the Component;
- e) Make the payment of the corresponding supports;
- f) Carry out verification and follow-up actions on the supports that have been granted and used in accordance with the provisions of these Operation Rules and the applicable regulations, in coordination with the SECRETARIAT areas;
- g) Give physical-financial follow-up to the resources involved in the legal instrument signed to such effect;
- h) Coordinate by common agreement with the General Directorate of Planning and Evaluation of the SECRETARIAT the supervision and evaluation actions of the Component;
- i) Request the beneficiary to submit progress reports;
- j) Cancel in whole or in part the payment of resources in the event that the beneficiary does not comply with the provisions of the Operating Rules;
- k) To attend to the requested information requirements;
- l) Assist in the monitoring and issuance of the resolutions of the administrative procedures established to determine breach of obligations by the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation;

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- m) Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports;
- n) Integrate the report of the component's public account with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued to the TESOFE;
- o) Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
- p) Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
- q) File complaints, demands and any other legal actions for the fulfillment of the objective of the Component, according to the applicable regulations;
- r) Notify the Unit Responsible for the Component, as well as the Official Office regarding the resolutions on " **Causes of non-compliance** " ;
- s) In general, all the powers and obligations necessary to achieve the objectives of the Component, in accordance with the provisions of the Operating Rules and applicable legislation.

II. SUPPORT CONCEPTS AND AMOUNTS. The Coordination Component for the Integration of Projects will grant support for the following concepts and amounts:

Support concept	NAICS key (s)	
1. Professionalization.- Payment for professional services required by the social organization for training, mainly for payment of individuals or companies that improve the skills of their technicians and members in the areas of organization and management.	5416	
2. Equipment.- This concept contemplates the acquisition of furniture and computer and office equipment; computer programs, spare parts and accessories for computer equipment; maintenance and conservation of facilities in whose concept construction materials, structures and manufactures, complementary materials, electrical and electronic material will be considered .	4354, 3342, 3343, 3344, 3351, 3352, 3353	
3. Communication.- Expenses destined to goods and services for the realization of events related to the internal life of the organization (Assemblies, workshops and seminars), and whose purpose is to communicate to the members of the organization, the results of the action of the directive; decisions of different order that favor the organization and transmit new technical knowledge of interest or to discuss specific problems of the organization and propose solutions. Support and dissemination material is also supported to strengthen the organization. Note: This item does not cover payment for holding Congresses, Conventions and Forums.	56192, 813110	The communication support will be up to 25% of the total authorized support for the Annual Work Plan.
4. Expenses Inherent in the Execution of the Work Plan.- They are those derived from the general operation of the organization for the execution of the authorized Annual Work Plan , such as passages, lodging and food for the representatives and operative agents of the Social Organizations. including expenses for external professional advice. This concept of support may in no case be used to cover the current expenses of the Organization.	813110	The support in inherent expenses will be up to 30% of the total support authorized for the Annual Work Plan ; The hiring of external professional advice may be up to 3% of the total amount approved to the organization.
Support amounts of up to \$ 2,500,000.00 (Two million five hundred thousand pesos) will be approved, in items for professionalization, equipment, communication and inherent expenses		

III. CRITERIA AND REQUIREMENTS. The supports of the Coordination Component for the Integration of Projects will be granted based on the following criteria and requirements:

Criteria	Requirements
a) Submit request for support.	I. Submit a request for support in ANNEX V, accompanied by the requested documentation.
b) That the show organization be formed with antig old enough	I. Articles of incorporation protocolized before a Notary Public.



<p>and you're linked to rural development activities .</p>	<p>a) Have passed at least three years from the date of its constitution.</p> <p>b) Have a corporate purpose that allows it to carry out, among others, the activities provided for in Article 143 of the Law.</p> <p>c) Federal Registry of Causating RFC and proof of Fiscal Address.</p> <p>d) Not to pursue partisan or religious ends;</p> <p>II. Actas protocolizadas de la última asamblea de la organización en la que se modificó el objeto social o los poderes del representante legal.</p>
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<p>c) Que cuente con cobertura significativa en el territorio nacional.</p>	<p>I. Contar con la representatividad en por lo menos cinco Estados de la República Mexicana, la cual se acreditará con la constancia emitida por la por la delegación estatal de SECRETARÍA y/o el Secretario de Desarrollo Agropecuario del estado (SEDAGRO) o equivalente en el estado.</p>
<p>d) Que el funcionamiento de la organización se enmarque en el ordenamiento jurídico apropiado para las actividades de las organizaciones sociales.</p>	<p>I. Clave de Inscripción al Registro Federal de las Organizaciones de la Sociedad Civil (CLUNI), y acuse del informe anual de actividades del ejercicio inmediato anterior, presentado ante el Instituto Nacional de Desarrollo Social;</p>
<p>e) Que demuestre que la organización tiene una cuenta que genere productos financieros o intereses;</p>	<p>I. Documento emitido por institución bancaria, que demuestre que la organización tiene una cuenta que genere productos financieros o intereses;</p>
<p>f) In case of having received support during 2013 from the Program for Capacity Development , Technological Innovation and Rural Extension , Support Component for the Integration of Projects, that demonstrates compliance in verifying the resources exercised;</p>	<p>I. Settlement letter from the previous year, issued by the Executing Agency of the Supports Component for the Integration of Projects of the Capacity Development , Technological Innovation and Rural Extension Program .</p>
<p>g) That the organization has strategic planning in the short, medium and long term.</p>	<p>I. Present the organization's Work Plan contemplating the actions to be carried out in the respective year , necessarily covering the concepts of professionalization, equipment, dissemination and inherent expenses .</p> <p>In the event that among the concepts considered in the work plan of the beneficiary organization is equipment, it may not request support for the same items in the following year. The medium and long-term plan consists of a more complete vision of the objectives that the organization seeks in the next five years, including the general lines of projects that they consider strategic to trigger economic development where they are present.</p>
<p>h) Commit to not request support for the Strengthening Component from rural organizations .</p>	<p>I. Deliver letter Under protest to tell the truth that you are not requesting support for the Strengthening Component from rural organizations.</p>

In the case of social organizations that have requested support in previous years, they may not present documentation of the basic requirements of the organization as long as this information is in force, such as the Articles of Incorporation, RFC or CURP, for example.

Organizations that have entered a request for support for the Strengthening Component for rural organizations established in Article 34 of the Operation Rules will not be able to access this Component .

II CRITERIA AND TECHNICAL EVALUATION OF APPLICATIONS. The requests of the social organizations will be analyzed and ruled according to the following evaluation elements:

a) Compliance with legal requirements.

- b) Regarding the application: Benefit to women and typology of union members
- c) Work Plan: Scope between the strategy (s) to strengthen social organization and expected results; planning between the conception of the professionalization and communication actions with the capacities to develop in the subjects of attention and the products or processes to improve in the management and promotion that seek to contribute to the realization of the object of the Sustainable Rural Development Law and the priority topics of the SECRETARIAT. The professionalization category will have greater value if it is executed by institutions that have prestige and / or certification.
- d) Of the organization: Representativeness; impact of their actions towards the improvement of the rural population and social strength.

The support requests will be ruled by the Directorate of Agreements and Agreements and supervised by the Deputy General Directorate for Concertation, with up to 30 working days for the review of the requests and up to 30 working days for their resolution. In the event that during the review observations are made that the organization must correct or clarify, it will have up to 10 business days to do so.

OPERATION. Support requests must be delivered on the dates established and published in the call (APPENDIX VI) disclosed by the Executing Agency, and deliver the required documentation in accordance with these Operating Guidelines. For the support process, the following process will be followed :

Article 56 Operational Mechanics of the Development Component of Arid Zones.

I. Purpose of the Guidelines

These guidelines are intended to be a complementary guide to the Operation Rules and to clarify to the Executing Agency the strategic orientation of the Project, as well as to offer greater precision elements to the other instances that participate in its execution.

II. Strategic Elements of the Arid Zones Development Project

a) . Beneficiary Organization

Para facilitar la interlocución con los beneficiarios se podrán integrar en grupo de productores y se nombran sus representantes (Presidente, Secretario, Tesorero y la Contraloría Social formada por dos miembros también excepcionalmente podrá ser en forma individual entre los cuales se integre al representante de la autoridad local competente de acuerdo al tipo de tenencia de los terrenos en los cuales se ejecute o impacte el proyecto).

De ser autorizado como apoyo en lo individual, no se necesitará la integración del grupo.

El Comité o el productor en forma individual, suscribirán, el convenio de concertación con la Instancia Ejecutora y será responsable de su cumplimiento.

b). Proyecto

El proyecto será la base para la autorización de los apoyos, como el instrumento técnico que da certeza al cumplimiento del objetivo de las acciones apoyadas, a la vez que disminuye los riesgos en la construcción de las mismas y de su uso apropiado.

El proyecto se realizará en un espacio geográfico específico pudiendo ser a nivel de unidad de producción, grupo de localidades, ejidos, microcuencas, regiones intermunicipales o interestatales, corredores o clusters, en el que se instalen y desarrollen de manera planeada y apropiada: equipos, maquinaria e infraestructura y obras, prácticas y acciones de conservación y uso sustentable de los recursos naturales, acordes a las condiciones del espacio territorial y de la cadena productiva o sistema producto a atender.

c). Cartera de Proyectos

La Instancia Ejecutora integrará durante el ejercicio fiscal en vigencia, los proyectos que, sujetos a la disponibilidad presupuestaria para el siguiente ejercicio, sirvan como soporte de la planeación para el siguiente ejercicio fiscal, así como para ejecutar los proyectos con oportunidad.

Para la elaboración de proyectos, se autorizarán apoyos para la contratación de Agencias de Desarrollo Rural, Despachos o en su caso, Técnicos Especializados. Los servicios para la elaboración y ejecución de proyectos podrán ser contratados por la Instancia Ejecutora por cuenta y orden de los productores. Para la contratación de los servicios, la Instancia Ejecutora deberá revisar *currículum vitae* y documentos probatorios, conocimientos y experiencia profesional en planeación participativa; formulación, ejecución y evaluación de proyectos a nivel local y regional en el sector rural; preferentemente.

La contratación de los Servicios deberá acompañarse de un programa de trabajo donde se especifiquen las actividades a desarrollar, productos a entregar, su costo y plazo de entrega, así como el costo total del servicio.

El pago por el servicio técnico contratado podrá ser realizado directamente por la Instancia Ejecutora por orden y cuenta del Grupo. La Instancia Ejecutora será la responsable de emitir la convocatoria correspondiente para la contratación de los servicios para elaboración y ejecución de los proyectos y realizar el proceso de selección.

III. Proceso Operativo

a) Planeación y priorización de municipios

La Instancia Ejecutora, conforme a la disponibilidad presupuestaria, realizará un ejercicio de planeación y priorización de municipios y localidades para la aplicación de los recursos de PRODEZA en el presente ejercicio fiscal.

b) Promoción y difusión

La Instancia Ejecutora realizará la promoción y difusión del PRODEZA en los municipios y localidades priorizadas, e identificarán los probables proyectos a impulsar y los potenciales grupos de beneficiarios. En este proceso se buscará la integración de los Comités de productores.

c) Solicitud de servicio técnico

El Grupo de Productores o la persona física interesados en participar, realizarán una solicitud de servicio técnico a la Instancia Ejecutora y le otorga por escrito la facultad a la Instancia Ejecutora, para que por cuenta y orden, realice la selección y contratación de la figura que le brinde el apoyo para la elaboración de su servicio técnico solicitado.

La Instancia Ejecutora por orden y cuenta del solicitante contrata a la ADR para otorgar el servicio técnico.

d) Dictamen del proyecto

Será realizado por la Instancia Ejecutora, a través de su personal técnico.

e) Concertación con el Solicitante

Una vez autorizada la solicitud y el proyecto, la Instancia Ejecutora procederá a suscribir el Convenio de Concertación con el solicitante al cual se autorizaron apoyos, asegurando que el instrumento jurídico contenga al menos los conceptos de inversión, las metas y montos de acuerdo al proyecto, así como los derechos y obligaciones de las partes que lo suscriben.

f) Junto con la firma se entregará al Solicitante la copia del proyecto autorizado.

IV. Puesta en marcha de los Proyectos Autorizados

a) **Taller Informativo:** la Instancia Ejecutora realizará un Taller para informarles a los productores acerca de su derecho a elegir libremente a sus proveedores y la forma en que pueden ejecutar el proyecto (1. En forma Directa o por Administración, 2. por Contrato con una empresa especializada o 3. por una Combinación de ambas. Anticipo: será de hasta el 30% del apoyo autorizado, a cambio, el Beneficiario, entregará el recibo correspondiente a los recursos efectivamente recibidos, y por su cuenta y riesgo será responsable de realizar la adquisición de los equipos, maquinaria, infraestructura, materiales y suministros que requiera el desarrollo del proyecto que le fue autorizado, garantizando alcanzar al menos las metas que le fueron autorizadas en el proyecto.

b) El Comité y/o el beneficiario propondrán a la Instancia Ejecutora la Empresa, Proveedores y Contratistas de algún servicio para su autorización.

c) **Ejecución Directa:** el Comité, deberá contar con el apoyo de servicios técnicos, y con su asesoría elaborará su Programa de Trabajo y ejecución del mismo.

d) **Aviso de Inicio:** el Beneficiario debe notificar a la Instancia Ejecutora para que verifique la localización y trazo de las obras y prácticas.

e) **Reporte de Avance y Pago Complementario:** el Beneficiario deberá notificar los avances que el proyecto reporta (incluyendo su aportación) y en su caso solicitará las ministraciones complementarias hasta por el 40% del apoyo autorizado.

f) **Verificación en campo:** la Instancia Ejecutora en la entidad deberá realizar las visitas de campo para avalar los avances de obra que le son reportados y el pago de hasta el 40% en ministraciones complementarias.

g) **Aviso de Término:** Una vez concluido el proyecto, el Solicitante deberá emitir el aviso de terminación de obras a la Instancia Ejecutora.

h) **Verificación de conclusión de los trabajos:** la Instancia Ejecutora en la entidad verifica en campo el 100% de las obras y acciones apoyadas, las geoposiciona y las fotografías.

i) **Pago Final y finiquito:** La Instancia Ejecutora en la entidad emite el último pago que no será menor de 30% del apoyo autorizado. Se firma el Acta de Entrega Recepción y Finiquito.

Es conveniente señalar que el procedimiento descrito tiene como propósito complementar las actividades operativas señaladas en las Reglas de Operación, y no considera las actividades administrativas que describen las propias Reglas de Operación que deberán llevarse a cabo conforme en ellas se establece.

V. Programmatic Opening " PRODEZA " :

For the Component to Support Investment in Equipment and Infrastructure, the following will apply:

a) Equipment, Machinery and Infrastructure for Livestock Projects and Integrated Management of Agostaderos.

b) Equipment, Machinery and Infrastructure for Agricultural and Soil Conservation Projects.

c) Equipment, Machinery and Infrastructure for Projects for the Use of Non- Wood Forest Resources .

d) Equipment, Machinery and Infrastructure for Aquaculture Projects.

e) Equipment, Machinery and Infrastructure for Projects for the sustainable use of wild flora and fauna .

In the case of investment concepts not included in the programmatic opening of PRODEZA and that the executing authority considers as pertinent and necessary within the framework of the Project, it will request its inclusion to the Responsible Unit, which may authorize its inclusion.

Arti ass 57 . Operational Mechanics of the Component for the Integral Development of Value Chains**I. Participants**

a) . Responsible Unit: General Directorate for Territorial Development and Rural Organization

b) Executors: Execution may be carried out through the executing agency (s) designated by the Responsible Unit, as well as with the participation of the SECRETARIAT Delegations in the federal entities.

II. Powers and obligations of the instances

In the exercise of the powers and responsibilities for the application of the supports of the Component, there will be a Responsible Unit, Executing Agency (ies), the support of the State Delegations of the SECRETARIAT, which are indicated below:

III. The Responsible Unit will have the following powers and obligations:

a) Authorize the terms of the call for the Competitive Fund to access the support of the Component.

b) Publish on the website of the Secretariat and the other means at its disposal, the call for the Competitive Fund to access the support;

c) sign agreements or collaboration agreements, institutional coordination or consultation and other legal instruments to define the executor of the actions of the component.

d) Coordinate the integration and installation of the Regulatory and Monitoring Commission (CRyS) of the collaboration agreements concluded.

e) Define windows, determine or modify the opening and closing periods and dates;

f) Establish the mechanics of operation to specify parameters on aspects of the Rules of Operation,

g) Evaluate, rule and authorize requests for support;

h) It may carry out verification visits to projects proposed for support in coordination with the State Delegations of the SECRETARIAT and the executing agency, to verify its relevance, prior opinion and authorization of supports.

- i) Approve the modifications to the projects requested by the beneficiaries as long as they do not affect the agreed impact and target population; as well as the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized supports, as long as it does not imply an increase in federal support or commit resources from subsequent years, which should not be greater than half of the period originally authorized, the foregoing, with the prior approval of the Delegation of the Secretariat in the entity;
- j) Through cabinet and field supervision actions, the SECRETARÍA will verify compliance with the obligations of the beneficiary and / or the Executing Agency, who will be supported by the SECRETARIAT Delegations in each entity and will coordinate with the administrative units that the SECRETARIAT determines, in accordance with the Procedure for the Supervision of Programs in charge of the SECRETARIAT and its Sector.
- k) Carry out the supervision actions of the Component;
- l) Coordinate in common agreement with the General Directorate of Planning and Evaluation of the SECRETARIAT the evaluation actions of the Component,
- m) Request reports from the Executing Agencies and / or beneficiaries;
- n) Review the report of the public account of the program and / or Component with the definitive list of beneficiaries as of December 31, in which the resources paid, accrued and non-accrued to TESOFE will be specified. This relationship cannot be modified;
- o) Reassign available resources when they have not been ministered, due to the cancellation of approved projects;
- p) Add or replace executing agencies;
- q) Assist with the executing agency, in the establishment, monitoring and issuance of the resolutions of the administrative procedures established to determine breach of obligations by the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise legal actions relevant under applicable law, and
- r) In general, all the powers and obligations necessary to achieve the Component's objectives , in accordance with the provisions of the Operating Rules and applicable legislation.

IV. The executing agency will have the following powers and obligations:

- a) Operate the Component as established in its Operating Rules;
- b) Publish the calls for the submission of requests for support of the Component in accordance with the provisions of the Responsible Unit and in coordination with the State Delegations of the SECRETARIAT;
- c) Integrate and present the application package, for its evaluation, ruling and authorization, where appropriate, by the Responsible Unit.
- d) Carry out inspection visits to projects in coordination with the Responsible Unit and the State Delegations of the SECRETARIAT, after obtaining an opinion and authorization, where appropriate, to verify its relevance.
- e) Take control and follow-up of the operation of the Component;
- f) Prepare the corresponding legal instruments for consultation, upon delivery of the support to the beneficiaries.
- g) Make the payment of the corresponding supports;
- h) Give physical-financial follow-up to the resources involved in the legal instrument signed for such purpose;
- i) Sign the final settlement of the concertation instruments held with the beneficiaries
- j) Follow up on projects supported through meetings and visits to verify that the supports have been granted and used in accordance with the provisions of the Operation Rules and applicable regulations, in coordination with the SECRETARIAT areas.
- k) Address information requests that the Responsible Unit requests,
- l) Propose the reallocation of resources that come to be generated when they have not been ministered due to the cancellation of approved or withdrawn projects before closing the Public Account;
- m) Issue the resolutions of the administrative procedures established to determine breach of obligations, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation, and inform the Responsible Unit . In case of being unable by the regulations to issue said resolutions, you must inform and provide to the Responsible Unit all the public and / or private documentaries where said non-compliance is recorded, so that it can issue the corresponding administrative resolution and, where appropriate, formalize the cancellation of the supports and to exercise the pertinent legal actions according to the applicable legislation.
- n) Cancel in whole or in part the projects in case the beneficiary does not comply with the provisions of the Operating Rules;
- o) Cancel the projects, in case the beneficiaries do not subscribe the corresponding legal instruments or do not make the contribution indicated in the Operating Rules;
- p) Carry out the detailed control and record of the application of resources and the detailed progress of the goals of the Component, as well as the preparation and sending to the corresponding Responsible Unit of the Secretariat, of the physical-financial reports that must be prepared and send on a monthly and quarterly basis; This shipment must be through and after validation by the Delegation to the Federal Entities;
- q) Carry out the follow-up, which may consist of the delivery of reports, requests for information, supervision and verification visits and any other required by the Responsible Unit , which allows verifying that the supports granted have been authorized and used in accordance with the applicable regulations . ;
- r) Solicitar al beneficiario, la presentación de informes de avance;
- s) Resguardar por el tiempo establecido en la normatividad aplicable la documentación que avala la entrega-recepción de apoyos;
- t) Integrar el informe de la cuenta pública del Componente con la relación definitiva de beneficiarios al 31 de diciembre, en la que se especificarán los recursos pagados, devengados y los no devengados enterados a la TESOFE, para su entrega a la Unidad Responsable a través y previa validación de la Delegación. Esta relación no podrá ser modificada;

- u) Atender las auditorías que practiquen los órganos fiscalizadores de nivel federal, estatal o de la Auditoría Superior de la Federación hasta su solventación;
- v) Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
- w) File complaints, demands and any other legal actions for the fulfillment of the objective of the Component, according to the applicable regulations;
- x) Notify Responsible Component Unit and the Administrative Office regarding resolutions to which the section applies " **Causes of failure** " Rules of Operation;
- y) Present the verification of the resource at the end of the corresponding fiscal year;
- z) In the case of the evaluation and supervision of the Component, it must be coordinated with the Responsible Unit and with the administrative unit of the SECRETARIAT in charge of said works, to attend to the evaluation and supervision processes, according to the general guidelines it issues this last.
- aa) Keep updated the Directory of Natural and / or Moral Persons who lose their right to receive support from the programs Subject to the OPERATION RULES of the SECRETARIAT, in accordance with the provisions of the Operation Rules, and
- bb) In general, all the powers and obligations necessary to achieve the objectives of the Component.

The foregoing powers and responsibilities of the Executing Agency will be formalized in the legal instrument that, to that end, and where appropriate, they sign with the Secretariat, and will be published on the Secretariat's website: www.sagarpa.gob.mx.

V. The SECRETARIAT Delegation will have the following powers and obligations:

- a) If this is the case, perform the functions of an executing agency and may:
- b) Issue the call in the state for the presentation of requests for support of the Component in coordination with the executing agency.
- c) Install the application reception windows,
- d) Carry out the reception of requests for support at the window, verify compliance with the corresponding requirements and register them in the Information system made available by the SECRETARIAT for its effect .
- e) Carry out inspection visits to projects in coordination with the Responsible Unit and the executing agency, after obtaining an opinion, to verify their relevance.
- f) Follow up and keep the flow of information on physical-financial progress in SURI and its derived modules permanently updated , as well as notify the corresponding Responsible Unit monthly that the registered information has been reviewed and validated by them.
- g) Integrate the application files for their evaluation, ruling and authorization by the Responsible Unit.
- h) Support supervisory actions in coordination with the Responsible Unit and the executing agency .
- i) Issue Approval of the proposal for modifications to projects requested by the beneficiaries as long as they do not affect the agreed impact and target population; as well as the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized supports, as long as it does not imply an increase in federal support or commit resources from subsequent years, which should not be greater than half of the originally authorized period.
- j) Support the notification and delivery of support to the beneficiaries,
- k) Validate and deliver to the Responsible Unit the report of the component's public account with the final list of beneficiaries as of December 31, which will specify the resources paid, accrued and non-accrued to TESOFE.
- l) Operate the Component as established in its Operation Rules, if so agreed by the Responsible Unit.
- m) Others determined by the Responsible Unit.

SAW. Regulation and Monitoring Commission of the CRyS execution agreement

- a) Composed of representatives of the Responsible Unit and the executing agency.
- b) Monitor the regulatory compliance of the actions established in the Agreement;
- c) Follow up on agreed actions and resources;

VII. Verification of requirements

The windows receiving applications in the State Delegations of the SECRETARIAT, must verify compliance with the requirements established in Article 7 of the Operation Rules:

I. Submit a request for support, which must be accompanied by:

- a) **Natural persons.**- Original and simple copy for comparison purposes of:
 1. Official identification, in which the name coincides with that registered in the CURP;
 2. CURP;
 3. Updated proof of address.
- b) **Groups of People.**- Original and simple copy for comparison purposes of:
 1. Act of constituent assembly and of appointment of representatives, with the attendance and signature list, certified by the municipal authority;
 2. Official identification of the representative;
 3. CURP of the representative and updated proof of address.
 4. Written document with the data of each member of the group, according to the table " list of beneficiaries " in Annex X.
- c) **Legal entities.**- Original and simple copy for comparison purposes of:
 1. Articles of incorporation and, where appropriate, the current notarial instrument stating the modifications to it and /

or its statutes;

2. RFC;
3. Notarial certificate stating the appointments of legal representation and corresponding powers ;
4. Official identification of the legal representative;
5. CURP of the legal representative.
6. Proof of tax address

VIII. Selection procedure

Once the file has been integrated by the authorized windows, the Responsible Unit will evaluate, rule and authorize, where appropriate, the requests, considering among other things, the following:

- a) Verify eligibility. That the applicants are producers belonging to the target population strata (E1, E2, E3, E4, Diagnosis of the Rural and Fishing Sector, FAO-SAGARPA 2012) and are located in locations covered by the Component.
- b) That the concepts requested comply with the characteristics of the supports provided by the Component,
- c) Verify the maximum amounts of support,
- d) They have not received or are receiving support for the same concept of the Component or other programs of the Federal Public Administration that imply that support or incentives are duplicated,
- e) Validity of powers of the legal representative and other documentation (in the case of formal groups).
- f) Submit a request for support to the Component (Annex X) and quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers).
- g) For applications whose support amount is greater than \$ 200,000.00 (two hundred thousand pesos 00/100 M.N.) they must submit a project according to what is indicated in Annex X I for companies:
 1. Investment project that clearly reflects the inclusion scheme of small producers.
 2. Letter of commitment to maintain the producer inclusion scheme for a minimum of five years.

Concept	Requirements:
I. Productive infrastructure, machinery and equipment for carrying out agricultural, livestock, aquaculture and fishing production activities, including storage, conservation, management and added value.	For requests for support with amounts greater than \$ 200,000, as applicable: <ul style="list-style-type: none"> • Current permits and authorizations applicable to the type of project. • Document that certifies the ownership or legal possession of the property or real estate where the infrastructure work is or will be located .
II. Vegetative material.	
III. Genetic material, acquisition of bellies, stallions, acquisition of hives, queen bees and nuclei of bees.	What applies in matters of sanitary provisions issued by SENASICA. http://www.senasica.gob.mx/
IV. Irrigation systems.	Document issued by the authority that accredits the volume of water to be used in the project (where applicable).
V. Technological packages (linked to productive reconversion, or recovery of productive capacity).	The technology package must be validated by the corresponding Delegation .
SAW. Technical assistance	Work program to develop. Curriculum Vitae with evidence of studies and professional experience in photocopying, related to the work program. Two letters of recommendation.
VII. Training courses or diplomas on technical productive or commercial aspects , technological tours , including training actions on organizational and constitutive aspects .	Training plan or program issued by the institution that will teach the course, which must be a recognized higher education institution dedicated to research and / or training in agricultural, aquaculture, fishing, administrative, financial, commercial or agri-food sector issues .

IX. Operation (process, execution)

Stage	Exercise	Responsible	Commentary
I	Presentation of the Component	Responsible Unit	The Responsible Unit will disclose the characteristics and operation of the Component to the State Delegations of the SECRETARIAT, among other instances involved in the operation of the Component.
II	Component Dissemination	Responsible Unit; State Delegations of the SECRETARIAT and Executing Agency.	The mechanics for granting support to the component's target population will be through a Competitive Fund. The Responsible Unit, the State Delegations of the SECRETARIAT and the Executing Agency, will promote the Component and the Competitive Fund, by the means at their disposal with the purpose of making it known to the target population. They will issue the corresponding call, to invite

			producers interested in participating in the Fund, which must inform, the period of opening and closing of the application reception windows , their location , requirements to be met, concept, amount and characteristics of the supports, among other aspects.
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III	Issuance of Applications	Responsible Unit, State Delegations of the SECRETARIAT and Executing Agency.	The Responsible Unit, the State Delegations of the SECRETARIAT and the Executing Agency, must make the Request format available to the requesting producers at the application reception windows or other places that the Responsible Unit itself establishes, for its subsequent completion by producers interested in participating.
IV	Delivery, reception and review of applications	Interested producers and State Delegations of the SECRETARIAT	<p>The interested producer goes to the window, receives a form, fills out his request, presents an original for comparison and delivers a simple copy of the requirements and the production project, if applicable.</p> <p>DDR 'S and CADER 'S staff collate originals, verify consistency of data and fill out the application,</p> <p>If the request does not contain the data or annexes or the applicable requirements are not met, it notifies the applicant, identifying the process by its folio number and once, so that the omission is corrected within a period of no more than five business days , counted from the day of the notification, so that once the period has elapsed without the prevention being released, it will be discarded and the application will be considered as not submitted. Once the applicant has completed the requirements, the process will continue.</p> <p>When the application is requisitioned, an acknowledgment of receipt is delivered to the applicant and a file is included per applicant for its validation, ruling and authorization, if applicable.</p> <p>The applications received must be captured in the Information system that the SECRETARIAT makes available for this purpose).</p>
V	Inspection visits	Responsible Unit, State Delegations of the SECRETARIAT and Executing Agency.	The Responsible Unit, in coordination with personnel from the State Delegations of the SECRETARIAT and the Executing Agency, will carry out inspection visits to the possible beneficiaries of the support, to verify that the information presented is true and that the technical, economic and social conditions exist to carry carry out the projects. They will issue a report to the Responsible Unit.
SAW	Support Authorization Evaluation, ruling and authorization.	Responsible Unit	The Responsible Unit receives reports of inspection visits , evaluates, rules and authorizes, where appropriate, requests for support in chronological order of presentation of the request until the budget ceiling of the Component is exhausted.

VII	Concertation Actions	The Executing instance and State Delegations of the SECRETARIAT	<p>Once the application has been validated and approved, the executing agency will be in charge of notifying the results of the ruling and authorization, if applicable, to the applicants and beneficiaries. It may be supported by the State Delegations of the SECRETARY.</p> <p>The executing agency will be in charge of preparing the Delivery-Reception Act or concertation agreements, which must include the budgetary commitments and goals to be achieved for the execution of the actions and send it to the beneficiaries for signature, which may be supported</p>
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			by the State Delegations of the SECRETARIAT. The delivery of support may be made in the case of simplified requests as a refund. In the case of requests with a project, in addition to reimbursement, a deposit may also be made in the beneficiary's account after depositing its counterpart, or ministrations may be given, if the applicant so proposes. The ministrations will proceed according to the progress of the works.
VIII	Provision of supports	Executing instance	The executing agency makes payments to beneficiaries by deposit on account or by check and will notify the Responsible Unit that the deposit was made correctly or the check was delivered; on the contrary, it shall inform the reason for rejections if it were so. This may be supported by the State Delegations of the SECRETARIAT, for the delivery of the supports where appropriate. For the supports directed to the technical assistance the supports will be able to be delivered in three ministries 40% at the beginning of the attention of benefited producers, 30% in the middle of the service and 30% at the conclusion of the same, with the same scheme.
IX	Reports	Instancia Ejecutora y Delegaciones Estatales de la SECRETARÍA	La instancia Ejecutora y las Delegaciones Estatales de la SECRETARÍA deberán enviar a la Unidad Responsable los informes físicos y financieros de la operación del Componente en cual deberá contener entre otros puntos el listado de beneficiarios indicando el monto de apoyo.
X	Cierre Finiquito	Instancia Ejecutora	The executing agency will carry out the final settlement of the concertation instruments held with the beneficiaries; With this last strategy, the appropriate application of the resources transferred to the beneficiaries must be ensured, and the agreed actions must be complied with in order to sign the settlement for the closing of the actions.
XI	Monitoring and supervision	The Executing Agency, Responsible Unit, and State Delegations of the SECRETARIAT	The executing agency, in coordination with the Responsible Unit and the State Delegations of the SECRETARIAT, will carry out the follow-up and supervision of the Component to verify and monitor compliance with the provisions of the Operation Rules.

X. General.

The Responsible Unit will be the Instance empowered to establish priorities, propose modifications in the operating mechanics, as well as resolve specific approaches presented by the parties, without prejudice to the powers that correspond to the Attorney General of the Secretariat.

Article 58 : Operational Mechanics of the Productive Extension and Innovation Component (CEIP).

The objective is to establish operational guidelines for the Productive Innovation and Extension Component.

This Component contributes to democratizing productivity in rural areas, product systems and value chains in rural areas, and is consistent with the national priorities established in the National Crusade Against Hunger (CNCH), in order to offer professional services for the benefit of producers. Mexicans, preferably the marginalized and in extreme poverty, as well as those located in areas of high and very high marginalization according to the classification of marginalization of the National Population Council (CONAPO).

The participating instances in the Component are the following:

- I. Responsible Unit (UR): The General Directorate for Capacity Development and Rural Extension.
- II. Executing Agencies (IE): State Governments for concurrent resources and institutions of higher education, research, training and others related to the sector for direct execution resources, designated by the UR.
- III. SAGARPA State Delegations (Delegations).
- IV. State Commissions for the Productive Extension and Innovation Component (State Commissions).
- V. Institutions of Higher Education, Research, Training and others related to the sector; public and private; national and foreign (Institutions).

For the purposes of this Agreement, the following concepts shall be understood:

Technical Assistance: Process through which a service provider transfers technology and specialized knowledge in agricultural, fishing, administrative, financial or commercial activities to rural producers, groups and organizations.

Technical skills: Knowledge and technological skills that allow individuals, groups and organizations to carry out specialized activities in rural development.

Capacity development: Process that seeks the internalization of knowledge and skills that allow people, groups and organizations to solve problems, perform functions, make decisions and achieve objectives related to the productivity and competitiveness of their agricultural, aquaculture and fishing activities to increase their quality of life.

Extension: An educational and transformative intervention process, whose objective is the economic and social development of rural families, through technical assistance services, technology exchange, capacity development and training.

Productive Innovation: It means converting ideas and knowledge into new or improved processes and products to generate

wealth. It is an intentional breakdown of a traditional production system, based on new techniques and methodologies. This implies an indispensable change of attitudes of producers, technicians and institutions to locate the activities of the rural sector in areas of opportunity and better

competitiveness.

Concurrent Resources (concept " Extension and Productive Innovation " of the DPEF 2014)

The concurrent resources assigned to the CEIP, operate in accordance with the provisions of Article 36 and Annex 10.1 of the Expenditure Budget of the Federation for the Fiscal Year 2014 (DPEF 2014), and are operated through 2 concepts of incentives:

- I. Extensionism in Federal Entities.
- II. Gratified Social Service.

The purpose of these concepts is to offer professional extension services and productive innovation to producers, organizations and other actors in rural areas that carry out agricultural, aquaculture and fishing activities for the generation of food in the federal entities; preferably to the marginalized and in extreme poverty; as well as the product systems and value chains of national and state priority; through Professional Service Providers (PSP) and Social Service Providers (PSS) who carry out their work under a territorial approach. Likewise, promote the exchange of knowledge, experiences and successful projects among the producers themselves, as a form of relevant extension for the development of its activities.

Extensionism in Federal Entities

Up to 80% of the concurrent resources assigned to the Component are allocated to this concept once the costs associated with its operation, dissemination, accompaniment and supervision have been discounted; the following must be observed in its operation:

- I. Incentives are established at a rate of \$ 13,000.00 net per month for each PSP that provides services to producers who are beneficiaries. For PSPs that provide specialized services in the coordination of territorial activities, incentives are established at a rate of \$ 18,000.00 net per month and up to 3 services of the latter type can be paid per state.
- II. A part of the resource assigned to this concept can be used to pay producers' assistance to knowledge-sharing events, experiences and successful projects, as well as to organize them (including state RENDRUS), as follows :
 - Entities whose Extension budget is less than \$ 10,000,000.00: up to 4.5% of the resource.
 - Entities whose Extensionism budget is greater than \$ 10,000,000.00: up to 3% of the resource.

For the authorization of the supports, the IE must present justifications that specify the number of producers to benefit and amounts to support their attendance at events, or, where appropriate, the amount to be used and the breakdown of requirements for their organization; if the events are of a state nature they are authorized by the State Commissions; those of a national nature are authorized by the UR.

In the case of national events of interest to the UR, they have additional assignments:

- Exhibition of Non-Traditional Products in Agrobaja: Up to \$ 400,000.00.
- International Exhibition of Non-Traditional Products (PNT): Up to \$ 400,000.00.
- National Network for Sustainable Rural Development (RENRUS): Up to \$ 700,000.00.

During the first quarter of fiscal year 2014, the UR defines the venue for these three events so that resources can be scheduled.

Of the Gratified Social Service

At least 20% of concurrent resources are allocated to this concept. Incentives are used to grant bonuses to students and graduates of higher education institutions (HEIs) that function as PSS to provide services to producers who are beneficiaries. PSS receive a total monthly bonus of \$ 6,000.00 for a period of up to 6 months. To access the gratification offered in this concept, students and graduates must meet the requirements established by their educational institution and those of this Operating Mechanics, and that are in the following cases:

- They are studying undergraduate or technical higher university degree courses and prove that they have covered at least 70% of the academic credits provided for in the corresponding study program .
- Having carried out social service, they wish to carry out professional practices.
- That they do not exceed one year after completing their studies and wish to carry out social service or professional practices.
- That they meet the eligibility requirements of the PSS according to Annex XVI.

Operational Mechanics of Extensionism in Federal Entities and Gratified Social Service

Once the Coordination and / or Specific Agreements have been signed between SAGARPA and the State Governments corresponding to the Comprehensive Rural Development Program and / or CEIP, the UR conducts the installation of State Commissions throughout the country in order to support the operation of concurrent resources in each federal entity; their integration and functions are established in Annex XV. Said concurrent resources are operated by the State Governments as IE. Both instances must address the following:

Immediate Elaboration of Component State Strategic Plans. Planning instruments to support the decisions made by the participating entities that must reflect state priorities , goals and productive indicators, as well as align with the priorities established in the guiding documents that the Government of the Republic has issued (National Development Plan 2013- 2018; Sustainable Rural Development Law; National Crusade Against Hunger; among others).

Preparation of Execution Annexes. Through them, the goals and amounts of the resources are programmed in concurrence of the Component and must be in accordance with the Strategic Plans. They are made based on the institutional offer and according to national and state priorities, so it is not necessary to wait for the windows to close for their preparation. For their signature the UR validates them no later than the month of March and they can be modified for unforeseen situations with the authorization of the UR itself.

Gratified Social Service. Els must foresee the necessary procedures to invite HEIs to participate in this concept and whose academic plans include careers related to rural development, as well as other complementary ones in support of it .

Coordination of Services for Attention to the Demand of the Producers. The IE prepare the PSP proposal that meets the demands of the producers based on the eligibility requirements established in Annex XVI and in the " List of Qualified PSP " provided by the UR. The State Commissions , among other powers, validate the services to be served and the PSP proposal,

verifying that they cover professional profiles related to rural development to attend to the execution of productive processes, the linkage of value chains, the generation of food and the capacity development; alike The form establishes the number and type of services that each one attends, as well as the ideal execution times and characteristics of the service that must be provided to each project.

In the case of the gratified social service, the EIs register the students and graduates who wish to participate in said concept to become PSS based on the eligibility requirements established in Annex XVI. For their part, the State Commissions, among other powers, validate the number and type of services to be served by each PSS, their professional profile, as well as the ideal execution times and characteristics of the service to be provided to each project; they can meet requirements

specific to rural development and complement the care of services in legal, administrative, financial, sociological, commercial, and business areas, among others.

Once the Commissions validate the services to be covered, FOFAE submits its authorization for the payment of resources. In the event that the PSP and PSS cause withdrawal, the replacement of the former and the cancellation of payment to the latter should be proposed to FOFAE . In order to carry out a national registration and control of PSP and PSS, EIs through the Delegations must send reports to the UR with the list of services authorized by FOFAE and the people who serve them, as well as substitutions and payment cancellations to them.

The EIs prevent what is necessary for the proper verification of the payment of the incentives to be carried out; likewise, they assume with the PSP and the PSS the relationships and obligations that may arise. Among the unavoidable obligations of the PSP and PSS are the presentation of a work plan and / or intervention, as well as a report of productive impact for each application or productive or territorial unit attended, aspects that will be validated by the State Commissions.

Opening and Closing of Windows. The Commissions determine this period based on Article 8 of the 2014 Rules of Operation , as well as their location.

The judgment, resolution and / or notification of requests is the responsibility of the IE; This procedure is permanent and you should not wait for the window to close before doing it; Requests must be resolved and / or notified by cutting and publishing lists each week, disseminated through the IE website, as well as in the local media and at the windows themselves. Simply presenting the application at the window does not create the right to obtain the requested support.

Requests should establish, to the extent possible, the service that producers require, be it training, technical assistance or advice, consulting on specialized topics, field demonstrations and other support activities; elaboration, start-up and execution of productive, business or territorial projects, among others; or support for attendance at events. They must also establish the activity or project for which support is requested and if they belong to any product-system; all this in order that the State Commissions have greater elements to propose to the PSP and PSS according to their profile and number so that they attend to the services demanded by the producers.

Component Resource Use Evaluation. In order for the State Commissions to carry out this evaluation, the EIs must present a state productive impact report that reflects the results obtained with the provision of services that serves as the basis for future planning exercises . The foregoing is without prejudice to other reports and documents established in other applicable regulations and to be submitted by the IE. The UR establishes the methodology for the presentation of the reports of productive impact.

Additionally, the UR establishes the mechanism for evaluating the services offered by each of the PSP and PSS.

The Direct Execution Resources (concepts " Rural Extensionism " and " Training and Extension of Agricultural Education " of the DPEF 2014)

The direct execution resources assigned to CEIP in PEF 2014, are operated through 3 concepts of incentives:

- I. Integral Projects of Innovation and Extension (PIIEX).
- II. Link with National and Foreign Institutions.
- III. Training and Extension of Agricultural Education.

Of the Integral Projects of Innovation and Extension (PIIEX)

Its purpose is to articulate innovation and extension activities through projects that include training, technical assistance, capacity development, field demonstrations and others; geared towards strengthening productivity and competitiveness in rural territories, planning around the linkage of

national and state priority value chains and food generation.

Up to 60% of the component's direct execution resources are allocated to this concept, once the operation and supervision costs have been discounted, and it is operated by an IE designated by the UR. Up to 80% of the resulting amount is allocated to PIIEX with state coverage and the rest to PIIEX with national coverage.

Incentives are directed to the support of integral projects proposed by legally constituted producer organizations , of a social and / or economic nature that comply with the requirements of numeral " 3. Legal Persons " of article 7 of the Operation Rules , have elements to carry out productive activities , have a relevant presence in your entity and / or a productive region, or influence in at least five federal states of the country, and others established in the calls validated by the UR.

The incentive amount assigned to the state coverage PIIEX is up to \$ 2,000,000.00 per project. The amount of support assigned to PIIEXs with national coverage must not exceed \$ 5,000,000.00. The amount of support for each project is set based on the number of beneficiaries considered in it, at a rate of \$ 5,500.00 for each beneficiary.

The Operational Mechanics of the PIIEX concept is as follows:

- I. **Home.** In the month of January of the fiscal year 2014, the UR designates the IE in charge of the operation of the PIIEX, publishing this information on the official website of SAGARPA. Both instances sign a Collaboration Agreement for the operation of resources; once said Agreement has been signed, they have 10 calendar days for the installation of the Evaluation and Monitoring Commission (CES) of the respective Agreement, as the body in charge of supervising the development of all the agreed stages and actions; in the same way, it must attend to the following aspects:
- II. **Convocatorias.** Estas son autorizadas por la UR y deben contener lineamientos específicos para la selección de los PIIEX. La IE publica las convocatorias tanto para proyectos de cobertura nacional como de cobertura estatal; para el caso de estos últimos, las Comisiones Estatales adecuan el modelo de convocatoria con la denominación y prioridades estatales de acuerdo con los Planes Estratégicos.
- III. **Condiciones de priorización.** Los PIIEX deben considerar prioridades nacionales y el desarrollo de territorios, sistemas producto y cadenas de valor orientados por el Plan Nacional de Desarrollo 2013-2018, la Ley de Desarrollo Rural Sustentable, el Decreto de la Cruzada Nacional Contra el Hambre, el Programa Sectorial correspondiente y otros; y en su caso prioridades estatales conforme a los Planes Estratégicos validados por las Comisiones Estatales. De igual forma deben considerar criterios de igualdad de género, inclusión de grupos vulnerables y otros aspectos que establezca la

convocatoria validada por la UR.

- IV. **Selección, Dictamen y Publicación de PIIEX apoyados.** Al cierre de las convocatorias, las Comisiones Estatales realizan la primera selección de proyectos de cobertura estatal, priorizando aquellos que cumplen con los requisitos y enviándolos a la CES a fin de que ésta los someta a valoración; para el caso de los PIIEX de cobertura nacional la IE realiza la primera selección de proyectos, priorizando aquellos que cumplen con los requisitos y remitiéndolos a la CES para su valoración.

Para llevar a cabo lo anterior la CES instala un Comité Técnico de Valoración (CTV) conformado por representantes de la UR, la IE y especialistas en evaluación de proyectos que determine la propia CES. La función principal del Comité es establecer criterios de valoración con el soporte técnico de la IE para llevar a cabo la selección y priorización de los PIIEX que deben recibir recursos hasta donde lo permita el presupuesto asignado.

El CTV cuenta con 20 días naturales para realizar un primer dictamen nacional de resultados, el cual será la base para que la IE lleve a cabo una primera publicación de PIIEX seleccionados; dicha publicación se debe realizar en la página electrónica oficial dentro de los 10 naturales siguientes a la

issuance of the opinion. EI has the possibility of carrying out subsequent support publications when the first publication does not cover the total amount of resources allocated to this concept, or there are adjustments in the amounts of the projects and / or withdrawals.

- V. **Signing of Concertation Agreements with organizations.** In the 30 calendar days following the publication of the selected PIIEX, EI publishes on its website the procedure for signing the agreements with the beneficiary organizations, which must determine training mechanisms and methodological support for the organizations, monitoring, operational and administrative supervision of projects, indicators, generation of results and products, deadlines and conditions for the delivery of resources to organizations, as well as the contracting of PSPs, which must observe the eligibility requirements established in Annex XVI and can be based on " List of Qualified PSPs " provided by the UR. Likewise, to reinforce support for the operation of the PIIEX, the State Commissions must determine the allocation of the number of PSS appropriate to each project.

SAW. **Settlement of Agreements.** EI proceeds to the finalized conclusion of Concertation Agreements with each of the beneficiary organizations, in order to ensure the proper application of resources and compliance with the agreed actions. Once the closing of all the Agreements with the organizations, the UR and the EI proceed to carry out the finalized closing of the Collaboration Agreement.

Of the Linkage with National and Foreign Institutions

The purpose of the Linking is, on the one hand, to provide support services to the Component through homogeneous training, monitoring, evaluation and accountability actions that ensure efficient institutional coordination of the different actors that participate in it; on the other, implement extension models in rural areas through institutions of higher education, research, training and others related to the sector for the benefit of the country's producers. Regarding extension models, these are rural intervention strategies to be applied in the Mexican countryside based on methodologies of national and foreign institutions for the development of markets and agricultural, fishing and aquaculture companies; articulation of value networks in all its stages and competitive improvement ; as well as the management of territorial strategic projects.

The remaining direct execution resource is allocated to this concept once the amount has been assigned to the PIIEX, and is operated by various IE designated by the UR.

Of the amount that results, up to 45% of the resource is destined to the payment of support services in order to carry out the functions of the National System of Training and Comprehensive Rural Technical Assistance (SINACATRI); These resources focus on the training of PSP and PSS, evaluation and monitoring of the component's services, as well as the operation of the Territorial Network for the operation of the National Service for Training and Comprehensive Rural Technical Assistance (SENACATRI). Once the amount for this concept has been determined, the resource is distributed as follows:

- a) 40% to the operation of Rural Extension and Innovation Centers (CEIR) that train the PSP and PSS that are eligible, and offer training to other technicians interested in offering extension and innovation services.
- b) 60% for professionalization activities focused on PSP specialization through face-to-face and online training programs; evaluation, monitoring and dissemination of services; the generation of competition standards; the operation of the territorial network that supports SINACATRI; among others.

The UR defines an IE that coordinates the operation of the CEIRs and the development of professionalization activities ; It also defines the amount that is allocated to them and their functions.

The rest of the resource assigned to the concept of Linkage, once the amount for support services has been calculated , is used to implement extension models through collaboration agreements in support of the activities of rural producers in the country, meeting requirements for development of product systems, value chains and specific territories, with national and / or regional state coverage.

The UR defines the higher education, research, training and other institutions related to the sector, the country and abroad that operate as IE for the application of extension models, as well as the amount that is allocated to each of them and its functions.

Of the Training and Extension of Agricultural Education

The resources assigned to this concept are applied interchangeably to support services, extension models , support to organizations in various productive and agrifood training schemes, and others in support of capacity development linked to national priorities. The UR defines the way in which this concept operates, which may include support for legally constituted organizations and designates higher education, research, training and other institutions related to the sector, from the country and abroad, that operate as IE, as well as the amount that goes to each of them and their functions.

The Operational Mechanics of Linking with National and Foreign Institutions and of Training and Extension of Agricultural Education is as follows:

- I. **Home.** Between the months of January and July of the fiscal year 2014, the UR designates the IE responsible for the support services and with which to implement intervention models, publishing this information on the official SAGARPA website.
- II. **Collaboration Agreements.** As the IE designation is made, Collaboration Agreements are signed with each of them for the operation of resources. Once signed, the UR and the EI have 20 calendar days for the installation of the Evaluation and Monitoring Commissions (CES) of the respective Agreements, as bodies in charge of supervising the development of all the agreed stages and actions.
- III. **Settlement of Agreements.** The UR closes Agreements with each of the IE, in order to ensure the proper application of resources and compliance with the agreed actions.

Of the Powers and Obligations of the Instances

The Responsible Unit will have the following powers and obligations:

- I. Analyze and, where appropriate, approve the criteria for the operation of the Component, upon the proposal of EI;
- II. Publish on the website of the Secretariat, the regulations for the operation of the Component before the opening of windows;
- III. Define the procedures to operate the Component, as established in the Operation Rules ;
- IV. Establish the criteria to approve the projects requested by the beneficiaries according to the agreed target population;
- V. Establish the criteria for the necessary modifications and / or extensions when it is required to extend the validity of the supports approved for the execution of the authorized supports, as long as it does not imply an increase in federal support or commit resources from subsequent years, which should not be more than half of the period originally authorized;
- SAW. In coordination with the General Directorate of Planning and Evaluation, supervise that the operation of the Component is carried out in accordance with the provisions of these Operation Rules and the applicable regulations. In the case of concurrent appeals, the monitoring of the supervision procedure will be in coordination with the Delegation, in the Federal Entities.
- VII. Authorize windows, determine or modify the periods and dates of opening and closing.
- VIII. Request reports from IE and / or beneficiaries;
- IX. Review the report of the component's public account with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and non- accrued to TESOFE. This relationship cannot be modified;
- X. In coordination with the General Directorate of Planning and Evaluation, make or order the visits
supervision and inspection to verify that the supports granted have been granted and used in accordance with the applicable regulations;
- XI. Reassign available incentives when they have not been ministered, due to the cancellation of approved projects;
- XII. Sign collaboration or institutional coordination or concertation agreements or covenants and other legal instruments to carry out the actions of the Component referred to in the 2014 Operating Rules , as appropriate, with agencies and entities of the Federal, State or municipal, research and / or higher education centers or institutions , national and international organizations, as well as producer organizations , civil associations and professional service providers, among others.
- XIII. Add or replace IE, with the prior agreement of the Secretary, and must be published on the Secretariat's website.
- XIV. Issue the Operational Annex of the Component published in the Operation Rules .
- XV. Assist with the corresponding EIs in the issuance and follow-up of the resolutions of the administrative procedures established to determine non-compliance with obligations by the beneficiaries, and where appropriate, formalize the cancellation of incentives and exercise the pertinent legal actions in accordance with the legislation. applicable, and
- XVI. In general, all the powers and obligations necessary to achieve the objectives of the Component, in accordance with the provisions of the Operating Rules and applicable legislation.
- XVII. Request reports of progress in the operation of the Component from the Federal Entities through the Delegations, or where appropriate, from the corresponding EIs.
- XVIII. Validate and grant the approval of the work programs derived from the Component incentive concepts .
- XIX. The others established in the 2014 Operating Rules and other regulations.

Additionally, the UR will resolve all cases not provided for in the 2014 Operating Rules , the Annexes derived from the Component.

The IE will have the following powers and obligations:

- I. Operate the programs and / or components in accordance with the provisions of these Operation Rules ;
- II. Sign the Collaboration and Concertation Agreements that may take place with the UR, other government agencies, producer organizations, etc., for the execution, administration, supervision, evaluation, support, among other actions of the Component.
- III. The others established in the 2014 Operating Rules and other legal regulations in the operation of the Component.

Coordination with Federal Entities

The coordination with the federal entities must observe the provisions of Article 36 of the PEF 2014, as well as the following provisions:

The contribution to the concurrence of resources of the Component is considered in a proportion of 80% SAGARPA and 20% the State Governments. Additionally, the State Governments undertake to promote and encourage extension and innovation activities in their respective areas, so that the resources assigned to the concepts Extensionism in Federal Entities and Gratified Social Service, can not be transferred to other Programs and Components.

The mechanics of execution of federalized resources is carried out in accordance with the Rules of Operation 2014 and the coordination agreements established by SAGARPA with the Federal Entities in terms of the provisions of the LFPRH, and they establish the corresponding contribution and execution schedules .

The Secretariat held within the first quarter of the fiscal year, agreements concerned coordination with Federal Entities to establish the terms, powers and responsibilities to assume each of the parts of both for operating resources, ensuring in every case the measures that they promote the participation of the instances foreseen in the Law, the concurrence and avoid duplication in the supports or subsidies, and the amount and committed contributions must also be specified ; the planned goals and execution schedules; the flow of contributions among others.

The resources should be used preferably in the development of the attention priorities derived from the agricultural and fishing planning that the different Federal Entities carried out for the fiscal year 2014.

The resources referred to in Annex 10.1 of the PEF 2014, are transferred to each Federal Entity and deposited in the FOFAE or its equivalent. Of the resources assigned to each Entity in accordance with the aforementioned Annex , they decide the amount they require for the Component, in accordance with the results of the planning carried out; If they decide not to use the entire resource, entities cannot dispose of the destination of the resource that they do not use.

Each Federal Entity must define the percentage of resources that it allocates to localities of high and very high marginalization, as well as that which is operated by the municipalities in whose localities the target population resides . The distribution criteria must guarantee fairness and transparency.

The Federal Entities are solely responsible for the timely execution of the resources and said resources are administered through the FOFAE formed for this purpose, which are jointly composed of proprietary members and their respective alternate representatives of the federal entity.

The IE define the stratification of producers to apply in each Federal Entity and can be by locality according to the degree of marginalization defined by CONAPO; This is included in the State Strategic Plans . Els can include the level of capitalization of the target population as an additional stratification criterion ; In this case, said criterion must be parametric and endorsed by an institution of Higher Education or by a recognized body at the national or international level, taking into account, when appropriate , the information from the VIII National Census of Agriculture and Fisheries and in accordance with previous studies or carried out expressly. .

El are required to register in window applications in the Unified Registration System of Information (SURI), which is the official source of information to verify the progress in the exercise of the spending. Likewise, they must upload, monitor and keep permanently updated the flow of information on physical-financial progress in SURI. Each delegation must supervise and monitor this process and report monthly to the UR loaded the information has been reviewed and validated by his side.

Not later than the first business day of the week following the conclusion of the opinion process, each IE must publish, through its electronic page and through printed lists in the windows, the list of supported and unsupported projects and pages; indicating for the former the deadline and specific way to make effective the supports that were authorized and make it known to the UR. Interested parties who have submitted requests for support must be notified based on the provisions of article 35 of the Federal Law on Administrative Procedure.

The notification and release of resources to the beneficiaries is made by the President of FOFAE, previous opinion of the Technical Committee of the same. The notification is made in an expedited manner. Electronic payment is used except in cases where it is not feasible, for which it must be delivered only at the window where the support request was entered.

The monthly reports must be generated from the information contained in the SURI with a cut-off date of the last working day of the month being reported and delivered to the UR validated by the Delegation, within a period not exceeding the third calendar day of the following month. who is informed. The quarterly reports follow the same procedure considering the accumulated information of the quarter and the cutoff date to the last business day of the third month of the quarter to be reported, and must also be delivered to the UR through and after validation by the Delegation, within a period not exceeds the third calendar day of the month following the reported quarter .

Entities should report on the exercise, destination and results of federal resources that are transferred to them from subsidies and were supplied and exercised under the concepts, activities and authorized programs, actions, targets and committed indicators, the like of the results of the evaluations that are carried out, in the terms established in the Guidelines to report on the exercise, destination and results of the federal resources transferred to the Federal Entities , published in the DOF on February 25, 2008.

The Secretariat supervises and evaluates the performance and impact of federalized resources and, in coordination with the federal entity, sends a quarterly report to the Sector Commissions of the Chamber of Deputies, on their progress and execution. For this purpose, the information considered in the report is that contained in the SURI, which is incorporated by the Federal Entities.

The Secretariat reserves the right to request specific reports from Els that due to their responsibilities will be required.

The IE must deliver the monthly financial and account statements to the Delegation in the first 10 calendar days of the following month.

The UR, through the Delegations, will be responsible for the monitoring, supervision and fulfillment of the obligations established in these Operation Rules , in the Coordination Agreements and in the instruments derived from it.

Article 59 Operational Mechanics of the Strengthening Component of Rural Organizations.

Based on the provisions contained in **article 34 of the " Rules of Operation of the Comprehensive Rural Development Program "** , the Operational Guidelines for the Strengthening of Rural Organizations Component are established :

PARTICIPANTS. The instances that intervene in the operation of this Component are:

a) Responsible Unit: General Coordination of Sector Liaison.

b) Executing Agency: General Coordination of Sector Liaison.

The General Coordination of Sector Liaison as the Responsible Unit and Executing Agency will be responsible for operating the Component in accordance with the provisions of its Operation Rules, having the following powers and responsibilities:

- I. Authorize and publish the call on the Secretariat's website and the other means at its disposal to access the supports;
- II. Define windows, determine or modify the periods and dates of opening and closing;
- III Take control and follow-up of the operation of the Component;
- IV. Sign the agreements, covenants and other legal instruments with the civil organizations and associations benefited with the support of the Component;
- V. Make the payment of the corresponding supports;
- SAW. Carry out verification and follow-up actions to the supports that have been granted and used in accordance with the provisions of the Operating Rules and the applicable regulations, in coordination with the SECRETARIAT areas;
- VII. To give physical-financial follow-up to the resources involved in the legal instrument signed for this purpose;
- VIII. Coordinate by common agreement with the General Directorate of Planning and Evaluation of the SECRETARIAT the supervision and evaluation actions of the Component;
- IX. Request the beneficiary to submit progress reports;
- X. Cancel in whole or in part the payment of resources in the event that the beneficiary does not comply with the provisions of the Operating Rules;
- XI. Address the requested information requirements;

- XII. Assist in the follow-up and issuance of the resolutions of the administrative procedures established to determine non-compliance of obligations by the beneficiaries, and where appropriate, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation;
- XIII. Safeguard for the time established in the applicable regulations the documentation that guarantees the delivery-reception of supports;
- XIV. Integrate the report of the component's public account with the definitive list of beneficiaries as of December 31, which will specify the resources paid, accrued and non- accrued to the TESOFE;
- XV. Attend the audits carried out by the supervisory bodies at the federal, state or Federal Superior Audit level until their resolution;
- XVI. Reintegrate, in compliance with the applicable legislation, the TESOFE, the resources that at the end of the year have not been accrued, as well as the corresponding financial products;
- XVII. File complaints, demands and any other legal actions for the fulfillment of the objective of the Component, according to the applicable regulations;
- XVIII. Notify the Unit Responsible for the Component, as well as the Official Office regarding the resolutions on " Causes of non-compliance " ;
- XIX. In general, all the powers and obligations necessary to achieve the objectives of the Component, in accordance with the provisions of the Operating Rules and applicable legislation.

SUPPORT CONCEPTS AND AMOUNTS. The Component Strengthening of Rural Organizations will grant support for the following concepts and amounts:

Support concept	NAICS key (s)
<p>Expenses destined to goods and services for the realization of Congresses, Conventions and Forums on conjunctural and substantive issues related to the Agri-food theme, for example:</p> <p>a) Weather, health and market contingencies.</p> <p>b) Actions and strategies against hunger, reducing poverty and influencing regional development.</p> <p>c) Actions and strategies for the reactivation of the Mexican countryside.</p> <p>d) Organization for production and marketing.</p> <p>e) Capitalization and Financing of the Rural Sector.</p> <p>f) Social Banking and Financial Intermediaries.</p> <p>g) Integral Community Development.</p> <p>h) Rural Cohesion, Solidarity Economy, gender equality and justice, among others.</p> <p>Note: This item does not cover payment for the organization's Assemblies , workshops and seminars.</p>	56192001, 81311001
Up to an amount of \$ 1,500,000.00 (One million five hundred thousand pesos 00/100 MN) will be awarded for the holding of Congresses, Conventions and Forums on conjunctural and substantive issues.	

CRITERIA AND REQUIREMENTS. The supports of this Component will be granted based on the following criteria and requirements:

Criteria	Requirements
a) Submit request for support.	i. Submit request for support in APPENDIX V, accompanied by the requested documentation.
b) That the organization proves to be constituted with old age sufficient and linked to rural development activities.	<p>i. Articles of incorporation protocolized before a Notary Public.</p> <p>a) Have passed at least three years from the date of its constitution.</p> <p>b) Have a corporate purpose that allows it to carry out, among others, the activities provided for in Article 143 of the Law.</p> <p>c) Federal Registry of Causating RFC and proof of Fiscal Address.</p> <p>d) Not to pursue partisan or religious ends;</p> <p>ii. Protocolized minutes of the last meeting of the organization in which the corporate purpose or the powers of the legal representative were modified .</p>
c) That it has significant coverage in the national territory .	i. Have representation in at least five States of the Mexican Republic, which will be accredited with the certificate issued by the state delegation of SECRETARÍA and / or the Secretary of Agricultural Development of the state (SEDAGRO) or equivalent in the state.
d) That the organization has a work agenda for the event.	<p>i. Present a Work Agenda for the realization of the events, specifying the program of the actions to be carried out.</p> <p>§ Indicate the characteristics and information for the realization of the event: name, venue and content of the event, date, attendees, total cost and its breakdown by item of expenditure, in general all information that allows identifying the event.</p>

e) That the Organization justify the requested events.	i. Present justification for holding the events, indicating the benefits and impacts for the organization of the Congresses, Conventions or Forums in the context of the national dynamics of the field and national priorities.
f) That the organization demonstrate that it has an account that generates financial products or interests;	i. Document issued by a banking institution, showing that the organization has an account that generates financial products or interest;
g) Commit to not request support for the Coordination Component for Project Integration .	i. Deliver letter In protest of telling the truth that you are not requesting support for the Coordination Component for the Integration of Projects.

Organizations that have entered a request for support for the Coordination Component for the Integration of Projects established in article 17 of the Operation Rules of the Integral Rural Development Program will not be able to access this Component .

CRITERIA AND TECHNICAL EVALUATION OF APPLICATIONS. The requests of the social organizations will be analyzed and ruled according to the following evaluation elements:

a) Compliance with legal requirements.

b) Work Agenda : Relevance and clarity of the conjunctural and strategic issues to be dealt with by the Congress, Convention or Forum requested by the organization; Scope of the objectives, benefits and impacts for the organization; Justification for the realization of the events and budget for the realization of the event.

c) Of the organization: Representativeness of the Organization; impact of their actions in terms of the human development of the population, self-management capacity, improvement of the organization, community development , social cohesion; and the link of the organization's work with conjunctural and substantive issues related to the Agri-food theme.

The support requests will be ruled by the Directorate of Agreements and Agreements and supervised by the Deputy General Directorate for Concertation, with up to 30 working days for the review of the requests and up to 30 working days for their resolution. In the event that during the review observations are made that the organization must correct or clarify, it will have up to 10 business days to do so.

Support requests must be delivered on the dates established and published in the call (**ANNEX XVII**) .

Article 60 Operational Mechanics of the Component of Conservation and Sustainable Use of Soil and Water (COUSSA)

I. The Responsible Unit will monitor and supervise compliance with the regulatory framework, by itself, with the support of the Delegations of the Secretariat and / or with the support of auxiliary bodies that it may have. It may also interpret the regulatory framework of the Component and determine the

unforeseen aspects and those that are pertinent to review for a better operation and fulfillment of its object. Likewise, it may review and authorize expansions to the potential coverage of the Component, as well as expand the opening of investment concepts when justified.

II. The executing agency will be responsible for carrying out the actions of promotion, dissemination and integration of groups. It will also promote the preparation of projects, evaluate them and rule on them for presentation in the Project Selection Committee, which will follow up on these until their conclusion.

Institutional Coordination

As the axis of the coordination between the parts that intervene in the operation of the Component, the integration of the Technical Committee for Project Selection is foreseen , this will be proposed to be integrated by the Government of the Federal Entity, by the Delegation of the SECRETARIAT and by the CONAZA; if deemed necessary, the Committee may invite representatives of CONAGUA, CONAFOR, SEMARNAT, among others. The Committee will be chaired by the SECRETARIAT Delegation, it will have among its functions:

I. Establish the prioritization of the potential care municipalities of COUSSA in the Federal Entity .

II. Follow up on the processes of promotion, dissemination and integration of groups based on the reports of the Executing Agency.

III. Propose coordination schemes with programs of other dependencies to make efforts concur and integrate supports, as well as promoting compliance with the applicable legal framework.

IV. Know the progress information from the corresponding Executing Agency.

OPERATION

I. Process

Execution

I. Prioritization of Municipalities to attend in the Fiscal Year: it will be carried out at the beginning of the year by the Project Selection Committee.

II. Promotion and dissemination: it is carried out by the executing agency in the prioritized municipalities; Given that the coverage is focused on priority municipalities, the issuance of an open call or the general opening of windows is not required.

III. Group integration: it is carried out by the executing agency, appointing a president, a secretary and a treasurer and two members of the social comptroller, among whom the local authority is represented by the type of land tenure that the project involves.

IV. Integration of Tabulators of Minimum Yields of Machinery and Labor and Maximum Prices of Machinery and Labor: it will be issued by the Responsible Unit, and will be the basis for the integration of the project and / or its evaluation.

V. Integration of the List of Maximum Reference Prices for Materials and Supplies: it will be integrated by the Executing Agency and will be validated and authorized by the Project Selection Committee.

SAW. Preparation of Projects and Execution: at least 6% of authorized resources may be allocated to the Component to support the preparation of the project, including in this the studies that are necessary to guarantee the safety of the

works and their operation. The execution will be authorized when the project contemplates actions that are carried out by direct execution of the group.

- VII. Evaluation and Opinion: It is carried out by the executing agency, and will be reported within the Project Selection Committee .
- VIII. Concertation of Supports: With the authorization of the request, the executing agency will sign the agreement of agreement with the Group, the authorized project will be included as an annex.
- IX. Changes to the Authorized Project: prior to making any changes or adjustments to the project, the Group must inform the Executing Agency, which approves or rejects it. These adjustments must be authorized before the end of the corresponding fiscal year.
- X. Informative workshop: it will be carried out by the Executing Agency to inform 1) rights and obligations of the groups; 2) the project execution options: direct, by contract or both. 3) Ratify that in the matter of choosing suppliers, it will be a faculty of the group and only by written request of these, the Executing Agency may provide lists of suppliers that have demonstrated compliance in their work so that the Group chooses the one for their project.
- XI. Notice of Commencement: you must make the Group before executing Instance, which it v to Lida for the start of work.
- XII. Accompaniment to the execution of the project: it is carried out by the Executing Agency to verify that the works are carried out according to the authorized project. This does not replace the work of the work resident when the project is executed under contract, the resident being the responsibility of the contractor.
- XIII. Advance Payment and Complementary Payments: An advance payment of up to 30% of the authorized amount may be authorized, and for project progress payments of up to 40% may be authorized. In the case of works under contract, the Executing Agency will advise the Group to obtain the necessary bonds in order to safeguard the proper fulfillment of the contract.
- XIV. Delivery, Reception: after verification by the Executing Agency, the act of delivery- reception of the works and practices of the authorized project is prepared . The signed act will serve as the settlement of the signed Concertation Agreement.
- XV. Final payment: after the act of Delivery-Reception and Settlement, the pending payment of the authorized support is made.
- XVI. Operational Accompaniment to the Executing Agency: it will be carried out with the support of the SECRETARIAT Delegation and its results will be reported within the Project Selection Committee.
- XVII. List of Suppliers: The Executing Agency will integrate the list of suppliers that have participated in the Component and its performance, and may incorporate other interested parties to participate, who comply with:
- Demonstrate experience in the works and practices supported by the Component.
 - Owning the machinery required for the works and practices.
 - Agree to have a work resident at the place of work.
 - Be registered with the SHCP, be aware of their obligations.
 - Issue billing that meets current tax requirements.
 - Present the corresponding bonds.
 - Not have breaches in COUSSA, the SECRETARIAT or the State Government (ineligible).
- h) Accept to provide the information that is required by the Secretariat, the Executing Agency or the Federal and State Oversight Bodies.

The designer should be avoided as the builder or supplier of the work to prevent any possible conflict of interest;

2. Integration of File:

- Group Integration Act
 - Request with representative documentation
 - Proof of ownership or usufruct or peaceful possession.
 - Applicable permissions
 - Project according to the Minimum Script
- SAW. Opinion
- Concertation Agreement
 - Project Log (notice of initiation and start-up visit of the Executing Agency, progress verification visits and recommendations of the Executing Instance; annotations of the work resident ; estimates of progress, among other data)
 - Payment release support
 - Supporting Documentation of the applied resources
 - Act of delivery reception

SUPPORT CONCEPT	INVENTORY MEASUREMENT UNIT	UNIT OF MEASURE IMPACT	OBSERVATION FOR SUPPORTS IN THE FRAMEWORK OF A PROJECT
Works and practices for the sustainable use of the Soil and Vegetation			
Acquisition of Seed and Plaster of slopes of gullies	KG (TYPE OF GRASS)	N / A	
Acquisition of grass seed and sowing for repastization in pastures	KG (TYPE OF GRASS)	HECTARE	
Prairie Establishment	KG (TYPE OF GRASS)	HECTARE	
Acquisition of seed for green manures	KG	HECTARE	

Plant Acquisition and Reforestation with native species	PLANT	HECTARE	
Acquisition of Plant and Plantation of perennial native species in Bordos de Tinas ciegas, Trench-Board, trench-type infiltration ditches	PLANT	HECTARE	On separate level lines according to the resulting interval depending on the% of slope
Acquisition of Plant and Planting of live Barriers with perennial species	PLANT	HECTARE	
Acquisition of Plant and Planting of living Barriers with maguey	PLANT	HECTARE	
Acquisition of Plant and Planting of living Barriers with prickly pear	PLANT	HECTARE	
Acquisition of plant and plantation to form windbreak curtains	PLANT	HECTARE	
Acquisition and Planting of Perennial Fruit Trees to replace annual crops	PLANT	HECTARE	
Aerator roller pitch	HECTARE	HECTARE	
Stroke of guide lines for Contour furrow	LINEAR METER	HECTARE	
Lister furrow	HECTARE	HECTARE	
Giggle nod	M3	N / A	
Smoothing of gullies slopes	M2	N / A	
Filtering dams with earth filled sacks	M3	N / A	
Gabion filter dams	M3	N / A	
Filter dams of accommodated stone	M3	N / A	
Trunk or branch filter dams	M3	N / A	
Bench terraces	M3	HECTARE	In separate contour lines according to the resulting interval depending on the% of slope
Alternate bench terraces	M3	HECTARE	
Wide base terraces	M3	HECTARE	
Narrow base terraces or successive formation	M3	HECTARE	
Wide channel or zingg terraces	M3	HECTARE	
Individual terraces	M3	HECTARE	
Retaining wall	M3	N / A	
Perimeter fence in paddocks	KM	HECTARE	
Fences for pasture division	KM	HECTARE	
Live fence for pasture division	KM	HECTARE	
Livestock construction	WORK	N / A	
Fencing for the establishment of exclusion areas	KM	HECTARE	
Trench silo	M3	N / A	
Drainage works in agricultural land	M3	HECTARE	
Harvesting roads **	KM	N / A	

SUPPORT CONCEPT	INVENTORY MEASUREMENT UNIT	UNIT OF MEASURE IMPACT	OBSERVATION FOR SUPPORTS IN THE FRAMEWORK OF A PROJECT
Works and practices for the sustainable use of water			
Diverter or runoff diversion dams	WORK	HECTARE	
Runoff bypass channels	M LINEAR	N / A	Uncoated
Inter-parcel embroidery for entarquinamiento	M3	HECTARE	
Trench Infiltration Trenches (Blind Tubs)	M3	HECTARE	On separate level lines according to the resulting interval depending on the% of slope
Trench-Board on non-agricultural land	M3	HECTARE	
Absorption wells	M3	N / A	
Filtering galleries	WORK	N / A	
Compacted earth curtain board	WORK	M3	
Small masonry dams	WORK	M3	
Small concrete dams	WORK	M3	
Water pots	WORK	M3	Excavation grounds low slope lacking storage area Further constru i da
Cisterns	WORK	M3	
Capture Boxes	WORK	M3	

Construction of tanks for water storage	WORK	M3	Not plastic, metal or elevated
Cyclonic mesh fencing for protection of water pots, catchment boxes and reservoirs	LINEAL METER	N / A	
Acquisition of conduction lines **	LINEAL METER	N / A	
Installation of conduction lines **	M3 (digging) / ML (Galvanized)	N / A	
Canal channels **	M3	N / A	
Livestock drinkers **	WORK	N / A	
Coating with geomembrane **	M2	N / A	
Access roads **	KM	N / A	
Technical Support for the elaboration and execution of Integral Projects			
Project elaboration	draft	N / A	
Commissioning of projects	draft	N / A	

** It can only be authorized as a complement for integral projects and / or new works, supported or built with the Component of Conservation and Sustainable Use of Soil and Water

Note: to facilitate registration, when a work is reported on water collection and storage, it will be understood that it includes, as appropriate, the type of work: Refine slopes, spillways, grit chambers, hydraulic mattress and accessory all for new works. For this reason, they are no longer broken down in this programmatic opening and it is the responsibility of the executing agency to verify their inclusion at the time of dictating the project.

Article 61 . Operational mechanics of the Component of the Strategic Food Security Project (PESA).

The Strategic Project for Food Security (SPFS) is operated applying the methodology of the Food and Agriculture Organization of the United Nations (FAO).

The Government of Mexico and the FAO sign a Technical Cooperation Agreement through which the objectives, goals, budget and human resources required to provide the methodologies, tools and techniques used by FAO are agreed upon, when training and technical-methodological support to Rural Development Agencies (ADR) and their facilitators; as well as the officials responsible for regulating and operating the PESA. To receive the technical assistance and methodological support services stipulated in the Technical Cooperation Agreement, the SECRETARIAT will allocate up to 2% of the total amount authorized in the PEF, for the implementation of the PESA.

In order to achieve efficient institutional coordination for the operation of the Strategic Project and its follow-up, the Operational Group of the Strategic Food Security Project (GOP) will be installed in each Federal Entity.

The PESA Operational Group (GOP) will be the body responsible for making operational decisions in the Federal Entities, monitoring and periodically evaluating the development and results of this Component, based on the reports submitted for this purpose by each of the actors that participate in its instrumentation.

The GOP will be made up of three proprietary members with the right to speak and vote, in accordance with the following: a representative of the SECRETARIAT Delegation in the Federal Entity that will serve as coordinator, a representative of the Executing Agency who will be in charge of the technical secretariat and a representative of the FAO-PESA National Technical Unit (UTN FAO-PESA). Its constitution will be based on an Installation Act and a copy must be sent to the Responsible Unit.

The proprietary representatives will appoint a substitute to replace them in the meetings, with all the rights and obligations. In the opinion of the GOP, the attendees it deems appropriate may be invited. These guests will have the right to speak only.

I. De las Sesiones del Grupo Operativo PESA

- a) El GOP deberá establecer un calendario de sesiones ordinarias, con un mínimo de doce veces por año y una periodicidad mensual, notificando a la Unidad Responsable. Es conveniente, que en caso de considerar necesario tratar asuntos urgentes, se podrá convocar el número de reuniones extraordinarias requeridas con al menos tres días de anticipación.
- b) De acuerdo al calendario de sesiones, el coordinador del GOP deberá enviar un recordatorio con al menos cinco días hábiles de anticipación a la fecha de la reunión a realizarse, indicando el lugar, el día, la hora y los asuntos a tratar, así como la información y documentación necesaria para desarrollar la sesión de trabajo.
- c) Las sesiones del GOP quedarán instaladas cuando esté presente la totalidad de sus miembros y sus resoluciones serán tomadas por mayoría simple de los asistentes que votan. En caso de que la resolución tomada por mayoría simple suscite la inconformidad de alguno de los integrantes del GOP, la parte inconforme deberá comunicarlo por escrito a la Dirección General de Desarrollo Territorial y Organización Rural, Unidad Responsable del PESA, quien establecerá los criterios y procedimientos aplicables al caso.
- d) En caso de convocarse a una reunión y no se cuente con quórum suficiente para llevarla a cabo, se emitirá una nueva convocatoria y en esa ocasión la sesión será instalada con los miembros que asistan, debiendo estar presentes, por lo menos, el representante propietario de la Delegación de la SECRETARÍA y el de la Instancia Ejecutora.
- e) El GOP podrá invitar a sus sesiones, cuando así lo considere conveniente, a representantes de otras instituciones públicas cuyos programas o estrategias hagan sinergia con el PESA y en general, a representantes de organizaciones del sector social y/o privado, y expertos en temas relacionados con el PESA, quienes concurrirán con voz pero sin voto.
- f) Los acuerdos se harán constar en un acta que será suscrita por los tres miembros propietarios o sus suplentes. La Instancia Ejecutora deberá comunicar al Comité Técnico del FOFAE los acuerdos generados acompañados de una copia autógrafa del acta correspondiente.

II. De las facultades del Grupo Operativo PESA

- a) Elaborar y presentar al Comité Técnico del FOFAE la estructura programática del PESA por Componente y concepto de apoyo.
- b) Elaborar y presentar al Comité Técnico del FOFAE el universo de atención Estatal del PESA, precisando las

acciones a promover y las metas a alcanzar por concepto y área de atención (municipios y localidades).

- c) Validate the models of service provision contract to be signed by the Rural Development Agencies (ADR ' s) and the COUSSA-PESA Rural Development Agencies linked to them and submit them to the consideration of the FOFAE Technical Committee
- d) Promote that the information corresponding to the authorized supports for comprehensive services provided by ADR ' s be communicated in a timely manner and fully to the Delegation as an **Evaluation Body** , so that the performance evaluation actions begin in a timely manner so that achieve the desired impact on the quality of technical services.
- e) Know and validate the planning instruments presented by each of the ADR ' s: Regional Vision, Community Vision, Intervention Strategy and Microregional Planning Matrix (MPMR), as well as the technical opinion of the COUSSA-PESA and productive projects that require incentives for investment in equipment and infrastructure, provided by the executing agency.
- f) Check that the ADR ' s support projects meet the technical and methodological criteria designed by the National Technical Unit FAO-PESA and the applicable regulatory framework.
- g) Request the FOFAE Technical Committee to release the payments that correspond to the Components with resources agreed in the Specific Agreement.
- h) Manage to FAO validation of ADR ' s, and the Rural Development Agencies COUSSA-PESA that have been selected and judged positively to provide services in the PESA.
- i) From the second year of implementation of the PESA or subsequent ones, approve the re -employment of the ADR ' s and the Rural Development Agencies COUSSA-PESA, as long as there is satisfaction of the communities served by the ADR and the ADR COUSSA- PESA in the immediately preceding period and its performance has been qualified as accredited by the Delegation as an **Evaluation Body** , to subsequently request the endorsement of FAO.
- j) Notify the endorsement of the ADR ' s and the ADR COUSSA-PESA to the Technical Committee of FOFAE.
- k) Follow up on the periodic reports presented by the executing agency, the UTN FAO-PESA and the delegation as an Evaluation Body, taking the corresponding agreements for the proper functioning and fulfillment of the objectives of the PESA in the federal entity.
- l) Sign the minutes with the agreements made in the ordinary and extraordinary meetings.

III. Of the powers of the Delegation of the SECRETARIAT in the Federal Entity

- a) Coordinate GOP activities.
- b) Install the GOP in coordination with the Executing Agency.
- c) Convene the GOP meetings.
- d) Guide the members of the GOP on the procedures to operate the PESA, in accordance with the provisions of the Operating Rules and applicable regulations.
- e) Request reports on the SPFS from the Executing Agency and the FAO-SPFS UTN.
- f) Coordinate the actions of the **Evaluation Body** .
- g) Coordinate the selection of the evaluators responsible for each service in accordance with the criteria established by the FAO-PESA UTN. The UR will designate the coordinator of the evaluation team , who will be under the direction of the Delegation.
- h) Coordinate the implementation of the Service Supervision, Monitoring and Evaluation System designed by the FAO-PESA UTN.
- i) Follow up and supervise each authorized service in the PESA strategy.
- j) Report monthly and quarterly to the GOP on the progress of the services contracted within the framework of the PESA strategy and its results.
- k) To dictate and report the results of each service to the GOP, the ADR ' s, the COUSSA-PESA Rural Development Agencies and their facilitators.
- l) Resolve the disagreements arising from the opinions, always with the validation of the GOP.
- m) Coordinate the evaluation of the performance of the ADR ' s, the Rural Development Agencies COUSSA-PESA and their facilitators and report to the GOP.
- n) Inform the PESA Responsible Unit regarding the Call for Selection of Rural Development Agencies and Rural Development Agencies COUSSA-PESA, as well as the opening and closing dates.
- o) Coordinate the monitoring and periodic evaluation of the development and results of the SPFS in the state.
- p) Implement the SPFS supervision program in the Entity in coordination with the Responsible Unit , based on the monthly and quarterly information presented by the Executing Agency, the FAO-PESA UTN and the Delegation as an **Assessment Body** .

IV. Of the powers of the Executing Agency:

- a) Serve as Technical Secretary, prepare the Minutes of the GOP and follow up on the agreements.
- b) Issue the call for selection of ADRs and Rural Development Agencies COUSSA-PESA, no later than thirty calendar days after the Executing Agency and the SECRETARIAT sign the Specific Agreement to operate the PESA, after validation of the GOP and the UR.
- c) Publicar los resultados de la convocatoria de ADR ' s, Agencias de Desarrollo Rural COUSSA-PESA, el universo de atención anual PESA (localidades y Unidades de Producción Familiar (UPF's) a atender), así como las solicitudes a apoyar por Componente.
- d) Realizar acciones de seguimiento a la operación del PESA como requerir información a otros actores, realizar visitas de supervisión, verificación, integración y entrega de reportes y cualquier otra que le solicite la SECRETARÍA, que permita comprobar que los apoyos otorgados hayan sido autorizados y usados conforme a la normatividad aplicable.

V. De las facultades y obligaciones de la Unidad Técnica Nacional FAO-PESA:

- a) Proporcionar la metodología, los materiales y las herramientas técnico-metodológicas del PESA, validados

previamente por la Unidad Responsable.

- b) Dar a conocer el calendario de capacitación y asistencia técnica a las ADR's, las Agencias de Desarrollo Rural COUSSA-PESA y los facilitadores participantes.
- c) Realizar tareas de acompañamiento puntual a las ADR's, las Agencias de Desarrollo Rural COUSSA-PESA y sus facilitadores, de acuerdo con el Sistema de Capacitación de la FAO.
- d) Brindar el Sistema de Supervisión, Seguimiento y Evaluación de ADR's y Agencias de Desarrollo Rural COUSSA-PESA para ser instrumentado por la Delegación como **Instancia de Evaluación**, previa validación de la Unidad Responsable.
- e) Proporcionar los criterios para la selección de evaluadores especializados en la estrategia del PESA, que aplicarán las Delegaciones como **Instancias de Evaluación**.
- f) Presentar la propuesta del perfil de las organizaciones y asociaciones participantes como ADR's y Agencias de Desarrollo Rural COUSSA-PESA, establecer la documentación que se solicitará a los candidatos y definir el guión para evaluar las propuestas técnicas-metodológicas de los participantes. Todos los instrumentos serán validados por la Unidad Responsable.
- g) Explicar el Sistema de Acreditación de las ADR's, las Agencias de Desarrollo Rural COUSSA-PESA y los facilitadores participantes, validado por la Unidad Responsable.
- h) Analyze and follow up on the PESA Strategy to generate progress, results and restrictions reports and submit them periodically to the PESA Operational Group.
- i) Participate in the selection process of ADRs and COUSSA-PESA Agencies, documenting the proposals submitted by the applicants and providing the GOP with only those that comply with the provisions of the call, for its opinion.

SAW. From the selection process of Rural Development Agencies and Rural Development Agencies COUSSA-PESA:

- a) Companies and associations interested in participating in the selection process to provide comprehensive services in the PESA, must compile a file according to the terms of reference established in the corresponding call.
- b) The Delegation of the SECRETARIAT and the Executing Agency will concentrate the total number of files received at the windows and will send them to the UTN PESA-FAO for their comprehensive review and validation of the UR.
- c) The UTN PESA-FAO will select the files that are complete and will notify the results to the Delegation of the SECRETARIAT and to the Executor.
- d) The Delegation of the SECRETARIAT and the Executing Agency will review the files that the UTN PESA-FAO provided and will summon the applicants that they consider necessary to an interview to expand the information of their proposals.
- e) The Delegation of the SECRETARIAT and the Executing Agency will choose the applicants who possess the best qualities to provide their services in the SPFS. In the event that they have not been chosen as of March 31, the Responsible Unit will select the applicants.
- f) The GOP manages with FAO the validation of the selected societies and associations .
- g) The GOP will notify the rejection or approval of the participating companies and associations in writing and request their publication on the web pages of the SECRETARIAT and the Executing Agency.
- h) The GOP through the Executing Instance report the results and agreements of the process of selecting the ADR ' s Rural Development Agencies COUSSA-PESA to the Committee Technician of the FOFAE.

Article 62 . Operational mechanics of the Component for Liaison with Civil Society Organizations (CSOs)

The Secretariat and the Executing Agency will sign a Collaboration Agreement in which the physical and financial goals of the Component will be specified .

Within a period not exceeding 30 calendar days after the signing of the Agreement, the Responsible Unit and the Executing Agency will install the Evaluation and Monitoring Commission (CES), whose functions will be to authorize the approved projects, carry out monitoring and control. of resources and committed actions .

The ETUC will be made up of six representatives with the right to speak and vote, three by the Secretariat and three by the Executing Agency. Each member may designate a substitute to attend the work meetings called by the " SECRETARIAT " through the Responsible Unit, which will be notified in writing at the address that both parties designate for this purpose.

The public servants that make up the CES will know at the first meeting the work program that the Executing Agency will present, which will contain the schedule of activities to be carried out, the goals to be achieved, including the budget broken down by concept and amount to be exercised, as well such as variables and performance indicators. Said program, once analyzed, will be approved by CESA members for its execution, regulation and monitoring.

The members of the " CES " , if they deem it appropriate, may invite third parties interested in giving their opinion and learning about the execution of the Component's actions to the sessions of this group (Delegations of the " SECRETARIAT " , OSC, Representatives of State Governments o Municipal and other Federal Government Institutions that add resources to the supported investment projects). The corresponding minutes will be drawn up from the " CES " meetings and the agreements that are determined will be fully followed up .

Work meetings will be called by the Responsible Unit in writing, at least five business days before the scheduled date. From the meetings held , working minutes will be formulated , in which the corresponding agreements will be established.

The " CES " will meet whenever the Responsible Unit considers it pertinent and necessary for the proper follow-up of the agreed actions.

The operating mechanics that the Executing Agency will develop to assign the supports will be as follows.

The Executing Agency will issue a Call on its website, validated by the Responsible Unit, for CSOs to apply for their projects.

I. Interested CSOs:

- a) They submit their projects in the terms of the Call published by the Executing Agency and in accordance with it.
- b) They present the request for support at the windows set up by the Delegations of the SECRETARIAT and the Executing Agency, in accordance with the format of the request for support in Annex XX, accompanied by the eligibility requirements, as well as the file indicated in the terms of reference of the Call.

II. The Window:

- a) Register the applicant in the " Single Information Registry System of beneficiary individuals and companies and users of the programs and services of the Secretariat (SURI) " , review the request for support and check the attached documents.
- b) Receive the request for support (Annex XX) and the attached documents, and give the applicant an acknowledgment of receipt.
- c) Send the file and its annexes to the executing agency, in charge of deciding the requests.
- d) If at the time that the CSOs submit the request for support and its annexes, the window observes that it does not contain the data or annexes or the applicable requirements are not met, it notifies the applicant, identifying the procedure by its folio number and by once, so that the omission can be corrected within a period of no more than ten business days, counted from the day of notification, so that once the period granted has elapsed without prevention being released, it will be discarded and the for not submitting the request. Once the applicant has completed the requirements, the process will continue.

III. The Executing Agency:

- a) Verify compliance with the eligibility criteria for Legal Entities.
- b) Verify that the projects proposed by the CSOs meet the requirements indicated in the Call.
- c) Analyze and rule on the projects proposed by the CSOs and make a selection of those that are technically feasible.
- d) Delivery to the Responsible Unit of the proposals that it decides and selects, so that they can be submitted to the Evaluation and Monitoring Commission (CES), for authorization.
- e) Publish the list of authorized and rejected projects on its electronic page and through the Responsible Unit, on the Secretariat's electronic page.
- f) The CSOs whose proposals are authorized must provide the resources for the investment in their part of the project within a period of no more than twenty business days after being notified of the positive opinion.
- g) The allocation of resources to authorized projects will be made through the signing of a Concertation Agreement between the Executing Agency and each of the CSOs that have applied for them.
- h) CSOs must submit monthly to the Executing Agency a report on the physical-financial progress of the actions and / or works under their responsibility, within the framework of the authorized project (s). The detail of the information that the reports must contain will be specified in the Concertation Agreement signed by the Executing Agency and each of the CSOs.
- i) The executing agency will review the progress reports made by the CSOs and will report on them to CES.
- j) The Executing Agency will verify and supervise the authorized projects. In addition, it will collaborate in the verification and supervision actions carried out by the Delegations of the Secretariat in the Federal Entities.
- k) In the event that CSOs do not comply to the satisfaction of the terms and conditions established in the Concertation Agreement, the Executing Agency will have the power to restrict, reduce or even cancel support for projects.

Title IV**Complementary Provisions****Chapter I**

Of Rights, Obligations and Exclusions

Article 63. Those who are beneficiaries of the incentives will be subject to the rights and obligations:

I. The rights of the beneficiaries are:

- a) Receive orientation from CADER, DDR and other windows, regarding the program, Components and procedures for requesting support;
- b) In his case, to acquire the good or service with the direct or indirect support of the provider that he freely chooses;
- c) File complaints and denunciations in the terms established in article 76 of these Rules of Operation, and
- d) Exercise the means of defense against the acts and resolutions issued by the Responsible Units and / or Executing Instances under the terms of the Federal Law of Administrative Procedure .

II. The beneficiaries' obligations are:

- a) Comply with the requirements established in these operating rules.
- b) Apply for the authorized purposes the incentives received and keep the invoices in the terms of the applicable legislation.
- c) Accept and facilitate the review and verification of the correct application of the resources, by any inspection authority that requires it or, where appropriate, by the responsible unit or executing agency.
- d) Request in writing, any modification they intend to make to the authorized project.

Article 64. They are obligations of the beneficiaries

- I. Comply with the requirements established in these Rules of Operation;
- II. Applying the received supports to the authorized purposes, non-compliance, will force you to return the resource, and will permanently lose the right to obtain support from the SECRETARIAT;
- III. Not be enrolled in any other Federation program to receive support in the same investment concepts during the same agricultural cycle;
- IV. Accept, facilitate and attend to verifications, supervisions, audits, inspections and requests for information by the responsible units, the executing agencies, inspection bodies or the competent authority, in order to observe the correct application of the resources granted by the Secretary;
- V. Request prior written authorization from the Executing Agency of any change involving modifications to the authorized project or to the conditions of the direct or indirect support, who will resolve it within ten business days following the presentation of the application, otherwise it will be understood that it was resolved in the

negative sense;

SAW. For supports via bank deposit, you must provide the account number with your interbank CLABE and keep it current.

Article 65. No support will be granted from this program to:

- I. Purchase of land;
- II. Purchase of used equipment and machinery, unless expressly provided otherwise, established in the programs or components;
- III. Repairs, spare parts and purchase of tires, unless expressly provided otherwise, established in the programs or components;
- IV. Purchase of any type of vehicle or vessel with luxury characteristics that is online or by prefabricated order, except for the acquisition of new specialized cargo land transport vehicles ;
- V. Raw materials, supplies or working capital, with the exception of technological packages authorized by the Ministry, or others provided for in these Operation Rules;

SAW. Payment of liabilities;

VII. Building for residential use;

VIII. Acquisition of tractors or cultivators that do not have the certification issued by OCIMA, unless expressly provided otherwise, established in the programs or components, and

I. The others that do not correspond to the incentive concepts of each component.

Chapter II Of the Audit

Article 66.- The resources that the Federation grants for the programs and / or Components, may be audited by the Secretariat of the Public Function, the Internal Control Body in the Secretariat and / or independent auditors hired for this purpose, in coordination with the State Control Bodies; the Secretariats of Finance and Public Credit; the Superior Audit of the Federation and other instances that within the scope of their respective powers are competent.

The administrative, civil or criminal responsibilities derived from the reviews, follow-up and / or audits carried out by the Ministry and the aforementioned supervisory bodies, affecting the Federal Public Treasury that, where appropriate, are incurred by federal or local public servants, as well like the natural or moral persons benefited with this program, they will be sanctioned in the terms of the applicable legislation.

For all legal purposes, all those who manage or apply federal public resources are considered subject to the Federal Law on Administrative Responsibilities of Public Servants , pursuant to article 2 thereof; therefore, the administration, management and application of the federal resources assigned to the programs and / or Components referred to in these Rules of Operation, must be carried out in accordance with the applicable legislation, since they do not lose their federal character , despite having been the subject of an agreement and being transferred for its application, to any other instance other than the Secretariat.

Chapter III Of Operating Expenses

Article 67.- Of the resources assigned to the Integral Rural Development Program in its different Components, 5% will be destined for the actions of evaluation, supervision, operation of the programs and dissemination, charged to the resources authorized to this program depending of the following distribution:

Concept	Contribution Percentage
Evaluation	0.5%
Supervision	0.5%
Operating Expenses 1 /	2.7%
Diffusion	0.3%
POI (PAP)	1.0%
TOTAL	5.0%

*** Exceptions to the Components and strategic projects that do not make use of the state structure of the Secretariat, nor of its delegations, Districts and Rural Development Support Centers, for which said percentage will be exercised and destined for operation and supervision, by the Unit Responsible for the Component and strategic project.**

1 / in the case of COUSSA, 2% corresponds to operating expenses of the Executing Agency and 0.7% to the corresponding SECRETARIAT Delegation.

To carry out the national external evaluation of the program, the General Directorate for Programming, Budget and Finance of the Official Office may reserve at the central level an amount of up to 0.5% of the original authorized budget.

For the supervision of the program, a maximum amount of 0.5% of the original authorized budget will be allocated to each of its components.

The Responsible Unit must supply the necessary resources to the SAGARPA delegations in the federal entities, so that they carry out the supervision tasks that they request.

The operating expenses that correspond to the Delegations may be transferred budgetarily in direct expense to them, through Budgetary Adequacies. The corresponding to Federal Entities will be filed with FOFAE.

Operating and evaluation expenses may be ministered in a single event and available at the time of filing.

The financial products generated from the program's principal may be applied according to the following: payment of the fiduciary services and that of the bank account; payment of publication of calls and official stationery; increase of the goals in the authorized concepts in each component; external audits and, where appropriate, reimbursement to TESOFE.

In the case of the expansion of the goals, the additional actions carried out must be reported separately from those achieved with the originally agreed federal resources.

With the purpose of complying with number 11 of the Agreement through which the guidelines for the application and monitoring of the measures for the efficient, transparent and effective use of public resources, and the actions of budgetary

discipline in the exercise of spending are published. resources , as well as for the modernization of the Federal Public Administration of the SHCP, the resources that are expended in operating expenses associated with this program, must be at least 5% less than the amounts authorized in the immediately preceding year.

Chapter IV Of the Evaluation, Follow-up and Supervision

Article 68.- In compliance with the provisions of articles 134 of the Political Constitution of the United Mexican States; 24, 25, 27, 75, 78, 85, 110 and 111 of the Federal Budget and Fiscal Responsibility Law , and 180 of the Regulations; The General Guidelines for the Evaluation of Public Administration Programs and the Annual Evaluation Program (PAE) must evaluate the results of the program.

For this, the external evaluation of the programs must be carried out, according to the terms of the general provisions issued by the Ministry of Finance and Public Credit, the Ministry of Public Function and the National Council for the Evaluation of Social Development Policy (CONEVAL), within the scope of their respective powers, observing the applicable regulatory provisions and the requirements that must be met for the development of the evaluation, the appointment and contracting of the evaluators.

In addition to the evaluations established in the Annual Evaluation Program, external evaluations may be carried out as required, according to the needs of the program and based on available resources.

The General Directorate for Planning and Evaluation of the Secretariat will be the administrative unit that must establish, contract and, where appropriate, operate and supervise the process of the national external evaluation of the program and Components subject to this process.

Said unit must be outside the operation of the program and the exercise of budgetary resources; Likewise, it will be in charge of issuing the general guidelines for national evaluations, in terms of the applicable regulations. In the case of the state external evaluation, the State Technical Evaluation Committees will be responsible for contracting and supervising said process in accordance with the guidelines issued for this purpose by the General Directorate of Planning and Evaluation.

In the event that the national or state external evaluations require a survey of beneficiaries, these must be started once at least 60% of the resources delivered to the beneficiaries have been reached ; reason why the exercise of the resources destined to the evaluations will be in function of the calendar established in the general guidelines that for such effect the Secretariat issues.

The evaluation of the results of the programs will also include the verification of the degree of fulfillment of objectives and goals, based on strategic and management indicators (Matrix of Indicators for Results) that allow evaluating the results of the application of public resources, to In order to promote results-based management and consolidate the Performance Evaluation System, implementing actions to improve the work of the public administration by following up on the main recommendations derived from the evaluations.

For the purposes of these Operation Rules, the definition of the program's strategic and management indicators was made based on the logical framework methodology, considering the main indicators of effectiveness, efficiency, among others, at the purpose and Component level.

The following indicators will measure the achievement of the Program's objectives:

goals	Indicator Name	Measurement Frequency
The population in extreme poverty located in marginalized and peri-urban rural areas will produce food with a sustainable approach	Variation rate of the volume of food production of the population in rural marginalized and peri-urban areas with respect to the base year	Biannual
Incentives granted to carry out works and practices for the sustainable use of soil and water	Percentage variation of water storage capacity	Annual
Professional rural innovation and extension services provided to low-income and marginalized producers		Percentage of producers who having obtained high productivity or income by capacities acquired with extension and rural innovation
Insurance schemes contracted to deal with damages caused by natural disasters in agricultural, aquaculture and fishing producers		Loss ratio
Insurance schemes contracted to deal with damages caused by natural disasters in agricultural, aquaculture and fishing producers		Strengthening of economic (Federal and State) in the natural disasters
Incentives given to women and the elderly in food poverty conditions in peri-urban areas for inputs, infrastructure, productive equipment and capacity development, to increase food availability.		Percentage of women and elderly people in food poverty conditions in peri-urban areas supported with infrastructure, productive equipment and technical assistance
Incentives granted to the rural population in towns with high and very high marginalization in infrastructure, productive equipment and capacity development to increase agricultural and aquaculture production.		Percentage of economic (EU) in localities of high and very high marginalization with increased capital goods and technical assistance received
Co-investments made with Civil Society Organizations (CSOs) for projects that improve food availability in		Percentage of CSO investment in projects that improve food availability in

rural areas with high and very high marginalization.	rural areas with high and very high marginalization.
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Incentives granted to family production units in rural towns with high and very high marginalization, to increase the levels of production and productivity of their agricultural and fishing activities.	Percentage of family production units in rural locations with high and very high marginality supported by infrastructure and productive equipment	Biannual
Incentives granted to family production units in rural towns with high and very high marginalization, to increase the levels of production and productivity of their agricultural and fishing activities.	Percentage of family production units in rural areas with high and very high marginalization that apply the capacities promoted by technical assistance and training services.	Annual
Incentives granted to carry out comprehensive productive development projects in arid and semi-arid areas	Percentage variation of municipalities in arid and semi-arid zones with comprehensive projects executed	Annual
Incentives granted to carry out comprehensive productive development projects in arid and semi-arid areas	Percentage of Increase in the number of direct jobs generated as a result of the projects executed in the localities served	Annual
Incentivos a la generación y transferencia de tecnología para la modernización sustentable de la agricultura tradicional otorgados (MASAGRO)	Incremento anual de la productividad de maíz	Semestral
Incentivar la profesionalización y modernización de la infraestructura operativa de las Organizaciones Sociales del sector rural que operan con plan de trabajo.	Porcentaje de Organizaciones sociales con plan anual de trabajo.	Annual
Incentivar la dinámica interna, capacitación y operación de las organizaciones sociales.	Porcentaje de Organizaciones rurales apoyadas con Agenda de Trabajo.	Annual

Artículo 69.- Para verificar el cumplimiento de las obligaciones a cargo del beneficiario y/o la Instancia Ejecutora, la Secretaría, por conducto de la Dirección General de Planeación y Evaluación normará el procedimiento y el seguimiento a la supervisión del programa y/o componentes, así como de los proyectos estratégicos.

La supervisión la deberán realizar las Unidades Responsables, directamente o por conducto de la instancia que se determine.

The General Planning and Evaluation Directorate will be responsible for the coordination and monitoring of the procedure, as well as the general administration of the Computer System in which the Responsible Units must register the operation corresponding to the supervision of the program, components and projects at their disposal. position.

Likewise, the Responsible Units, or the instance determined by the Secretariat, through the supervision system, will determine by random procedure the verification and supervision of the incentives granted under each component.

In the specific case of the Concurrency Program with Federal Entities, the supervision will be carried out through the SAGARPA Delegations in each entity.

The Responsible Units will be those who will act as the cooperating instances of control and surveillance of the program and / or components in charge of the Secretariat, to ensure adherence to the regulations and applicable guidelines, the proper use, management and destination of the ministered resources.

Chapter v

On Transparency, Dissemination and Accountability

Article 70.- It will be given within the framework of the Federal Law of Transparency and Access to Government Public Information .

The program must publish its list of beneficiaries by component, which must be disaggregated by gender, age group, state entity and municipality, as well as support concepts. Said information must be permanently updated and published semi-annually on the website of the Secretariat www.sagarpa.gob.mx and of each executing agency of expenditure no later than the last business day of December of the year that is reported and must be updated, in its case, with the data of the corresponding settlement .

Likewise, all the executing agencies of the program included in these Operation Rules must publish a list containing all the pages of the supported and unsupported requests. These reports must be published, at least, on the electronic page of the Executing Agency and in each of the windows in which the requests were received.

The stationery, official documentation, as well as the publicity and promotion of the program and component, must include the logo of the Ministry and that of the respective Ministry of Agricultural Development, if applicable, and the following legend: " *This program is public, foreign to any political party.*

use for purposes other than those stated in the program . "

Article 71.- In order to carry out the tasks of disseminating the programs and components, the General Directorate for Programming, Budget and Finance of the Senior Official, will reserve at the central level an amount of up to 0.3 % of the original budget authorized for each program and component to be exercised by the General Coordination of Social Communication.

Accountability

Article 72 .- The Secretariat will continue with the Accountability System on the destination of fiscal resources referred to in Article 36 of the Federal Expenditure Budget Decree for Fiscal Year 2014, in order to integrate the Single Register Beneficiaries provided for in Article 140 of the Sustainable Rural Development Law. This System must incorporate at least the following elements: key or registration number that will be assigned by the beneficiary's dependency, geographic region, federal entity ,

municipality and locality, productive activity, link in the value chain, concept of support, fiscal amount granted and date of grant, agricultural cycle and the corresponding stratification.

Updating the information contained in this System is the responsibility of the responsible units and executing agencies of the programs and components, including the Federal Entities. Said System will maintain a specific module in which the fiscal resources destined to the basic and strategic products indicated in Article 179 of the Sustainable Rural Development Law are detailed; no later than December 31 will have available the data that allows the identification of the beneficiary.

The General Planning and Evaluation Directorate of the Secretariat will be the Administrative Unit responsible for: Operating the Accountability System; establish the terms and conditions for the delivery of the required information and make them known to the UR's; monthly publish a report on compliance with the delivery of information by the UR's; and in the month of January disseminate the catalog corresponding to the support concepts, in accordance with the keys established in the North American Industrial Classification System (NAICS) through which the UR's must identify their support concepts.

Chapter VI Of Equity and Gender

Article 73.- The participation of women and men will be on equal opportunities; The condition of women and men for participation and eligibility in obtaining incentives will not be limiting.

Chapter VII Institutional Coordination

Article 74.- The Responsible Unit will have the power to sign agreements and legal instruments to **carry out** program actions and components referred to in these Operation Rules, as appropriate, with dependencies and entities of the Federal Public Administration, centers or research and / or higher education institutions, national and international organizations, as well as producer organizations, civil associations and professional service providers, among others.

Chapter VII I Of the Sanctions, Complaints and Denunciations

Article 75. In the event that the beneficiary fails to comply with any of the obligations set forth in article 64 of these Operation Rules or the agreement signed for such purpose, after establishing the administrative procedure in terms of the provisions of the Federal Law of Administrative Procedure and resolution of the Executing Instance or the Responsible Unit and according to their attributions, the incentive will be canceled and the return thereof will be required, plus the financial products generated and will be registered by the Executing Instance or the Responsible Unit in the directory of natural and / or moral persons who lose their right to receive incentives, which is in charge of

la Oficialía Mayor de la SAGARPA, hasta en tanto no se subsane el incumplimiento detectado. Lo anterior, sin perjuicio de otras acciones jurídicas y administrativas que emprenda la Secretaría y/o las instancias fiscalizadoras.

Una vez que el Ejecutor tenga conocimiento de algún incumplimiento por parte del beneficiario, deberá iniciar el procedimiento administrativo correspondiente. Si durante el procedimiento administrativo se subsanan las causas de incumplimiento, se dará por terminado dicho procedimiento, debiendo remitir a la Unidad Responsable un informe sobre cada caso en particular. El Ejecutor deberá emitir las resoluciones de los procedimientos administrativos instaurados para determinar el incumplimiento de obligaciones y en su caso, formalizar la cancelación de los apoyos y ejercer las acciones legales pertinentes conforme la legislación aplicable.

In the event that the Executing Agency is unable by law to issue said resolutions, it must inform and provide to the Responsible Unit all public and / or private documentaries where such non-compliance is recorded, so that it can issue the corresponding administrative resolution and if applicable, formalize the cancellation of the supports and exercise the pertinent legal actions in accordance with the applicable legislation.

In compliance with the applicable legislation, the resources that are not destined for the authorized purposes, must be reimbursed to the TESOFE, as well as the corresponding financial products.

Article 76. The beneficiaries and the general public may submit their complaints and claims in writing, with respect to the execution of these Operation Rules directly before the Internal Control Body in the Secretariat, or through their Regional Executive Audits in the Delegations, in the offices of the Internal Control Bodies of the Decentralized Administrative Bodies and of the Entities Coordinated by the Secretariat, the State Control Body, and where appropriate, the corresponding Municipal Control Body, Complaints and Complaints Modules.

Complaints and allegations may be made in writing, via the Internet (<http://www.funcionpublica.gob.mx/index.php/denuncia.html>), via email (contactociudadano@funcionpublica.gob.mx and quejas@funcionpublica.gob.mx) or by phone at 01 800 90 61 900 (Complaints Area of the OIC at the Insurgentes Sur Secretariat 489, Mezzanine, Mexico, DF) in the Federal Entities through the offices receiving complaints at the following telephone numbers: Chihuahua 01 (614) 214 41 08, Durango 01 (618) 829 18 00 Ext. 78200, Lagunera Region 01 (871) 175 04 00 Ext. 45010, Jalisco 01 (331) 401 51 41, Colima 01 (312) 312 08 41, Nayarit 01 (311) 213 39 58, Guerrero 01 (747) 472 61 64, Michoacán 01 (443) 113 03 01, Nuevo León 01 (811) 160 75 05, Coahuila 01 (844) 411 83 01, Tamaulipas 01 (834) 318 21 01, Oaxaca 01 (951) 549 00 71, Tabasco 01 (993) 358 18 10, Veracruz 01 (228) 841 63 76, Chiapas 01 (961) 617 10 51, Sinaloa 01 (667) 760 15 45, Sonora 01 (662) 259 98 13, Baja California 01 (686) 554 00 49, Baja California Sur 01 (612) 122 74 31, Zacatecas 01 (492) 925 61 46, Aguascalientes 01 (449) 914 05 94, Guanajuato 01 (461) 616 04 13, Querétaro 01 (442) 218 78 91, San Luis Potosí 01 (444) 834 31 01, Puebla 01 (222) 235 39 42, Morelos 01 (747) 771 92 12, Tlaxcala 01 (243) 465 07 06, Hidalgo 01 (771) 713 15 52, Estado de México 01 (722) 278 12 43, Yucatán 01 (999) 943 69 88, Campeche 01 (981) 816 53 88 and Quintana Roo 01 (983) 835 12 70, or to the Citizen Contact Center (toll free 01 800 38 624 66, in the interior of the Republic, 01 800 47 523 93 toll free from the United States and 2000 2000 in Mexico City).

In the event that complaints and denunciations are made before the Comptrollerships of the Federal Entities, they must notify the Internal Control Body of the Secretariat as soon as possible, in terms of the applicable legal provisions.

TRANSITORY

FIRST.- This Agreement will enter into force on January 1, 2014.

SECOND.- As of fiscal year 2014, the present Rules of Operation of the Comprehensive Rural Development Programs and their components will be the only ones applicable to the programs and Components administered by the Secretariat, therefore, through the publication in the DOF of this agreement have no effect other operating rules, guidelines, addition, update or modification that had been published prior to this agreement, unless expressly stated otherwise in this rule.

THIRD.- Pursuant to the fourteenth and fourth transitory articles by the DECREE that establishes the National System for the Crusade against Hunger, the expenditures made to comply with said Decree, will be covered by the respective approved programs and budgets for the corresponding fiscal year under the terms of the Federal Budget and Fiscal Responsibility Law.

*No. Total de socios Mujeres Personas de la Tercera Edad

*Nombre del representante legal _____

*Primer apellido: _____

*Segundo apellido: _____

*CURP:

Teléfono (lada): _____ Fax: _____

Correo electrónico: _____

(*Información obligatoria)

2.3 GRUPO INFORMAL

*Nombre del Grupo: _____

*Fecha de Integración

*No. Total de socios Mujeres Personas de la Tercera Edad

*Nombre del representante _____

*Primer apellido: _____

*Segundo apellido: _____

*CURP:

Teléfono (lada): _____ Fax: _____

Correo electrónico: _____

(*Información obligatoria)

2.3 INSTITUCIONES

*Nombre de la Institución: _____

*RFC

*Fecha de constitución

*Nombre del representante legal _____

*Primer apellido: _____

Other Specify: _____

Main crops or activities: _____

Area available for production (meters) _____

Briefly describe what the project consists of _____

5.2 OBJECTIVES THAT THE PROJECT PURSUES (check one or more options):

Improved family income
 Self-consumption
 Other

Specify: _____

5.3 PROJECT GOALS

Quantity to be produced (kilos): _____

Main products: _____

5.4 SUPPORT REQUESTED

FINANCIAL STRUCTURE

Support Type	Amount requested		Contribution of the applicant		Other sources (point out)		Total investment amount (including requested amount)	
	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%

5.5 BREAKDOWN OF REQUIRED CONCEPTS AND INVESTMENT AMOUNTS

Concepts (describe their characteristics)	Quantity	Unit	Unit Value (\$)	Total investment

OBSERVATIONS AND / OR ADDITIONAL COMMENTS: (Dimensions, Race, Capacity, Has., Etc.)

TYPE OF TECHNICAL ASSISTANCE REQUIRED?

Vegetable production Production of compost Pest and disease control Small livestock management

Other: _____

WHAT PRODUCTION RESOURCES DO YOU HAVE?

Water in sufficient quantity Electric power Storage tank Shed
 Access Pens

Others _____ Specify: _____

Indicate the most suitable period to start the project (month): _____

RAW MATERIALS (describe the raw material that will be used for the development of the project, as well as availability and proximity, etc.):

WILL THE PROJECT THAT IS INTENDED TO BE LAUNCHED, WILL CAUSE THE LOSS OR CONTAMINATION OF ITS NATURAL RESOURCES (SOIL, WATER, PLANTS)?

IF NOT _____

IN YOUR CASE, WHAT WILL YOU DO TO PROTECT AND / OR CONSERVE YOUR NATURAL RESOURCES?

HOW MUCH INCOME DO YOU CURRENTLY GET A YEAR? (describe according to your main activity)

\$ _____

WHAT INCOME DO YOU THINK YOU WILL OBTAIN WITH THE PROJECT? \$ _____

6. DECLARATIONS

a) I declare under protest to tell the truth:

â That I do not carry out illegal productive or commercial activities.

â That we have not received support for the same concepts in the last two years.

â That I am up to date with my tax obligations.

â In your case, that I am exempt from tax obligations.

â Based on article 35 of the Federal Law of Administrative Procedure, I accept the receipt of notifications related to this request through the electronic page of the Secretariat (www.sagarpa.gob.mx) and / or the electronic page of the executing agency. Manifest under protest to tell the truth that I have not received support or incentives that imply duplication for the same concept of this program.

b) I declare that the data is true and I promise to comply with the regulations established in these Operating Rules and corresponding Guidelines, as well as all applicable legislation.

c) I express my total and complete commitment, to carry out the investments and / or Works that correspond to me , to execute the actions of the aforementioned project.

d) " The personal data collected will be protected and incorporated and processed in the personal data system " database of beneficiaries of support programs " based on Article 43 of the Internal Regulations of the SECRETARIAT and the Federal Transparency Law to Public Government Information, and whose purpose is to provide information on the beneficiaries of the various support programs. "

e) I exempt the SECRETARIAT from any responsibility derived from the deposit of the amount of the support granted to me, in the bank account that is specified in advance, since the information that I have provided is completely correct and current, which I manifest In protest to tell the truth as soon as the SECRETARIAT makes the deposits of the amount that corresponds to me , I consider myself paid, in case of a claim for the deposit, to verify that the payment has not been made, I agree to provide the account statements issued by the bank that the SECRETARIAT requires; With this document I become aware that the SECRETARIAT reserves the right to issue the support through another form of payment, when so To be determined, I authorize the bank to withdraw the deposits derived from the SECRETARIAT programs made by mistake in my account, as well as those that do not correspond to me or those that exceed the support to which I am entitled and are returned to the bank account of the program correspondent.

7. SIGNATURES

 Full name, signature and title of the receiving official

 Applicant's full name and signature or fingerprint

Annex II

Call Type Format

Family, Peri-urban and Backyard Agriculture Component

(Name of the executing agency) in coordination with the secretary of agriculture, livestock, rural development, fishing and food " SECRETARÍA "

CALL

To women and elderly people who preferably live in the cities and surroundings of the municipalities of _____, who are interested in carrying out projects for the production of small-scale food individually or organized, within their own home or in common spaces; such as: Roofs, patios, backyards, common areas, use of public spaces , etc.

OBJECTIVE

Support investment initiatives that affect food production and income generation in rural, urban and peri-urban localities through the Family, Peri-urban and Backyard Agriculture Component of the 2014 Comprehensive Rural Development Program.

TARGET POPULATION

They will be able to participate to be beneficiaries of support for women and the elderly in food poverty, who live in rural, peri-urban and urban areas, who individually or in groups dedicate themselves to or intend to dedicate themselves to food production. Likewise, Federal, Municipal or State Institutions that are promoting Family, Peri-urban and Backyard Agriculture may be subjects

of support in technical support and training , by signing a collaboration agreement .

TYPES OF SUPPORT

Infrastructure, equipment, animals of minor species and supplies can be supported with up to 90% of the value of the investment without exceeding 100,000 pesos to organized and legally organized groups .

Likewise, support may be provided for the acquisition of agricultural and livestock packages for an amount of up to 8 thousand pesos per individual (without exceeding 90% of the investment value).

SUPPORT CONCEPTS

The support concepts described below are illustrative, so that if the project requires and justifies other types of investments without modifying the essence of the Component, they may be submitted to authorization by the Responsible Unit at the request of the Opinion Commission.

Inputs ...

Infrastructure ...

Packages ...

Equipment ...

Modules ...

Note: Birds must be acquired with a minimum age of four weeks, in addition they must have enough space per animal for their proper development, avoiding overcrowding.

Formal and informal groups can be supported with integrated projects that simultaneously consider agricultural, livestock (minor species) and / or aquaculture production, as long as they have enough space and water conditions to cover the needs. Without exceeding the amounts established in these Operating Rules.

For the development of seedling and / or compost supply projects, it will be able to support Infrastructure, machinery, equipment and supplies that the project requires and justifies, up to an amount of 100,000 pesos.

For the acquisition of vegetative material and minor zootechnical species, where applicable, they must be subject to the sanitary provisions issued by the National Service of Health, Safety and Agro- Food Quality (SENASICA). <http://www.senasica.gob.mx>

ELIGIBILITY CRITERIA

- â The beneficiaries of the support must be residents of urban and peri-urban localities in marginalized regions, primarily in the municipalities of the National Crusade against Hunger.
- â Applicants must have available space and sufficient water for the development of the productive activity, in accordance with the requested support.
- â The initiative presented by the applicant for support must contribute to food security for at least the family members
- â The initiative will have to focus on food production

ELIGIBILITY REQUIREMENTS

- A. Submit support request form, according to Annex I;
- B. Present original for comparison purposes and a simple copy of:

1.- Natural persons.

- 1.1 Official identification, in which the name coincides with that registered in the CURP;
- 1.2 CURP;
- 1.3 Proof of current address.

2.- Informal Groups.

- 2.1 Act of assembly of integration and appointment of representatives, with the attendance list and signatures, certified by the municipal authority;
- 2.2 Official identification of the representative;
- 2.3 CURP of the representative; Y

3.- Legal entities.

- 3.1 Articles of incorporation and, where appropriate, the current notarial instrument stating the modifications to it and / or its statutes;
- 3.2 RFC;
- 3.3 Notarial certificate stating the appointments of legal representation and corresponding powers;
- 3.4 Official identification of the legal representative;
- 3.5 CURP of the legal representative.

In the event that the applicant already has a previous registration in SURI or in PROAGRO Productivo (PROCAMPO), he is not obliged to present the documentation of numeral 1 for natural persons, unless he must update his address or other data; you only have to provide the SURI folio number that was assigned in the application or in the PROCAMPO register. The presentation of said folio is for the purposes of checking requirements and does not signify the authorization of the requested support.

RECEPTION OF APPLICATIONS AND WINDOWS

The period for receiving applications will be from ____ from _____ to ___ from _____ 2014. The applicant must personally go to the following windows:

Window Name	Home	Manager / Responsible

SELECTION MECHANISM

- a) The person in charge of the window will carry out the reception of requests, as well as the documents referred to in these Operation Rules and in the Call, will also be in charge of integrating the files and registering in the Information System of the Secretary.
- b) In the event that a document is required, it will inform the interested party about the missing information, which will have a maximum period of five business days from the notification to solve it. In case of not meeting the deadline established for the delivery of the missing documents, the request will be considered as not submitted.
- c) The file will be sent to the Opinion Commission for the review of applications and in accordance with the eligibility requirements and selection criteria provided in this call and in these Operation Rules, to prepare an opinion and proceed to send it to the Responsible Unit.
- d) The Responsible Unit will be in charge of validating the requests ruled as positive by the Commission.

PUBLICATION OF RESULTS AND DELIVERY OF SUPPORTS

The list of applications that were positive to receive support, as well as those declared negative will be published on ____ of ____ 2014, in the service windows and on the SECRETARIAT's page. If necessary, each applicant will be notified of the result of the opinion.

The supports will be delivered to the beneficiaries once the acquisition of the authorized goods and physically the existence of the same are documented.

The support may also be delivered by depositing into the beneficiary's account after depositing its counterpart, if the applicant so proposes.

A Settlement Letter will be signed with the beneficiary, once the correct application of the resources delivered is verified.

EXCLUSIONS

- a) Requests that do not adhere to the Bases of this Call;
- b) Requests with false, incomplete or not valid information;
- c) Requests that are not oriented to the attention of the target population indicated in this call;
- d) Requests from Organizations where these or any of their moral partners have not verified the correct application of supports granted by the SECRETARIAT from previous fiscal years or are in default;
- e) Requests from organizations that duplicate support from Federal Government programs in the concepts considered in the request for support.

FINAL PROVISIONS

The aspects not foreseen in this Call and are not considered in these Component Operation Rules and other applicable legal instruments, will be resolved by the Responsible Unit.

ANNEX III

Eligibility Requirements

Attention to Natural Disasters Component in the Agricultural and Fishing Sector

Low-income producers, who do not have some type of public or private insurance, who are affected by the following natural disasters relevant to agricultural, livestock, fishing and aquaculture activities, the occurrence of which will be ruled by the Ministry of Agricultural Development or equivalent in the Federal Entity and the State Delegation of the SECRETARIAT.

Natural disasters:

I. Hydrometeorological Phenomena

- a) Drought
- b) frost
- c) Hail
- d) Nevada
- e) Torrential rain
- f) Significant flood
- g) Tornado
- h) Cyclone
- i) Geological Phenomena
- j) Earthquake
- k) Volcanic eruption
- l) Tidal wave
- m) Hillside movement

Likewise, they meet the characteristics established to be considered low-income producers in the sector (s) to which they belong, regardless of the concept of support requested, according to the following criteria:

II. Agricultural producers

- a) Producers of annual crops of up to 20 hectares of storm and irrigation.
- b) Producers, plantations of perennial fruit trees, coffee or prickly pear with up to 10 hectares of storm and irrigation.

II. Livestock producers. Producers with a livestock herd of up to 60 animal units of cattle (bovine) or its equivalent in small cattle, according to the following: 1 animal unit of cattle = 1 equine; 5 sheep; 6 goats; 4 pigs; 100 birds; or 5 hives. For any other animal species not included in the previous paragraph and for which support is requested from the Component, the table of equivalencies of major livestock published in the DOF of May 2, 2000 should be consulted.

III. In the case of stable milk producers, those with a herd of up to 20 units of cattle (cattle) will be eligible.

IV. Fishing producers with a vessel less than 10.5 meters in length that are registered in the national fishing registry, have a

valid fishing permit or concession, registered by the Ministry of Communications and Transportation

V. Aquaculture producers with up to 2 hectares in extensive and semi- intensive systems , or 2 aquaculture units in intensive systems. The unit of measurement for the effect of the amounts of support will be per hectare in the case of extensive or semi-intensive systems and per aquaculture unit in intensive systems and in the cultivation of molluscs; considering that: 1 Aquaculture Unit = 1 cage; 1 pond; or 15 basket modules.

Relevance Criterion

1st. For direct supports, a relevant natural disaster is considered to be one that presents significant territorial damage and therefore causes significant damage to the economic activity of a region:

I. In the agricultural sector, a natural disaster is considered to meet the relevance criterion when:

- a) In the States of Baja California, Baja California Sur, Campeche, Coahuila, Chihuahua, Durango, Jalisco, Nuevo León, Sinaloa, Sonora, Tamaulipas and Zacatecas, the area affected by the natural disaster of the municipalities involved represents 4% o more than the total eligible agricultural area of the affected municipalities.
- b) In the States of Aguascalientes, Chiapas, State of Mexico, Guanajuato, Michoacán, Nayarit, Querétaro, Quintana Roo, San Luis Potosí, Tabasco, Veracruz and Yucatan, the area affected by the natural disaster of the municipalities involved represents 15% or more than the total eligible agricultural area of the affected municipalities.
- c) In the Federal Entities of Colima, Guerrero, Distrito Federal, Hidalgo, Morelos, Oaxaca, Puebla, and Tlaxcala, the area affected by the natural disaster of the municipalities involved represents 25% or more of the total eligible agricultural area of the affected municipalities.

II. In the livestock sector, a natural disaster is considered to meet the relevance criterion when the affected livestock population in the municipalities involved represents 10% or more of the total livestock inventory of the affected municipalities.

III. In the fishing sector, a natural disaster is considered relevant when it meets at least some of the following conditions:

- a) The affectation is greater than 10% of smaller vessels dedicated to coastal fishing in the municipalities involved, for which the updated permit list will be taken as the basis , the Government of the Federal Entity must attach an official letter issued by the Delegation in the state that corroborates this fact.
- b) The affectation is greater than 10% of smaller vessels in inland water bodies in the municipalities involved, for which the registration of permit holders of the body of water will be taken as the basis , the Government of the Federal Entity must attach an official letter issued by the Delegation in the state that corroborates this fact.

IV. In the aquaculture sector, it is considered that a natural disaster meets the relevance criterion when the affectation exceeds 10% of the hectares dedicated to the cultivation of aquaculture species in a municipality, for which the pattern of farms or productive units dedicated to cultivation, the Government of the Federal Entity must attach the letter issued by the Delegation in the state that corroborates this fact.

2nd. In the event that the federal entity requests the support of the Component for the affectation in various sectors, it will be sufficient that it meets the relevance criterion in at least one of the sectors for the natural disaster to be considered as an extreme phenomenon.

Annex IV
Beneficiary Register Format

AGRICULTURAL ACTIVITY FORMAT
Annual crops

STATE:
INVOICE:

				BENEFICIARY'S NAME			SURFACE IN POSSESSION				AREA FOR WHICH YOU REQUEST DIRECT SUPPORT OF THE PROGRAM											
KEY OF THE MUNICIPALITY	NAME OF THE MUNICIPALITY	KEY OF THE TOWN	NAME OF THE TOWN	PARENTAL SURNAME	MATERNAL LAST NAME	NAME(S)	SEX (MALE OR FEMALE)	DATE OF BIRTH (MM / DD / YYYY)	OWN OR EJIDAL	FOR RENT	TOTAL	CROPS	CYCLE	TEMPORARY	IRRIGATION	Damage			TOTAL	CURP / I	ENTITY Federative OF BIRTH	
																from 0% to 40%	from 41 to 70%	greater than 71%				

/ 1 CURP is optional

Note: Key and full name of the municipality and locality according to the INEGI catalog of geo statistical keys.

* This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . *

AGRICULTURAL ACTIVITY FORMAT
Perennial fruit plantations and coffee and prickly pear crops

STATE:
INVOICE:

				BENEFICIARY'S NAME			SURFACE IN POSSESSION				AREA FOR WHICH YOU REQUEST DIRECT SUPPORT OF THE PROGRAM											
KEY OF THE MUNICIPALITY	NAME OF THE MUNICIPALITY	KEY OF THE TOWN	NAME OF THE TOWN	PARENTAL SURNAME	MATERNAL LAST NAME	NAME(S)	SEX (MALE OR FEMALE)	DATE OF BIRTH (MM / DD / YYYY)	OWN OR EJIDAL	FOR RENT	TOTAL	CROPS	CYCLE	TEMPORARY	IRRIGATION	Damage			TOTAL	CURP / I	ENTITY Federative OF BIRTH	
																from 0% to 40%	from 41 to 70%	greater than 71%				

/ one CURP is optional

Note: Key and full name of the municipality and locality according to the INEGI catalog of geo statistical keys .

* This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . *

LIVESTOCK ACTIVITY FORMAT

STATE:
INVOICE:

BENEFICIARY'S NAME

MUNICIPALITY KEY	NAME OF THE MUNICIPALITY	KEY AREA	LOCATION NAME	PARENTAL SURNAME	MATERNAL LAST NAME	NAMES	SEX (MALE OR FEMALE)	DATE OF BIRTH (MM / DD / YYYY)	SPECIES / 1	HEADS IN POSSESSION	ANIMAL UNITS IN POSSESSION / 2	HEADS TO SUPPORT	ANIMAL UNITS TO SUPPORT / 2	CURP / 3	FEDERATIVE BIRTH ENTITY

/one In the event that the producer owns more than one species of livestock (cattle, goats, pigs, etc.), one species must be mentioned per line, so the information of the producer may be repeated in the necessary lines, according to the species that you have

/two A larger livestock animal unit = 1 equine; 5 sheep; 6 goats; 4 pigs; 100 birds or 5 hives

/3 CURP is optional

Note: Key and full name of the municipality and locality according to the INEGI catalog of geo statistical keys.

*** This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited . ***

FISHING ACTIVITY FORMAT

STATE:
INVOICE:

BENEFICIARY'S NAME										CRAFT FOR WHICH YOU REQUEST SUPPORT				
MUNICIPALITY KEY	NAME OF THE MUNICIPALITY	KEY AREA	LOCATION NAME	PARENTAL SURNAME	MATERNAL LAST NAME	NAMES	SEX (MALE OR FEMALE)	DATE OF BIRTH (MM / DD / YYYY)	TOTAL VESSELS IN POSSESSION	PRODUCTIVE CAPACITY (ANNUAL TONS OF FRESH PRODUCT)	NATIONAL FISHING REGISTRY	ENROLLMENT	CURP / 1	ENTITY Federative of BIRTH

/one CURP is optional

Note: Key and full name of the municipality and locality according to the INEGI catalog of geo statistical keys .

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AQUACULTURE ACTIVITY FORMAT

STATE:
INVOICE:

BENEFICIARY'S NAME										PRODUCTIVE CAPACITY		REQUEST SUPPORT FOR:				CURP / 3	ENTITY Federative of BIRTH
MUNICIPALITY KEY	NAME OF THE MUNICIPALITY	KEY AREA	NAME OF THE TOWN	PARENTAL SURNAME	MATERNAL LAST NAME	NAMES	SEX (MALE OR FEMALE)	DATE OF BIRTH (MM / DD / YYYY)	FRESH PRODUCT (ANNUAL TONS)	NUMBER OF PIECES OF OTHER SPECIES	EXTENSIVE OR SEMIINTENSIVE SYSTEM (HECTARES)	INTENSIVE OR MOLLUSC CULTIVATION SYSTEM					
												MODALITY / 1	NUMBER OF ASSETS	TYPE OF ASSETS (cage, pond or basket module)	AQUACULTURE UNITS TO SUPPORT / 2		

/one Intensive system or culture of molluscs

/two Aquaculture Unit = 1 cage; 1 pond; 15 basket modules .



/3 CURP is optional

Note: Key and full name of the municipality and locality according to the INEGI catalog of geo statistical keys.

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Annex V

Request for Support for the Coordination Component for the Integration of Projects of Social Organizations and Strengthening of Rural Organizations

		<p>Solicitud de Apoyo para el Componente Coordinación para la Integración de Proyectos de las Organizaciones Sociales y Fortalecimiento de a Organizaciones Rurales</p>	<p>Logotipo de la Organización</p>
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1. WINDOW DATA

Window DAY MONTH YEAR CONSECUTIVE

México, DF Insurgentes Sur No. 489

Only

C. SECRETARY OF AGRICULTURE, LIVESTOCK, RURAL DEVELOPMENT, FISHERIES AND FOOD

PRESENT:

Pursuant to the (Work Plan / Work Agenda) of the Rural Organization, which it subscribes through its legal representation attached hereto, we formally request to comply with the requirements of the Operation Rules, the benefit of the Component : (Coordination for the Integration of Projects / Strengthening of Rural Organizations) for the purpose of considering this application, the following information is integrated:

Mark with X

COMPONENT

- Coordination for the integration of projects of Social Organizations
- Strengthening Rural Organizations

DETAILS OF THE REQUESTING ORGANIZATION

*Do not. Folio.

Organization:

*Organization name's: _____ *Constitution date _____
 *Name of the legal representative: _____
 *Surname: _____ d d m m to to to to
 *Second surname: _____
 * CURP of the legal representative: _____
 * RFC: _____ * Homoclave: _____
 Telephone (lada): _____ Other: _____
 Email: _____
 * Type of identification of the legal representative (IFE credential or passport): _____ * Identification number : _____
 Accreditation document of the legal representative _____ Support Amount : _____

APPLICANT'S ADDRESS:

* Type of human settlement: Colony () Fractionation () Apple () Town () Ranch () Farm () Ejido () Finance () Other () INEGI Standard ()
 * Name of the human settlement: _____
 * Type of road: Avenue () Boulevard () Street () Alley () Road () Peripheral () Private () Highway () Road () Other () INEGI Standard ()
 * Name of road: _____
 * Outside number 1: _____ Outside number 2: _____ Inside number: _____ Postal code: _____
 * Reference 1 (between roads): _____
 Reference 2 (posterior road): _____
 Reference 3 (Description of location): _____
 * Town: _____ * Municipality: _____ * State: _____
 * Date of Legal Constitution: _____ Validity: _____
 Title: _____
 Local Tax Administration Office: _____
 Documentation accrediting your legal representative: _____
 *Required fields.

2.-In compliance with the provisions of the Operation Rules, *the social organization* that subscribes through its legal representation, manifests under protest to tell the truth the following:

That the social organization has representation in the following states (detail the information of each of the representations).

Key federal entity	Address (street, number, neighborhood, municipality, town)	Phone (with lada)

one		
two		
3		
4		
5		
6		
7		
8		
9		
10		

Continue if necessary:

Key federal entity	Address (Street, number, neighborhood, municipality, town)	Telephone (with lada)
eleven		
12		
13		
14		
fifteen		

Members: The organization is made up of a total of _____ affiliates or members, whose breakdown by typology is as follows:

TYPOLGY	WOMEN	MENS
YOUNG BOYS		
ADULTS		
THIRD AGE		
TOTAL		
From the total population, indicate how many are:		
NATIVES		
From the total population, indicate how many are:		
DISABLED		

Likewise, that the organization is up to date in the fulfillment of each and every one of the fiscal obligations that correspond in terms of the current and applicable legislation, and that at the time of the representation of this request it is not in internal litigation or litigation. regarding the legal representation of the organization.

Conforme a lo establecido en **(el artículo 17 y 34 de las Reglas de Operación del Programa Integral de Desarrollo Rural)** de la Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación, manifiesto bajo protesta de decir verdad que no he recibido apoyos o incentivos que impliquen duplicidad para el mismo concepto de este programa.

Con fundamento en **el artículo 35 de la Ley Federal de Procedimiento Administrativo** acepto la recepción de notificaciones relacionadas con la presente solicitud a través de la página electrónica de la Secretaría (www.Secretaría.gob.mx) y/o de la página electrónica de la Instancia Ejecutora.

ATENTAMENTE

(Nombre y firma del representante legal de la organización social)

"Este programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

3. INSTRUCTIVO DE LLENADO ANEXO

DATOS VENTANILLA

FECHA DE REGISTRO (DD/MM/AAAA): Fecha de registro ante la Ventanilla Autorizada, en la que se presenta la solicitud.

CONSECUTIVO: Número que se da en ventanilla para control interno.

FOLIO SOLICITUD: Que se asigna el sistema a la solicitud.

COMPONENTE DE APOYO: Este formato aplica para dos Componentes de apoyo por lo que deberá indicar en el texto y marcar con una X el Componente a solicitar:

Componente	Instrumento
Coordinación para la integración de proyectos	Plan de Trabajo
Fortalecimiento a Organizaciones Rurales	Agenda de trabajo

DATOS DE LA ORGANIZACIÓN SOLICITANTE:**NOMBRE DE LA ORGANIZACIÓN:** Corresponde al nombre completo de la persona moral u organización**NOMBRE DEL REPRESENTANTE LEGAL:** Corresponde al nombre (s) del representante legal de la Organización.**PRIMER APELLIDO:** Corresponde al apellido paterno de la identificación oficial del representante legal.

SEGUNDO APELLIDO: Corresponde al apellido materno de la identificación oficial del representante legal

FECHA DE CONSTITUCIÓN: Es la fecha de constitución de la empresa u organización.

CURP DEL REPRESENTANTE LEGAL: Clave Única de Registro de Población del representante legal.

RFC: Clave de Registro Federal de Contribuyentes.

HOMOCLAVE: Last three digits of the Federal Taxpayers Registry key.

TELEPHONE (LADA): Telephone number of the domicile of the beneficiary or producer, starting with the password lada.
Example: 01 (55) 10 14 21 22.

EMAIL: Email address of the producer or legal representative. Example: elproductordemaiz@yahoo.com.mx.

TYPE OF IDENTIFICATION (IFE CREDENTIAL OR PASSPORT): Corresponds to the specification of the document used to identify the applicant.

IDENTIFICATION NUMBER: Corresponds to the number of the instrument with which the beneficiary is identifying .

LEGAL REPRESENTATIVE ACCREDITATION DOCUMENT: instrument by which the legal representative is accredited by the legal entity, group or organization, example: constitutive act, power of attorney for lawsuits and collections, assembly act, etc.

SUPPORT AMOUNT: It is the authorized amount of the incentive or support that the **direct and indirect** beneficiary can receive **in the Program, no null or zero data will be accepted. Example: 1205.50 or 3000.00.**

APPLICANT'S ADDRESS

ASENT TYPE. HUMAN: Name of the type of human settlement, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ASENT NAME. HUMAN: Full name of the human settlement according to the previous type of settlement Example: CENTRAL COLONY; MAKING SPRING; etc.

ROAD TYPE: Name of the type of road where the producer's domicile is, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12 , 2010. Consult the electronic address: <http://www.inegi.org.mx/>

ROAD NAME. Full name of the road where the producer is a natural person or tax domicile if it is a legal entity. Examples: CALLE LOS FRESNOS; BOULEVARD BENITO JUÁREZ; CALLEJÓN LAS BRUJAS, etc.

EXT NUMBER 1 /.- Exterior number of the domicile where the producer lives and which is facing the road, in double numbered cases indicate the one with the highest recognition. Example: APPLE 15 LOT 23

EXT NUMBER 2 /.- Exterior number when the dwelling is located in a private unit, the dwelling number and the interior number in the case of a Horizontal Condominium, Housing Unit, Neighborhood, Multi-family, etc.

INT NUMBER.- Refers to alphanumeric characters and symbols that identify one or more properties belonging to an external number, if applicable.

POST CODE: Key of the Postal Code that corresponds to the address of the producer.

REFERENCE 1.- Name of the roads between which the producer's address is located: Example: Between CALLE BENITO JUÁREZ AND CALLE LÁZARO CÁRDENAS.

REFERENCE 2.- Name of the nearest road located at the back of the producer's home . Example: AVENIDA LAS TORRES

REFERENCE 3.- Brief description of the location of the producer's domicile, if any. Example: IN FRONT OF THE INDEPENDENCE CHANNEL.

LOCATION: (cve / name): Code and full name of the locality to which the producer's geographic address belongs according to the INEGI catalog of geo statistical keys. Example: 0025 EL SALITRE, 0001

MUNICIPALITY (cve / name): Code and Denomination of the Municipality where the producer's address is located , according to the Municipalities catalog that can be consulted at the electronic address: <http://mapserver.inegi.org.mx/mgn2k/?c=646&s=est>

STATE (cve / name): Code and name of the Federal Entity where the address is located
geographic location of the producer, or the tax domicile if it is a legal entity. Example: 003 BAJA CALIFORNIA SUR, 028 TAMAULIPAS, etc.

DATE OF LEGAL CONSTITUTION: The one registered in the legal document of creation of the organization

VALIDITY: Record the one indicated in the legal document of creation of the organization

POSITION: From the legal representative

DOCUMENTATION THAT PROVES ITS LEGAL REPRESENTATION: Act or legal document with which it demonstrates the power for acts of administration.

REPRESENTATIVITY: In the table, write down in the first column the states in which they have representation; In the second column the addresses where they have their representations, the address must correspond to some locality in the state described in the first column, this in the case of Social Organizations.

DETAIL THE INFORMATION IN WHICH EACH REPRESENTATION OF THE ORGANIZATION IS LOCATED .

FEDERATIVE ENTITY: In which each representation of the Organization is located.

ADDRESS: Of each representation.

PHONE WITH SIDE:

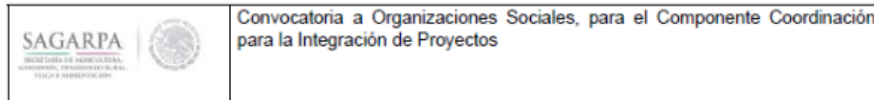
MEMBERS: In the following table you should write down the total number of members of the organization and specify of its members how many also belong to the subgroups that classify them as Indigenous and / or Disabled.

NAME AND SIGNATURE OF THE REPRESENTATIVE OF THE SOCIAL ORGANIZATION.

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

ANNEX VI

Call for Social Organizations for the Coordination Component for the Integration of Projects



Based on the provisions contained in **article 17 of the " Rules of Operation of the Integral Rural Development Program "** , it is established:

1. The present call addressed to the Social Organizations of the Rural Sector, legally constituted, that do not pursue profit and / or political ends and whose corporate purpose allows them to carry out, among others, the activities provided for in Article 143 of the Development Law Sustainable Rural.

2. Criteria and General Requirements for access to the Support Concepts: Professionalization, Equipment, Communication and Expenses Inherent in the execution of the Coordination Component program for the integration of projects.

In addition to what is established in this Call, you must comply with:

2.1 What is stated in **article 17** of the Rules of Operation of the Comprehensive Rural Development Program.

3. Characteristics and content of the Work Plan, in the short, medium and long term,

3.1 Short-term work plan for the 2014 financial year

The Work Plan must be structured according to the following scheme and with a strategic planning in the short (1 year), and medium and long term (5 years).

Set of actions to be carried out by the Social Organization in fiscal year 2014 for its strengthening; likewise, the Project (s) to be carried out in accordance with the goals set in the calendar year and aligned with its general strategy presented in its medium and long-term Work Plan, must contain:

3.1.1 Introduction.- Brief description of the historical process of the requesting Organization, its main achievements and the justification for its interest in participating in the Coordination Component for the Integration of Projects of the Integral Rural Development Program, indicating the main objectives of strengthening in the current year for the organization and its members; Describing at least three aspects of the strategy (s) that the social organization has outlined for its consolidation and growth in its performance, for the benefit of its members in the agricultural, livestock, aquaculture and fishing sectors.

3.1.2 Strengthening Actions.- Description of the main strengthening actions according to your proposed Work Plan, in accordance with the support concepts established in the Operation Rules (article 17 of the "**Operation Rules of the Comprehensive Program of Rural Development** "), considering, as appropriate, what is indicated in section 4 of this call, for each of the four support concepts.

3.1.3 Execution Schedule.- Indicate the set of actions to be carried out and their execution dates, organized in groups for support (Professionalization, Equipment, Communication and Expenses Inherent in the Execution of the Work Plan).

3.1.4 Budget Concentrate.- Based on the budget considered for each of the support concepts , integrate a single table of the total resources required, indicating the percentage part for each concept.

3.1.5 Expected results.- Describe precisely the result to be achieved with the actions undertaken.

3.2 Medium and long-term Work Plan (5 years). Must contain:

3.2.1 Introduction

- Mission and long-term vision.
- Scope and purposes intended by the organization.

3.2.2 Competitive analysis

- Main strengths of the organization.
- Main actions focused on achieving its objectives.

3.2.3 Strategic lines and axes of innovation

- Capacity development scheme for its members.

3.3 Short-term work plan (2014 financial year),

4. Regarding the characteristics of the supports referred to in (article 17 of the " Rules of Operation of the Comprehensive Rural Development Program " , paragraphs a) to d)), the following support concepts are established :

4. 1 Professionalization.- Must indicate for each event:

- Profile of the participants (age, sex, education and experience in the sector).
- Total number of people to train and venue of the training.
- Training strategy, (Workshops, diplomas, tours, seminars, courses or practices, among others; a single event or a sequence, indicating the total number of events to be held).
- Profile of academic providers: describe the experience and accreditation of the instructors, trainers or trainers who will have the responsibility to design and implement capacity development actions.
- Execution period: indicate dates to carry out events, as well as the duration, expressing the hours and days.
- Justification: indicate the expected results and their impact on the achievement of the strategy (s) to strengthen the social organization or product system.
- Budget: indicate the amount of application of resources according to the concepts of training logistics , instructor fees and other expenses associated with the training action .

4. 2 Equipment.- the following must be indicated:

- Destination of the acquisition or Civil Works. Location of facilities to be improved; In the case of equipment, indicate

the Federal Entity and the municipality to which the good is intended to be allocated.

- b) Civil works. Present an opinion issued by a civil engineer where the needs for modifications or extensions are determined, as well as the materials and labor required; the duration of the works must be indicated.
- c) Justification and expected results. Indicate the expected impact according to the strategic objectives of the organization and the benefit to its members.
- d) Budget.- Indicate the amount of application of resources for each of the concepts.

4.3 Communication.- In addition to what is stated in the Operation Rules of the Coordination Component for the Integration of Projects, this item covers the participation (s) in events related to the internal life of the organization (Assemblies, Workshops and Seminars), and that are intended for communication between the members of the organization. (This item does not cover the payment for holding Congresses, Conventions and Forums).

For each communication action, the following must be indicated:

- a) Coverage.- Total number of recipients, profile and geographic location.
- b) Modality of Communication.- Describe according to whether it is a good and / or a service, such as printed or audiovisual materials, assembly, workshop or seminar. In case of using goods, indicate the type and quantity.
- c) Communication Strategy.- As can be printed or audiovisual materials, assemblies, workshops and seminars.
- d) Execution period.- Indicate the dates and times when the communication actions must be carried out.
- e) Justification.- Indicate the expected impact of the strategy (s) to strengthen social organization.
- f) Budget.- Indicate the amount of application of resources, which may not exceed 25% of the total amount authorized for the Annual Work Plan.

4.3.1 This concept includes, among others, the following types of support:

- a) Development of communication content, such as: image and testimonial registration, edition and reproduction, graphic design, printed materials, design and maintenance of the organization's website.
- b) Expenses necessary for the execution of events, such as: classroom rental or transportation, food, lodging, stationery, equipment rental, as required by the event.

4.3.2 The printed material charged to this concept of support, must contain the following legends:

" Event carried out with the support of the SECRETARIAT through the Comprehensive Rural Development Program 2014 "

4.4 Expenses Inherent in Program Execution.- This Concept includes, among others, the following types of support:

- a) Payment of per diem.- Lodging, food, passages, tolls, gasoline, lubricants. With adherence to the authorized amounts of the SECRETARIAT tabulator, which is available on the institutional page of the Secretariat.
- b) Stationery expenses (computer consumables, as well as others necessary for the execution of the work program), and,
- c) Expenses for hiring external professional advice up to 3% of the total amount approved to the organization, to support compliance with the regulations applicable to the program.

The inherent expenses may not exceed 30% of the total amount authorized for the execution of the Annual Work Plan, nor may they be destined to cover the current expenses of the Organization.

5. Window for receiving applications.

5.1 The service desk for Social Organizations is the General Coordination of Sector Liaison, through the Directorate of Agreements and Agreements, located at Insurgentes Sur number 489, Colonia Hipódromo Condesa, Cuauhtémoc Delegation, Mexico Federal District, which will operate in days business hours from March 17 to April 15, 2014, with hours from 9:00 a.m. to 3:00 p.m.

The telephone number for any questions is (01-55) 3871-1000, extensions 20356, 20364 and 20459. Once the reception period has closed, no request will be received, even if they meet all the requirements.

6. Criteria and technical evaluation of applications:

The requests of the social organizations will be analyzed and ruled according to the following:

6.1 Regarding the provisions of article 17 of the Rules of Operation of the Comprehensive Rural Development Program. They will be additional evaluation elements:

a) Regarding the request:

Benefit to women and typology of members

b) Work Plan:

Scope between the strategy (s) to strengthen social organization and expected results; planning between the conception of the professionalization and communication actions with the capacities to develop in the subjects of attention and the products or processes to improve in the management and promotion that seek to contribute to the realization of the object of the Sustainable Rural Development Law and the priority topics of the SECRETARIAT. The professionalization category will have greater value if it is executed by institutions that have prestige and / or certification.

c) From the organization:

Representativeness; impact of their actions towards the improvement of the population of rural environment and social strength.

7. Process for the allocation of amounts

In the case of the concepts of professionalization support, equipment, communication and expenses inherent in the execution of the Work Plan, the requests will be ruled as follows:

In the case of Social Organizations, they will be ruled by the Directorate of Agreements and Agreements and supervised by the Deputy General Directorate for Concertation, according to **article 17 of the Rules of Operation of the Comprehensive Program**

for **Integral Rural Development** , with up to 30 business days for review. of applications and up to 30 business days for their resolution. In the event that during the review observations are made that the organization must correct or clarify, it will have up to 10 business days to do so.

8. General

The work plans that have been submitted in due time and form will be qualified; where appropriate, ruled and processed according to the **Operation Rules of the Integral Program for Integral Rural Development and Operational Guidelines for the Coordination Component for the Integration of Projects.**

Any case not foreseen in this Call will be resolved by the corresponding Responsible Unit , based on the Operation Rules.

The General Coordination of Sector Liaison through the Directorate of Agreements and Agreements will carry out orientation workshops for the social organizations supported on the regulations applicable to the program.

The supporting documentation of the expenditure on the exercise of the resources authorized to the organizations, must comply with the fiscal requirements established by art. 29-A of the Fiscal Code of the Federation, in addition to being presented in original and copy for comparison in the final report no later than January 31, 2015.

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

ANNEX VII

Request for support from the COUSSA, PESA and PRODEZA Components

1. DATOS DE VENTANILLA (Información que captura la ventanilla)

COMPONENTE	INSTANCIA EJECUTORA	EDO	DDR	MUNICIPIO	CADER	VENTANILLA	DIA	MES	AÑO	CONSECUTIVO

*No. de Foto.

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I. a DATOS DEL SOLICITANTE (PERSONA FÍSICA, MORAL O GRUPO)

Persona Física, Persona moral, Grupo	
Persona moral	Persona Física
<input type="checkbox"/>	<input type="checkbox"/>
*Nombre del grupo: _____	
*Nombre del representante legal o de la Persona Física: _____	
*Primer apellido: _____	
*Segundo Apellido: _____	
*CURP: _____	
*Nacionalidad: _____	
*Sexo: _____	
*RFC: _____	
*Homoclave: _____	
Teléfono (fada): _____ Fax: _____	
Correo electrónico: _____	
*Tipo de identificación (credencial IFE o pasaporte): _____	
*Número de identificación: _____	
Tipo de beneficiario: _____	
Documento de acreditación del representante legal _____	
I.b. DOMICILIO DEL SOLICITANTE O REPRESENTANTE	
*Tipo de asentamiento humano: Colonia () Fraccionamiento () Manzana () Pueblo () Rancho () Granja () Ejido () Hacienda () Otro () norma INEGI	
*Nombre del asentamiento humano: _____	
*Tipo de vialidad: Avenida () Boulevard () Calle () Callejón () Calzada () Periférico () Privada () Carretera () Camino () Otro () norma INEGI	
*Nombre de vialidad: _____	
*Número exterior 1: _____ Número exterior 2: _____ Número interior: _____ *Código Postal: _____	
*Referencia 1 (entre vialidades): _____	
*Referencia 2 (vialidad posterior): _____ Referencia 3 (Descripción de ubicación): _____	
*Localidad: _____ *Municipio: _____ *Estado: _____	
*Otro: _____	
Número de UPP o RNP: _____	
*Campos obligatorios.	
2. DATOS DEL PROYECTO	
NOMBRE DEL PROYECTO: _____	
DOMICILIO DEL PROYECTO: _____	

PROYECTO NUEVO PROYECTO DE AMPLIACIÓN CONTINUACIÓN

2.a EMPLEOS A GENERAR

No. De empleos indirectos	<input type="text"/>	Mujer	<input type="text"/>	Hombre	<input type="text"/>
No. De empleos directos	<input type="text"/>	Mujer	<input type="text"/>	Hombre	<input type="text"/>
No. de jornales durante la ejecución (COUSSA)	<input type="text"/>	Mujer	<input type="text"/>	Hombre	<input type="text"/>

3. COMPONENTE Y CONCEPTOS DE APOYO SOLICITADOS:

ESTRUCTURA FINANCIERA

Componente	INVERSIÓN TOTAL	SOLICITANTE	CREDITOS	APOYOS	GOBIERNO
1					

3.a APOYO SOLICITADO

Concepto de apoyo	Apoyo solicitado		Crédito o alguna otra fuente de financiamiento		Aportación del solicitante		Monto total de la inversión (incluyendo monto solicitado)		No. Beneficiarios	
	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Mujer	Hombre

4. RELACION DE DOCUMENTOS ENTREGADOS (Información Que captura la ventanilla)

TODOS LOS SOLICITANTES				DOCUMENTOS PARA PERSONA MORAL (5)		DOCUMENTOS PARA GRUPOS	
CURP (3)	<input type="checkbox"/>	Comprobante de domicilio	<input type="checkbox"/>	Base de Integrantes (2)	<input type="checkbox"/>	Relación de integrantes (3)	<input type="checkbox"/>
Identificación oficial	<input type="checkbox"/>		<input type="checkbox"/>	Identificación of. de Autoridades	<input type="checkbox"/>	Acta de Integracións	<input type="checkbox"/>
	<input type="checkbox"/>	Documentos de propiedad	<input type="checkbox"/>	Cédula fiscal (RFC)	<input type="checkbox"/>	Identificación Oficial de Autoridades	<input type="checkbox"/>
Constancia ser productor rural desarrollar ofic	<input type="checkbox"/>	Permisos (cuando apliquen)	<input type="checkbox"/>	Acta Constitutiva actualizada	<input type="checkbox"/>	Comprobante de Domicilio	<input type="checkbox"/>
						CURP	<input type="checkbox"/>
				Poder notarial del Representante	<input type="checkbox"/>	Proyecto	<input type="checkbox"/>
DOCUMENTOS PARA INSTITUCIONES (Componente Desarrollo de Capacidades)				PERMISOS:			
Acta Constitutiva actualizada o equivalente	<input type="checkbox"/>			<hr/>			
Identificación oficial de Autoridades	<input type="checkbox"/>			<hr/>			
Cédula fiscal (RFC)	<input type="checkbox"/>			<hr/>			
Poder notarial del	<input type="checkbox"/>			<hr/>			

Representante legal		
Carta Acuerdo de beneficiarios participantes en el programa de trabajo o proyecto	<input type="checkbox"/>	
Curriculum y Experiencia Equipo responsable del programa de trabajo/ proyecto	<input type="checkbox"/>	

APOYOS RECIBIDOS EN AÑOS ANTERIORES POR EL SOLICITANTE (PERSONA FÍSICA, GRUPO, PERSONA MORAL)

PAAP 09/10 Año PROMAF Año SOPORTE (AT O CPAC) Año OTRO Año COUSSA Año PROVAR Año

DECLARACIONES

TITULAR DE LA PRESENTE: _____

Los que suscribimos, representantes de _____, solicitamos participar de los apoyos y beneficios que el Gobierno Federal, otorga a través del "Componente _____", para lo cual proporcionamos nuestros datos y documentos requeridos, manifestando que son verídicos, comprometiéndome a cumplir con los criterios y requisitos de elegibilidad establecidos.

No. Total de Socios No. Socios morales No. de Socios físicos

No. Socios Mujeres No. de socios Hombres

5.a Declaro bajo protesta de decir verdad.

Que estoy al corriente en mis obligaciones fiscales.

Que estoy exento de obligaciones fiscales.

5.b Que no realizo actividades productivas y/o comerciales ilícitas.

5.c Con fundamento en el artículo 35 de la Ley Federal de Procedimiento Administrativo acepto la recepción de notificaciones relacionadas con la presente solicitud a través de la página electrónica de la Secretaría (www.sagarpa.gob.mx) y/o de la página electrónica de la Instancia Ejecutora.

5.d Manifiesto bajo protesta de decir verdad que no he recibido apoyos o incentivos que impliquen duplicidad para el mismo concepto de este programa.

5.e Manifiesto que los datos proporcionados son verídicos y me comprometo con los ordenamientos establecidos en las Reglas de Operación y lineamientos correspondientes para el cual solicito apoyo, así como de toda la legislación aplicable. Por otra parte, expreso mi total y cabal compromiso, para realizar las inversiones y/o Trabajos que me correspondan, para ejecutar las acciones del proyecto aludido.

6. OBSERVACIONES

FIRMA



NOMBRE COMPLETO Y CARGO DEL FUNCIONARIO RECEPTOR

6.c Atentamente

Nombre y Firma o Huella Digital del Solicitante

"Este Programa es público, ajeno a cualquier partido político. Queda prohibido el uso para fines distintos a los establecidos en el programa"

ANNEX VIII

 SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL, PESCA Y ALIMENTACIÓN		MUNICIPIOS DE ATENCIÓN PRIORITARIA POTENCIAL DEL PROYECTO DESARROLLO DE ZONAS ÁRIDAS Y SEMIÁRIDAS
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AGUASCALIENTES

001 Aguascalientes	004 Cosío	007 Rincón de Romos	010 El Llano
002 seats	005 Jesus Maria	008 San José de Gracia	011 San Francisco de los Romo
003 Calvillo	006 Pavilion of Arteaga	009 Tepezalá	

BAJA CALIFORNIA

001 Ensenada	003 Tecate	005 Rosarito Beach	
002 Mexicali	004 Tijuana		

BAJA CALIFORNIA SUR

001 Comondú	003 La Paz	009 Loreto	
002 Mulegé	008 Los Cabos		

COAHUILA

001 Abasolo	011 General Cepeda	021 Swimmers	031 San Buenaventura
002 Acuña	012 Warrior	022 Nava	032 San Juan de Sabinas
003 Allende	013 Hidalgo	023 Ocampo	033 San Pedro

004 Arteaga	014 Jiménez	024 Vine	034 Sierra Mojada
005 Candela	015 Juárez	025 Black Stones	035 Torreón
006 Chestnut	016 Lamadrid	026 Progress	036 Viesca
007 Cuatrociénegas	017 Matamoros	027 Ramos Arizpe	037 Villa Unión
008 Escobedo	018 Monclova	028 Sabine	038 Zaragoza
009 Francisco I. Madero	019 Morelos	029 Sacramento	
010 Border	020 Múzquiz	030 Saltillo	

CHIHUAHUA

001 Smoked	017 Cuauhtémoc	036 Jiménez	054 Riva Palacio
002 Aldama	018 Cusihuirachi	037 Juárez	055 Rosales
003 Allende	019 Chihuahua	038 Julimes	056 Rosario
004 Achilles Serdán	021 Delights	039 López	057 San Francisco de Borja
005 Ascension	022 Dr. Belisario Domínguez	042 Manuel Benavides	058 San Francisco de Conchos
006 Bachiniva	023 Galeana	044 Matamoros	059 San Francisco del Oro
010 Buenaventura	024 Santa Isabel	045 Meoqui	060 Santa Barbara
011 Camargo	026 Gran Morelos	048 Namiquipa	061 Satevo
012 Carichí	028 Guadalupe	049 Nonoava	062 Saucillo
014 Coronado	032 Hidalgo del Parral	050 New Big Houses	064 The Tule
015 Coyame del Sotol	033 Huejotitán	052 Ojinaga	067 Zaragoza Valley
016 The Cross	035 Janos	053 Praxedis G. Guerrero	

DURANGO

001 Canatlán	011 Indé	021 White Rock	031 Santa Clara
003 Coneto de Comonfort	012 Lerdo	022 Poanas	033 Súchil
004 Cuencamé	013 Mapimí	024 Rodeo	036 Tlahualilo
005 Durango	015 Nazas	025 San Bernardo	038 Vicente Guerrero
006 Gral. Simón Bolívar	016 God's Name	027 San Juan de Guadalupe	039 New Ideal
007 Gómez Palacio	017 Ocampo	028 San Juan del Río	
008 Guadalupe Victoria	018 The Gold	029 San Luis del Cordero	
010 Hidalgo	020 Pánuco de Coronado	030 San Pedro del Gallo	

GUANAJUATO

003 Allende	014 Dolores Hidalgo	030 San Felipe	040 White Earth
006 Atarjea	015 Guanajuato	032 San José Iturbide	043 Victoria
009 Comonfort	022 Ocampo	033 Saint Louis of Peace	045 Xichú
013 Doctor Mora	029 San Diego de la Unión	034 Santa Catarina	

WARRIOR

12070 Xochihuehuatlán	12072 Zapotitlán Tables	12028 Chilapa de Alvarez	12030 Florencio Villarreal
12024 Any	12010 Atlixac	12056 Tecoaapa	12053 San Marcos
12045 Olinálá	12020 Copanatoyac	12046 Ometepec	12025 Cuauhtepic
12033 Huamuxtlán	12066 Comonfort Tlapa	12062 Tlacoachistlahuaca	12012 Ayutla of the Free
12074 Zitlala	12043 Metlatónoc	12036 Iguala	12071 Xochistlahuaca
12005 Alpoyeca	12041 Malinaltepec	12018 Copala	019 Copalillo
12065 Tlaxiataquilla de	12063 Tlacoapa	12052 San Luis Acatlán	002 Ahuacotzingo

Maldonado			
12069 Xalpatláhuac	008 Atenango del Río	12013 Azoyú	
12004 Alcozauca de Guerrero	12009 Atlamajalcingo del Monte	12023 Cuajinicuilapa	

GENTLEMAN

003 Actopan	019 Chilcuautla	044 Nopala de Villagrán	067 Tezontepec de Aldama
005 Ajacuba	020 Eloxochitlán	047 Pacula	070 Tlahuelilpan
006 Alfajayucan	023 Francisco I. Madero	050 Obregón Progress	071 Tlahuiltepa
009 El Arenal	029 Huichapan	054 San Salvador	074 Tlaxcoapan
010 Atitalaquia	030 Ixmiquilpan	055 Santiago de Anaya	076 Tula de Allende
012 Atotonilco the Great	031 Jacala de Ledezma	058 Tasquillo	084 Zimapán
013 Atotonilco de Tula	037 Metztlán	059 Tecozautla	
015 Cardonal	041 Mixquiahuala de Juárez	064 Tepetitlán	
017 Chapantongo	043 Nicolás Flores	065 Tetepango	

JALISCO

019 Bolaños	042 Huejuquilla el Alto	091 Teocaltiche	113 Saint Gabriel
025 Colotlán	053 Moreno Lakes	094 Tequila	116 Villa Hidalgo
031 Chimaltitán	064 Eyelets of Jalisco	099 Tolimán	122 Zapotitlán de Vadillo
035 Incarnation of Díaz	073 San Juan de los Lagos	102 Tonaya	
040 Hostotipaquillo	076 San Martín de Bolaños	106 Tuxcacuesco	
041 Huejucar	081 Santa María de los Angeles	109 Union of San Antonio	

NEW LION

001 Abasolo	013 China	026 Guadalupe	041 Fishery
002 Agualeguas	014 Dr. Arroyo	027 Los Herreras	042 Los Ramones
003 Los Aldamas	015 Dr. Coss	028 Fig trees	043 Scratches
004 Allende	016 Dr. González	030 Iturbide	044 Sabinas Hidalgo
005 Anahuac	017 Galeana	031 Juárez	045 Salinas Victoria
006 Apodaca	018 Garcia	032 Mops of Naranjo	046 San Nicolás de los Garza
007 Aramberri	019 San Pedro Garza García	034 Marín	047 Hidalgo
008 Bustamante	020 Gral. Bravo	035 Melchor Ocampo	048 Santa Catarina
009 Cadereyta Jiménez	021 Gral. Escobedo	036 Wed and Noriega	049 Santiago
010 Carmen	023 Gral. Treviño	037 Mine	050 Vallecillo
011 Cerralvo	024 Gral. Zaragoza	039 Monterrey	051 Villaldama
012 Cienega de Flores	025 Gral. Zuazua	040 Parás	

OAXACA

20006 Asunción Nochistlán	20255 San Mateo Sindhui	20451 Santiago Apoala	20099 San Andrés Tepetlapa
20016 Coicoyán de las Flores	20256 San Mateo Tlapiltepec	20463 Santiago Huaucilla	20152 San Francisco Tlapancingo
20018 Concepción Buenavista	20258 San Miguel Achiutla	20464 Santiago Ihuitlán Plumas	20160 San Jerónimo Silacayoapilla
20026 Chalcatongo de Hidalgo	20264 San Miguel Chichahua	20469 Santiago Juxtlahuaca	20164 San Jorge Nuchita
20046 Magdalena Jaltepec	20269 Saint Michael the Great	20479 Santiago Nejapilla	20165 San José Ayuquila
20047 Santa Magdalena Jicotlán	20270 San Miguel Huautla	20480 Santiago Nundiche	20181 San Juan Bautista Suchitepec

20050 Magdalena Peñasco	20274 San Miguel Piedras	20481 Santiago Nuyoó	20183 San Juan Bautista Tlachichil
20054 Magdalena Zahuatlán	20281 San Miguel Tecmatlán	20486 Villa Tejúpam de la Unión	20186 San Juan Cieneguilla
20086 San Agustín Tlacotepec	20283 San Miguel Tequixtepec	20488 Santiago Tepetlapa	20199 San Juan Ihualtepec
20093 San Andrés Lagunas	20286 San Miguel Tlacotepec	20492 Santiago Tilantongo	20230 San Lorenzo Victoria
20094 San Andrés Nuxiño	20287 San Miguel Tulancingo	20493 Santiago Tillo	20237 San Marcos Arteaga
20096 San Andrés Sinaxtla	20304 San Pedro Coxcaltepec Cántar	20499 Santiago Yolomécatl	20245 San Martín Zacatepec
20105 San Antonino Monte Verde	20317 San Pedro Mártir Yucuxaco	20500 Santiago Yosondúa	20251 San Mateo Nejápam
20106 San Antonio Acutla	20320 San Pedro Molinos	20510 Santo Domingo Ixcatlán	20259 San Miguel Ahuehuetitlán

20110 San Antonio Sinicahua	20321 San Pedro Nopala	20511 Santo Domingo Nuxaá	20261 San Miguel Amatitlán
20119 San Bartolomé Yucuañe	20329 San Pedro Teozacoalco	20518 Santo Domingo Tlatayápam	20290 San Nicolás Hidalgo
20121 San Bartolo Soyaltepec	20331 San Pedro Tidaá	20521 Santo Domingo Tonaltepec	20340 Saint Peter and Saint Paul Tequix
20127 San Cristóbal Amoltepec	20332 San Pedro Topiltepec	20523 Santo Domingo Yanhuatlán	20352 San Simón Zahuatlán
20129 San Cristóbal Suchixtlahuaca	20339 Saint Peter and Saint Paul Teposc	20528 Santos Reyes Tepejillo	20373 Santa Catarina Zapoquila
20133 San Esteban Atatlahuca	20341 San Pedro Yucunama	20532 Santo Tomás Ocotepec	20376 Santa Cruz de Bravo
20140 San Francisco Chindúa	20346 San Sebastián Nicananduta	20536 San Vicente Nuñú	20381 Santa Cruz Tacache de Mina
20144 San Francisco Jaltepetongo	20348 San Sebastián Tecomaxtlahuac	20540 Villa of Tamazulápam del Pro	20400 Santa María Camotlán
20147 San Francisco Nuxaño	20370 Santa Catarina Tayata	20547 Teotongo	20455 Santiago Ayuquillilla

20151 San Francisco Teopan	20371 Santa Catarina Ticuá	20548 Tepelmeme Villa de Morelos	20456 Santiago Cacaloxttepec
20172 San Juan Achiutla	20372 Santa Catarina Yosonotú	20552 Tlacotepec Feathers	20459 Santiago Chazumba
20176 San Juan Bautista Coixtlahua	20379 Santa Cruz Nundaco	20556 La Trinidad Vista Hermosa	20461 Santiago del Río
20195 San Juan Diuxi	20382 Santa Cruz Tacahua	20562 Magdalena Yodocono de Porfir	20462 Santiago Huajolotitlán
20208 San Juan Mixtepec - Distr. 0	20383 Santa Cruz Tayata	20564 Yutanduchi of Guerrero	20476 Santiago Miltepec
20210 San Juan Ñumi	20395 Santa María Apazco	20569 Santa Inés de Zaragoza	20484 Santiago Tamazola
20215 San Juan Sayultepec	20397 Heroic City of Tlaxiaco	20004 Asunción Cuyotepeji	20501 Santiago Yucuyachi
20217 San Juan Tamazola	20404 Santa María Chachoápam	20011 Calihualá	20520 Santo Domingo Tonalá
20218 San Juan Teita	20405 Villa of Chilapa de Díaz	20022 Cosoltepec	20524 Santo Domingo Yodohino
20221 San Juan Teposcolula	20408 Santa María del Rosario	20032 Fresnillo de Trujano	20529 Santos Reyes Yucuná
20224 San Juan Yucuita	20422 Santa María Nativitas	20034 Guadalupe de Ramírez	20537 Silacayoápam

20239 San Martín Huamelúlpam	20423 Santa María Nduayaco	20039 Heroic City of Huajuapam	20549 Tezoatlán de Segura y Luna
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20240 San Martín Itunyoso	20430 Santa María Tataltepec	20055 Mariscal de Juárez	20567 Zapotitlán Lagunas
20242 San Martín Peras	20444 Santa María Yolotepec	20065 Ixpantepec Nieves	20568 Zapotitlán Palmas
20250 San Mateo Etlatongo	20445 Santa María Yosoyúa	20081 San Agustín Atenango	
20252 San Mateo Peñasco	20446 Santa María Yucuhiti	20089 San Andrés Dinicuiti	

VILLAGE

21003 Acatlán	21055 Chila	21112 Petlalcingo	21156 Tehuacán
21009 Ahuehuetitla	21056 Chila de la Sal	21113 Piaxtla	21157 Tehuiztzingo
21011 Albino Zertuche	21059 Chinantla	21124 San Gabriel Chilac	21160 Teotlalco
21013 Altepexi	21066 Guadalupe	21127 San Jerónimo Xayacatlán	21169 Tepexi de Rodríguez
21018 Atexcal	21070 Huatlatlauca	21129 San José Miahuatlán	21190 Totoltepec de Guerrero
21024 Axutla	21073 Huehuetlán el Chico	21131 San Juan Atzompa	21191 Tulcingo
21027 Caltepec	21081 Ixcamilpa de Guerrero	21135 San Miguel Ixitlán	21196 Xayacatlán de Bravo
21032 Cohetzala	21082 Ixcaquixtla	21139 San Pablo Anicano	21198 Xicotlán
21037 Coyotepec	21085 Izúcar de Matamoros	21141 San Pedro Yeloixtlahuaca	21206 Zacapala
21042 Cuayuca de Andrade	21087 Jolalpan	21146 Santa Catarina Tlaltempan	21214 Zinacatepec
21047 Chiautla	21092 Juan N. Méndez	21147 Santa Inés Ahuatempan	21209 Zapotitlán
21052 Chigmecatitlán	21098 Molcaxac	21155 Tecomatlán	

QUERETARO

003 Arroyo Seco	007 Ezequiel Montes	014 Querétaro	018 Toliman
004 Cadereyta de Montes	011 The Marquis	015 San Joaquín	
005 Columbus	012 Pedro Escobedo	016 San Juan del Río	
006 Corregidora	013 Peñamiller	017 Tequisquiapan	

SAN LUIS POTOSI

001 Ahualulco	015 Ponds	030 San Nicolás Tolentino	048 Villa of La Paz
002 Alaquines	017 Guadalcázar	032 Santa María del Río	049 Villa de Ramos
004 Infant Armadillo	020 Matehuala	033 Santo Domingo	050 Villa de Reyes
005 Cárdenas	021 Mexquitic de Carmona	035 Soledad by Graciano Sánchez	051 Villa Hidalgo
006 Fourteen	022 Montezuma	043 New Earth	052 Villa Juárez
007 Cedral	024 Rioverde	044 Vanegas	055 Zaragoza
008 Cerritos	025 Salinas	045 Deer	056 Villa de Arista
009 Cerro de San Pedro	027 San Ciro de Acosta	046 Villa de Arriaga	
010 Corn City	028 San Luis Potosí	047 Villa de Guadalupe	

SINALOA

001 Ahome	008 Elota	012 Mazatlán	015 Salvador Alvarado
002 Angostura	010 The Strong	013 Mocorito	016 San Ignacio
006 Culiacán	011 Guasave	014 Rosario	018 Navolato

SONORA

001 Aconchi	020 Carbo	037 Mazatán	056 San Miguel de Horcasitas
002 Agua Prieta	021 La Colorada	038 Montezuma	057 San Pedro de la Cueva
004 Altar	022 Cucurpe	039 Naco	058 Santa Ana
005 Arivechi	023 Cumpas	040 Nacori Chico	059 Santa Cruz
006 Arizpe	024 Divisores	041 Nacozari de García	060 Sáric
007 Attil	025 Splice	042 Navojoa	061 Soyopa
008 Bacadéhuachi	026 Etchojoa	043 Nogales	062 Large Suaqui
009 Bacanora	027 Borders	044 Onavas	063 Tepache
011 Bacoachi	028 Granados	045 Opodepe	064 Trenches
012 Bacum	029 Guaymas	046 Oquitoa	065 Tubutama
013 Banámichi	030 Hermosillo	047 Pitiquito	066 Ures
014 Baviácora	031 Huachinera	048 Puerto Peñasco	067 Villa Hidalgo

015 Bavispe	032 Huasabas	050 Rayon	068 Villa Pesqueira
016 Benjamin Hill	033 Huatabampo	052 Sahuaripa	070 General Plutarco Elías Calles
017 Caborca	034 Huépac	053 Saint Philip of Jesus	071 Benito Juárez
018 Cash me	035 Imuris	054 San Javier	072 San Ignacio Río Muerto
019 Cananea	036 Magdalena	055 San Luis Río Colorado	

TAMAULIPAS

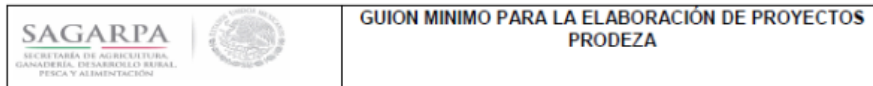
001 Abasolo	015 Gustavo Díaz Ordaz	025 Miguel Alemán	036 Saint Nicholas
005 Burgos	016 Hidalgo	026 Miquihuana	037 Soto la Marina
006 Bustamante	017 Jaumave	027 Nuevo Laredo	039 Tula
007 Camargo	018 Jiménez	030 Padilla	040 Valle Hermoso
008 Houses	019 Llera	031 Palmillas	041 Victoria
010 Cruillas	020 Mainero	032 Reynosa	042 Villagrán
012 González	022 Matamoros	033 Río Bravo	
013 Guemez	023 Méndez	034 San Carlos	
014 Warrior	024 Wed	035 San Fernando	

ZACATECAS

001 Apozol	018 Huanusco	033 Moyahua de Estrada	046 Tepetongo
002 Apulco	019 Jalpa	034 Nochistlán de Mejía	049 Valparaíso
005 Calera	020 Jerez	035 Noria de Angeles	050 Big Vein
006 Cañitas de Felipe Pescador	023 Juchipila	036 Ojocaliente	051 Villa of Cos
007 Concepción del Oro	024 Loreto	037 Panuco	052 Villa García
008 Cuahtémoc	025 Luis Moya	038 Pines	053 Villa González Ortega
010 Fresnillo	026 Mazapil	039 Río Grande	054 Villa Hidalgo
012 Genaro Codina	027 Melchor Ocampo	040 Sain Alto	055 Villanueva
013 General Enrique Estrada	028 Mezquital del Oro	041 El Salvador	056 Zacatecas
014 General Francisco R. Murguía	029 Miguel Auza	042 Hat	057 Trancoso
016 General Pánfilo Natera	030 Momax	043 Susticacán	
017 Guadalupe	032 Morelos	044 Tabasco	

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ANNEX IX



For the elaboration of a project within the framework of the Strategic Project for the Development of Arid Zones , it is necessary to follow an enunciative, but not limiting, manner, at least as indicated in this Script.

1. Identification:

- to. Project's name.
- b. Project locality or localities (INEGI code and name).
- c. Municipality (INEGI code and name).
- d. Status (INEGI key and name).

2. Representatives of the Committee.**3. Responsible for the Elaboration of the Project.**

- to. ADR name and legal representative.
- b. Address.
- c. Phone.
- d. Email.

4. Production system to intervene.**5. Project objectives, goals and indicators.****6. Executive Summary (maximum 2 pages).****7. Data by locality supported.**

- to. Total population
- b. mens
- c. Women
- d. Economically active population
- and. Land tenure
- F. Number of beneficiaries

8. Location and specific description of the project site.**I. Location**

- to. Macro localization.
- b. Micro location.

II. Description of the project area.

- to. Weather.
- b. I usually.
- c. Vegetation.
- d. Sources of water supply.
- and. Socio-environmental conditions.
- F. Plant associations.
- g. Productive agro-diversity.

9. Current management and use of natural resources.**10. Inventory of assets.****11. Inventory of soil and water conservation works.****12. Livestock inventory (as applicable).****13. Current use of productive assets.****14. Current management of crops (as applicable).****15. Livestock production parameters (as applicable).****16. Characterization of pastures (as applicable).****17. Current livestock management (as applicable).**

- to. Farm management.
- b. Cattle feeding
- c. Reproduction of livestock.
- d. Genetic management.
- and. Health management.

18. Territorial dynamics.

- to. Identification of interrelationships.
- b. Identification of weaknesses and potentials.
- c. Identification of value adding processes.

- d. Identification of target markets and their actors.
- and. Identification of competitiveness indicators.

19. Project to Execute.

- to. Technical description of the project.
- b. Components of the project.
- c. Processes and technologies to use.
- d. Projected management plans (as applicable).
- and. Execution programs.
- F. Sanitary and other applicable regulations (as applicable).
- g. Environmental impact manifesto (as applicable).
- h. Topographic surveys (as applicable).
- i. Studies (geological, hydrological, soil mechanics, among others) (as applicable).
- j. In projects that consider water collection and storage works whose management unit contemplates a micro-basin, it must present the following points (Location of the nozzle on a map that shows the shape of the micro-basin, accompanied by geographical coordinates and utm, basin area , length of the main channel, shape index, circularity ratio , initial elevation, final elevation, slope of the main channel, the average slope of the basin, order number and the cross section of the nozzle, a map showing the distance between the main work and the nearest town). This will characterize the micro-basin and determine the danger that could exist in downstream localities if the work by constructive failures will collapse determining the viability of the project for the technical opinion.
- k. Design calculations (as applicable).
- l. Plans (as applicable).
- m. Construction volumes (as applicable).
- n. Applicable permits (Among others, include the permits of the owners of the land where the works and / or actions are going to be carried out or that may be affected by them; in the case of rainwater harvesting and storage works , you must have the construction permit and concession for the use of the federal area, issued by CONAGUA, as appropriate, or where appropriate, a document issued by CONAGUA stating that the work is located outside the federal channel; for the In the case of irrigation systems and equipment for the extraction of groundwater (pumping systems and photovoltaic cells), a current or pending water concession or any other document issued by the CONAGUA where it accredits the volume of water to be used in the project, or proof of the Permanent National Registry for agricultural wells located in free-light areas.
- or. Quotes from suppliers that support the costs and budgets of the investments to be made in the acquisition of equipment, machinery and infrastructure.
- p. Geo referencing.
- q. Detailed budget for work concepts.
 - Unit price analysis (as applicable).
 - Budget for work or action.
 - Project budget.
 - Financial structure of the project.
- r. Regulation of present and future use of the supports granted.

20. Market analysis (as applicable).

- to. Description and analysis of raw materials, products and by-products.
- b. Conditions and supply of inputs and raw materials.
- c. Channels of distribution and sale.

21. Financial analysis (as applicable).

- to. Financial evaluation of the project.
- b. Projection of sales (income).
- c. Description of costs (fixed and variable).

22. Conclusions and Recommendations.

In addition, it must include an opinion on the viability of the execution of the project by the beneficiaries, considering in addition to the financial analysis and the technical aspects, the foreseeable aspects of social conflict, lack of permits and applicable regulations, among others.

23. Annexes (as applicable).

- to. Documentary evidence of community work.
- b. Evidence of the participatory planning process.
- c. Plans of actions, works and practices of soil rehabilitation and restoration.
- d. Description of concepts of productive reconversion, if applicable.
- and. Relevant project information.

Note: The specific content of each theme of the script by type of project to be developed will be announced to the ADR by the Executing Agency at the time of its selection and contracting.

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ANNEX X

2. LIST OF DOCUMENTS DELIVERED (Check the documents that are delivered)

PHYSICAL PERSONS	DOCUMENTS FOR BUSINESS	DOCUMENTS FOR FORMAL AND INFORMAL GROUP:
Commitment Letter	Commitment Letter	Commitment Letter
ID official	Updated Articles of Incorporation	Minutes Assembly of Authorities
Proof of home	Base of Members	Relation of members
Program of PSP work	Power of attorney of the Representative	Official identification of representatives
Resume PSP	Official identification of representatives	Investment project

Permissions (when applicable)	Investment project	Permissions (when applicable)
Documents of property (in your case)	Letter of commitment to maintain the producer inclusion scheme for a minimum of five years	Documents of property (in your case)
Quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers)	Permissions (when applicable)	Program of PSP work

(in your case)	Resume PSP Program of PSP work Resume PSP Quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers)	Quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers)
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4. PROJECT DATA .

Project's name: _____

Project address: _____

4.a .. TYPE OF PROJECT
 Agricultural
 Rancher
 Aquaculture / P
 Agroindustrial

primary harvest

WHAT KIND OF COMMERCIAL DEMAND WILL THE PROJECT MAINLY MEET?

Local Municipal Regional National Export

DESCRIBE THE PRODUCT (S) OR SERVICES TO BE MARKETED:

WHAT ACTIONS WILL YOU TAKE TO PROMOTE YOUR PRODUCT OR SERVICE?

5.- LIST OF BENEFICIARIES

	PARENTAL SURNAME	MATERNAL LAST NAME	NAMES)	CURP (ONLY THE KEY)	SEX	
					H	M
one						
two						
3						
4						
5						
6						
7						
8						
9						
10						

Note: This list must be provided by all support applicants individually or members of legally constituted groups or organizations.

6.- DECLARATIONS

a.- I declare under protest to tell the truth:

1. That I do not carry out illegal productive or commercial activities.
2. That we have not received support for the acquisition of assets in the concepts that we request, in the last two years.
That I am current on my tax obligations.

b.- I declare under protest to tell the truth that I do not carry out illegal productive and / or commercial activities.

c.- Based on article 35 of the Federal Law of Administrative Procedure, I accept the receipt of notifications related to this application through the electronic page of the Secretariat (www.sagarpa.gob.mx) and / or the page of the Executing Agency. In accordance with the provisions of the Rules of Operation of the Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, I declare under protest to tell the truth that I have not received any support or incentives that imply duplication for the same concept of this Component.

d.- I allow myself to request the supports of the Integral Development of Value Chains indicated, for which I provide the information and documents required. I declare that the data is true and I promise to comply with the regulations established in the Operation Rules, as well as all applicable legislation.

e.- I declare that the data provided is true and I commit myself to the regulations established in the Operation Rules for which I request support, as well as all applicable legislation. On the other hand, I express my total and complete commitment, to carry out the investments and / or Works that correspond to me, to execute the actions of the aforementioned project.

HOLDER OF THE PRESENT: _____

Those of us who subscribe, representatives of _____, under protest to tell the truth, declare that we are part of the target population of the "Integral Development Component of Value Chains " Strata (E1, E2, E3, E4, Diagnosis of the Rural and Fishing Sector, FAO -SECRETARÍA 2012) and we request to participate in the supports and benefits that the Federal Government grants through said Component, for which we provide our required data and documents, indicating that they are true, committing myself to comply with the established eligibility criteria and requirements .

4.f "The personal data collected will be protected and incorporated and processed in the personal data system"

database of beneficiaries of support programs "based on Article 43 of the Internal Regulations of the SECRETARIAT and the Federal Law of Transparency to Government Public Information, and whose purpose is to provide information on the beneficiaries of the various support programs. "

I exempt the SECRETARIAT from any responsibility derived from the deposit of the amount of the support that is granted to me, in the bank account that is specified in advance, since the information that I have provided is completely correct and current, which I manifest under protest to tell the truth as soon as the SECRETARIAT makes the deposits of the amount that corresponds to me, I consider myself paid, in case of claiming the deposit, to verify that the payment has not been made, I promise to provide the account statements issued by the bank, that the SECRETARIAT requires; With this document I become aware that the SECRETARIAT reserves the right to issue the support through Another form of payment, when so determined, I authorize the bank to withdraw the deposits derived from the SECRETARÍA programs made by mistake in my account, as well as those that do not correspond to me or those that exceed the support to which I am entitled and are reinstated to the bank account of the corresponding program.

7.- OBSERVATIONS:

8- RECEIVING ENTITY.

CADER DDR DELEGATION EXECUTING INSTANCE

OTHER SPECIFY

FIRMS

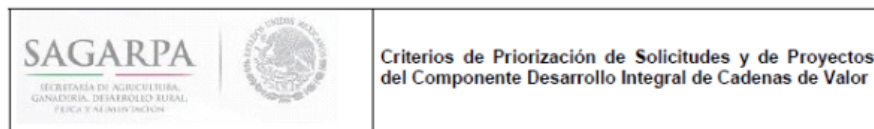
FULL NAME AND POSITION OF THE RECEIVING OFFICER

NAME AND SIGNATURE OF PRODUCER / REPRESENTATIVE

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ANNEX XI

Criteria for Prioritization of Applications and projects of the Integral Development of Value Chains Component



Prioritization criteria:

General (as stated in the call):

- I. That the project or request is related to value chains, product systems to be developed or Products of interest to be promoted.
- II. That the investments to be made are located in towns with high and very high marginalization and in the municipalities covered by the CNCH.
- III. Only the applications entered in the SURI System of the SECRETARIAT will be evaluated and ruled, for this purpose, the principle will apply: " first in time, first in law " .

Specific:

I. Individuals s.

- a) They are located in towns with high and very high marginalization.
- b) That they belong to any chain, priority product system.
- c) That the supports requested in productive assets are linked to technical assistance services and capacity development.
- d) That the requested supports allow it to streamline its processes, in such a way that it allows them to link efficiently in value chains and markets.

II. Organized groups of small producers (*formal and informal*).

- a) Demonstrate how the supports requested will allow to streamline their processes, in such a way that allows them to link efficiently in value chains and markets.
- b) Consider technical assistance services and capacity development with work programs that include activities directly related to the project to be executed.

III. Business.

- a) That it proves to be a company with a successful track record in its economic and commercial activities for at least 4 years (Audited Financial Statements of the last year).
- b) That their alliance schemes with producers be clearly described.
- c) Demonstrate the efficiency of the strategic alliance schemes and mechanisms that guarantee the insertion of small

producers into value chains.

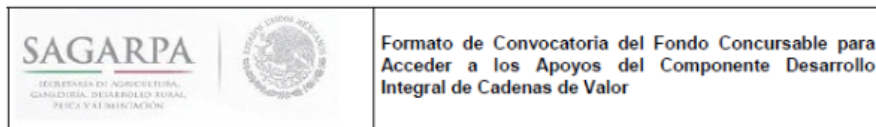
d) Guarantee the mechanisms of technical assistance, support, and transfer of technology to small producers for the execution of investments.

e) Inclusion of producers to benefit from their business model (number of producers).

The Investment Project in the case of Companies, Organized Groups of small producers (formal and informal) may be presented in free format, as long as it provides information that reflects the comprehensiveness, productivity and inclusion of producers in the proposal, for its evaluation.

ANNEX XII

Standard Call Form for the Competitive Fund to Access the Supports of the Integral Development of Value Chains Compo



ANNOUNCEMENT

SMALL PRODUCERS, GROUPS, ORGANIZATIONS AND COMPANIES, LOCATED IN MARGINATED AREAS AND LOCATIONS OF HIGH AND VERY HIGH MARGINATION, ARE INVITED TO BE INTERESTED IN INCREASING THEIR AGRICULTURAL, AQUACULTURE, FISHERIES AND EQUIPMENT PRODUCTION, INFRASTRUCTURE AND INFRASTRUCTURE SUPPORT GENETIC, PACKAGES TECHNOLOGY AND CAPACITY BUILDING, SEEKING HIS CALLING PRODUCTIVE BOOST, ABILITIES AND NATURAL RESOURCE USE OF EFFICIENT WAY, Sustainable and add VALUE TO ACHIEVE FOOD SAFETY AND INCREASE THEIR INCOME TO PARTICIPATE UNDER THE FOLLOWING CONSIDERATIONS:

I.- TARGET POPULATION

They are: a) Small producers who live in marginalized areas and localities of high and very high marginalization (CONAPO or equivalent institution), will be able to access the supports as individuals or as organized groups (informal groups and groups formally. B) Companies that develop agricultural projects in localities of high and very high marginalization in which small producers are incorporated.

II COVERAGE

The supports of the Component will apply to _____, and that they refer to the _____s productive chains considered as priorities

III.- ELIGIBILITY CRITERIA

Applicants who meet the following will be eligible for Component supports:

- I. That the applicants are producers belonging to the target population (strata E1, E2, E3, E4, Diagnosis of the Rural and Fishing Sector, FAO-SAGARPA 2012) and are located in locations covered by the Component.
- II. Submit the corresponding request for support, accompanied by the general requirements;
- III. Be up to date on their obligations to the Secretariat, in accordance with the provisions of the Operation Rules ;
- IV. They have not received or are receiving support for the same concept of the program, Component or other programs of the Federal Public Administration that imply that support or incentives are duplicated , as established in the Operating Rules,
- V. That the concepts and maximum amounts of support requested comply with the characteristics of the supports provided by the Component,

SAW. Comply with the general and specific criteria and requirements established for the corresponding Component in the Operating Rules, which are published for this purpose in the DOF.

IV. GENERAL AND SPECIFIC SUPPORT REQUIREMENTS

General requirements:

II. Submit a request for support, which must be accompanied by:

a) Natural persons.- Original and simple copy for comparison purposes of:

- 1.1 Official identification, in which the name coincides with that registered in the CURP;
- 1.2 CURP;
- 1.3 Proof of current address.

II.2 Groups of People.- Original and simple copy for comparison purposes of:

- 2 .1 Minutes of the constituent assembly and of the appointment of representatives, with the attendance and signature list, certified by the municipal authority;
- 2 .2 Official identification of the representative;
- 2 .3 CURP of the representative and updated proof of address.
- 2 .4 Written document with the data of each member of the group, according to the table " list of beneficiaries " in Annex X.

II.3 Legal entities.- Original and simple copy for comparison purposes of:

- 3.1 Articles of incorporation and, where appropriate, the current notarial instrument stating the modifications to it and / or its statutes;
- 3.2 RFC;
- 3.3 Notarial certificate stating the appointments of legal representation and corresponding powers ;
- 3.4 Official identification of the legal representative;
- 3.5 CURP of the legal representative.
- 3.6 Proof of tax address

In addition to meeting the general requirements, the specific requirements to access the support concepts are:

- a) Submit a request for support to the Component (Annex X) and quotes with tax requirements for the goods to be purchased (minimum of 2 suppliers).
- b) For applications whose support amount is over \$ 200,000.00 (two hundred thousand pesos 00/100 MN), they must submit a draft according to what is indicated in Annex XI .

For businesses:

- a) Investment project that clearly reflects the inclusion scheme of small producers.
- b) Letter of commitment to maintain the producer inclusion scheme for a minimum of five years.

The producer must deliver 2 games, Original and Copy and a CD with the documentation, at the window.

IV Concept of support	Requirements
_____	_____
_____	_____
_____	_____

V.- Concepts and Maximum Amounts of Support

What is indicated in the Operation Rules

VI.- Of the Prioritization Criteria of Applications and Projects

Prioritization criteria:

General:

- I. That the project or request is related to the value chains _____, product systems _____ or _____ that are of interest to promote.
- II. That the investments to be made are located in towns with high and very high marginalization and in the municipalities covered by the CNCH.
- III. Only the applications entered in the SURI System of the SECRETARIAT will be evaluated and ruled, for this purpose, the principle will apply: " first in time, first in law " .

Specific:

IV. Natural persons s.

- a) They are located in towns with very high marginalization.
- b) That they belong to the following production chains _____.
- c) That the supports requested in productive assets are linked to technical assistance services and capacity development.
- d) That the requested supports allow it to streamline its processes, in such a way that it allows them to link efficiently in value chains and markets.

V. Organized groups of small producers (*formal* and *informal*).

- a) Demonstrate how the supports requested will allow to streamline their processes, in such a way that allows them to link efficiently in value chains and markets.
- b) Consider technical assistance services and capacity development with work programs that include activities directly related to the project to be executed.
- c) That they belong to the following production chains _____.

SAW. Business.

- a) That it proves to be a company with a successful track record in its economic and commercial activities for at least 4 years (Audited Financial Statements of the last year).
- b) That their alliance schemes with producers be clearly described.
- c) Demonstrate the efficiency of the strategic alliance schemes and mechanisms that guarantee the insertion of small producers into value chains.
- d) Guarantee the mechanisms of technical assistance, support, and transfer of technology to small producers for the execution of investments.
- e) Inclusion of producers to benefit from their business model (number of producers).
- f) That they belong to the following production chains _____.

The Investment Project in the case of Companies, Organized Groups of small producers (formal and informal) may be presented in free format, as long as it provides information that reflects the comprehensiveness, productivity and inclusion of producers of the proposal, for its evaluation and opinion. .

VII. Selection Mechanism

- a) The person in charge of the window will carry out the reception of requests, as well as the documents referred to in the Operation Rules and in the Call, will also be responsible for integrating the files and registering in the Secretariat's Information System .
- b) In the event that a document is required, it will inform the interested party about the missing information , which will have a maximum period of five business days from the notification to solve it. In case of not meeting the deadline established for the delivery of the missing documents, the request will be considered as not submitted.
- c) The file will be sent to the Responsible Unit for the evaluation, ruling and authorization, where appropriate, of the applications, in accordance with the eligibility criteria, prioritization, requirements set forth in this call and in the Operation

Rules.

VIII. Publication of Results and Delivery of Supports

The results will be published in the service windows and on the SECRETARIAT's page, announcing the list of requests that were positive to receive support, as well as those declared negative.

The executing agency will be responsible for notifying the results of the ruling and authorization, where appropriate, to the applicants and beneficiaries. You can rely on the State Delegations of SAGARPA.

To formalize the delivery of the supports, the executing agency will prepare delivery-reception minutes or agreement agreements, as the case may be, and will send them to the beneficiaries for their signature, which may be supported by the State Delegations of the SECRETARIAT.

The delivery of support may be made in the case of simplified requests as a refund.

In case of requests with a project, in addition to the reimbursement, a deposit may also be made in the beneficiary's account after depositing its counterpart, or ministrations may be given, through an agreement mechanism. The ministrations will proceed according to the progress of the works.

The executing agency will deliver the supports to the beneficiaries by deposit on account or by check to the beneficiaries. The Responsible Unit may carry out the payment of the supports or rely on the State Delegations of the SECRETARIAT, if applicable.

For the supports directed to the technical assistance, the supports may be delivered in ___ ministries with the following percentages ____.

They may also be made by deposit in the account of the beneficiary after depositing their counterpart, or may be given by ministrations, if the applicant so proposes.

Once the correct application of the resources delivered is verified, a closing act will be signed with the beneficiary - settlement.

IX. Date of Receipt of Applications

The reception of applications will be from ___ to ___ of ____ of 2014, with hours from 9:00 am to 3:00 pm, which will be registered, as they are received in the corresponding windows, for their subsequent evaluation, technical opinion and authorization, if applicable.

X.- Requests Reception Windows

The windows will be located at _____, of the State Delegations of the SECRETARIAT.

XI The results will be published on _____

XII Withdrawal of support

In the event that the applicant whose application has been notified as positive, after _____ does not formalize its counterpart or agreement signature, it will be considered as withdrawn and the Responsible Unit may reassign said supports to another applicant.

XIII.- Exclusions.

Those indicated in these Operating Rules.

XIV.- Observations:

The cases not foreseen in this Call will be resolved by the Unit Responsible for the Component, adhering to the Operation Rules published in the Official Gazette of the Federation.

All procedures are totally free.

For more information contact: (address, telephone numbers and contact of executing agency).

The Annexes related to the Component are published at the following electronic addresses : <http://www.Secretaria.gob.mx/desarrolloRural/Paginas/default.aspx> and (portal of executing agency).


Sincerely

Mexico City, on _____ of _____, 2014

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

ANNEX XIII

Request for Support from the Productive Extension and Innovation Component (CEIP)

 SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL, PESCA Y ALIMENTACIÓN		Solicitud de Apoyo del Componente de Extensión e Innovación Productiva	Logotipo
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1. WINDOW DATA

COMPONENT	EXECUTING INSTANCE	EDO	DDR	MUNICIPALITY	CADER	WINDOW	DAY	MONTH	YEAR	CONSECUTIVE

*Do not. Folio.

--	--	--	--	--	--	--	--	--	--

1a DATA OF THE APPLICANT (NATURAL PERSON, MORAL OR GROUP)

Physical	Moral	Group	
----------	-------	-------	--

* Date of Birth Age:

--	--	--	--	--	--	--	--	--	--

YYYY MM DD

3. REQUESTED SUPPORT PROGRAM AND COMPONENT: Rural Development Program, Extension Component and Productive Innovation

3.a. Describe in which concept (s) or service (s) the supports will be used, according to the needs of the producers: training, technical assistance or advice, consulting on specialized topics; preparation, start-up and / or execution of productive, business or territorial projects, support for attendance at events, among others)

3.b. SUPPORT REQUESTED

Concept support	Support requested		Credit or some other Funding Source		Contribution of applicant		Total amount of investment (including amount requested)		No. Beneficiaries	
	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	No. Women	No. Men

No. of PSP										
No. of PSS										

3.c. ESTABLISHMENT OF ACCOUNT THROUGH SAGARPA (FOR BANKING)

This section will be completed when there are current contracts and / or agreements established with banking institutions.

In case of using this section, the format must be delivered to the CADER accompanied by a copy of a proof of residence (from the last 3 months), telephone receipt, receipt of the property, receipt of electricity, as well as:

Copy of official photo identification (IFE credential or valid passport).

(1) Name of the bank where the account will be established:

(2) own address _____ owner with mortgage _____ relatives _____ rent _____

* Type of human settlement: Colony () Fractionation () Apple () Town () Ranch () Farm ()

Ejido () Hacienda () Other () INEGI Standard

* Name of the human settlement: _____

Road number: Avenue () Boulevard () Street () Alley () Driveway () Peripheral () Private () Road () Road () Other () INEGI Standard

* Road name: _____

External number 1: _____ External number 2: _____ Internal number: _____ * Postal Code

* Reference 1 (between roads):

Reference 2 (posterior road): _____ Reference 3 (Description of location)

*Location:	*Municipality:	*State:
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The bank will not disclose, rent or sell your personal data to third parties, it will only use it to improve the level of service and send the information according to your interests.

The bank reserves the right to update information in its records and database.

I DECLARE TO THE BANK THE ACCURACY OF THE DATA I HAVE PROVIDED. KIND OF PROCEDURE DOES NOT APPLY	BANK DATA VALIDATING THE ACCOUNT DOES NOT APPLY
--	---

4. LIST OF DOCUMENTS DELIVERED

ALL APPLICANTS	DOCUMENTS FOR ORGANIZATIONS (5)	GROUP DOCUMENTS
CURP (3) <input type="checkbox"/> Proof of home <input type="checkbox"/>	Base of Members (2) <input type="checkbox"/>	Relation of members (3) <input type="checkbox"/>
ID official <input type="checkbox"/> Program of Work or project (2 and 4) <input type="checkbox"/>	Official identification of authorities <input type="checkbox"/>	Certificate authority designation assembly <input type="checkbox"/>
PSP Resume (4) <input type="checkbox"/>	Tax ID (RFC) <input type="checkbox"/>	ID Authorities <input type="checkbox"/>
Constancy be rural producer or to play trade in the sector <input type="checkbox"/>	Updated articles of incorporation <input type="checkbox"/>	
	Power of attorney of the Representative <input type="checkbox"/>	

NAME OF THE PSP (4): _____ TEL. (4): _____

EMAIL (4): _____

SUPPORTS REQUESTED IN PREVIOUS YEARS BY THE GROUP OR ORGANIZATION

Year	Year	Year	Year	Year
PAAP 09/10 <input type="checkbox"/>	<input type="checkbox"/> SUPPORT	<input type="checkbox"/> COUSSA	<input type="checkbox"/> PROVAR	<input type="checkbox"/>

PROMAF

(AT OR CPAC)

Year

OTHER

5. DECLARATIONS

5th I declare under protest to tell the truth:

That I do not carry out illegal productive and / or commercial activities.

That I am aware of my tax obligations, or

That I am exempt from tax obligations.

5.b Based on article 35 of the Federal Law of Administrative Procedure, I accept the receipt of notifications related to this application through the website of the Secretariat (www.sagarpa.gob.mx) and / or the electronic page of the Executing Agency. Likewise, I manifest under protest to tell the truth that I have not received support or subsidies that imply duplication for the same concept of this Component.

5.c Mr. President of the State Commission for the Extension and Innovation Component. I would like to ask you for the support of the Extension and Innovation Component, for which I provide the required information and documents.

5.d I declare that the data provided is true and I promise to comply with the regulations established in the Operation Rules and guidelines corresponding to the component for which I request support, as well as all applicable legislation. On the other hand, I express my total and complete commitment to carry out the investments and / or works that correspond to me, to execute the actions of the mentioned project .

5.f " The personal data collected will be protected and incorporated and processed in the personal data system " database of beneficiaries of support programs " based on Art. 43 of the Internal Regulations of SAGARPA and the Federal Law of Transparency to Government Public Information , and whose purpose is to provide information on the beneficiaries of the various support programs. "

6. OBSERVATIONS:

6.a. CADER DDR DELEGATION EXECUTING INSTANCE

OTHER

FIRM

FULL NAME AND POSITION OF THE RECEIVING OFFICER

6.c. Sincerely

Name and Signature or Fingerprint

6.d. _____

NAME AND SIGNATURE OF THE APPLICANT

6.e. _____

NAME AND SIGNATURE OF LOCAL AUTHORITY (2)

7. NOTES

(1) Along with this request, the ANNEX XIV format must be required for its delivery in writing.

(2) Optional signature of the local authority (municipal, community, ejido)

" This Program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

FILLING INSTRUCTION ANNEX

I. WINDOW DATA

0. COMPONENT: Enter the Item Number of the component according to the Operation Rules

0. EXECUTING INSTANCE: Write down the initials of this

1.- STATE (name): Denomination of the Federal Entity. **NUMBER ACCORDING TO CATALOG**

2. DDR (name): Name of the District Rural Development (DDR) **NU MERO basis**

3.- MUNICIPALITY (name): Name of the Municipality where the producer's domicile is located, according to the Municipalities catalog that can be consulted at the electronic address: [http://mapserver.inegi.org.mx/mgn2k/?c=646 & s = est](http://mapserver.inegi.org.mx/mgn2k/?c=646&s=est) **NUMBER ACCORDING TO CATALOG**

4.- CADER (name): Name of the Rural Development Support Center (CADER) **NUMBER ACCORDING TO CATALOG**

5.- AUTHORIZED WINDOW (name): Name of the Authorized Window through which the procedure was carried out **NUMBER ACCORDING TO CATALOG**

6.- REGISTRATION DATE (MM / DD / YYYY): Registration date at the Authorized Window, in which the application is presented .

7.- CONSECUTIVE: Number given at the window for internal control.

8.- REQUEST FOLIO: That the system assigns to the request.

9.- DATE OF BIRTH. (MM / DD / YYYY): Date of birth of the beneficiary designated by the producer, according to the Day / Month / Year. This information is mandatory if you declared yourself a beneficiary.

10.- EDO. CIVIL: Marital status of the producer, according to the following classification:

Key Marital Status
Single 01
Married 02
Widow (er) 03
Divorced 04
Free Union 05
Concubinage 06
Other 07

11.- NATIONALITY.- Refers to the country of origin of the producer or, in the case of foreigners, that indicated in the naturalization document.

la DATA OF THE APPLICANT (REPRESENTATIVE OF THE GROUP, NATURAL PERSON OR MORAL)

12.- PERSON: Type of person: (F) if it is a Natural person or (M) for a Moral Person or the legal representative when he is a legal person;

In the case of the Extension and Innovation Component, Groups of People may be considered as applicants .

13.- NAME OF THE GROUP OR CORPORATE NAME: Corresponds to the full name of the group or legal entity.

14.- NAME OF THE NATURAL PERSON OR LEGAL REPRESENTATIVE: Corresponds to the full name of the producer or the legal representative of the organization, must match the one established in the official identification and in the document of legal ownership or possession.

15.- FIRST LAST NAME: Corresponds to the paternal surname of the official identification of the producer or legal representative in the document of legal ownership or possession.

16.- SECOND LAST NAME: Corresponds to the maternal surname of the official identification of the producer or legal representative in the document of legal ownership or possession.

17.- CURP: Unique Key of the Population Registry (CURP) of the producer or legal representative.

18.- RFC (with homoclave): Key to the Federal Taxpayer Registry of the producer or legal entity.

19.- TELEPHONE: Telephone number of the address of the producer or of the legal representative, starting with the password. Example: 01 (55) 10 14 21 22

20.- FAX: Fax telephone number, if you have this means of communication.

21.- ELECTRONIC MAIL: E-mail address of the producer or legal representative. Example: elproductordemaiz@yahoo.com.mx

Ib ADDRESS OF THE APPLICANT

22.- TYPE ASENT. HUMAN: Name of the type of human settlement, according to the Technical Standard on Geographic Domiciles published in the Official Gazette of the Federation on November 12, 2010. Consult the electronic address: <http://www.inegi.org.mx/>

23.- NAME ASENT. HUMAN: Full name of the human settlement according to the type of previous settlement. Example: COLONIA CENTRO; MAKING SPRING; etc.

24.- ROAD TYPE: Name of the type of road where the producer is domiciled, in accordance with the Technical Standard on Geographical Domiciles published in the Official Gazette of the Federation on November 12 , 2010. Consult the electronic address <http://www.inegi.org.mx/>

25.- ROAD NAME: Full name of the road where the producer lives, a natural person or fiscal domicile if it is a legal person.

Example: CALLE LOS FRESNOS; BOULEVARD BENITO JUAREZ, CALLEJON LAS BRUJAS, etc.

26.- EXT NUMBER 1 /.- Exterior number of the domicile where the producer lives and which is facing the road, in cases of double numbering indicate the one with the highest recognition. Example: APPLE 15 LOT 23

27.- EXT NUMBER 2 /.- Exterior number when the house is located in a private unit, the house number and the interior number when it is a Horizontal Condominium, Housing Unit, Neighborhood, Multi-family, etc.

28.- INT NUMBER.- Refers to alphanumeric characters and symbols that identify one or more properties belonging to an external number, if applicable.

29.- ZIP Code of the Postal Code that corresponds to the address of the producer.

30.- REFERENCE 1: Name of the roads between which the producer's address is located.

Example: Between CALLE BENITO JUAREZ AND CALLE LAZARO CARDENAS.

31.- REFERENCE 2.- Name of the nearest road located at the back of the producer's home . Example: AVENIDA LAS TORRES.

32.- REFERENCE 2.- Brief description of the location of the producer's address, if any. Example: IN FRONT OF THE INDEPENDENCE CHANNEL

33.- LOCALITY (cve / name): Code and full name of the locality to which the producer's geographical address belongs according to the INEGI catalog of geo statistical codes. Example: 0025 EL SALITRE, 0001

34.- MUNICIPALITY (cve / name): Code and Denomination of the Municipality where the producer's address is located , according to the Municipalities catalog that can be consulted at the electronic address: <http://mapserver.inegi.org.mx/mgn2k/?c=646&s=est>

35.- STATE (cve / name): Code and name of the Federal Entity where the geographic address of the producer is located, or the fiscal address if it is a legal entity, example: 003 BAJA CALIFORNIA SUR, 028 TAMAULIPAS, etc.

TECHNICAL DATA

- 36.- NAME OF THE PROJECT:
- 37.- PROJECT ADDRESS:
- 38.- PROJECT (NEW, EXPANSION OR CONTINUATION) SELECT:
- 39.- NUMBER OF JOBS GENERATED (if defined in the project), INDIRECT-DIRECT:
- 40.- CATEGORIES:

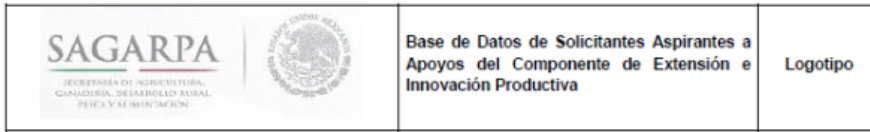
FINANCIAL STRUCTURE

- 41.- PROGRAM Y (COMPONENTS)
- 42.- TOTAL INVESTMENT

- 43.- APPLICANT: CREDITS:
- 44.- OTHER SUPPORTS:
- 45.- GOVERNMENT:
- 46.- DESCRIBE IN WHICH CONCEPTS THE SUPPORTS WILL BE USED
- 47.- DECLARATIONS
- 48.- OBSERVATIONS
- 49.- NAME AND SIGNATURE OR FINGERPRINT
- 50.- FULL NAME, SIGNATURE AND POSITION OF THE RECEIVING OFFICER.

ANNEX XIV

Database of Applicants Applicants to Supports of the Productive Extension and Innovation Component



Folio No.

EDO.	DDR	MUNICIPALITY	CADER	WINDOW	DAY	MONTH	YEAR	CONSECUTIVE

ORGANIZATION NAME'S: _____
 PROJECT'S NAME: _____

LIST OF BENEFICIARIES

LAST NAME MOTHER'S LAST NAME NAMES) CURP (ONLY THE KEY) Date of birth State of Birth Sex Marital status (Key) Federal

- one
- two
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- eleven
- 12
- 13
- 14
- fifteen
- 16
- 17

PRODUCTIVE ACTIVITIES		INCOME (\$)	PRODUCER'S PROPERTY SURFA			
MAIN OCCUPATION (*)	SECONDARY OCCUPATION (**)	ANNUAL INCOME (***)	HAVE. IRRIGATION	HAVE. TEMPORARY	HAVE. AGOSTADERO	HAVE. FOREST

one
two
3
4
5
6
7
8
9
10
eleven
12
13
14
fifteen
16
17
18
19
twenty
twenty-one
22
2.3
24
25
TOTAL

(*) Record the activity that generates the highest income.

(**) Enter the activity that follows in order of importance in income.

(***) Enter total income from all activities (Values correspond to less than 2; from 2 to 5 and to more than 5 minimum wages of the year).

NOTE: This format must be used by all support applicants individually or members of legally constituted groups or organizations.

This format is available on the electronic page of the Secretariat (www.sagarpa.gob.mx) and must be delivered by magnetic means accompanied by the corresponding request.

" This program is public, alien to any political party. Its use for purposes other than those established in the program is prohibited "

FILLING INSTRUCTION

NAME : corresponds to the name or names of the producer or applicant.

FIRST LAST NAME: Corresponds to the paternal surname of the official identification of the producer or applicant.

SECOND LAST NAME: Corresponds to the maternal last name of the official identification of the producer or applicant.

DATE OF BIRTH: Date of birth of the beneficiary, according to the Day / Month / Year. This information is mandatory if you declared yourself a beneficiary.

CURP: Unique Key of Population Registry of the beneficiary.

NATIONALITY: Refers to the country of origin of the producer or, in the case of foreigners, that indicated in the naturalization document.

STATE OF BIRTH: Key to the state of birth of the direct or indirect beneficiary, according to the RENAPO catalog of Federal Entities. In case the beneficiary was born abroad, the NE key (foreign born) must be captured

SEX: Sex or gender of the direct or indirect beneficiary, according to the RENAPO catalog. (H for men and M for women).

CIVIL STATUS (KEY):

Key Marital Status
Single 01
Married 02
Widow (er) 03
Divorced 04

Free Union 05
Concubinage 06

FEDERATIVE ENTITY: It is the key of the federative entity where the subsidy or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

MUNICIPALITY: It is the key of the municipality where the subsidy or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

LOCALITY: It is the key to the locality where the subsidy or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

RFC: Federal Taxpayer Registration Key

HOMOCLAVE: last three digits of the Federal Taxpayers Registry key

TELEPHONE (LADA): Telephone number of the domicile of the beneficiary or producer, starting with the password lada. Example: 01 (55) 10 14 21 22

FAX: Fax telephone number, if you have this means of communication.

EMAIL: Email address of the producer or legal representative. Example: elproductordemaiz@yahoo.com.mx

BENEFIT DATE: It is the date on which the subsidy or support was granted to the direct or indirect beneficiary and is integrated into the Program's registry in the system. The date is 8 numerical positions, assigning: four positions for the year. Two positions for the month, from 1 to 12, and two positions for the day, from 1 to 28, 30 or 31, as applicable. Example: March 4, 1959, remains: 19590304.

TYPE OF IDENTIFICATION (IFE CREDENTIAL OR PASSPORT): Corresponds to the specification of the document used to identify the applicant.

IDENTIFICATION NUMBER: Corresponds to the number of the instrument with which the beneficiary is identifying.

TYPE OF BENEFICIARY: It is the key to the type of beneficiary within the Program. SIIPP-G Catalog.



TYPE OF BENEFIT: It is the key to the type of benefit that the Program grants to the beneficiary. SIIPP-G Catalog.

SUPPORT AMOUNT: It is the authorized amount of the subsidy or support that the direct and indirect beneficiary can receive in the Program, no or zero data will be accepted. Example: 1205.50 or 3000.00.

Note.- The information that does not correspond to the producer must be filled in through the window.

A NEXO XV

State Commission for the Productive Extension and Innovation Component

 <p>SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL, PECUARIA Y ALIMENTACIÓN</p>		<p>Comisión Estatal del Componente de Extensión e Innovación Productiva</p>	<p>Logotipo</p>
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The purpose of the State Commission for the Productive Extension and Innovation Component is to promote an adequate coordination between the different instances and actors linked to the Component, as well as to support its work for the operation of resources in the federal entities, both for competition and for execution. direct.

For this, once the Coordination Agreements have been signed between SAGARPA and the State Governments corresponding to the Comprehensive Rural Development Program, the UR conducts the installation of a Commission in each Federal Entity.

The following are permanent members of the Commissions:

- 1. President:** The Deputy Delegate for Rural Planning and Development of the SAGARPA Delegation.
- 2. Vice President:** The head of the area that operates the resources of the Component in the State Government or the representative designated by the Secretary of Agricultural Development of the State Government or its equivalent.
- 3. Technical Secretary:** The state representative of INCA Rural in its capacity as SENACATRI.
- 4. Vowels:** The following may be vowels:
 - The Agriculture and Livestock and Aquaculture Subdelegates of the SAGARPA Delegation.
 - Other representatives designated by the Secretary of Agricultural Development or its equivalent from the State Government.
 - The President of the state PRODUCE Foundation.
 - A representative of the State Comptroller or its equivalent.
- 5. Guests:** Representatives of other dependencies (INIFAP, State Universities and Technological companies, among others), organizations and product-systems deemed appropriate, as well as representatives of those Rural Extension and Innovation Centers and those who can participate as guests. carry out professionalization activities and have activity in the entity.

The general functions of the Commissions are as follows:

- Support the activities of the Executing Agencies related to the operation of concurrent resources ; as well as those corresponding to PIIEX and support activities.
- Formulate the Strategic Plan for the annual operation of the Component.
- Monitor and carry out the functions established in the 2014 Operating Rules for the Component, as well as achieve efficient coordination in the operation of the entities that participate in it in each entity.
- Determine the product systems, territories and value chains of highest priority for rural development and increase in the agricultural, fishing or aquaculture competitiveness in the entity.
- Through the Vice-presidency, create the subcommittees or auxiliary work groups that are necessary to support and attend to the territorial, sectoral or productive specificities in due time and form.

- f) Verify that the services provided in the Component comply with national and state priorities .
- g) The others established by the 2014 Operating Rules and specifically Annex XVI, as well as others determined by the UR.

The particular functions of the members of the Commissions are as follows:

- The Deputy Delegate for Rural Planning and Development of the SAGARPA Delegation, in his capacity as President of the Commission, chairs the ordinary and extraordinary sessions; it raises the main issues to deal with and gives the floor to the other permanent members and guests; instructs the registration of agreements in the minutes of the session and, if necessary, submits to the vote the agreements and resolutions that generate controversy or that are relevant to the operation of the Component, having the casting vote to tie the voting; verifies the monitoring of agreements and their compliance; where appropriate, it makes recommendations for compliance with them.
- The Vice President represents the Executing Instance of the State Government; You can propose topics to be discussed at work meetings and suggest actions on the matter; as well as requesting the President to register agreements in the minutes of the session or that he put to the vote any matter that generates controversy or is relevant to the operation of the Component; creates the subcommittees or auxiliary working groups that are necessary in accordance with what is indicated in subsection e) of the Functions of the Commissions; Proposes recommendations or observations and, when required, verifies compliance.
- SENACATRI in its capacity as Technical Secretary assists the President to call and organize ordinary and extraordinary meetings; can raise issues to be discussed and reports on the agreements and their follow-up; It is in charge of drawing up the minutes of the sessions, gathering the signatures of the members, organizing and safeguarding the files derived from the work sessions.
- The Members can propose topics to be dealt with on the agenda, support the treatment of issues, propose recommendations for improvement and, when required, verify compliance.

The operation of the Commissions is as follows:

They carry out at least one ordinary session per month, at the express call of the President; This call must be sent at least 3 days in advance and contain the agenda for the session.

They can carry out the extraordinary sessions that are necessary, at the express call of the President at least 1 day in advance, containing the agenda with the specific points to be discussed.

A record is drawn up for each session, which must be signed by all permanent members, thus how to register those who participated as guests.



In the first ordinary session, an act of installation of the State Commission must be drawn up, in which the permanent members are registered and the annual calendar of sessions is authorized.

The permanent members have the right to voice and vote; guests only have the right to speak.

Permanent members may have a substitute who must be approved by the same Commission.

ANNEX XVI

PSP and PSS Eligibility Requirements

 <p>SECRETARÍA DE AGRICULTURA, GANADERÍA, DESARROLLO RURAL PECUARIO Y ALIMENTACIÓN</p>		Requisitos de Elegibilidad de los PSP y los PSS	Logotipo
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It applies to professional service providers (PSP) and Social service providers (PSS) that their hiring and gratification is authorized to provide services of the Productive Extension and Innovation Component , which must comply with the following:

Requirements

I. For Professional Service Providers (PSP)

- a) Have completed professional studies at the undergraduate level or technical level, preferably titled, and eventually specialization studies according to the work program to be developed.
- b) Have verifiable experience in professional activities and services focused on production processes, transformation and commercialization, in agricultural, livestock, and aquaculture and fishing strategies .
- c) Have the capacities to prepare, launch and manage projects, as well as carry out participatory planning processes, in addition to professional services focused on production, transformation and marketing processes, in agricultural, livestock and aquaculture and fishing strategies .
- d) Be registered in the " list of qualified PSPs " in charge of the UR or have successfully completed the qualification process, for which you must submit your application to the IE according to the established requirements.
- e) Have a work program proposal according to national and / or state priorities with defined results indicators.
- f) Commitment to join the labor competency certification process in the standards defined by the UR.

II. For Social Service Providers (PSS)

- a) Students who are studying at the Bachelor's or Higher Technician (TSU) level in Institutions of Higher Education (IES) of the country, interested in performing their social service, must comply with the following:
 1. Have covered at least 70% of the academic credits provided for in the corresponding study program .
 2. Be a regular student (Do not owe subjects from previous school cycles and study subjects according to the current study plan).
 3. Have a minimum GPA of 8.0 (eight).
 4. Have a social service tutor (teacher of the Institution).
 5. Present proof from the Institution indicating that the student meets the above requirements.
 6. Attach curriculum of the degree in which you are enrolled (The races must be accredited by the SEP).
 7. Present a proposal for an intervention plan according to national and / or state priorities in the Sector.
 8. Submit your application to IE according to the established requirements.

- b) Students who are studying at the bachelor's or TSU level in the country's IES, who, having carried out their social service and are interested in carrying out their professional practices, must comply with the following:
1. Have covered at least 70% of the academic credits provided for in the corresponding study program.
 2. Be a regular student (Do not owe subjects from previous school cycles and study subjects according to the current study plan).
 3. Present proof from the Institution indicating that the student meets the above requirements. in addition to having his social service released.
 4. Attach curriculum vitae of the degree in which you are enrolled (Careers must be accredited by the SEP).
 5. Present a proposal for an Intervention Plan according to national and / or state priorities in the Sector.
 6. Submit your application to IE according to the established requirements.
- c) Professionals with recently completed studies, interested in carrying out their social service or professional practices, must comply with the following:
1. That they do not exceed one year after completing their studies, taking as a reference the date of publication of these operating rules.
 2. Have covered 100% of the academic credits provided for in the corresponding study program.
 3. Present proof on the part of the Institution indicating the date of graduation, the accreditation of 100% of the academic credits, and where appropriate, have their social service released.
 4. Present a proposal for an Intervention Plan according to national and / or state priorities in the Sector.
 5. Submit your application to EI according to the established requirements.

Additional considerations

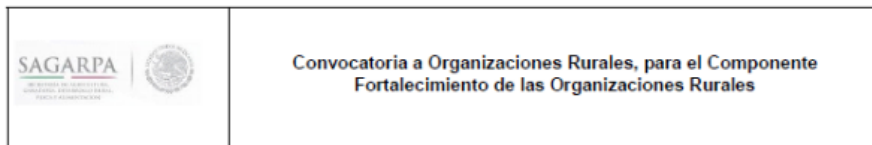
The Component State Commissions can validate the incorporation of additional requirements in terms of training and experience of the PSPs, as long as they are disclosed to the interested parties before the start of the Component's operation.

The PSP and PSS cannot be suppliers of supplies or equipment to the producers they serve, during the term of the work program of the service they develop.

Any matter not provided for in these criteria, as well as the interpretation thereof, will be resolved by the UR.

ANNEX XVII

Call for Rural Organizations, for the Component Strengthening of Rural Organizations



Based on the provisions contained in **article 34** of the "*Operation Rules of the Comprehensive Rural Development Program*", it is established:

1. The present call addressed to the Social Organizations of the Rural Sector, legally constituted, that do not pursue profit and / or political ends and whose corporate purpose allows them to carry out, among others, the activities provided for in Article 143 of the Development Law Sustainable Rural.

2. Criteria and General Requirements for access to support: Congresses, Conventions and Forums of the Component Strengthening of Rural Organizations.

In addition to what is established in this Call, you must comply with:

2.1 What is stated in article 34 of the Operation Rules of the Comprehensive Rural Development Program.

3. Characteristics and content of the Work Agenda.

The organization must present a Work Agenda for the holding of the Congress, Convention or Forum on conjunctural and substantive issues related to the Agri-food theme, structured according to the following script:

3.1.1 Executive Summary.- Present in a maximum of 2 pages: The description of the event; its importance, type of event; name of the event, place and date for its realization; Number of participants and participating states, and cost broken down.

3.1.2. Introduction.- Present a portrait of the applicant organization with a historical perspective of its activities, presence and achievements both for the organization and at the local, state or national level; A presentation of your objectives, mission, vision, analysis of Strengths, Opportunities, Weaknesses and Threats (SWOT); expression of interest in participating in the Strengthening of Rural Organizations Component of the Comprehensive Rural Development Program, the importance and justification for carrying out the requested event, indicating the main objectives, benefits and impacts for the organization.

Congresses, Conventions and Forums.- The organization may request support for holding Congresses, Conventions or Forums, which may not last more than 3 days with a topic of importance to the organization and the country in the context of the dynamics national level and national priorities, for example:

- a) Weather, health and market contingencies.
- b) Actions and strategies against hunger, reducing poverty and influencing development regional.
- c) Actions and strategies for the reactivation of the Mexican countryside.
- d) Organization for production and marketing.
- e) Capitalization and Financing of the Rural Sector.
- f) Social Banking and Financial Intermediaries.
- g) Integral Community Development.

h) Rural Cohesion, Solidarity Economy, gender equality and justice, among others.

3.1.3 Technical Sheet of the event.- The Work Agenda must contain a technical sheet of the event to be carried out, justifying in the first instance the topic and its importance; Objectives and expected results ; Characteristics of the event: name, venue, date, program and content of the event indicating presidium, speakers and participations, list of potential attendees; cost of the event presenting the total cost and its breakdown by item of expenditure, as well as any other information that allows identifying the event.

3.1.4 The printed and derived materials charged to this event, must contain the following legends:

" Event carried out with the support of the SECRETARIAT through the Comprehensive Rural Development P

4. Window for receiving applications.

4.1 The service desk for Social Organizations is the General Coordination of Sector Liaison , through the Directorate of Agreements and Agreements, located at Insurgentes Sur number 489, Colonia Hipódromo Condesa, Cuauhtémoc Delegation, Mexico Federal District, which will operate in days business hours from March 17 to April 15, 2014, with hours from 9:00 a.m. to 3:00 p.m.

The telephone number for any questions is (01-55) 3871-1000, extensions 20356, 20364 and 20459. Once the reception period has closed, no request will be received, even if they meet all the requirements.

5. Criteria and technical evaluation of applications:

The requests of the social organizations will be analyzed and ruled according to the following:

5.1 Regarding the provisions of article 34 of the Rules of Operation of the Comprehensive Rural Development Program . They will be additional evaluation elements:

a) Regarding the request: The organization's documentation

b) Work Agenda:

Relevance and clarity of the conjunctural and strategic issues to be dealt with by the Congress, Convention or Forum requested by the organization; Scope of the objectives, benefits and impacts for the organization; Justification for the realization of the events and budget for the realization of the event.

c) From the Social Organization:

Representativeness of the Organization; impact of their actions in terms of the human development of the population, self-management capacity, improvement of the organization, community development, social cohesion; and the link of the organization's work with conjunctural and substantive issues related to the Agrifood theme.

6. Process for the allocation of amounts

In the case of Work Agendas for holding Congresses, Conventions and Forums, requests will be ruled by the Directorate of Agreements and Agreements and supervised by the Deputy General Directorate for Concertation, in accordance with **article 34 of the Rules of Operation** , counting on up to 30 business days for reviewing applications and up to 30 business days for resolution. In the event that during the review observations are made that the organization must correct or clarify, it will have up to 10 business days to do so.

7. General

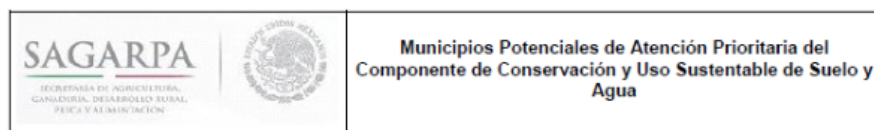
The Work Agendas that have been presented in a timely manner will be qualified; where appropriate, ruled and processed according to the Operation Rules and the Operational Guidelines for the Strengthening Component of Rural Organizations.

Any case not foreseen in this Call will be resolved by the corresponding Responsible Unit , based on the Operation Rules.

The supporting documentation of the expense on the exercise of the resources authorized to the Social Organizations, must comply with the fiscal requirements established by art. 29-A of the Fiscal Code of the Federation, in addition to being presented in original and copy for comparison in the final report no later than January 31, 2015.

ANNEX XVIII

Potential Municipalities of Priority Attention of the Component of Conservation and Sustainable Use of Soil and Water



STATE: AGUASCALIENTES

Aguascalientes, Asientos, Calvillo, Cosío, El Llano, Jesús María, Arteaga Pavilion, Rincón de Romos, San Francisco de los Romo, San José de Gracia, Tepezalá.

CONDITION: BAJA CALIFORNIA

Ensenada, Mexicali, Rosarito Beaches, Tecate, Tijuana

STATE: BAJA CALIFORNIA SUR

Comondú, Mulegé, La Paz, Los Cabos, Loreto.

STATE: CAMPECHE

Calakmul, Candelaria, Campeche, Carmen, Champotón, Escárcega

STATE: COAHUILA DE ZARAGOZA

Arteaga, Candela, Castaños, Cuatro Ciénegas, Francisco I. Madero, Frontera, General Cepeda, Guerrero, Jiménez, Juárez, Lamadrid, Matamoros, Monclova, Morelos, Múzquiz, Nadadores, Nava, Ocampo, Parras, Piedras Negras, Progreso, Ramos Arizpe , Sabinas, Sacramento, Sáltillo, San Buenaventura, San Juan de Sabinas, San Pedro, Sierra Mojada, Torreón, Viesca, Villa Unión, Zaragoza.

STATE: COLIMA

Colima, Cómala, Coquimatlán, Cuahtémoc, Ixtlahuacán, Manzanillo, Minatitlán, Villa de Alvarez, Tecmán

STATE: CHIAPAS

Acacoyagua, Acapetahua, Aldama, Amatenango de la Frontera, Angel Albino Corzo, Arriaga, Bejucal de Ocampo, Benemérito de las Américas, Cacahoatán, Chalchihuitán, Chamula, Chanal, Chenalhó, Chiapa de Corzo, Chicomuselo, Comitán de Domínguez, El Porvenir, Escuintla , Frontera Comalapa, Huehuetán, Huixtán, La Concordia, La Grandeza, La Independencia, Larráinzar, Mapastepec, Marqués de Comillas, Mazapa de Madero, Mazatán, Mitontic, Montecristo de Guerrero, Motozintla, Oxchuc, Pantelhó, Pijijapan, San Juan Cancuc, Santiago el Pinar, Siltepec, Sitalá, Suchiate, Tonalá, Tuxtla Chico, Tuzantán, Unión Juárez, Villa Comaltitlán, Villa Corzo, Villaflores, Zinacantán, Altamirano, Amatenango del Valle, El Bosque, Cintalapa, Chilón, Huitiupán, Jitotol, Las Margaritas, Ocosingo, Ocotepec, Ocozacoautla de Espinosa, Palenque, Pueblo Nuevo Solistahuacán, Sabanilla, Salto de Agua, San Cristóbal de las Casas, Simojovel, Tapachula, Tecpatán, Tenejapa, Teopisca, Tila, La Trinitaria, Tumbalá, Tuxtla Gutiérrez, Venustiano Carranza, Yajalón, San Lucas, Maravilla Tenejapa.

STATE: CHIHUAHUA

Ahumada, Allende, Ascensión, Bachíniva, Batopilas, Bocoyna, Camargo, Carichí, Casas Grandes, Coronado, Coyame del Sotol, Cuahtémoc, Chihuahua, Dr. Belisario Domínguez, Galeana, Gran Morelos, Guachochi, Guadalupe, Guadalupe y Calvo, Guazapares, Guerrero , Hidalgo del Parral, Janos, Jiménez, Juárez, Julimes, López, Madera, Maguarichi, Manuel Benavides, Matachí, Matamoros, Meoqui, Namiquipa, Nonoava, Nuevo Casas Grandes, Ocampo, Ojinaga, Praxedis G. Guerrero, Riva Palacio, Rosales, San Francisco de Borja, San Francisco de Conchos, Santa Bárbara, Satevo, Urique, Uruachi, Morelos.

STATE: FEDERAL DISTRICT

Alvaro Obregón, Milpa Alta, Tlalpan, Xochimilco, Gustavo A. Madero, Iztapalapa.

STATE: DURANGO

Canatlán, Canelas, Coneto de Comonfort, Cuencamé, Durango, El Oro, General Simón Bolívar, Gómez Palacio, Guadalupe Victoria, Guanaceví, Hidalgo, Indé, Lerdo, Mapimí, Mezquital, Nazas, Nombre de Dios, Ocampo, Otáez, Pánuco de Coronado , Peñón Blanco, Poanas, Pueblo Nuevo, Rodeo, San Bernardo, San Dimas, San Juan de Guadalupe, San Juan del Río, San Luis del Cordero, San Pedro del Gallo, Santa Clara, Santiago Papasquiaro, Súchil, Tamazula, Tepehuanes, Tlahualilo , Topia, Vicente Guerrero.

STATE: GUANAJUATO

Atarjea, Doctor Hidalgo Cuna de la Independencia Nal., Doctor Mora, Ocampo, Santa Catarina, San Diego de la Unión, San Felipe, San José Iturbide, San Luis de la Paz, San Miguel de Allende, Tierra Blanca, Victoria, Xichú, Celaya, Irapuato, León, Pénjamo, Silao.

STATE: WARRIOR

Acatepec, Ahuacutzingo, Alcozauca de Guerrero, Alpoyeca, Atlamajalcingo del Monte, Atlixac, Ayutla de los Libres, Azoyú, Cochoapa el Grande, Copala, Copanotoyac, Cuajinicuilapa, cualác, Cuauhtepec, Chilapa de Alvarez, Florencio Villarreal, Huamuxtitlán, Huamuxtitlán Metlatónoc, Olinalá, Ometepec, San Luis Acatlán, San Marcos, Tecoaapa, Tlacoachistlahuaca, Tlacoapa, Tlaxihtaquilla de Maldonado, Tlapa de Comonfort, Xalpatláhuac, Xochihuehuetlán, Xochistlahuaca, Zapotitlán, Acapulco, Zitotlautz, Apt . Coahuayutla de José María Izazaga, Copalillo, Coyuca de Benítez, Chilpancingo de los Bravo, General Heliodoro Castillo, Zihuatanejo de Azueta, Leonardo Bravo, Mártir de Cuilapan, Quechultenango, San Miguel Totolapan, Taxco de Alarcón, Tépcan de Galeana, Teloloapan, Tixtla de Guerrero, José Joaquín de Herrera, Iliatenco, Azoyú, Juan R. Escudero, Marquelia .

STATE: HIDALGO

Acatlán, Actopan, Alfajayucan, Atotonilco el Grande, Cardonal, Chapantongo, Chilcuautla, El Arenal, Epazoyucan, Huasca de Ocampo, Huichapan, Ixmiquilpan, Jacala de Ledezma, Mineral del Chico, Nopala de Villagrán, Pacula, Santiago de Anaya, Singuilucan , Tecozautla, Zempoala, Zimapan, Huehuetla, Huejutla de Reyes, San Bartolo Tutotepec, Xochiatipan, Yahualica.

STATE: JALISCO

Bolaños, Colotlán, Chimaltitán, Encarnación de Díaz, Huejúcar, Huejuquilla el Alto, Mezquitic, Ojuelos de Jalisco, Santa María de los Angeles, Villa Guerrero, Guadalajara, Tlajomulco de Zúñiga, Tlaquepaque, Tonalá, Zapopan.

STATE: MEXICO

Amatepec, San Felipe del Progreso, San José del Rincón, Acambay, Almoleya de Juárez, Atizapán de Zaragoza, Chalco,

Chimalhuacán, Ecatepec de Morelos, Ixtapaluca, Ixtapan del Oro, Ixtlahuaca, JiQUIPILCO, Naucalpan de Juárez, Nezahualcóyotl, Nicolás Romero Paz, Sultepec, Tecámac, Tejupilco, Temascalcingo, Temoaya, Tenancingo, Texcoco, Tlalnepantla de Baz, Toluca, Tultitlán, Villa Victoria, Zinacantepec, Zumpahuacán, Cuautitlán Izcalli, Valle de Chalco Solidaridad, Luvianos.

STATE: MICHOACAN DE OCAMPO

Aguililla, Aquila, Arteaga, Carácuaro, Coahuayana, Coalcomán de Vázquez Pallares, Chinicuilá, La Huacana, Huetamo, Madero, Nocupétaro, San Lucas, Tiquicheo de Nicolás Romero, Tumbiscatío, Turicato, Tuzantla, Tzitzio, Hidalgo, Maravatío, Zamora, Zitácuaro.

STATE: MORELOS

Ocuilco, Puente de Ixtla, Temoac, Tepalcingo, Tetela del Volcán, Tlaquiltenango, Yecapixtla, Zacualpan de Amilpas, Cuernavaca.

STATE: NAYARIT

Acaponeta, Compostela, Del Nayar, Huajicori, La Yesca, Rosamorada, Santa María del Oro, Santiago Ixcuintla, Tepic.

STATE: NUEVO LEON

Anáhuac, Aramberri, Cadereyta Jiménez, China, Dr. Arroyo, Dr. Coss, Galeana, García, Gral. Bravo, Gral. Terán, Gral. Zaragoza, Iturbide, Lampazos de Naranjo, Linares, Mier and Noriega, Mina, Parás, Pesquería, Los Ramones, Rayones, Sabinas Hidalgo, Salinas Victoria, Vallecillo, Villaldama, Monterrey.

STATE: OAXACA

Asunción Cuyotepeji, Asunción Nochixtlán, Calihualá, Coicoyán de las Flores, Concepción Buenavista, Cosoltepec, Chalcatongo de Hidalgo, Fresnillo de Trujano, Guadalupe de Ramírez, Heroic City of Huajuapán de León, Heroic City of Tlaxiaco, Ixpantepec Nieves, La Trinidad Vista Hermosa, Magdalena Jaltepec, Magdalena Peñasco, Magdalena Yodocono de Porfirio Díaz, Magdalena Zahuatlán, Mariscala de Juárez, San Agustín Atenango, San Agustín Tlacoatepec, San Andrés Dinicuiti, San Andrés Lagunas, San Andrés Nuxiño, San Andrés Sinaxtla, San Andrés Tepetlapa, San Antonino Monte Green, San Antonio Acutla, San Bartolomé Yucuañe, San Bartolo Soyaltepec, San Cristóbal Amoltepec, San Cristóbal Suchixtlahuaca, San Esteban Atlatlahuca, San Francisco Chindúa, San Francisco Jaltepetongo, San Francisco Nuxaño, San Francisco Teopan, San Francisco Tlapancingo, San Jerónimo Silacayoapilla, San Jorge Nuchita, San José Ayuquila, San Juan Achiutla, San Juan Bautista Coixtlahuaca, San Juan Bautista Suchitepec, San Juan Bautista Tlachichilco, San Juan Cieneguilla, San Juan Diuxi, San Juan Ihualtepec, San Juan Mixtepec - Distr. 08 -, San Juan Numí, San Juan Sayultepec, San Juan Tamazola, San Juan Teita, San Juan Teposcolula, San Juan Yucuita, San Lorenzo Victoria, San Marcos Arteaga, San Martín Huamelúlpam, San Martín Itunyoso, San Martín Pecate, San Martín Zacatepec, San Mateo Etlatongo, San Mateo Nejápam, San Mateo Peñasco, San Mateo Sindihui, San Mateo Tlapiltepec, San Miguel Achiutla, San Miguel Ahuehuetitlán, San Miguel Amatitlán, San Miguel Chicahua, San Miguel el Grande, San Miguel Huautla, San Miguel Piedras, San Miguel Tecomatlán, San Miguel Tequixtepec, San Miguel Tlacotepec, San Miguel Tulancingo, San Nicolás Hidalgo, San Pedro Coxcaltepec Cántaros, San Pedro Mártir Yucuxaco, San Pedro Molinos, San Pedro Nopala, San Pedro Teozacoalco, San Pedro Tidaá, San Pedro Topiltepec, San Pedro and San Pablo Teposcolula, San Pedro and San Pablo Tequixtepec, San Pedro Yucunama, San Sebastián Nicananduta, San Sebastián Tecomaxtlahuaca, San Simón Zahuatlán, Santa Catarina Tayata, Santa Catarina Ticuá, Santa Catarina Yosonotú, Santa Catarina Zapoquila, Santa Cruz de Bravo, Santa Cruz Nundaco, Santa Cruz Tacache de Mina, Santa Cruz Tacahua, Santa Cruz Tayata, Santa Magdalena Jicotlán, Santa María Apazco, Santa María Camotlán, Santa María Chachoápam, Santa María del Rosario, Santa María Nativitas, Santa María Nduayaco, Santa María Tataltepec, Santa María Yolotepec, Santa María Yosoyúa, Santa María Yucuhiti, Santiago Apoala, Santa Inés de Zaragoza, Santiago Ayuquillilla, Santiago Cacaloxtotec, Santiago Chazumba, Santiago del Río, Santiago Huajolotitlán, Santiago Huaucilla, Santiago Ihuatlán Plumas, Santiago Juxtlahuaca, Santiago Llano Grande, Santiago Miltepec, Santiago Nejapilla, Santiago Nundiche, Santiago Nuyoó, Santiago Tamazola, Santiago Tepetlapa, Santiago Tilantongo, Santiago Tillo, Santiago Yolomécatl, Santiago Yosondúa, Santiago Yucuyachi, Santo Domingo Ixcatlán, Santo Domingo Nuxaá, Santo Domingo Tlatayápan, Santo Domingo Tonalá, Santo Domingo Tonaltepec, Santo Domingo Yanhuatlán, Santo Domingo Yodohino, Santos Reyes Tepujillo, Santos Reyes Yucuná, Santo Tomás Ocotepec, San Vicente Nuñú, Silacayoápam, Teotongo, Tepelmeme Villa de Morelos, Tezoatlán de Segura y Luna, Tlacoatepec Plumas, Villa de Chilapa de Díaz, Villa de Tamazulapam of El Progreso, Villa Tejúpam Union, Yutanduchi Guerrero Zapotitlán Lagunas, Zapotitlan Palmas, Asuncion Ocotlan, Candelaria Loxicha, Coatecas Altas, Cuyamecalco Villa de Zaragoza, Chiquihuitlán de Benito Juárez, Eloxochitlán Flores Magon, Mesones Hidalgo, Huautepec, Magdalena Mixtepec, Magdalena Teitipac, Mazatlán Villa de Flores, Oaxaca de Juárez, San Agustín Loxicha, San Andrés Paxtlán, San Andrés Teotitlán, San Antonio Sinicahua, San Antonio Tepetlapa, San Bartolomé Ayautla, San Carlos Yautepec, San Cristóbal Amatitlán, San Felipe Jalapa de Díaz, San Felipe Usila, San Francisco Chapulapa, San Francisco Logueche, San Francisco Ozolotepec, San Ildefonso Sola, San Jacinto Tlacoatepec, San Jerónimo Coatlán, San Jerónimo Taviche, San Jerónimo Tecóatl, San José Independencia, San José Lachiguiri, San José Tenango, San Juan Bautista Atlatlahuca, San Juan Bautista Tlacoatzintepec, San Juan Bautista Tuxtepec, San Juan Coatzacoapan, San Juan Comaltepec, San Juan Lachao, San Juan Lachigallá, San Juan Lalana, San Juan Ozolotepec, San Juan Petlapa, San Juan Tepeuxila, San Lorenzo, San Lorenzo Cuauñecuiltila, San Lorenzo Texmelucán, San Lucas Camotlán, San Lucas Ojitlán, San Lucas Zoquiápam, San Marcial Ozolotepec, San Mateo del Mar, San Melchor Betaza, San Miguel Coatlán, San Miguel Mixtepec, San Miguel Quetzaltepec, San Miguel Soyaltepec, San Miguel Tenango, San Miguel Tilquiápam, San Pablo Tlaxiaco, San Pedro Atoyac, San Pedro el Alto, San Pedro Ixcatlán, San Pedro Mártir, San Pedro Ocotepec, San Pedro Quiatoni, San Pedro Sochiápam, San Pedro Taviche, San Pedro Teutila, Villa de Tututepec de Melchor Ocampo, San Pedro and San Pablo Ayutla, Santa Ana Ateixtlahuaca, Santa Ana Cuauhtémoc, Santa Ana Zegache, Santa Catalina Quierí, Santa Catarina Loxicha, Santa Catarina Mechoacán, Santa Cruz Acatepec, Santa Cruz Xitla, Santa Cruz Zenzontepec, Santa Inés del Monte, Santa Lucía Miahuatlán, Santa Lucía Monteverde, Santa María la Asunción, Santa María Chilchotla, Santa María Chimalapa, Santa María Ozolotepec, Santa María Pápalo, Santa María Quiebolani, Santa María Temaxcaltepec, Santa María Teopoxco, Santa María Tepantlali, Santa María Tlaxiaco, Santa María Totolapilla, Santa María Zaniza, Santiago Amoltepec, Santiago Atitlán, Santiago Camotlán, Santiago Choápam, Santiago Ixcuintepec, Santiago Ixtayutla, Santiago Jocotepec, Santiago Texcalcingo, Santiago Textitlán, Santiago Tlaxoyaltepec, Santiago Yaitepec, Santiago Zacatepec, Santo Domingo de Morelos, Santo Domingo Ozolotepec, Santo Domingo Roayaga, Santo Domingo Tepuxtepec, Santos Reyes Pápalo, San Vicente Coatlán, Tataltepec de Valdés, Totontepec Villa de Morelos, Yaxe.

STATE: PUEBLA

Acatlán, Ahuehuetitla, Albino Zertuche, Altepexi, Atexcal, Axutla, Caltepec, Coatzingo, Cohetzala, Coyotepec, Cuayuca de Andrade, Chiautla, Chigmecatitlán, Chila, Chila de la Sal, Chinantla, Guadalupe, Huatlattlauca, Huehuetlán el Chico, Huitzilpec Guerrero, Ixcaquixtla, Izúcar de Matamoros, Jolalpan, Juan N. Méndez, La Magdalena Tlatlauquitepec, Molcaxac, Petlalcingo, Piaxtla, San Gabriel Chilac, San Jerónimo Xayacatlán, San José Miahuatlán, San Juan Atzompa, San Miguel Ixtitlán, San Pablo Anicano, San Pedro Yeloixtlahuaca, Santa Catarina Tlatempan, Santa Inés Ahuatempan, Huehuetlán el Grande, Tecomatlán, Tehuacán, Tehuizingo, Teotlalco, Tepexi de Rodríguez, Tlacoatepec de Benito Juárez, Totoltepec de Guerrero, Tulcingo, Tzicatlacoyan, Xayacatlán de Bravo, Xicotlán, Xochitlán Todos Santos, Zacapala, Zapotitlán, Zinacatepec, Ajalpan, Atempan, Atlixco, Camocuautla, Eloxochitlán, Huauchinango, Huauchinango, Huauchinango, San Antonio Cañada, Vicente Guerrero, Xicotepec, Zoquitlán.

STATE: QUERETARO DE ARTEAGA

Amealco de Bonfíl, Pinal de Amoles, Arroyo Seco, Cadereyta de Montes, Colón, Ezequiel Montes, Huimilpan, Jalpan de Serra, Landa de Matamoros, El Marqués, Pedro Escobedo, Peñamiller, Querétaro, San Joaquín, San Juan del Río, Tequisquiapan, Toliman.

STATE: QUINTANA ROO

Othón P. Blanco, Benito Juárez.

STATE: SAN LUIS POTOSI

Ahualulco, Armadillo de los Infante, Cedral, Cerritos, Cerro de San Pedro, Ciudad del Maíz, Charcas, Guadalcázar, Lagunillas, Mexquitic de Carmona, Moctezuma, Rioverde, Salinas, San Ciro de Acosta, San Luis Potosí, San Nicolás Tolentino, Santa Catarina, Santa María del Río, Santo Domingo, Tierra Nueva, Venado, Villa de Arriaga, Villa de Guadalupe, Villa de Ramos, Villa de Reyes, Villa Hidalgo, Villa Juárez, Zaragoza, Villa de Arista, Aquismón, Tamazunchale, Tanlajás, Xilitla, Matlapa.

STATE: SINALOA

Ahome, Angostura, Badiraguato, Concordia, Cosalá, Culiacán, Choix, Elota, Escuinapa, El Fuerte, Guasave, Mazatlán, Mocorito, Rosario, Salvador Alvarado, San Ignacio, Sinaloa, Navolato.

STATE: SONORA

Aconchi, Agua Prieta, Alamos, Arivechi, Arizpe, Bacadéhuachi, Bacanora, Bacerac, Banámichi, Baviácora, Bavispe, Benjamín Hill, Caborca, Cajeme, Cananea, Carbó, La Colorada, Cucurpe, Cumpas, Divisaderos, Empalme, Fronteras, Granados, Guaymas, Hermosillo, Huachinera, Huásabas, Huatabampo, Huépac, Imuris, Magdalena, Mazatán, Moctezuma, Naco, Nácori Chico, Nacoazar de García, Navojoa, Nogales, Onavas, Opodepe, Pitiquito, Quiriego, Rayón, Rosario, Sahuaripa, San Felipe de Jesús, San Miguel de Horcasitas, San Pedro de la Cueva, Santa Ana, Sáric, Soyopa, Suaqui Grande, Tepache, Tubutama, Ures, Villa Hidalgo, Villa Pesqueira, Yécora, Etchojoa.

STATE: TAMAULIPAS

Abasolo, Aldama, Altamira, Antiguo Morelos, Burgos, Bustamante, Camargo, Casas, Cruillas, Gómez Farías, González, G émez, Gustavo Díaz Ordaz, Hidalgo, Jaumave, Jiménez, Llera, Mainero, El Mante, Matamoros, Méndez, Mier, Miguel Alemán, Miquihuana, Nuevo Morelos, Ocampo, Padilla, Palmillas, Reynosa, San Carlos, San Fernando, San Nicolás, Soto la Marina, Tula, Victoria, Villagrán, Xicoténcatl.

CONDITION: TABASCO

Centla, Huimanguillo, Macuspana, Tacotalpa, Tenosique, Cárdenas, Centro, Comalcalco, Cunduacán.

STATE: TLAXCALA

Altzayanca, Españaita, Emiliano Zapata, El Carmen Tequexquiltla, San Pablo del Monte, Zittlatépec de Trinidad Sánchez Santo.

CONDITION: VERACRUZ-LLAVE

Actopan, Alto Lucero de Gutiérrez Barrios, Tlatetela, Benito Juárez, Comapa, Cotaxtla, Coyutla, Chalma, Chiconamel, Chicotepec, Chinampa de Gorostiza, Chontla, Chumatlán, Espinal, Huayacocotla, Ignacio de la Llave, Ixcatepec, Ixhuatlán del Café, Jalacingo Jamapa, Manlio Fabio Altamirano, Mecatán, Medellín, Naranjal, Ozuluama de Mascareñas, Pánuco, Paso de Ovejas, Perote, Platón Sánchez, Pueblo Viejo, National Bridge, Soledad de Doblado, Soteapan, Tamalín, Tamiahua, Tampico Alto, Tancoco, Tantima, Tantoyuca, Castillo de Teayo, Tecolutla, Temapache, Tempoal, Tepetzintla, Tezonapa, Tihuatlán, Tlacoatepec de Mejía, Tlaxiucoyan, Túxpam, Zentla, Zozocolco de Hidalgo, Tatahuicapan de Juárez, Acayuca, Altotonga, Aquila, Atzalan, Calcahualco, Coatzacoalcos, Coscomatepec, Las Choapas, Filomeno Mata, Ixmiquilpan, Ixhuatlán de Madero, Xalapa, Mecayapan, Minatitlán, Mixtla de Altamirano, Papantla, La Andrés, Playa Vicente Tuxtla, Soledad Atzompa, Tehuipango, Veracruz, Zongolica, Zontecomatlán de López and Fuentes.

STATE: YUCATAN

COMPONENT	EDO	DDR	MUNICIPALITY	CADER	WINDOW	DAY	MONTH	YEAR	OR

*Do not. Folio.

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I. DATA OF THE APPLICANT (LEGAL PERSON)

Moral person

*Organization name's: *Constitution date

*Name of the legal representative:

*Surname: d d m m to to to to

*Second surname:

*CURP:

*Nationality:

*Institution:

*Dependence:

* Economic entity:

*Program

*Economic activity:

* RFC:

* Homoclave:

Telephone (lada):

Fax:

Email:

Benefit Date:

d d m m to to to to

* Type of identification of the legal representative (IFE credential or passport):
Type of beneficiary:

* Identification number :
Type of benefit:

Accreditation document of the legal representative

Support Amount:

Ib. APPLICANT'S ADDRESS

* Type of human settlement: Colony () Fractionation () Apple () Town () Ranch ()
Farm () Ejido () Hacienda () Other () INEGI standard

* Name of the human settlement: _____

* Type of road: Avenue () Boulevard () Street () Alley () Road () Peripheral () Private () Road () Road () Other ()
INEGI standard

* Road name: _____

* Outside number 1: _____ Outside number 2: _____ Inside number: _____ * Zip code: _____

* Reference 1 (between roads): _____

* Reference 2 (posterior vialidad): _____ Reference 3 (Description of location): _____

* Town: _____ * Municipality: _____ * State : _____

* Other: _____

UPP or RNP number: _____

*Required fields.

2. PROJECT DATA

PROJECT NAME: _____

PROJECT ADDRESS: _____

2nd CHARACTERISTICS OF THE BENEFICIARIES:

CATEGORIES	WOMAN	MAN	TOTAL
YOUNG BOYS			
NATIVES			
OLDER ADULTS			
DISABLED			
ADULTS			

2.b COMPOSITION OF THE ORGANIZATION

Total No. of Partners *Do not. Moral partners *Do not. Physical partners

No. Women Members *Do not. Male partners

3. REQUESTED SUPPORT CONCEPTS:

Concept support	Support requested		Credit or some other Funding Source		Contribution of applicant		Total amount of investment (including amount requested)		No. Beneficiaries	
	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Pesos (\$)	%	Woman	Man

13
14
fifteen

PRODUCTIVE ACTIVITIES		INCOME (\$)			
MAIN OCCUPATION (*)	SECONDARY OCCUPATION (**)	ANNUAL INCOME (***)	HAVE. IRRIGATION	HAVE. TEMPORARY	HAVE.

one
two
3
4
5
6
7
8
9
10
eleven
12
13
14
fifteen
16
17
18
19
twenty
twenty-one
22
2. 3
24
25
TOTAL
S

(*) Record the activity that generates the highest income.

(**) Enter the activity that follows in order of importance in income.

(***) Enter total income from all activities (Values correspond to less than 2; from 2 to 5 and more than minimum wages for 2010).

NOTE: This format must be used by all support applicants individually or members of legally constitute groups or organizations.

This format is available on the electronic page of the Secretariat (www.sagarpa.gob.mx) and must be delivered by magnetic means accompanied by the corresponding request.

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FILLING INSTRUCTION

NAME: corresponds to the name or names of the producer or applicant.

FIRST LAST NAME: Corresponds to the paternal surname of the official identification of the producer or applicant.

SECOND LAST NAME: Corresponds to the maternal last name of the official identification of the producer or applicant.

DATE OF BIRTH: Date of birth of the beneficiary, according to the Day / Month / Year. This information is mandatory if you declared yourself a beneficiary.

CURP: Unique Key of Population Registry of the beneficiary.

NATIONALITY: Refers to the country of origin of the producer or, in the case of foreigners, that indicated in the naturalization document.

STATE OF BIRTH: Key to the state of birth of the direct or indirect beneficiary, according to the RENAP catalog of Federal Entities. In case the beneficiary was born abroad, the NE key (foreign born) must be captured

SEX: Sex or gender of the direct or indirect beneficiary, according to the RENAPO catalog. (H for men and M for women).

CIVIL STATUS (KEY):

Key Marital Status
Single 01
Married 02
Widow (er) 03
Divorced 04
Free Union 05
Concubinage 06

FEDERATIVE ENTITY: It is the key of the federative entity where the incentive or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

MUNICIPALITY: It is the key of the municipality where the incentive or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

LOCALITY: It is the key of the locality where the incentive or support is delivered to the direct or indirect beneficiary, according to the INEGI catalog.

RFC: Federal Taxpayer Registration Key

HOMOCLAVE: last three digits of the Federal Taxpayers Registry key

TELEPHONE (LADA): Telephone number of the domicile of the beneficiary or producer, starting with the password lada. Example: 01 (55) 10 14 21 22

FAX: Fax telephone number, if you have this means of communication.

EMAIL: Email address of the producer or legal representative. Example elproductordemaiz@yahoo.com.mx

BENEFIT DATE: It is the date on which the incentive or support was granted to the direct or indirect beneficiary and it is integrated into the Program register in the system. The date is 8 numerical positions assigning: four positions for the year. Two positions for the month, from 1 to 12, and two positions for the day from 1 to 28, 30 or 31, as applicable. Example: March 4, 1959, remains: 19590304.

TYPE OF IDENTIFICATION (IFE CREDENTIAL OR PASSPORT): Corresponds to the specification of the document used to identify the applicant.

IDENTIFICATION NUMBER: Corresponds to the number of the instrument with which the beneficiary is identifying.



TYPE OF BENEFICIARY: It is the key to the type of beneficiary within the Program. SIIPP-G Catalog.

TYPE OF BENEFIT: It is the key to the type of benefit that the Program grants to the beneficiary. SIIPP-G Catalog.

SUPPORT AMOUNT: It is the authorized amount of the incentive or support that the direct and indirect beneficiary can receive in the Program, no null or zero data will be accepted. Example: 1205.50 or 3000.00.

Note.- The information that does not correspond to the producer must be filled in through the window

ANNEX XXII

 		Formato para la Elaboración de Proyectos del Componente de Vinculación con Organismos de la Sociedad Civil 2014
Executive Summary		
Basic Chapters of the Project		
<p>Introduction: Brief description of the general information of the requesting Organization. Highlight your experience implementing productive projects, capacity development and / or conservation and sustainable use of soil and water, to contribute to food security; with the participation of the members and the families of the rural localities of low, medium, high and very high marginalization. Main achievements regarding the development of capacities and productive projects in the area of Food Security and work in communities of high and very high marginalization. Mention the synergies you have created and the collaboration agreements with the institutions that are working at the time of presenting the project.</p>		
1.- Basic information		
a) Name of the project		
b) Geographical location, coordinates, federal entity, municipalities and localities where the beneficiaries of the project are located .		
c) Productive activities, collection, collection, conservation, availability, access, stability and use of food to develop.		
d) Temporality.- Duration of the Project.		

2.- Justification of the project: Explanation of the identified problem or opportunity, aimed at working with rural communities of high and very high marginalization, in the field of rural development, economic and regional development, sustainable development, sustainable agriculture, capacity development, organization community, participatory planning, poverty alleviation and / or gender focus.

How the project will be able to support the community in the medium and long term in the deficiencies it presents.

3.- General objective (s) and specific objective (s)

4. Diagnosis

- a) Analysis of the current situation in the availability, access, stability and / or use of food. Problems to be addressed, how the project affects the production and consumption of food, social infrastructure and capacity development. Socio-economic problems, Environmental problems, Capacity development problems, and household and community needs
- b) Characteristics of the beneficiary population: by sex, age, indigenous, growth rate, etc., Average income level (times the Minimum Current State Salary).
- c) Characteristics of the house: floors, water and its sources, light, drainage, etc.
- d) Government and private support programs that operate in the community. Product distribution plan or strategy , if applicable

5. Description of strategies to address the identified problem or opportunity and precision of the way in which the project satisfies in an equitable and efficient way the needs of the beneficiaries.

6. Goals to achieve

7. Indicators that will verify the fulfillment of the general objective (s), specific (s) and goals.

8. Effects of not completing the project.

9. Project engineering

9.1 Productive projects aimed at increasing production, productivity, availability and access to food and / or promoting its use in family production units .

- a) Technical description of the project. Support concepts considered in the project (describe them in detail). Processes, innovations, technologies to use. Production processes, conversion, processing, among others.
- b) Quotes of the support concepts required by the project (at least 2 quotes are required). (In case of work, it must be broken down at the unit price level).
- c) Description of procedure, mechanisms and conditions for supply of inputs (consolidated purchases)

9.2.- Projects of conservation, use and sustainable management of natural resources used in primary production; that generate the conditions to provide food to present and future generations .

- Location and specific description of the project site. Description of the project area (Macro location (map), Micro location (sketch), climate, soil, vegetation, socio-environmental conditions, Agro productive diversity). Geographic Address according to the INEGI Technical Standard. DOF of November 12 , 2010, containing the mandatory fields described.

- Technical description of the Project

- a) Project components (List the works and / or conservation management practices)
- b) Processes and technologies to be used. (Technically describe each work and / or practice)
- c) Execution programs,
- d) Sanitary, Environmental and other applicable Norms.
- e) Topographic surveys
- f) Studies (geological, soil mechanics , among others) where appropriate

g) Design calculations (For small masonry dams and compacted earth boards are mandatory: the calculation of average runoff, calculation of maximum runoff, calculation of return period in accordance with the dimensions of the works to be built, storage capacity, Pouring Calculation, Hydraulic Cushion Calculation, Crown Width Calculation, Base Width Calculation, Structural Analysis (Slip, Flip, Suppression, Crush) Consider calculations to determine conduit lines, pumping equipment, among others necessary for the design of the works.

i) Plans

j) Construction volumes

In the case of a masonry dam, the following information must be integrated in the form of a technical data sheet: Slope generated downstream, crown width, pour load, free board, pour length, mattress length, dam height, water level normal, dam base, maximum section, curtain area upstream, table with the calculation of the volume, results of the volume that correspond to: total length of the curtain, volume of curtain (masonry, cyclopean), volume of hydraulic mattress, dentellón volume, volume of guide walls, volume of excavation, volume of the gate vault.

In the case of a trough board (compacted earth dam): By way of a technical data sheet, the following points: Upstream slope, downstream slope, depth of ridge, height at crown level, crown width, spillway load, length pour height, maximum section length, total curtain length. The results of the volumetry correspond to: Volumetry of the curtain (floor), volume of spillway (masonry), cleaning surface and line.

Additionally, the applicable volumes for other works and practices must be included.

k) Applicable permits (Among others, include the permits of the owners of the land where the works and / or actions are going to be carried out or that may be affected by them).

l) Geo r referencing of sites.

m) Detailed budget by work concepts: Project budget, budget for work and / or action, price analysis based on the use of: the Tables of Minimum Yields of Machinery and Labor and Maximum Reference Prices.

ñ) Regulation of present and future use of the supports granted.

o) Management plan of the served territory.

9.3.- Projects that promote the development of capacities, abilities and practices, organizational and managerial techniques of the rural population; as well as access to knowledge, information and the use of modern technologies to improve the availability, access and use of food.

Work program, specifying the provision of technical services and / or the activities to be carried out, products to be delivered, their cost and delivery time, as well as the total cost of the service.

objective

Justification

Universe of attention and goals.

Expected products

Training strategy:

Purpose of the training process

Learning outcomes

Techniques and teaching resources

Profile of trainers and promoters

Accompaniment strategy for groups

Evaluation, accreditation and certification strategy.

10. Investment Structure of the project

a) Total investment budget: concept, unit, unit price and total cost.

b) Financing structure: contribution by source of resources: SECRETARIAT, Federal Government, State Government, Municipal Government, OSC, beneficiaries, etc.

c) Project execution schedule.

d) Quotes and permits.

11. Impact indicators					
Expected impacts, comparative with respect to the baseline					
I. Home	Base line	Year 1	Year 2	Year 3	Year 4
Water availability					
Liters of water per day / home					
II. Food Availability					
Kilograms of food produced by UPF / year					
III. Entry					
Average annual income / UPF measured in minimum wages					
Proportion of UPF income destined for food					

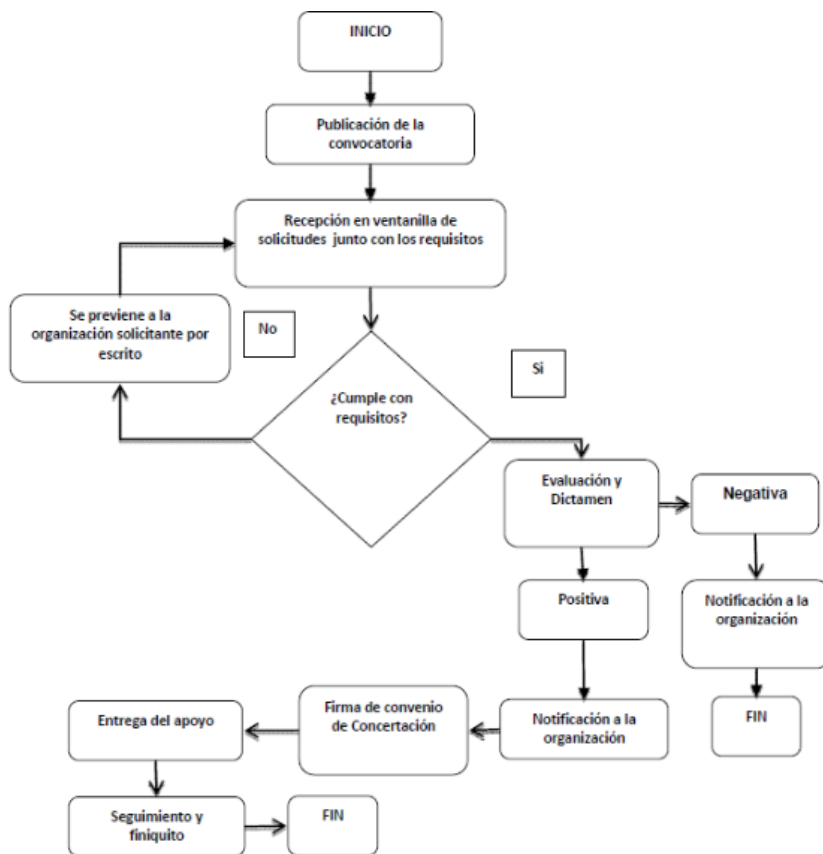
Direct beneficiary + their economic dependents = family unit = household

The impacts are associated with the direct beneficiaries, that is, the households of the direct beneficiaries, the production units of the direct beneficiaries

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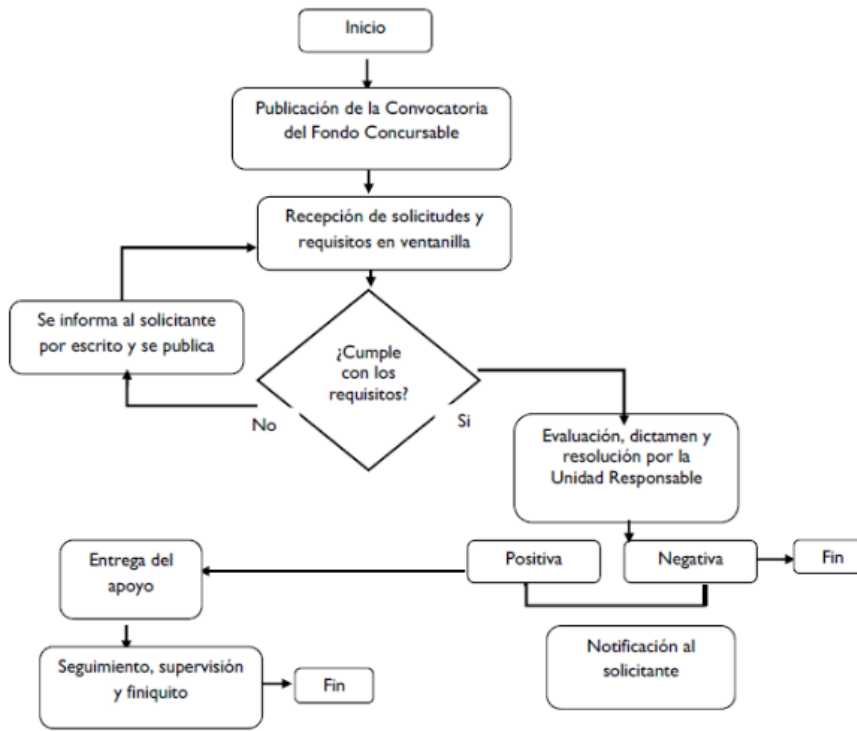
ANNEX XXIII

OPERATION. Support requests must be delivered on the dates established and published in the ca disclosed by the Executing Agency, and deliver the required documentation in accordance with these Operational Guidelines. For the support process, the following process will be followed:



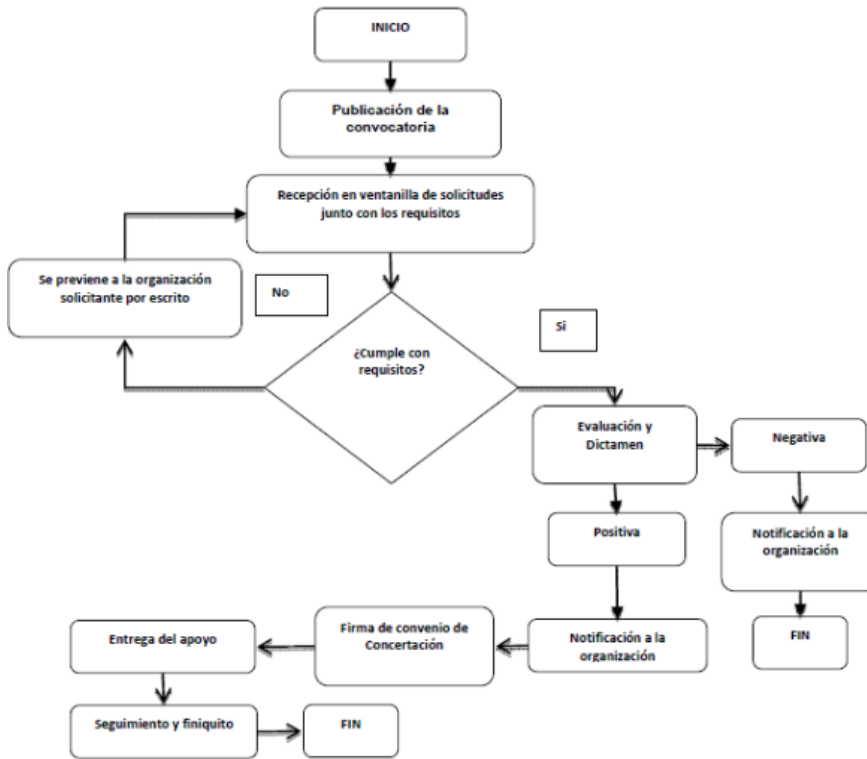
ANNEX XXIV

Flowchart of Reception, Dictamination and Support of Requests of the Component for the Integral Developme



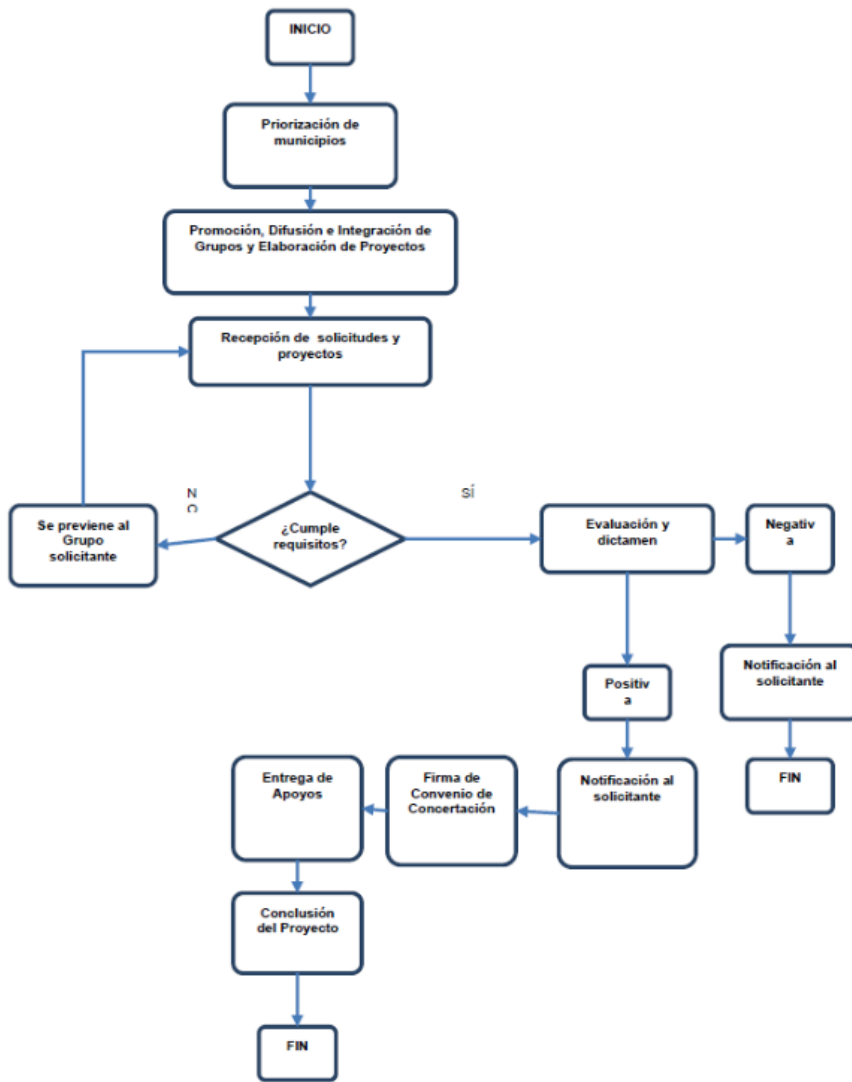
ANNEX XXV

OPERATION. Support requests must be delivered on the dates established and published in the call disclosed by the Executing Agency, and deliver the required documentation in accordance with these Operational Guidelines. For the support process, the following process will be followed:



ANNEX XXVI

Flowchart of the Component of Conservation and Sustainable Use of Soil and Water



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