

## REPORT TO THE CONGRESS OF THE UNITED STATES

### ACTIVITIES OF THE FOREIGN MARKET DEVELOPMENT COOPERATOR PROGRAM

**Legislative Mandate:** Section 702 of the Agricultural Trade Act of 1978, as amended.

#### **Summary:**

Section 702 of the Agricultural Trade Act of 1978, as amended, states that the Secretary shall annually submit to the Committee on Agriculture and the Committee on Foreign Affairs of the House of Representatives and the Committee on Agriculture, Nutrition, and Forestry of the Senate a report on activities under this section describing 1) the amount of funding provided, 2) the types of programs funded, 3) the value-added products that have been targeted, and 4) the foreign markets for those products that have been developed.

This report covers the 2007 program year. Participants in the 2008 program may continue to claim expenses against the program through March 31, 2009.

#### **Background:**

The Foreign Market Development Cooperator Program is authorized by title VII of the Agricultural Trade Act of 1978, as amended. The program is designed to create, expand and maintain foreign markets for U.S. agricultural commodities and products through cost-share assistance provided through a public-private partnership with industry participants. Funding for this program currently is authorized at \$34.5 million annually through fiscal year 2012 and is allocated to program participants on a yearly basis according to the results of a competitive evaluation process. Applications are evaluated against the following criteria: the dollar amount of industry's contribution to the program, the amount of industry-represented exports, the amount of worldwide trade in the industry-represented commodity, and the prospects for export growth.

#### **Submission:**

The following respond specifically to the four items listed in the legislation. 1) Funding for this program currently is authorized at \$34.5 million annually. 2) The program funds a wide range of activities including the following: technical seminars; trade servicing; overseas office expenses and local representation; food service promotions, distribution of samples; product demonstrations; trade missions; trade shows; market research; production of trade publications; project evaluations; and promotions. 3) Targeted value-added products are listed in the attached table entitled: *Foreign Market Development Cooperator Program, Value-Added Commodity Aggregate Expenditures, 2007*. 4) The foreign markets are identified in the attached table entitled: *Foreign Market Development Cooperator Program, Value-Added Product Activities and Foreign Markets, 2007*.

(Attached tables)

**FOREIGN MARKET DEVELOPMENT COOPERATOR PROGRAM**  
**VALUE-ADDED COMMODITY AGGREGATE EXPENDITURES**

**2007**

<b>Cooperator</b>	<b>Commodity</b>	<b>Expenses</b>
<b>American Forest &amp; Paper Association</b>	Forest Products (Floors, Doors, Frames)	\$219,087
	Hardwood Lumber	\$1,226,093
	Softwood Lumber	\$637,469
<b>American Peanut Council</b>	Peanuts	\$369,089
<b>American Seed Trade Association</b>	Planting Seeds	\$263,304
<b>American Sheep Industry Association</b>	Wool	\$169,651
<b>American Soybean Association</b>	Soybean Meal	\$2,288,426
<b>Cotton Council International</b>	Cotton Yarn	\$3,238,521
	Cottonseed Meal	\$61,062
<b>Leather Industries of America</b>	Leather	\$165,000
<b>Mohair Council of America</b>	Mohair	\$516
<b>National Hay Association</b>	Hay & Hay Products	\$39,075
<b>National Sunflower Association</b>	Confectionery Sunflower Seed	\$263,821
	Sunflower Seed Oil	\$29,697
<b>North American Millers Association</b>	Protein Grain Products	\$50,163
	Wheat Flour	\$10,000
<b>U.S. Dairy Export Council</b>	Cheese	\$44,379
	Dairy Products	\$132,243
	Dairy Ingredients	\$496,662
<b>U.S. Livestock Genetics Export, Inc.</b>	Dairy Cattle	\$328,399
	Purebred Horses	\$120,491
	Livestock Genetics Products	\$28,052
	Semen	\$160,181
	Breeding Swine	\$96,955
<b>U.S. Meat Export Federation</b>	Beef	\$37,200
	Red Meat	\$83,337
<b>USA Poultry and Egg Export Council</b>	Poultry Products	\$101,596
	Poultry Meat	\$95,715
<b>USA Rice Federation</b>	Milled Rice	\$1,281,836
<b>Total Value-Added Expenditures</b>		<b>\$12,038,020</b>

**FOREIGN MARKET DEVELOPMENT COOPERATOR PROGRAM**  
**VALUE-ADDED PRODUCT ACTIVITIES AND FOREIGN MARKETS**

**2007**

**American Forest & Paper Association**

**Projects Funded:**

Promoting Harmonization of Global Codes and Standards, Softwood Market Policy, Technical Support, Softwood Market Research, Targeted Technical Outreach Campaigns, Market Development, Publications, Trade Servicing, Technical Assistance, Trade Missions, Seminars, Promotions

**Foreign Markets/Regions:**

India, Japan, Republic of Korea, Mexico, China, Caribbean, European Union, Worldwide, Middle East

**American Peanut Council**

**Projects Funded:**

Technical Seminars, Trade Servicing, Public Relations and Health Communications, Promotional Campaign: Innovation through Quality

**Foreign Markets/Regions:**

Canada, Europe, Mexico

**American Seed Trade Association**

**Projects Funded:**

Intellectual Property Rights Awareness Campaign, International Organizational and Stakeholder Meetings

**Foreign Markets/Regions:**

Argentina, Brazil, Worldwide

**American Sheep Industry Association**

**Projects Funded:**

Trade Servicing, Technical Trade Education, Competitor Assessments and Intelligence

**Foreign Markets/Regions:**

Argentina, China, Eastern Europe, India, South East Asia, Uruguay, Western Europe

**American Soybean Association**

**Projects Funded:**

Local Representation, Poultry and Livestock Technical Assistance, Trade Servicing, Livestock Feeding Trials, Animal Production Courses, Consumer Market Development, Buyers Missions to the United States, Risk Management Workshop, Dairy Producer's Assistance, Fish and Swine Industry Assistance, Soybean Meal Promotions

**Foreign Markets/Regions:**

Japan, Philippines, Republic of Korea, Thailand, Singapore, MAGHREB, Latin America, Caribbean Basin, Middle East and North Africa, Sub Saharan Africa, Southeast Asia

### **Cotton Council International**

#### **Projects Funded:**

Trade Servicing for Cottonseed Meal, Trade Fairs, Trade Communications, Market Review Travel, Trade Shows, Consulting Services, Leadership Education Program, Cotton USA Trade Servicing and Licensee Tour, Ecuador Phytosanitary Team, Cotton USA Orientation Tour, Technical Servicing Program, Cotton USA Executive Delegation, Cotton USA Buyers Education Program

#### **Foreign Markets/Regions:**

Caribbean, Mexico, Turkey, China/Hong Kong, South America, Southeast Asia, Western Europe, Central Europe, Former Soviet Union

### **Leather Industries of America**

#### **Projects Funded:**

Asia Pacific Leather Fair, Le Cuir a Paris (Trade Show)

#### **Foreign Markets/Regions:**

China/Hong Kong, Europe

### **Mohair Council of America**

#### **Projects Funded:**

Trade Missions, Trade Education and Servicing

#### **Foreign Markets/Regions:**

China/Hong Kong, India, Mexico, South Africa, South America, Southeast Asia, Western Europe

### **National Hay Association**

#### **Projects Funded:**

Market Research, Trade and Technical Servicing Teams

#### **Foreign Markets/Regions:**

China, Japan, Vietnam

### **National Sunflower Association**

#### **Projects Funded:**

Trade Servicing, Worldwide Importer Outreach

#### **Foreign Markets/Regions:**

Mexico, Spain, Worldwide

### **North American Millers Association**

#### **Projects Funded:**

Food Aid Mission, Protein Grain Products Education Promotion, Mission to the World Food Program, Trade Servicing, Trade Policy Missions to Competitor Nations

#### **Foreign Markets/Regions:**

Worldwide (Developing Nations)

## **U.S. Dairy Export Council**

### **Projects Funded:**

Cheese Trade Development, Cheese Trade Servicing, U.S. Dairy Market Intelligence, U.S. Research and Development Centers International Education, Dairy Trade Servicing, Whey Market Development, Infant Formula Meeting and Reverse Trade Missions, High-value Whey Product Development, Ingredient Trade Servicing, Universities Technical Support Program, Niche Market Campaigns, Whey and Lactose Market Development, Milk Powder Market Development

### **Foreign Markets/Regions:**

Central America, China, Japan, Republic of Korea, Mexico, Middle East, Southeast Asia, Taiwan

## **U.S. Livestock Genetics**

### **Projects Funded:**

Seminars, Expos, Reverse Trade Missions, International Dairy Week (Australia), Worldwide Guernsey Conference, Jersey Trade Servicing, Judging at the National Show, Holstein Association Reverse Trade Mission, World Holstein Friesian Federation Council Meeting, Interbull Technical Workshop, XXII National Animal Breeding Exhibition, Reverse Team to Worldwide Dairy Expo, Generic Breed Advertising, Embryo Trade Servicing, Quarter Horse Trade Show Exhibitions/Clinics/Judging, Collection of Genetic Performance Data, Bovine Semen Promotions and Trade Show Exhibitions, Trade Servicing for Bovine Semen, Seminars for Hog Raisers

### **Foreign Markets/Regions:**

Asia, Canada, Central America, Europe, Australia, Croatia, Russia, Italy, Germany, France, Ireland, Dominican Republic, Guatemala, Philippines, South Africa, Mexico

## **U.S. Meat Export Federation**

### **Projects Funded:**

Consumer Communication Development, Evaluation

### **Foreign Markets/Regions:**

Japan, Worldwide

## **USA Poultry and Egg Export Council**

### **Projects Funded:**

Trade Servicing, Educational Seminars, Strategic Planning Conference, Point-of-sale Material Production

### **Foreign Markets/Regions:**

Singapore, Worldwide, Indonesia, Malaysia, Mexico, Philippines, Sri Lanka, Taiwan, Thailand, Vietnam

## **USA Rice Federation**

### **Projects Funded:**

Trade Servicing, Foodservice Activities, Private Voluntary Organization Field Visits, Trade Promotions, HRI Promotions, Trade Policy, Trade Research

### **Foreign Markets/Regions:**

Andean, Brazil, Central America, Canada, China, Ghana, Japan, Mexico, Republic of Korea, Saudi Arabia, Middle East, North Africa, Jordan, Former Soviet Union, Caribbean, Turkey, Israel/West Bank, West Africa