



United States Department of Agriculture

Office of the Secretary  
Washington, D.C. 20250

MAR 29 2010

The Honorable Blanche L. Lincoln  
Chairman  
Committee on Agriculture, Nutrition and Forestry  
United States Senate  
328A Russell Senate Office Building  
Washington, D.C. 20510

Dear Madam Chairman:

The enclosed report, the Activities of the Foreign Market Development Cooperator Program, is required by Section 702 of the Agricultural Trade Act of 1978, as amended.

The law requires that this report be transmitted to the Senate Committee on Agriculture, Nutrition and Forestry, the House Committee on Agriculture, and the House Committee on Foreign Affairs. I am pleased also to provide this year's report to the Committees on Appropriations, in accordance with the Omnibus Appropriations Act of 2009.

I am sending similar letters to your colleagues.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Wilsack".

Thomas J. Wilsack  
Secretary

Enclosure

**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 2008 program year. Participants in the 2009 program may continue to claim expenses against the program through March 31, 2010.

**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, 2008*.
- 4) The foreign markets are identified in the attached table entitled: *Foreign Market Development Cooperator Program, Value-Added Product Activities and Foreign Markets, 2008*.

(Attached tables)

**Foreign Market Development Cooperator Program  
Value-Added Commodity Aggregate Expenditures  
2008**

<b>Cooperator</b>	<b>Commodity Aggregate</b>	<b>Expenses</b>
<b>American Forest &amp; Paper Association</b>	Forest Products (Floors, Doors, Frames)	\$202,643
	Hardwood Lumber	\$1,020,947
	Softwood Lumber	\$668,538
<b>American Peanut Council</b>	Peanuts	\$261,242
<b>American Seed Trade Association</b>	Planting Seeds	\$254,427
<b>American Sheep Industry Association</b>	Wool	\$182,790
<b>American Soybean Association</b>	Soybean Meal	\$1,922,110
	Soybean Oil	\$6,074
<b>Cotton Council International</b>	Cotton Yarn	\$3,296,814
	Cottonseed Meal	\$25,333
<b>Leather Industries of America</b>	Leather	\$159,189
<b>Mohair Council of America</b>	Mohair	\$15,492
<b>National Hay Association</b>	Hay & Hay Products	\$47,337
<b>National Sunflower Association</b>	Confectionery Sunflower Seed	\$227,593
	Sunflower Seed Oil	\$29,019
<b>North American Millers Association</b>	Protein Grain Products	\$31,280
	Wheat Flour	\$31,213
<b>U.S. Dairy Export Council</b>	Cheese	\$46,920
	Dairy Products	\$219,766
	Dairy Ingredients	\$474,849
<b>USA Dry Pea and Lentil Council</b>	Pulse Flour	\$40,101
<b>U.S. Grains Council</b>	Corn Processing By-products	\$239,770
<b>U.S. Livestock Genetics Export, Inc.</b>	Dairy Cattle	\$322,713
	Purebred Horses	\$117,622
	Livestock Genetics Products	\$58,569
	Semen	\$150,000
	Breeding Swine	\$88,467
<b>U.S. Meat Export Federation</b>	Red Meat	\$83,399
<b>USA Poultry and Egg Export Council</b>	Poultry Products	\$59,106
	Poultry Meat	\$50,965
<b>USA Rice Federation</b>	Milled Rice	\$1,027,674
<b>Total Value-Added Expenditures</b>		<b>\$11,361,962</b>

**Foreign Market Development Cooperator Program**  
**VALUE-ADDED PRODUCT ACTIVITIES AND FOREIGN MARKETS**  
**2008**

**American Forest & Paper Association**

**Projects Funded:**

Promoting harmonization of global codes and standards; technical assistance on structural and furniture applications, and on interior/exterior uses; market research, publications, trade servicing, trade missions, industry exhibitions, seminars, and promotions.

**Foreign Markets/Regions:**

Australia, China, India, Japan, Republic of Korea, Mexico, Taiwan, Caribbean, Europe, Middle East

**American Peanut Council**

**Projects Funded:**

Technical seminars, trade servicing, public relations and health communications

**Foreign Markets/Regions:**

Canada, Mexico, Europe

**American Seed Trade Association**

**Projects Funded:**

Campaigns to promote intellectual property issues and educate stakeholders on their application

**Foreign Markets/Regions:**

Argentina, Brazil, Canada, Morocco, Philippines, Europe

**American Sheep Industry Association**

**Projects Funded:**

Trade servicing, technical assistance, trade exhibitions, competitor assessments

**Foreign Markets/Regions:**

China, France, India

**American Soybean Association**

**Projects Funded:**

Local representation, poultry, livestock and aquaculture feed formulation technical assistance, trade servicing, feeding trials, animal production courses, buyers' missions, technical workshops

**Foreign Markets/Regions:**

Australia, China, Japan, Philippines, Republic of Korea, Singapore, Europe, Latin America, Caribbean, Middle East, North Africa, Southeast Asia, Sub-Saharan Africa

### **Cotton Council International**

**Projects Funded:**

Trade servicing, exhibitions, trade communications, market assessments, technical consulting services, Cotton USA trade servicing and licensee tour, trade teams, buyers education programs/tours

**Foreign Markets/Regions:**

China, Mexico, Turkey, Caribbean, Europe, South America, Southeast Asia, Former Soviet Union

### **Leather Industries of America**

**Projects Funded:**

Trade exhibitions

**Foreign Markets/Regions:**

China

### **Mohair Council of America**

**Projects Funded:**

Trade education and servicing

**Foreign Markets/Regions:**

China, Peru

### **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 and exhibitions

**Foreign Markets/Regions:**

Mexico, Taiwan, Spain

### **North American Millers Association**

**Projects Funded:**

Technical assistance to international food aid agencies, evaluation of food aid, protein grain products education, trade servicing, trade missions.

**Foreign Markets/Regions:**

Worldwide (Developing Nations)

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

#### **Projects Funded:**

Trade servicing, U.S. dairy market information communications, technical assistance/seminars on product formulation using U.S. dairy ingredients, trade missions, trade exhibitions

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

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

### **USA Dry Pea and Lentil Council**

#### **Projects Funded:**

Promoting incorporation of pulse flour in food products.

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

China

### **U.S. Grains Council**

#### **Projects Funded:**

Promotion of dried distillers grains and corn gluten feed in livestock rations, trade servicing.

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

Chile, Colombia, Ecuador, Egypt, Russia, Peru, Taiwan

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

#### **Projects Funded:**

Technical seminars, exhibitions, trade missions, livestock shows, trade servicing, collection and publication of genetic performance data

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

Australia, Canada, Dominican Republic, Guatemala, Mexico, Philippines, Russia, South Africa, Asia, Central America, Europe

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

#### **Projects Funded:**

Consumer communication, evaluation

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

Worldwide

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

#### **Projects Funded:**

Trade servicing, educational seminars, point-of-sale publications

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

China, Indonesia, Malaysia, Mexico, Philippines, Singapore, Taiwan

## **USA-Rice Federation**

### **Projects Funded:**

Trade servicing, promotions, technical assistance

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

Brazil, Canada, China, Colombia, Costa Rica, Dominican Republic, Germany, Ghana, Guatemala, Japan, Jordan, Republic of Korea, Mexico, Russia, Senegal, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom

**Fiscal Year 2008**  
**Foreign Market Development Cooperator Program Allocations**

<b>Cooperator</b>	<b>Allocation</b>
<b>American Forest and Paper Association</b>	\$2,764,177
<b>American Peanut Council</b>	\$740,695
<b>American Seed Trade Association</b>	\$47,375
<b>American Sheep Industry Association</b>	\$186,792
<b>American Soybean Association</b>	\$6,924,682
<b>Cotton Council International</b>	\$4,491,078
<b>Leather Industries of America</b>	\$163,768
<b>Mohair Council of America</b>	\$14,223
<b>National Hay Association</b>	\$62,179
<b>National Renderers Association</b>	\$984,234
<b>National Sunflower Association</b>	\$284,360
<b>North American Millers Association</b>	\$58,679
<b>U.S. Dairy Export Council</b>	\$695,441
<b>U.S. Dry Bean Council</b>	\$114,886
<b>U.S. Grains Council</b>	\$5,528,241
<b>U.S. Hide, Skin and Leather Association</b>	\$93,460
<b>U.S. Livestock Genetics</b>	\$704,699
<b>U.S. Meat Export Federation</b>	\$1,861,763
<b>U.S. Wheat Associates</b>	\$5,392,923
<b>USA Dry Pea and Lentil Council</b>	\$205,838
<b>USA Poultry and Egg Export Council</b>	\$1,699,756
<b>USA Rice Federation</b>	\$1,480,751
<b>Total Allocations</b>	<b>\$34,500,000</b>