

REPORT TO THE CONGRESS OF THE UNITED STATES
ACTIVITIES OF THE FOREIGN MARKET DEVELOPMENT COOPERATOR PROGRAM
SEPTEMBER 2012

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 2011 program year.

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: quality of the long-term strategic plan and results-oriented metrics, 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, 2011*.
- 4) The foreign markets are identified in the attached table entitled: *Foreign Market Development Cooperator Program, Value-Added Product Activities and Foreign Markets, 2011*.

(Attached tables)

**Foreign Market Development Cooperator Program
Value-Added Commodity Aggregate Expenditures
2011**

Cooperator	Commodity Aggregate	Expenses
American Forest & Paper Association	Forest Products (Floors, Doors, Frames)	\$1,932,414
	Hardwood Lumber	\$815,196
	Softwood Lumber	\$980,000
American Peanut Council	Peanuts	\$648,386
American Seed Trade Association	Planting Seeds	\$223,929
American Sheep Industry Association	Wool	\$168,462
American Soybean Association	Soybean Meal	\$1,337,271
	Soybean Oil	\$340,943
Cotton Council International	Cotton Yarn	\$3,767,216
	Cottonseed Meal	\$815,000
Leather Industries of America	Leather	\$161,683
Mohair Council of America	Mohair	\$9,454
National Hay Association	Hay & Hay Products	\$31,288
National Sunflower Association	Confectionery Sunflower Seed	\$240,834
	Sunflower Seed Oil	\$30,096
North American Millers Association	Protein Grain Products	\$42,147
U.S. Dairy Export Council	Cheese	\$41,000
	Dairy Products	\$369,196
	Dairy Ingredients	\$280,000
USA Dry Pea and Lentil Council	Peas and Lentils	\$194,343
U.S. Grains Council	Corn Processing By-products	\$3,476,153
U.S. Livestock Genetics Export, Inc.	Dairy Cattle	\$305,150
	Purebred Horses	\$124,000
	Livestock Genetics Products	\$44,656
	Semen	\$150,000
	Breeding Swine	\$91,750
U.S. Meat Export Federation	Red Meat	\$1,774,954
USA Poultry and Egg Export Council	Poultry Products	\$1,587,176
	Poultry Meat	\$10,178
USA Rice Federation	Milled Rice	\$1,661,971
Total Value-Added Expenditures		\$21,645,392

Foreign Market Development Cooperator Program 2011

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

Foreign Markets/Regions:

Australia, China, India, Japan, South Korea, Mexico, Oceania, Southeast Asia, Taiwan, Caribbean, European Union (EU), Middle East

American Peanut Council

Projects Funded:

Technical seminars, trade servicing, public relations and health communications, quality/research services

Foreign Markets/Regions:

Canada, Mexico, Europe, Worldwide

American Seed Trade Association

Projects Funded:

Campaigns to promote intellectual property issues and educate stakeholders on their application, representing U.S. seed industry, seed quality learning initiative

Foreign Markets/Regions:

Argentina, Asia, China, Africa, India, Europe

American Sheep Industry Association

Projects Funded:

Trade servicing, technical assistance, trade exhibitions, competitor assessments

Foreign Markets/Regions:

China/Hong Kong, Eastern Europe, India, Western Europe, South America

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; animal utilization; industrial utilization

Foreign Markets/Regions:

Americas, Asia, China, Japan, Philippines, South Korea, Singapore, Europe, Caribbean, Middle East, North Africa, Sub-Saharan Africa, Worldwide

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:

Asia, China, Mexico, Turkey, Caribbean, South America, EU

Leather Industries of America

Projects Funded:

Trade exhibitions

Foreign Markets/Regions:

China

Mohair Council of America

Projects Funded:

Trade education and servicing, trade missions

Foreign Markets/Regions:

China/Hong Kong, India, Middle East, South Africa, South America, Western Europe

National Hay Association

Projects Funded:

Market research, trade and technical servicing teams, trade shows

Foreign Markets/Regions:

China, Japan, United Arab Emirates

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, trade policy missions, global food security 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, South 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, trade servicing/seminars for value-added products, technical assistance, reverse trade missions, tariff reduction, trade shows

Foreign Markets/Regions:

China, Association of Southeast Asian Nations (ASEAN), Mediterranean, Northern Europe, Sub-Saharan Africa, India, Colombia, Pakistan, Philippines

U.S. Grains Council

Projects Funded:

Promotion of dried distillers grains and corn gluten feed in livestock rations, trade servicing, market education, market assessment and evaluation, education for exporting, conferences, food security symposium

Foreign Markets/Regions:

Algeria, China, Egypt, Iraq, Japan, South Korea, Latin America, Turkey, Taiwan, Tunisia, Vietnam

U.S. Livestock Genetics

Projects Funded:

Technical seminars, exhibitions, trade missions, reverse trade missions, breed promotions, judging workshops, livestock shows, trade servicing, collection and publication of genetic performance data

Foreign Markets/Regions:

Africa, Middle East, Australia, Canada, Dominican Republic, Guatemala, Israel, Mexico, Philippines, Russia, South Africa, Asia, Central America, Latin America, South America, EU

U.S. Meat Export Federation

Projects Funded:

Consumer communication, evaluation, market development

Foreign Markets/Regions:

ASEAN, Central South America, China/Hong Kong, EU, Japan, Mexico, Worldwide

USA Poultry and Egg Export Council

Projects Funded:

Trade servicing, educational seminars

Foreign Markets/Regions:

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

USA Rice Federation

Projects Funded:

Trade servicing, food service, technical assistance, field visits and seminars, testing of rice, Japan trade policy

Foreign Markets/Regions:

Africa, Andean, Brazil, Canada, China, Central America, EU, Ghana, Israel, Japan, Jordan, South Korea, Saudi Arabia, Southeast Asia, Middle East Region, Taiwan, Turkey