

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

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 2012 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 was authorized at \$34.5 million annually through fiscal year 2012 and was allocated to program participants on a yearly basis according to the results of a competitive evaluation process. Applications were 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 was authorized at \$34.5 million in fiscal year 2012.
- 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, 2012*.
- 4) The foreign markets are identified in the attached table entitled *Foreign Market Development Cooperator Program, Value-Added Product Activities and Foreign Markets, 2012*.

(Attached tables)

**Foreign Market Development Cooperator Program
Value-Added Commodity Aggregate Expenditures
2012**

Cooperator	Commodity Aggregate	Expenses
Almond Board of California	Almonds	\$193,412
The American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	Forest Products (Floors, Doors, Frames)	\$1,605,996
	Hardwood Lumber	\$1,249,122
	Softwood Lumber	\$977,490
American Peanut Council	Peanuts	\$317,542
American Seed Trade Association	Planting Seeds	\$191,464
American Sheep Industry Association	Wool	\$166,347
American Soybean Association	Soybean Meal	\$2,174,912
	Soybean Oil	\$253,019
Cotton Council International	Cotton Yarn	\$4,981,909
	Cotton Seed Meal	\$50,000
Cranberry Marketing Committee	Cranberries	\$200,000
Leather Industries of America	Leather	\$168,494
National Hay Association	Hay & Hay products	\$74,943
National Sunflower Association	Confectionery Sunflowerseed	\$229,582
	Sunflowerseed Oil	\$45,992
North American Millers Association	Protein Grain Products	\$59,373
U.S. Dairy Export Council	Dairy Products	\$301,337
	Dairy Ingredients	\$297,951
U.S. Grains Council	Corn Processing By-Products	\$4,300,252
U.S. Livestock Genetics Export, Inc.	Breeding Swine	\$63,028
	Semen	\$140,557
	Livestock Genetics Products	\$42,855
	Dairy Cattle	\$314,941
	Purebred Horses	\$139,452
U.S. Meat Export Federation	Red Meat	\$1,553,007
USA Dry Pea and Lentil Council	Peas And Lentils	\$190,653
USA Poultry and Egg Export Council	Poultry Meat	\$10,409
	Poultry Products	\$1,370,593
USA Rice Federation	Milled Rice	\$1,312,433
Total Value-Added Expenditures		\$22,977,063

**Foreign Market Development Cooperator Program
Value-Added Product Activities and Foreign Markets
2012**

Almond Board of California

Projects Funded:

Trade promotions, trade relations

Foreign Markets/Regions:

China, India

**The American Hardwood Export Council, APA - The Engineered Wood Association,
Softwood Export Council, and Southern Forest Products 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, Korea, Mexico, Oceania, Southeast Asia, Taiwan, Caribbean, European Union, Middle East

Projects Funded:

Trade servicing, public relations and health communications, quality/research services

Foreign Markets/Regions:

Canada, Mexico, Europe, Worldwide

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, European Union, Mexico

Projects Funded:

Trade servicing, technical assistance, technical trade education, trade exhibitions, competitor assessments

Foreign Markets/Regions:

China, European Union, India, 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, buyers industry relations and risk management

Foreign Markets/Regions:

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

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, consulting services, Cotton USA brand equity building, market research

Foreign Markets/Regions:

Asia, China, European Union, India, Korea, Mexico, Middle East, Caribbean, South America

Projects Funded:

Trade servicing, education and marketing, publications, reverse trade missions, food service promotions, trade and media communications, retail promotions

Foreign Markets/Regions:

European Union, Korea, Mexico

Projects Funded:

Trade shows

Foreign Markets/Regions:

China

National Hay Association

Projects Funded:

Market research, quality training, trade and technical servicing teams, trade shows

Foreign Markets/Regions:

China, Japan, United Arab Emirates

Projects Funded:

Trade servicing and trade promotion, evaluations, world importer outreach

Foreign Markets/Regions:

Mexico, Spain

Projects Funded:

Trade missions, trade policy missions, global food security missions

Foreign Markets/Regions:

South Africa, European Union, 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, global studies and analysis

Foreign Markets/Regions:

China, Japan, Korea, Mexico, Middle East, Southeast Asia

Projects Funded:

Technical assistance, training workshops and seminars, market assessment and evaluation, program evaluation, trade servicing, trade missions

Foreign Markets/Regions:

Algeria, China, European Union, Japan, India, Korea, Mexico, Central America, Middle East, Asia, United Arab Emirates

U.S. Livestock Genetics Export, Inc.

Projects Funded:

Reverse trade missions, trade missions, attend/participate in technical seminars and clinics, livestock trade shows and workshops, livestock classification training, trade servicing, advertisements, reproduction committees and conferences, herd management seminars

Foreign Markets/Regions:

Africa, Middle East, Asia, Canada, Central America, Europe, Mexico, South America

Projects Funded:

Market development, evaluations, inspection and audit teams

Foreign Markets/Regions:

ASEAN, Central South America, China, European Union, Japan, Korea, Mexico, Worldwide

Projects Funded:

Trade servicing/seminars for value-added products, technical assistance, reverse trade missions, Vietnam tariff reduction, India phytosanitary regulations, trade shows

Foreign Markets/Regions:

ASEAN, China, Sub-Sahara Africa, European Union, India, United Arab Emirates

Projects Funded:

Trade servicing/seminars, government and media reverse trade missions, public relations and advertising campaigns, market research, trade development

Foreign Markets/Regions:

China, Mexico, Singapore

Projects Funded:

Trade servicing, food service and trade promotions, resolution of trade issues, mass media campaigns, long grain rice promotions, testing, school nutritional training, mobile cooking demonstrations

Foreign Markets/Regions:

Angola, Brazil, Canada, China, Central America, European Union, Ghana, Israel, Japan, Jordan, Korea, United Arab Emirates, Southeast Asia, Middle East Region, Taiwan, Turkey