



United States  
Department of  
Agriculture

Foreign  
Agricultural  
Service

# FACT SHEET

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February 2006

## *THE QUALITY SAMPLES PROGRAM*

The Quality Samples Program (QSP) helps U.S. agricultural trade organizations provide small samples of their agricultural products to potential importers in emerging markets overseas.

Focusing on industry and manufacturing, as opposed to end-use consumers, it allows potential customers to discover the quality of U.S. agricultural products. It also allows manufacturers overseas to do test runs to assess how U.S. food and fiber products can best meet their production needs. In 2005, USDA allocated \$2.3 million to trade associations and state agricultural organizations under this program.

**How the program benefits U.S. agriculture:** QSP stimulates interest and demand for U.S. agricultural products. In 2006, agricultural exports are forecast to reach \$64.5 billion, generating approximately 836,000 American jobs, including many off-farm activities such as transportation, food processing, packaging, storing and financing.

**How the program works:** Each year, USDA announces an application period for participation in the QSP, publishing it in the *Federal Register*. Trade organizations and private firms can submit QSP proposals to USDA using the Unified Export Strategy (UES) system.

QSP applications undergo a competitive review process based on criteria specified in the *Federal Register* announcement. Participants who are approved for QSP funding obtain commodity samples, export them and provide the importer the technical assistance necessary to use the sample properly. When a project is completed, USDA reimburses the participants for the costs of procuring and exporting the samples. The technical assistance component is not reimbursable under the program.

Priority is given to projects targeting developing nations or regions with a per capita income of less than \$10,065 and a population greater than one million. Priority is also given to projects designed to expand exports where a U.S. commodity's market share is 10 percent or less.

USDA's Commodity Credit Corporation (CCC) funds the program, which is authorized under the CCC Charter Act.

**What commodities are covered:** USDA has approved QSP proposals to promote a wide variety of U.S. commodities, including wheat, citrus, cranberries, mohair, hides, rice and soybeans. Many other commodities are eligible, too.

**Where to get information:** To submit a QSP proposal or to learn more about the program, contact the USDA-FAS Marketing Operations Staff, AG Box 1042, 1400 Independence Ave., Washington, DC 20250-1042; Phone: (202) 720-4327. Fax: (202) 720-9361; E-mail: [mosadmin@fas.usda.gov](mailto:mosadmin@fas.usda.gov).

### Quality Samples Program Allocations

#### Fiscal Year 2005

Participant	Allocation
Alaska Seafood Marketing Institute	\$30,000
American Sheep Industry Association	\$340,000
American Soybean Association	\$50,000
California Table Grape Commission	\$45,000
California Walnut Commission	\$25,000
Cherry Marketing Institute	\$30,000
Cranberry Marketing Committee	\$30,000
Hop Growers of America	\$2,500
Missouri Department of Agriculture	\$84,500
Mohair Council of America	\$118,000
National Potato Promotion Board	\$305,000
National Renderers Association	\$45,000
U.S. Livestock Genetics, Inc.	\$68,000
U.S. Wheat Associates	\$421,800
USA Dry Pea and Lentil Council	\$2,500
WE CO., 1991, Inc.	\$45,525
Western U.S. Agricultural Trade Association	\$35,000
<b>Total</b>	<b>\$1,677,825</b>