

2011 Emerging Markets Program Assessments

Who conducted the assessment and what makes them an expert? [Agricultural consultants, farmers, government officials, and other persons from the private sector that have expertise in assessing the food and rural business systems of other countries. Identify the qualifications that make the assessors experts in assessing the food and rural businesses of the emerging market(s).]

How did you conduct the assessment? [What methodology did you use to conduct the assessment? Briefly describe where you went, the people you met with, what you did to complete the assessment?]

What is the assessment of the food and rural business system needs of the emerging market? [Include an executive summary of the project. Also, include why this market was chosen/what makes it attractive for U.S. exporters? Describe what you found out about the market: the existing constraints (what may prevent or hinder imports from the United States)?; the nature of the competition; Describe the trade policy factors that affect the market; Provide data on the existing trade situation; what is the distribution chain; what sector will you target and why?]

What are the opportunities in the market? [Where do you see opportunities to enhance the effectiveness of the emerging market's food and rural business system? Describe projects that may enhance the effectiveness of the emerging market's food and rural business systems?]

What are the recommendations or measures necessary to enhance the food and rural business system needs for that will also develop the market for U.S. agricultural products? [What are you proposing to do based on your assessment, to grow U.S. exports and enhance the emerging market's food and rural business system? Are there follow up technical assistance activities that you will propose? What are these?]