

DRAFT AGENCY NEWS RELEASE

## **USDA AWARDS \$10 MILLION UNDER EMERGING MARKETS PROGRAM**

WASHINGTON, Aug. XX, 2008—The U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS) today announced that nearly 90 agricultural trade promotion projects will receive a total of \$10 million in fiscal year 2008 funding under the Emerging Markets Program (EMP).

This year's recipients include trade groups, nonprofit organizations, universities, and federal agencies. Projects will be conducted in Africa, Asia, South Asia, the Caribbean, Central and South America, Europe and Eurasia, and the Middle East. The program supports generic promotion and distribution of U.S. agricultural products, trade missions, and research on new markets. It also sponsors activities that encourage free trade policies, and enhance the effectiveness of the food and agribusiness systems of emerging markets.

All applications undergo a competitive review process. Qualification requirements include: potential of the project to expand U.S. exports or market share, cost sharing and justification for federal funding. Other review factors include the quality of the proposal, likely success of the intended approach in target markets, knowledge of the market, and the relationship to other activities in the region.

For more information about the Emerging Markets Program, contact FAS's Nancy Hirschhorn at (202) 720-6896, or visit the FAS web site at <http://www.fas.usda.gov/mos/em-markets/em-markets.asp>

A list of projects approved for funding in fiscal year 2008 is attached.

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## EMERGING MARKETS PROGRAM FY 2008 ALLOCATIONS

### ASIA

<b>Market</b>	<b>Activity</b>	<b>Participant</b>	<b>Allocation</b>
Cambodia	Food laws, import structure	US Grains Council	\$74,190
China	China Moon Cake Project/ Phase 2	California Agricultural Export Council	\$55,000
China	Workshop on microbial and chemical risk assessment of foods	International Life Science Institute	\$23,210
China	Market development for U.S. hops	Hop Growers of America	\$20,810
China	China retail cotton consumption study	Cotton Council International	\$490,000
China	Food service sector research for almonds	Almond Board of California	\$35,000
China	Market research for U.S. long grain rice to China	U.S. Rice Producers Association	\$40,000
China	U.S.-China soybean quality inspection and capacity building	American Soybean Association	\$80,638
China	Biofuels development on China's livestock sector	USDA/Economic Research Service	\$123,500
China	Understanding China's food consumption	USDA/Economic Research Service	\$150,000
China	Livestock market analysis	USDA/Economic Research Service	\$78,000
China	USDA food Safety technical assistance	USDA/Foreign Agricultural Service	\$175,000
China	National lifestyle media proposal	USDA/Foreign Agricultural Service, Beijing	\$100,000
China	Tranche I China soybean fish feed project	USDA/Foreign Agricultural Service	\$155,000
Indonesia	Indonesia ingredient project	California Agricultural Export Council	\$48,000
Malaysia	Merchandising and handling techniques for Northwest cherries	Northwest Cherry Growers	\$9,900
Malaysia	Technical assistance to Malaysia to expand trade	USDA/Foreign Agricultural Service	\$100,000
Philippines	Institutionalizing a "train-the-trainer" system for culinary and baking studies	USDA/Foreign Agricultural Service, Manila	\$90,000
Philippines	An outreach program to position the Philippines as "the new gateway to Asia" for U.S. food processing	USDA/Foreign Agricultural Service, Manila	\$23,164
Southeast Asia	Technical assistance for the production and use of pea flour in Southeast Asia	The USA Dry Pea and Lentil	\$43,805
Vietnam	U.S. Hides, Skin and Leather Association market research and promotion activity in Vietnam, phase II	U.S. Hide, Skin and Leather Association	\$29,920
Vietnam	Study of market potential, infrastructure, regulatory policy for wine exports to Vietnam	JBC International	\$70,000
Vietnam	Enhance beef promotion to Vietnam	Texas Tech University & Oklahoma State	\$102,000
Vietnam	Retail layout design, merchandising and handling techniques for fresh produce	Washington Apple Commission	\$24,000
Vietnam	In-country training for Vietnamese meat Inspectors-phase II	USDA/Foreign Agricultural Service, Hanoi	\$59,780
Vietnam	Study tour to enhance media and stakeholder awareness of benefits of biotechnology in Vietnam	USDA/Foreign Agricultural Service	\$26,734
Vietnam	International statistical cooperation projects	USDA/National Agricultural Statistics Service	\$100,000
		<b>Total</b>	<b>\$2,327,651</b>

### EUROPE AND EURASIA

<b>Market</b>	<b>Activity</b>	<b>Participant</b>	<b>Allocation</b>
Central & Eastern Europe	Veterinary cooperation on contagious disease control	USDA/Foreign Agricultural Service, Warsaw	\$20,000

Kazakhstan	Biotech food safety outreach in Kazakhstan	USDA/Foreign Agricultural Service	\$15,000
Kazakhstan	Kazakhstan sanitary-phytosanitary studies	USDA/Foreign Agricultural Service	\$40,000
Moldova	Technical assistance on biosecurity products	USDA/Foreign Agricultural Service, Sofia	\$40,000
Poland	Biotechnology outreach in Poland	USDA/Foreign Agricultural Service	\$15,880
Poland and Central Europe	U.S. dairy genetics overcoming regulatory barriers	USDA/Foreign Agricultural Service, Warsaw	\$28,000
Russia	Market development for U.S. hops	Hop Growers of America	\$22,058
Russia	Russian Federation market development training project	New Venture International	\$28,970
Russia	Consumer demand and food retail	USDA/Economic Research Service	\$63,000
Russia	International statistical cooperation projects	USDA/National Agricultural Statistics Service	\$117,250
Russia	Translations of sanitary and phytosanitary documents and USDA publications	USDA/Foreign Agricultural Service, Moscow	\$15,000
Russia	Livestock management/buyers' mission	USDA/Foreign Agricultural Service, Moscow	\$52,727
Russia	Swine/feed nutrition buyers' mission	USDA/Foreign Agricultural Service, Moscow	\$43,560
Russia	Biotechnology speaker visit	USDA/Foreign Agricultural Service, Moscow	\$12,000
Southeast Europe	Building regional market information systems	USDA/Economic Research Service	\$78,000
		<b>Total</b>	<b>\$591,445</b>

### CARIBBEAN, CENTRAL AND SOUTH AMERICA

<b>Market</b>	<b>Activity</b>	<b>Participant</b>	<b>Allocation</b>
Argentina, Peru	Reverse trade mission for retail and wholesale	Produce Marketing Association	\$53,411
Caribbean, Central America, South America	Promotion of consumer-oriented agricultural production for Latin America through international supermarket management class	IGA Institute Educational Foundation	\$89,070
Central America	Developing markets abroad for U.S. apple products	Apple processors Association	\$61,420
Central America	Comprehensive study of U.S. wine market potential in Costa Rica, Nicaragua, and Guatemala	JBC International	\$65,000
Central America	U.S.-CAFTA-DR region agribusiness trade and investment mission	USDA/Foreign Agricultural Service	\$121,060
Chile	Chile production study	California Table Grape Commission	\$30,000
Chile	Chilean Ministry of Health database of imported food products	USDA/Foreign Agricultural Service, Washington and Santiago	\$75,000
Mexico	Technical education on industrial ingredients	Cranberry Marketing Committee	\$32,000
Mexico	Reverse trade mission/educational seminar	CA Pistachio Export Council	\$10,400
Mexico	Agricultural initiative for corn and dry beans in Mexico to support NAFTA implementation	USDA/Foreign Agricultural Service	\$150,000
Mexico and Central America	Multiple U.S. fresh produce technical training program-maximizing technical support for produce	Pear Bureau Northwest	\$125,500
Brazil	Competitive potential and agricultural export growth	USDA/Economic Research Service	\$81,631
Argentina	International statistical cooperation projects	USDA/National Agricultural Statistics Service	\$177,500
Mexico	Tranche II Mexico corn and beans project to support NAFTA	USDA/Foreign Agricultural Service	\$250,000
Colombia	Developing regulatory procedures for LMO products	USDA/Foreign Agricultural Service, Bogota	\$16,751
		<b>Total</b>	<b>\$1,338,743</b>

## AFRICA, MIDDLE EAST, SOUTH ASIA

<b>Market</b>	<b>Activity</b>	<b>Participant</b>	<b>Allocation</b>
Africa	West Africa grain, oilseed and products technical buyers' conference	USDA/Foreign Agricultural Service/Dakar	\$82,000
Sub-Saharan Africa	Biofuels and higher global commodity prices	USDA/Economic Research Service	\$54,000
Africa	USDA sanitary and phytosanitary program in African nations	USDA/Foreign Agricultural Service	\$100,000
West Africa	U.S.-West Africa agribusiness trade and investment mission	USDA/Foreign Agricultural Service	\$40,200
Africa	Increase Africa's transparency through WTO sanitary-phytosanitary committee	USDA/Foreign Agricultural Service	\$100,000
West Africa	West Africa cotton (Biotechnology)	USDA/Foreign Agricultural Service	\$50,000
Egypt	Merchandising and handling techniques for fresh produce	Washington Apple Commission	\$21,000
India	Value enhanced U.S. value-added soy protein promotion	American Soybean Association	\$100,000
India	Exporting U.S. Dairy Genetics to India	Cooperative Resources International	\$136,838
India	Merchandising and handling techniques for fresh produce	Washington Apple Commission	\$24,500
India	Agricultural Knowledge Initiative sanitary-phytosanitary program in support of the Trade Policy Forum	USDA/Foreign Agricultural Service	\$145,000
India	Economic analysis of sanitary-phytosanitary issues	USDA/Economic Research Service	\$23,500
Nigeria, Senegal, Cameroon	Increasing access to U.S. soy products in Nigeria, Senegal, Cameroon	American Soybean Association	\$250,000
South Africa	Regulatory capacity building and public sector outreach for biotechnology in Mozambique, Botswana	USDA/Foreign Agricultural Service, Dakar	\$18,588
Turkey	Introducing U.S. pinto beans into the Turkish canning industry	U.S. Dry Bean Council	\$99,250
		<b>Total</b>	<b>\$1,244,876</b>

## MULTIPLE-REGION PROGRAMS

<b>Market</b>	<b>Activity</b>	<b>Participant</b>	<b>Allocation</b>
Multi	International trade opportunities assessment for U.S. sheep products	American Sheep Industry Association	\$48,000
Multi	Exploratory market research in Russia, India, Asia region	U.S. Apple Export Council	\$181,000
Multi	Exploratory market research to identify opportunities	California Kiwifruit Commission	\$171,000
Multi	Global initiatives to harmonize pesticide standards and tolerances	USDA/Foreign Agricultural Service	\$40,000
Multi	International expert report on zero tolerance for salmonella in poultry	USDA/Foreign Agricultural Service	\$22,506
Multi	Translations for WTO, SPS, and TBT notifications	USDA/Foreign Agricultural Service	\$16,000
Multi	Addressing biotechnology barriers	USDA/Foreign Agricultural Service	\$827,302
Multi	FAS outreach activities related to FAO Codex Alimentarius meetings	USDA/Foreign Agricultural Service	\$100,000
Multi	USDA technical assistance in support of free trade	USDA/Foreign Agricultural Service	\$150,000

	agreements		
Multi	USDA technical assistance for WTO accession countries	USDA/Foreign Agricultural Service	\$140,000
Multi	Embassy Science Fellows Program	USDA/Foreign Agricultural Service	\$100,000
Multi	Cold-chain activities in Honduras, China, Mexico	USDA/Foreign Agricultural Service	\$230,000
Multi	Biotech 1890's universities	USDA/Foreign Agricultural Service	\$200,000
APEC	APEC-U.S. food safety regulatory systems and international standards	USDA/Foreign Agricultural Service	\$100,000
Multi	Government administrative costs	USDA/Foreign Agricultural Service	\$844,200
Multi	Technical Issues Resolution Fund	USDA/Foreign Agricultural Service	\$1,152,277
Multi	Quick Response Marketing Fund	USDA/Foreign Agricultural Service	\$150,000
Multi	Reserved		\$25,000
		<b>Total</b>	<b>\$4,497,285</b>
		<b>GRAND TOTAL</b>	<b>\$10,000,000</b>