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Spotlight ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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A scene at the opening of the market development administrative workshop in London, January 9-10. Workshops are also being held in Frankfurt, Rotterdam, Zurich, Rome and Cairo.

ATTACHES REVIEW FAR EAST PROMOTION OPPORTUNITIES

Market development was one of the main subjects of discussion at the area attache conference at Kuala Lumpur, November 30-December 6.

Attention was directed to the developing cash markets, like Hong Kong, Taiwan, Thailand, Malaysia and the Philippines, to which agricultural exports are expected to increase over the next few years. Although small in volume as compared to Japan and the EEC countries, market development opportunities are believed to exist.

Recent test promotions in the developing markets were reviewed by the group. Sales were good at a 1966 food show in Hong Kong and in-store promotion in the Philippines, indicating promotion opportunities in these and other Asian cash markets.

Suggestions for new market development activities were discussed, including plans for an FAS-sponsored trade promotion in Japan in 1968. An FAS survey is planned for Thailand, similar to the project recently conducted in the Caribbean. A food show will take place in the Philippines this year. Promotion in Taiwan and Malaysia are being considered for some future date.

U.S. agricultural attaches from Australia, Hong Kong, India, Iran, Japan, Malaysia, New Zealand, Pakistan, the Philippines, Thailand and Turkey attended the conference. The Washington delegation included Assistant Secretary of Agriculture Dorothy H. Jacobson; Inspector General Lester P. Condon; Edward E.

Davis, Administrative Assistant, Senator Carl Hayden (Arizona); Raymond L. Schafer and Edmund T. King, Professional Staff, Senate Appropriations Committee; and Clarence E. Pike, Economic Research Service. The FAS/Washington participants were Horace Davis, Tom Street, Ken McDaniel, Jim Howard and Paul Taggart.

COOPERATOR LUNCHEON PLANNED

Cooperators with offices in the Washington area will be meeting with FAS at a luncheon meeting January 31, 12:15 p.m., room 6962, USDA South Building.

Subjects on the agenda include:

1. FAS-sponsored trade promotion — Japan 1968.
2. Projected demand for major U.S. agricultural export commodities — 1970 and beyond.

The meeting will be open to all market development cooperators, including those officed outside Washington who might happen to be in the area at that time.

ARTICLE OF INTEREST

The Competitive Position of U.S. Farm Products in the Japanese Market, Foreign Agricultural Economic Report No. 32, Economic Research Service, U.S. Department of Agriculture, November 1966. The 117-page report analyzes the economic factors shaping trends and developments; agricultural production policy and production trends; agricultural trade policy and trade trends; competition, commodity-by-country; and the outlook for Japanese agricultural trade in 1970 and 1975.



In December the Soybean Council signed third party agreements in Rome with ASOLOSEMI (Italian Association of Oilseed Millers) and ASSOLZOO (National Association of Mixed Feed Manufacturers). Shown at the signing of the oilseed agreement are (left to right) John Tucei, Rome area office, SBC; Robert C. Tetro, Agricultural Attache; Carlo Benessati, President, ASOLOSEMI; Glenn H. Pogeler, President, SBC; and Dr. Giorgio Mortari, Director, ASOLOSEMI.

NRA INFORMATION PROGRAM

The National Renderers Association attributes part of its success in export expansion to an educational program for the foreign trade.

Over the past five years the European NRA office has translated and distributed a wide variety of scientific information pertaining to the use of inedible tallow, animal proteins and other renderer products.

A NRA Scientific Newsletter, published in English, Italian, Spanish, French, German and Dutch, is distributed to key members of the trade. Pamphlets, books and technical advice are also provided on a person-to-person basis.

NRA reports a big demand for these technical-promotional publications among businessmen, libraries, and researchers. Some have been reprinted in technical and trade journals.

FES EDUCATIONAL PROGRAM

A large number of educational programs for U.S. farmers and businessmen appear to have developed from the 1966 FAS-Federal Extension Service Foreign Trade Wheat Marketing Team to Australia, the Philippines, and Japan.

The most recent indications include:

1. A series of articles by the team members in the Great Plainsman, the monthly magazine of Great Plains Wheat.
2. A program at the Grain Elevator Business Conference at Oklahoma State University, built around the experiences of the team. George Parks, FAS, was one of the speakers.
3. A Wheat Trade Conference at North Dakota State University at which three of the team members participated.
4. A Grain Marketing Conference at Great Falls, Montana, sponsored by the Montana Extension Service and the Great Falls Chamber of Commerce. The conference was a direct outgrowth of the team's activities. R. L. Beukenkamp, FAS, addressed the conference.

Lloyd H. Davis, Administrator, Federal Extension Service, writes: "An indication of the success of these

programs was given by Senator Burdick of North Dakota who attended the entire conference at Fargo. He praised the program as a new and very useful type of educational program for North Dakota. On a more personal basis, he stated that the program filled in many gaps in his own knowledge which would be very helpful in his work as a U.S. Senator."

DRIED FRUIT ASSOCIATION RECEPTION IN LONDON

A program and reception, sponsored by the Dried Fruit Association of California and Office of Agricultural Attache, at the U.S. Trade Center in London, December 1, was attended by about 65 members of the fruit trade.

Georg Schneider, the European representative for DFA, gave an informal lecture and slide presentation on the production of dried fruit in California and other parts of the world.

Following his talk, Miss Daphne Barratt' and John Spence of J. Walter Thompson, representing the California Raisin Advisory Board, outlined their U.K. promotion program for California raisins. Peter Hickey of Richmond Towers Ltd., representing the California Prune Advisory Board, then gave a similar presentation for the prune program.

Glenn Olmstead of Sun-Maid Raisin Growers Ltd. and Don Fehler of Sun-sweet Growers Inc. assisted in planning and making arrangements for the function, which was considered to be one of the most successful undertaken by the industry in Britain.

IN-BED PROMOTION

Peter Pohl, the Institute of American Poultry Industries director for Austria, Germany and Switzerland, seldom forgets his mission in life. While convalescing in a Nuremburg hospital, he observed the absence of poultry on the hospital menu. Alarmed by this oversight, he arranged a bedside conference and convinced the staff to give American turkey and turkey rolls a trial at Nuremburg. The demonstration was successful and IAPI is hopeful that the hospital, the largest in Germany, will now become a regular customer for American turkey.

Peter's confinement was caused by injuries resulting from an automobile accident on the way to the IKOFA fair last September. He is now out of the hospital and anxious to get back to work on other poultry promotion projects.

SOYBEAN RADIO NETWORK

The American Soybean Association has arranged a network of 33 U.S. radio stations for weekly broadcasts to farmers and tradesmen in the soybean producing areas. About 25 percent of the programs are devoted to soybean market development activities, particularly those taking place in the Japanese market.

The stations provide the time without cost to ASA as a public service to agriculture. Field Service Director Chet Randolph, former assistant farm director at WHO, Des Moines, made the arrangements with the stations and voices most of the tape recordings for the soybean radio programs.



Wheat Associates is cooperating with FAS in distribution to the trade of a weekly West Coast position report on CCC stocks available for export. Shown discussing the report with Philippine buyers are - Fred Schneiter (second from left), Director, Manila office, WA; and Gene Vickers, WA marketing representative.

ASA PROMOTION IN JAPAN

The American Soybean Association in cooperation with the Japan Oilseed Processors Association is conducting an advertising campaign and related promotion to increase the usage of soybean oil in the Japanese market. Leading Japanese oil processors are coordinating their brand advertising with the generic message.

In reporting on this development, ASA Executive Vice President George Strayer writes: "The contract was signed with the Dentsu Agency October 11 and we feel it is off to a real good start. We are using four television programs on a weekly basis, newspaper advertisements, women's magazine advertisements, together with articles for the trade press, women's magazines and newspapers."

The program emphasizes the use of soybean oil in cooking, frying, margarine and shortening products, and ties in with recommendations of Japanese nutritionists that the consumption of edible oil in Japan be increased from 15 to 30 pounds per year. Previously, ASA promotions had emphasized conventional soybean foods such as, Tofu and Miso, and soybean meal in livestock feed. Though ad promotions have been included in past programs, the new consumer promotion represents a great increase in emphasis and the first major use of consumer advertising by ASA.

Chet Randolph, ASA Field Director, is in Japan this month checking developments in the consumer soybean oil promotion. In addition, Chet will be reviewing activities of the Japanese American Soybean Institute to be coordinated with the oil program.

CALIFORNIA RAISINS

Representatives of the California Raisin Bureau in Germany, Finland, Sweden, Norway, Britain, Denmark, Switzerland, Ireland and Holland met in Amsterdam in October to discuss promotional activities and plans for the European area.

Adsell Advertising, the representatives for the new California Raisin Advisory Board program in Ireland, reported a sales gain of 10 percent for its first year of operations. The campaign was highlighted by what is said to be "the first television commercial in the world to promote California raisins."

Reports were given of an American Week promotion at the Albert Heijn

grocery chain in Holland at which California raisins were featured. Recipe leaflets and booklets telling the story of California raisins were distributed to all the 143 supermarkets and 243 grocery stores.

The London representative told of a 12-day Christmas promotion, backed up by advertising in the Daily Mirror and its associate paper in Scotland, the Glasgow Record. An associate merchandising folder assembled all the promotional materials into one colorful Christmas theme wall chart.

COTTON ORDER APPROVED

A research and promotion order for cotton was approved by 68 percent of the U.S. producers voting in a Decem-

ber 5-9 referendum. The program will be financed by assessments of \$1 a bale of cotton produced beginning with the 1967 ginning season.

The program was developed to strengthen cotton's competitive position and expand its uses at home and abroad. It will be administered by a Cotton Board to be selected from nominations submitted by cotton producer organizations.

The research and promotion order is not to be confused with the International Institute for Cotton under which the U.S. and other member countries have agreed to provide funds for research and promotion in Western Europe and Japan. Expenditure of research and promotion funds from the U.S. marketing order will be at the discretion of the Cotton Board.



HERE and THERE

John D. Palmer has been cited as one of the "Men of the Year" by the publication, Progressive Farmer. "As president of Tobacco Associates," the magazine states, "Palmer has become the accepted voice for flue-cured tobacco, whether the issue is export markets or domestic policy." The article mentions his work in foreign market development promotions and leadership in obtaining acreage-poundage controls, which have greatly improved the quality and competitive position of U.S. flue-cured tobacco in foreign markets.

The Dole Company was the recipient of a Presidential "E" Award, December 12, for its export achievements. Secretary of Agriculture Orville L. Freeman made the presentation. The company has achieved substantial increases in exports through the introduction of a liberal credit policy, use of multi-lingual labels and advertising, unitized shipments, and participation in overseas commercial exhibits.

Georgia Kay Pearce, a 21-year-old senior at the University of North Carolina, has been selected as the 1967 Maid of Cotton. Kay, a blonde from Gastonia, N.C., was chosen over 19 other contestants from cotton producing states to represent the cotton industry in a tour of the U.S. and foreign countries. Georgia's schedule will take her to 35 American and Canadian cities in addition to visits to Ireland and the Caribbean.

Containerized freight continues to make progress over the Atlantic and developments are now taking place in the Pacific area. Sea-Land is beginning container van service to Japan and the Philippines this April, and the Matson Line will be opening a service to their Pacific ports of call in June. Japanese lines are expected to be in the business before the end of this year. Interest in developing in bulk products such as grains, in addition to perishable products such as poultry and fruits.

Duane Nelson, International Trade Fairs Division, has been assigned as agricultural officer at Milan, Italy to carry out a program of agricultural export promotion through the Milan Trade Center and at leading Italian trade and food fairs. He will be arriving at Milan in February.

Jerl E. Hamilton has joined the Kansas City staff of Great Plains Wheat as Administrative Assistant to Executive Vice President Charles W. Pence. Hamilton, 32, was previously with the Light Grain and Milling Co., Liberal, Kansas, where he was in charge of the formula feed plant and wheat flour mill.

Dr. Karl Mattil, chemist for Swift and Company, Chicago, is doing triple duty for the soybean industry this month. He will deliver a paper on soybean oil processing techniques at a fats and oils symposium in Bombay sponsored jointly by the Oil Technologist Association of India and the Soybean Council of America. Enroute, Dr. Mattil will hold a round-table discussion in Paris with French vegetable oil processors and refiners. Following his work in India, he will meet in Japan with the Japanese oilseed processors to discuss soybean oil refining methods.

Jelmoli, the largest department store in Zurich, went all out in a November 14-26 U.S. Thanksgiving turkey promotion. Whole turkeys and turkey rolls were featured. The Frankfurt office of the Institute of American Poultry Industries supplied posters, recipe leaflets and polyethylene bags. All other expenditures, including newspaper advertising and the salary of a chef and demonstrator, were paid for by the department store.

S P O T L I G H T S u p p l e m e n t
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O V E R S E A S O F F I C E S
O F
U . S . M A R K E T D E V E L O P M E N T C O O P E R A T O R S

Foreign Agricultural Service
United States Department of Agriculture

COOPERATORS OVERSEAS OFFICES LISTED BY COMMODITY

(46 Offices in 23 Countries)

DAIRY & POULTRY

Dairy Society International:
Chile Lebanon

Institute of American Poultry Industries:
Germany Japan
Italy Netherlands

FRUITS & VEGETABLES

California Raisin Advisory Board:
Switzerland

Northwest Horticultural Council:
United Kingdom

FATS & OILS

American Soybean Association:
Japan

Soybean Council of America, Inc.:
Colombia Italy
Egypt Morocco
Germany Pakistan
India Spain
Iran Turkey

GRAIN & FEED

Great Plains Wheat, Inc.:
Brazil
Netherlands
Venezuela

U. S. Feed Grains Council:
Germany Netherlands
Greece Spain
Italy United Kingdom
Japan

FRUITS & VEGETABLES

National Canners Association:
Belgium

Florida Citrus Commission:
Belgium

Dried Fruit Association of California:
Netherlands

California-Arizona Citrus Industry:
Belgium

California Cling Peach Advisory Board:
Germany

Wheat Associates, U.S.A., Inc.:
India Philippines
Japan Taiwan

Rice Council for Market Development:
Belgium Switzerland
Germany United Kingdom
Rep. of South Africa

LIVESTOCK & MEAT PRODUCTS

National Renderers Association:
Italy Japan

The above does not include the offices of the new International Institute for Cotton, a world organization for research and promotion of cotton of which the United States is a member.

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