

Lessons Learned from Effective Grants (Feedback for Future Marketing Planning)

Prepared for:
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Technical Assistance for Specialty Crops (TASC)

- ★ • Begins with a problem
 - Identify steps to solve the problem
- ★ • Establish realistic financial needs and a practical timeline (considering the review and approval process)
- ★ • “Translate” technical language
 - Communicate with FAS
 - Maintain records and calculation of all financial expenses and contribution



Case Study (TASC)

- Cooperator: Northwest Horticultural Council and California Cherry Marketing and Research Board
- Problem: Required use of methyl bromide on U.S. cherry exports to South Korea reduces shelf life of the fruit, and may one day be eliminated under the Montreal Protocol
- Steps to Solve Problem: Establish an alternative mitigation measure to methyl bromide; seek TASC funding to:
 1. Demonstrate to South Korea's National Plant Quarantine Service the proposed cherry systems approach work plan
 2. Travel to the cherry production regions in California and the Pacific Northwest

Emerging Markets Program (EMP)

- ★ • Begins with a trend
 - Identify industry objective
- ★ • Investigate activities and experience of other commodity groups in targeted market
 - Adhere closely to EMP's four guidelines
- ★ • Emphasize the role of the U.S.-based team of experts
 - Establish realistic financial needs (especially for travel)
 - Establish relevant and useful performance measures



Case Study (EMP)

- Cooperator: California Pear Advisory Board (CPAB)
- Trend: Initial shipments to India arrive successfully in market; high demand for California Bartlett pears
- Industry Objective: Determine need for market development activities, specifically related to product handling and distribution, to increase exports
- Responsible Parties: CPAB Export Development Committee, Bryant Christie Inc. (BCI), and an in-country research firm
- Performance Measure: Increase in export volume and value over 3 years



Thank you.

