



## **Rebecca Bratter - Chaski Global Strategies, Founder and President**

Rebecca has over twenty years of experience developing, implementing, and leading global market development and trade policy programs for U.S. agricultural cooperators through a diverse array of funding mechanisms. She has been successful in creating and receiving millions of dollars in funding for programs under Market Access Program (MAP), Foreign Market Development Program (FMD), Emerging Markets Program (EMP), Technical Assistance for Specialty Crops (TASC) and the Agricultural Trade Promotion Program (ATP). She drafted in depth and broad based programs for the Regional Agricultural Promotion Program (RAPP) as well. Rebecca's approach is deeply rooted in the belief that the U.S. produces agricultural products of superior quality, with strict food safety and quality protocols, provides business relationships and service second to none, and has a marketplace that is open 24/7 365. She also believes in leveraging global partnerships to achieve market access, navigate local customs, trends, and tastes around the world and to push out a carefully crafted message about the U.S. value proposition that is sensitive to the current geopolitical environment. She has first-hand experience and success in utilizing this approach to create a demand pull from key export markets that informs planting and production success in the U.S. for specialty crops.

She has worked with high level public and private sector stakeholders throughout North and South Asia, the Americas and Caribbean, Europe, North and Southern Africa, and South Asia/Indian subcontinent. She has also been part of numerous trade delegations sent to negotiate U.S. agricultural market access and trade policy objectives on both bilateral and regional trade agreements as well as World Trade Organization Ministerial conferences. She has been an Advisor to the U.S. Department of Agriculture and the U.S. Trade Representative on the Agricultural Trade Advisory Committee (ATAC) for Grains for a decade, and a member of the Executive Committee of the U.S. Agricultural Export Development Council (USAEDC).

Rebecca has proven success increasing the competitiveness of U.S. grown and produced products through innovative strategies and approaches that serve as a catalyst for increased trade inquiries and sales. Never losing the traditional approach to agricultural marketing, she also knows that today's marketplace and the marketplace of tomorrow look to disruptors to tell a story of how U.S. agricultural products tie into global concerns that impact everyone everywhere. This can include climate concerns, sustainability, unique nutritional properties and flavor profiles, organic production, traceability of production chains, human health, longevity, and food as identity and community. She knows how to access the full array of tools available to respond to the marketplace of today and enhance the knowledge and unique qualities of U.S. agricultural products that imparts a competitive edge around the world. While Rebecca has a unique specialty in working with plant based food products, tapping into the current global and new generation demands, she has worked in depth with bulk grains and wood products as well. Every agricultural product grown and produced in

the U.S. has a unique story to tell from farm to plate. Rebecca will work with you to tell your story and gain a competitive edge through; innovative buyer/seller gatherings, interactive and experiential seminars and workshops, social media campaigns and unique messaging, growing your networks and key contacts, creating fruitful mutually beneficial global partnerships, market analysis and recommendations for future strategies, impact analysis and evaluation, speaking engagements, developing your value proposition, and chronicling your success stories.

### Past Clients/Relevant Job Experience:

American Forest & Paper Association (AF&PA)

U.S. Wheat Associates

The U.S. Grains Council

Joint Aid Management – Food Assistance to Southern Africa

Leadership Africa

USA Rice

U.S. Dry Bean Council