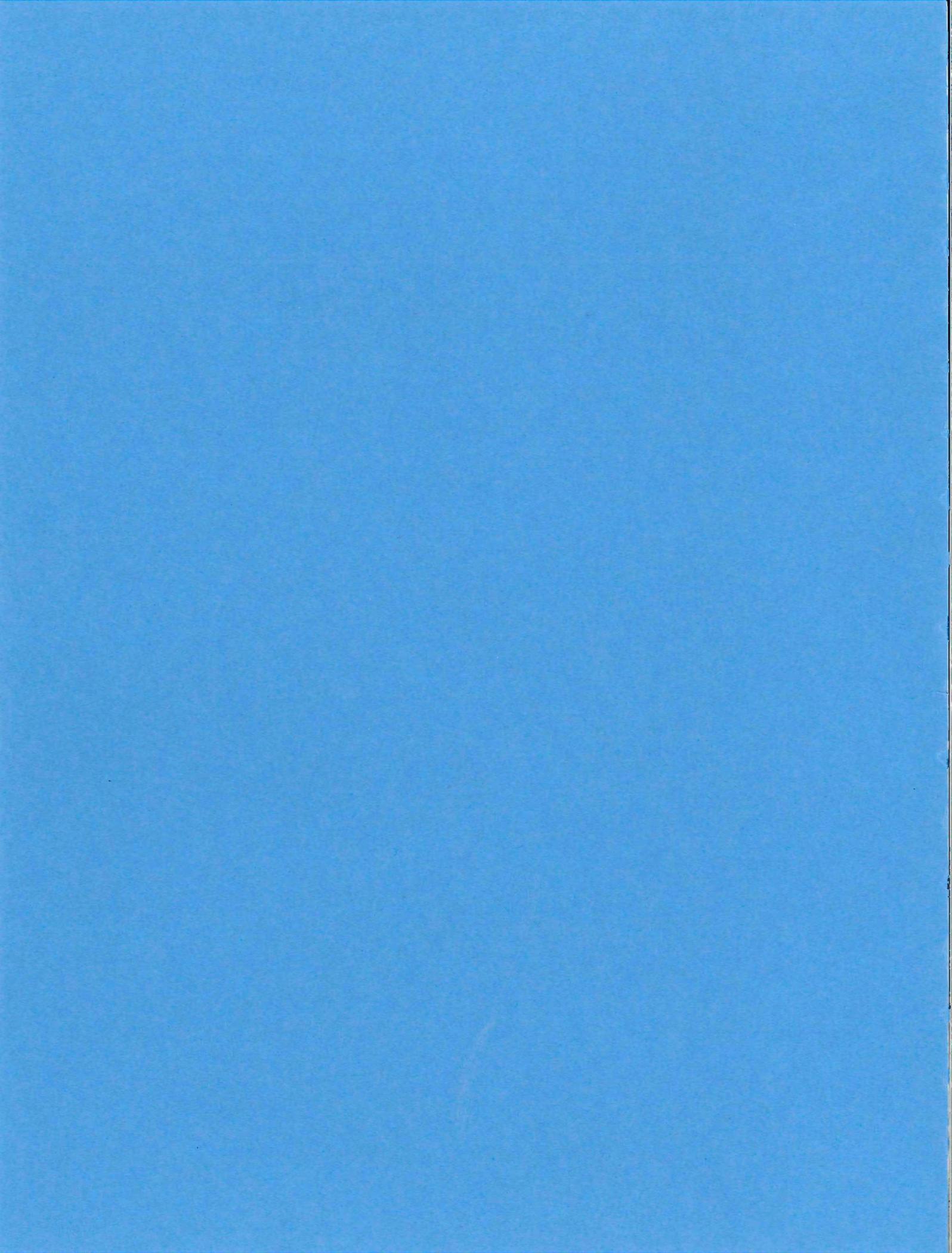

The Developing World

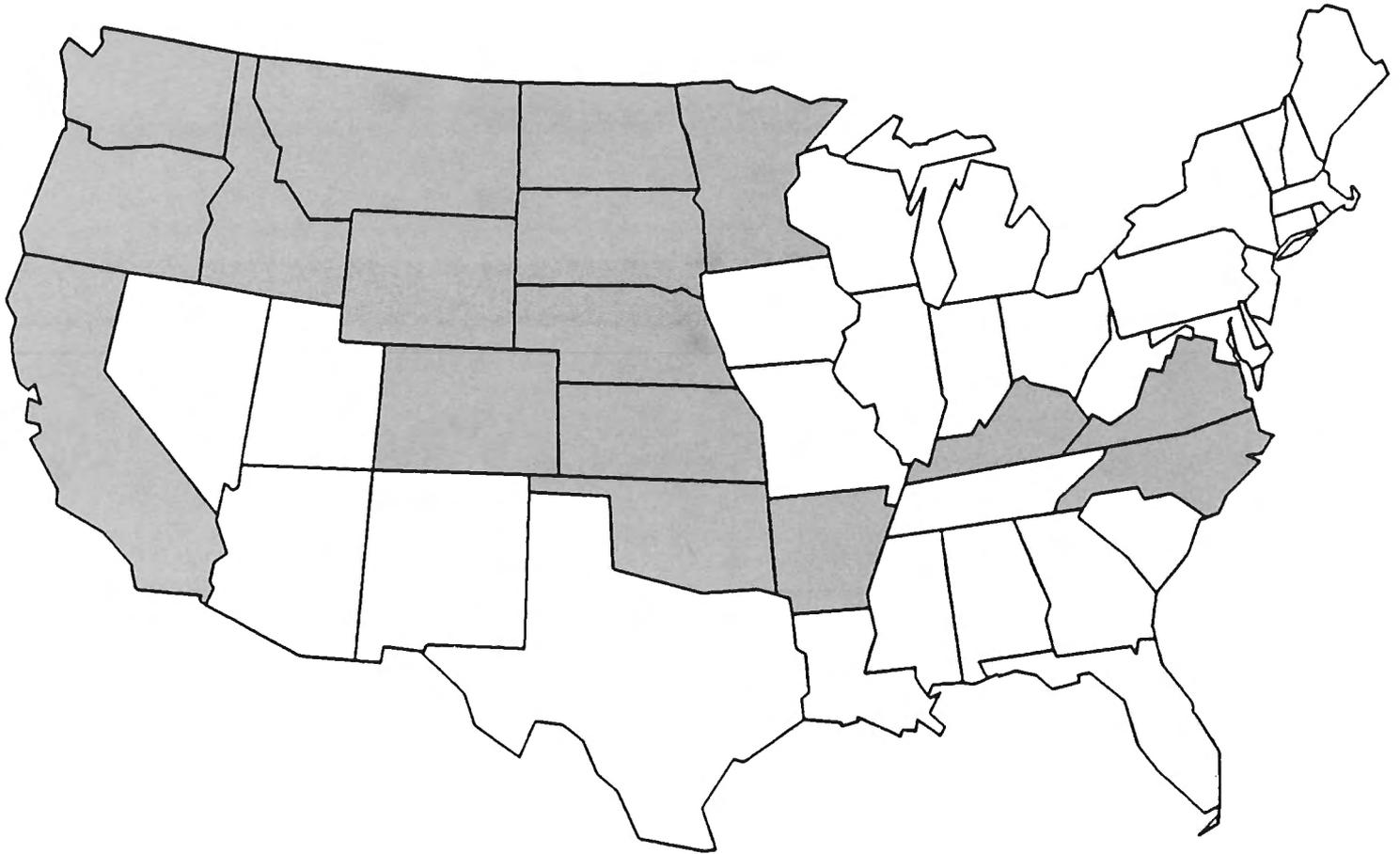


OPPORTUNITIES

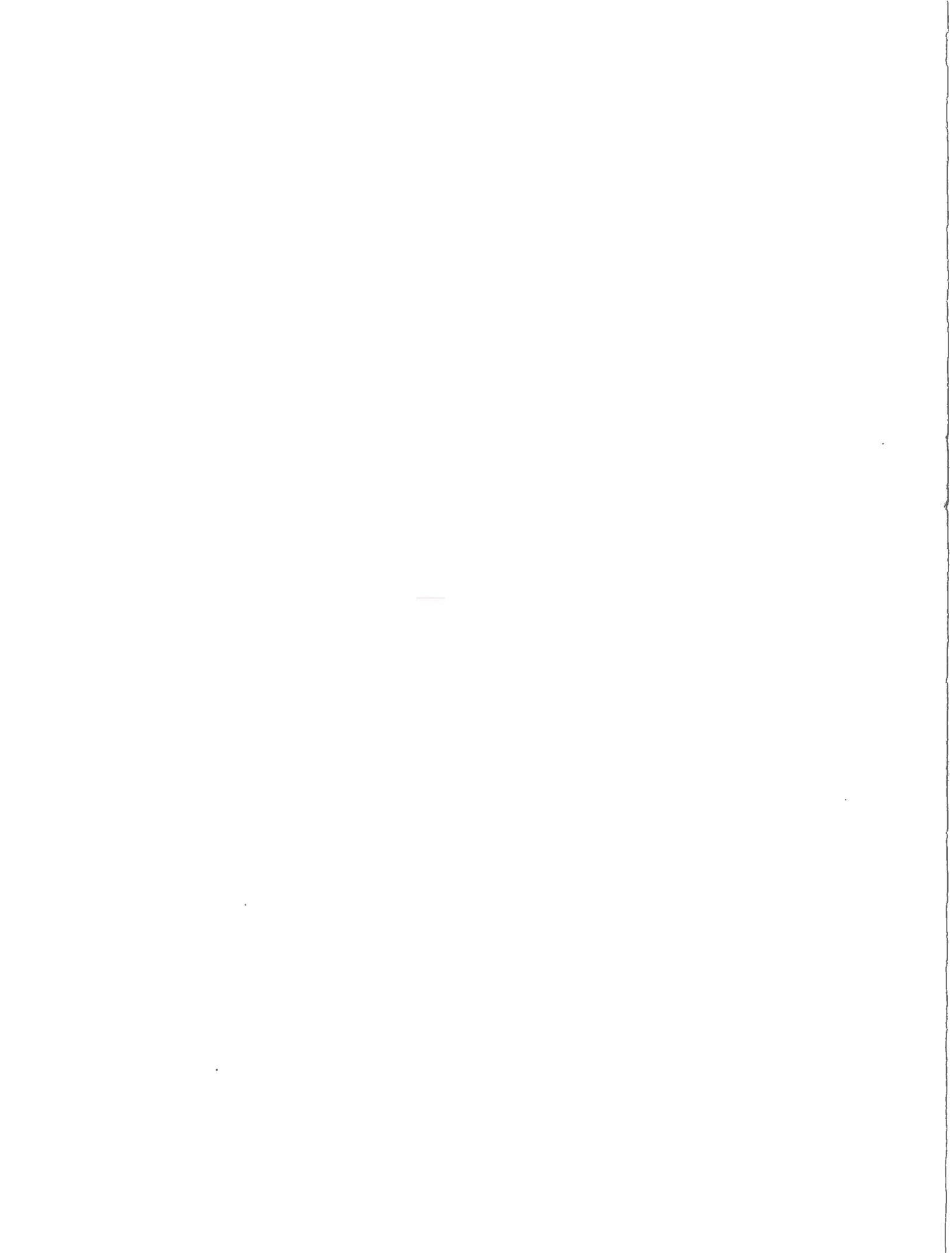
FOR U.S.

AGRICULTURE





Spokespersons from 17 states reached over 5 million rural Americans on international aid, trade and development issues from 1989 to 1994.



STATEMENT OF PROGRAM PARTICIPANTS

As wheat growers and American farmers, we greatly appreciated the opportunity to participate in the Developing World program and the new insights we were able to gain as a result of our involvement. Through the Developing World program, USAID provided us with the opportunity to learn about development issues and their impact on our industry, to meet with experts, and hear information that is not always readily available to the public, nor to other members of the National Association of Wheat Growers.

As a group, we feel that the information that was presented to us was objective and offered differing view points that allowed us to understand the complex nature of international development and trade issues, and how those issues effect our country and government.

The educational process of the program gave us the knowledge and skills to speak with confidence on the relevance of global trade issues to audiences in our home communities and to foster better informed dialogue on foreign aid programs within the National Association of Wheat Growers. Yet, by participating in the Developing World program, we also understand that we must continue to learn more about global interdependence and U.S. agriculture's relationship to the world.

In our opinion, our most effective impact has been in our own small towns and rural communities in informal discussions as well as formal presentations to various groups. Farmers can often present new or even initially unpopular ideas to other farmers and neighbors more effectively than can outside experts. We believe that a variety of state and local farm and civic organizations were affected by our efforts and that the major results of this program will be realized over the long-term.

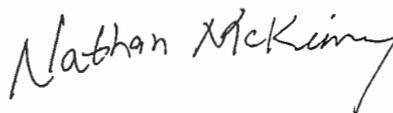
Our belief in the importance of understanding international issues is such that we would like to sustain the interaction and communication that now exists between the 60 spokespersons that are graduates of the program. It is our hope that we can continue to come together during our association's annual meetings, summer leadership workshops, and state organization meetings for informational updates and to exchange ideas on international trade, aid and development concerns.

As a group, we strongly believe that this program should continue so that our work over the last four years will not be forgotten. U.S. wheat producers do not usually have the opportunity to learn directly from officials and experts on foreign policy and we greatly appreciated the chance to participate in the Developing World program. We would like to thank USAID and the National Association of Wheat Growers Foundation for their support of this important program.













Raymond L Davis

Merle Mullett

Ronald C. Anderson

Randy Luss

Frank Ault

Lana Anderson

Bob Elliott

Lois VanMARK

Scott D. Neufeld

Dan Cricker

John Taylor

Tom Rietmann

Gene Berg

Laura Jones

Ern & Moore

Ben F. Waldman

Herbert J. Hunn

Roger L. Gilt

Diane R. Grant

Wesley Gilley

Merill Nielsen

Merlin Batwell

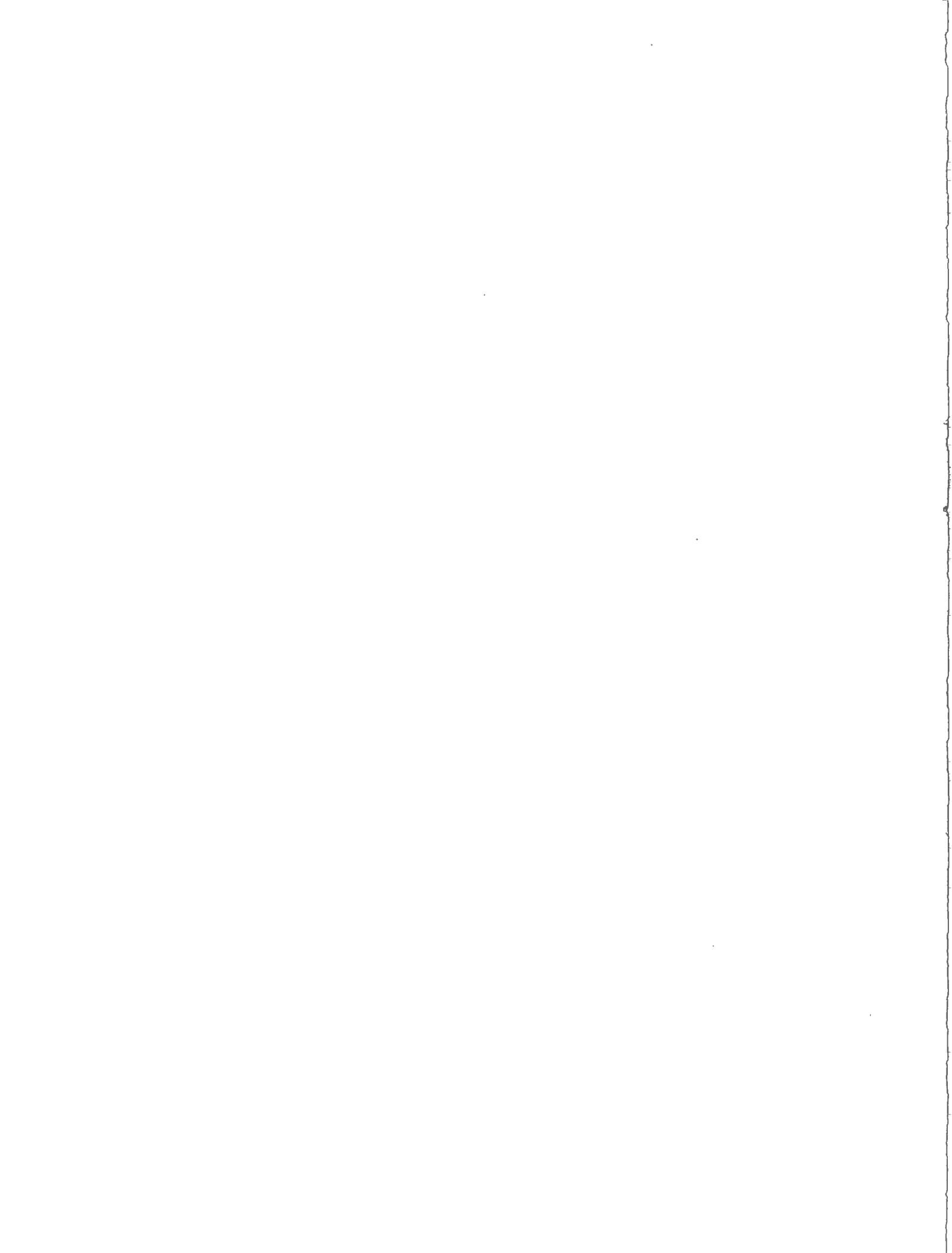
Eva Peterson

Larry R. Kesley

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Funding report and additional materials also available





The National Association of Wheat Growers Foundation

415 Second Street, NE, Suite 300 • Washington, DC 20002 • (202) 547-7800

July 1, 1994

Dear Developing World Program Funder:

On behalf of the Board of Directors of the National Association of Wheat Growers Foundation (NAWGF), I would like to thank you for your collaboration and support of our Developing World: Opportunities for U.S. Agriculture program. This program began in 1989 and has since helped wheat producers become more aware of international issues that impact the future of our industry and individual businesses. We fully stand behind this program and the unique opportunities it has brought to us.

Because of this program, we can now count 60 dedicated, loyal and well-informed members who are not only more involved in Foundation activities, but who are committed to the process of learning - and teaching - about the world and our industry's relationship to international affairs. The work of these 60 participants has been especially appreciated on the national level within the last year, as evidenced by our involvement in the debates over the North American Free Trade Agreement and the General Agreement on Tariffs and Trade. As a board member, it is my belief that producers throughout NAWG states had the background knowledge needed to lead NAWG in support of these important trade agreements because of their exposure to the Developing World program. The link between increased wheat trade and developing economies overseas is certainly better understood by our membership.

The NAWG Foundation, itself, has benefitted tremendously from the leadership training provided through this program. Spokespersons have adopted positions on our board of directors and, in fact, a spokesperson currently holds the position of vice president on this board. The leadership training, media skills, public speaking and writing skills made available through this program have benefitted other issues of importance to the wheat industry and have helped to create additional voices to speak out for U.S. agriculture.

Again, we thank the U.S. Agency for International Development for its support of the Developing World program. It has been a very special and unique program within our organization, other commodity groups and throughout rural America. The benefits we have gained will be felt in our organization and in the industry for years to come.

Sincerely,

Bruce Hammes
Bruce Hammes
President

The National Association of Wheat Growers Foundation

1000 North 10th Street, Suite 100, Lincoln, Nebraska 68502



Wheat is the backbone of the American food supply. It is the most important crop in the United States and the world.

The National Association of Wheat Growers Foundation is a non-profit organization dedicated to the promotion and development of the wheat industry.

Our primary focus is on research and education. We fund research projects and support educational programs that help wheat growers improve their yields and profitability. We also provide information and resources to help growers make informed decisions about their crops.

We are committed to the long-term success of the wheat industry. We work closely with government agencies, industry organizations, and other stakeholders to address the challenges facing wheat growers and to promote the growth and development of the industry.

Our research and education programs are designed to help wheat growers improve their yields and profitability. We fund research projects that focus on developing new wheat varieties, improving wheat production techniques, and addressing the challenges of wheat production. We also support educational programs that provide wheat growers with the information and resources they need to make informed decisions about their crops.

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BACKGROUND OF THE NAWG FOUNDATION

The National Association of Wheat Growers Foundation (NAWGF) is a 501(c)(3) tax-exempt organization. The NAWGF was established by the National Association of Wheat Growers (NAWG) in 1978 to aid NAWG in helping wheat producers sustain profitability by providing information and educational opportunities, as well as by fostering and coordinating wheat research programs and initiatives.

NAWG is the national commodity group of and for farmers who produce wheat. Founded in 1950, NAWG is currently comprised of 50,000 members in 21 states. Members are commercial wheat farmers operating in nearly all the traditional growing areas of the Great Plains and Northwest, along with the Southeast.

The NAWGF solicits funds from growers, agribusinesses, and other organizations to conduct its educational programs. The NAWGF's efforts have included the Test-20 program to demonstrate maximum economic yield techniques for profitable wheat production; the Young Growers Leadership Development Awards Program to recognize outstanding young farm leaders; the National Wheat Utilization Committee, sponsored in association with state wheat commissions to encourage the establishment of new uses and markets for wheat; the Farm Safety Committee which brings educational information on safe farming to producers and their families; the Best Management Practices Manual and Training Program which provides active leadership in identifying and encouraging the adoption of best management practices to add to agricultural pollution prevention; and various leadership training programs to provide farmers with skills to effectively guide the wheat industry into the future.

One of the most important programs conducted by the NAWGF has been "The Developing World: Opportunities for U.S. Agriculture," often referred to as the "LDC Program" because it focuses on less developed countries and their potential to grow into strong trading partners with the U.S. wheat industry. The Developing World program successfully carried out the NAWGF's goals of furthering the economic well-being of U.S. wheat farmers by increasing their awareness of key factors that will determine the future of their business. Among these factors, none is more important than the future growth of wheat trade and the conditions that will bring about long-term, sustainable income growth around the world. If the U.S. farm sector is to take advantage of market opportunities presented by LDCs, it is necessary for farmers themselves to become more export-oriented, to educate themselves about development and to be ready as an industry to sell into growing LDC markets. The LDC program gave farm leaders intensive training in the future growth markets for U.S. agriculture and helped lay the groundwork for creating public support for economic development overseas. Without such support, U.S. policies may not be aimed at fostering sustainable growth in LDCs, and without LDC growth, as the history of grain trade in the 1980's shows, the future of U.S. agriculture is unlikely to be prosperous. By creating the Developing World program, the NAWGF has successfully contributed to accomplishing its mission of assuring a solid source of information, security, and opportunity for the total wheat industry.

EVALUATION SUMMARY

Over the course of the NAWGF Developing World Program, certain elements and activities had a profound impact on the effectiveness and operations of the program. Listed below, in bullets, are elements and activities that this evaluation found most important.

This evaluation found that the NAWGF program made an impact in the rural communities where the volunteer spokespersons live. According to NAWGF program response data, spokespersons for the Developing World made an estimated 350 public presentations (including TV, radio, and print media), reaching an audience of over 5 million people. (See pages 20 and 25.)

Major Findings:

- There exists a strong sense of commitment to the program from the spokespersons (and generally from the organization and general membership). Regardless of future organizational and financial support (or lack thereof), most of the current spokespersons have vowed to continue as volunteer spokespersons on international aid and trade issues of the Developing World program. (See page 26.)
- The program provided an unofficial leadership training program for the NAWG. Many of the spokespersons became more involved in the association at the state and national levels and now regularly speak on international issues within their associations. (See page 21.)
- The quality of the spokespersons involved in the program was very high. Many of the program spokespersons are motivated members of their state and national wheat grower associations, and their motivation translated into active participation in the LDC program. Also by being motivated leadership oriented individuals, the spokespersons are listened to by other members of the associations. (See page 21.)
- The program reversed negative stereotypes held by NAWGF spokespersons concerning U.S. foreign aid and the perception that U.S. aid hurts U.S. farmers. Following the training they were mostly supporters of aid and trade efforts. (See page 17.)
- The program represents a voice for international development in U.S. rural communities where wheat growers live. Many of the spokespersons said that there had been few opportunities to discuss foreign assistance and trade issues in their rural communities before the program. Now, as a result of the program, they are often the people who initiate such discussions. (See pages 24 and 25.)
- The training element of the program was well received by spokespersons. While the spokespersons are realistic and do not call themselves international experts, most of them felt well prepared by their training and ready to make presentations to other U.S. citizens. Almost all continue to have a self-taught regimen of study to increase their knowledge level of international issues. The Winrock training was particularly appreciated by spokespersons. (See pages 17 and 28.)

- Replication of the program among other commodity groups has not taken place because, in part, the goal as envisioned in the earlier proposals was unrealistic. To attract more commodity involvement, a more sophisticated strategy will need to be developed. (See pages 28 and 33.)
- The scholarship component of the program was, overall, not successful. The goals and outcomes for the component were not clearly defined. Generally, the scholarship program had little effect on the program - however, there were one or two exemplary outcomes. (See page 29.)
- NAWGF will need to secure new monies for the program to continue. The current financial status of NAWGF cannot support the program as it now exists. (See page 31.)
- Staff changes during the life of the program created a lack of continuity in the program. If the program is to continue, it will need more staff support. Also, overall direction of the program is needed and could be improved with the guidance of an advisory committee. (See page 31.)

PROGRAM CRITERIA

The overall goal for the Developing World program was to create better understanding among NAWG's membership, U.S. wheat producers, rural residents and other commodity producers of the effects of foreign aid and economic development in less developed countries and the resultant impact on U.S. agricultural products.

The explicit goals and components of the NAWGF's proposed USAID program included:

1. Identification and selection of members from the state wheat grower associations who would be trained by NAWGF as Developing World program spokespersons.
2. Intensive training of the candidates at NAWGF seminars on a wide variety of international aid, trade and development topics to prepare them as grassroots spokespersons for rural and agricultural audiences.
3. Outreach by the spokespersons and NAWGF staff to the entire membership of NAWG, other commodity groups; and presentations by spokespersons to a wide variety of rural audiences on international aid and trade concerns.
4. Distribution of articles and program materials to the spokespersons, NAWG members and other commodity participants on international aid and trade issues relevant to the program on the linkages between development and trade. Continuous communication between NAWGF staff and the spokespersons to increase their knowledge base of international issues and to keep them apprised of new developments and opportunities in the program.

Program Objectives

From the initial project design stage, the plans for the Developing World program envisioned a process that would educate spokespersons through a balanced, objective training approach and would allow participants to reach their own conclusions about foreign aid and trade issues. In turn, the spokespersons would address audiences on these issues in their home states, and would speak to fellow wheat growers at NAWG regional and national assemblies as well.

The planning process for the program specifically sought to enlighten participants on the complexity of international development issues and to address controversial foreign aid issues that affect U.S. farmers. In particular, the program wanted to address the common belief that U.S. agricultural assistance to farmers in developing nations is highly detrimental to U.S. farmers' efforts to expand their product sales in foreign markets.

**"Some of our best customers today were developing countries years ago."
DARRYL CORRIHER, CHINA GROVE, NORTH CAROLINA, CLASS I**

PROGRAM GOALS

To gain a historical perspective on the goal setting process of the Developing World program, interviews were conducted with several of the individuals who were originally consulted in the program planning process. Among those who were central in the planning and goal setting consultations were Wayne Swegle of Winrock International Institute for Agricultural Development and David Holder of the USDA Extension Service. Staff from NAWG and other commodity groups were also interviewed for the evaluation and noted many of the same interests and objectives as those mentioned by Messrs. Swegle and Holder.

The following points arose in interviews conducted with individuals who were involved in the program planning process:

- The purpose of the program was to inform farm audiences that development assistance to LDCs is often beneficial to and in the self interest of U.S. agricultural producers.
- Program planners emphasized that content should inform the program audience that even if assistance efforts are helping LDC farmers to grow more commodities, including wheat, they still will not be producing enough to meet the demands of their growing populations in the next decades. Currently, U.S. wheat farmers are producing more than the domestic market can consume. Other developed countries will probably not be fast growing markets for U.S. wheat because of their own adequate supplies and trade barriers. Many developing countries have potential demand for wheat products; however they do not have income available to purchase more wheat products. Development can raise income levels, and raising income levels in LDCs often go toward increased food purchases for products such as wheat.
- The planners believed that the U.S. wheat and agricultural community could have a stronger impact on U.S. foreign aid policy if their members were better organized and informed about foreign aid and trade issues. The agricultural community could improve its representation in the foreign policy making process by working through a large, regionally diverse, membership oriented association like the NAWG, which has a stake in the future of international export concerns.
- The planners felt that by training agricultural producers as spokespersons on foreign aid issues, other farmers and rural residents would be more receptive to listening to development issues from them than they would from experts from outside their communities. In short, local spokespersons would have credibility and trust in their home communities, particularly on international topics that were often viewed as contentious issues.
- The planners felt that the training of spokespersons for the program would help foster better informed dialogue among NAWG members on international aid and trade issues, and that it would help the association develop effective responses to its future international marketing needs.
- Planners believed that the program could serve as a model for other commodity groups on educating their members about the interrelationship between U.S. agricultural products, trade and international development issues. However, the planners cautioned that other commodity groups' needs and self interests would have to be taken into account before instituting programs with other commodity groups.

- In addition, the planners thought that the NAWGF program would be beneficial for organizations like the USDA Extension Service, land grant universities and international policy groups as a resource in their regional and citizen outreach activities. In essence, they hoped that the NAWGF spokespersons would provide a resource of trained personnel for organizations that do not have a ready supply of constituents to act as participants in their own international issue programs.

The goals of the Developing World program have been outlined in the past annual NAWGF reports and the NAWGF program proposals submitted to USAID. However, to clearly understand the objectives and underlying goals of this program, it should be noted that the planning process of the Developing World program included many considerations that are specific to the character and interests of U.S. wheat growers and the rural communities in which they live.

The individualistic traits of where and how wheat is grown, and with whom it is traded, made the process of developing goals for the Developing World program unique from other development education programs. The goals were set to attract wheat members' participation and their respective communities acceptance of the LDC program.

PROJECT NARRATIVE

Rationale

In the early 1980's, U.S. agriculture experienced a major decline in exports due largely to increased foreign competition and traditional customers' new-found abilities to produce their own crops. The wheat industry, in particular, suffered because it depends on foreign markets for over half of its annual sales. The National Association of Wheat Growers Foundation (NAWGF) recognized that new markets were needed and that LDCs could become longterm, solid customers. LDCs possess strong market potential because most do not have climates suitable for wheat production. Moreover, most are experiencing population growth, as opposed to countries in Europe and North America. The major drawback to LDC markets, however, is that most developing countries do not have available income to pay for their imports. Encouraging better economic performance in LDCs is a prerequisite if demand for imported U.S. grains is to increase. To capitalize on this opportunity, however, more wheat producers have to command a better understanding of international marketing and how global events impact the wheat industry.

To aid wheat farmers in becoming better informed about development issues as they relate to specific country markets and to the potential for demand growth in these markets, the NAWGF created the development education program, "The Developing World: Opportunities for U.S. Agriculture."

"With the population in LDCs doubling in thirty-some years, there is a huge potential market for U.S. wheat. With greater understanding of aid, trade and development issues, I hope to be able to communicate the potential and the needs of LDCs to my community and the public in general."

RON SIEKERT, ALBIN, WYOMING, CLASS II

Initial Project Design

The LDC project began as a single year program, but, because of membership response, grew into a multi-year project involving twice as many participants as originally planned. The initial project was designed to train a core group of wheat leaders from each state association affiliated with NAWG to become informed spokespersons on LDC issues. In late 1989, the NAWG Foundation received support from USAID to implement this one-year pilot program. In 1990 the program was implemented, educating 28 wheat grower volunteers to become spokespersons on aid, trade, and development issues and the potential benefits from a more cohesive relationship with LDC markets.

Participants experienced an intensive training session in Washington, D.C., where they heard presentations from officials in government agencies (USDA, USAID), the U.S. Congress, public policy organizations, universities and LDC embassies. Following training, spokespersons returned to their state associations and local communities to make a minimum of eight presentations on LDC issues.

Foreign Embassy Component

The program also provided for agricultural and trade counselors from the Washington embassies of selected countries to travel to state wheat producer meetings in order to provide a perspective to growers on the importance of LDC markets. This segment was popular for both growers and the embassy staff members. Embassy representatives have also proven to be excellent information sources for spokespersons participating in training for the International Development and Trade Team, which was organized later in the program. Participating embassies included China, Egypt, India, Indonesia, Israel, Mexico, Pakistan, the Philippines and Yemen.

Program Extension

Due to the success of the first training session and the enthusiastic participation of the first class of spokespersons, the Foundation was awarded a program extension by USAID. The new program provided opportunities to further the objectives of the Developing World, meet the needs of the original 28 spokespersons, and select 40 new participants.

This program was also designed to engage representatives from national USDA Extension agents' associations and other commodity groups and encourage them to begin similar activities in their own organizations.

The expanded program allowed for two more classes of 20 spokespersons each to undergo initial training in Washington, DC. Additionally, all spokespersons would experience Advanced Training at Winrock International Institute for Agricultural Development during the second year of participation.

In the third year of participation, spokespersons could develop their own learning opportunities, based on their unique interests.

Participants' Selection Process

All state wheat associations affiliated with NAWG received application forms to distribute among their leadership and were asked to review and prioritize the candidates' applications and forward them to the Foundation with their recommendations. Guidelines given to state associations for evaluating candidates included: status as actual wheat producers; demonstrable interest in the subject; possession of skills or potential skills to effectively communicate; and possession of leadership capabilities. All applicants signed a pledge that if accepted they would a) attend the initial training conference, and (b) make a minimum of eight presentations over the next two year period.

Spokespersons

The 68 program participants, representing 17 states, possessed various levels of expertise and experience in public speaking and knowledge of LDC issues. Although many members of Class I believed that greater awareness of international trade was important, not all made the connection between development and increased trade. Many members of Classes II and III had greater awareness of this relationship prior to participation in the program. This is due, in part, to their exposure to presentations by Class I spokespersons.

Spokespersons' Attitudes

All participants were mailed preparatory reading materials introducing them to some of the issues that would be discussed during initial training. A brief questionnaire was included for their completion, asking for their goals and objectives for participation in the program. This helped NAWGF to inform scheduled speakers who could address their interests and informational needs. Participants were asked to respond to seven issue oriented statements designed to measure their base knowledge and opinions of U.S. aid, trade and economic development related activities. The same questionnaire was completed by participants at the conclusion of training in order to measure changes in attitudes. Completed questionnaires from all three classes illustrate that after participating in Initial Training, spokespersons had a better understanding of the U.S. role in foreign assistance to developing countries. Also, more participants felt strongly that American farmers needed to adopt a more global market perspective. (Data available.)

Initial Training Sessions - Washington, D.C.

Washington was chosen as the training site because of the multitude of qualified speakers and relevant institutions located there. Spokespersons participated in three and a half days of training, designed to be objective and to encourage participants to think for themselves. As one spokesperson said, "This (approach) has forced me to think and rethink the issue, do some reading of the resource materials you have provided and to then focus my thoughts on my beliefs of the benefits of foreign assistance in economic development."

Training centered around trade and aid policy, country-specific development issues, and media training. Topics included: The Importance of Export Markets to U.S. Agriculture; Aid-Development-Trade Relationships; Potential Markets in Developing and Developed Countries; and Varied Media Presentation Techniques. Speakers included representatives from USAID, USDA, USTR, U.S. Congress, agribusinesses, policy groups, and LDC embassies (Mexico and Pakistan). Representatives from the embassies of China, Indonesia and India also attended portions of the training and interacted with participants. The training session for the first group of spokespersons took place in Washington, D.C. in March, 1990. Class II was brought together in Washington on February 9-13, 1991. Class III participated in D.C. training on February 28-March 4, 1992.

Adjustments

Class I gave recommendations of ways to improve the program for the following classes. Class I expressed the need for help following initial training to insure they had the information and tools to effectively communicate LDC issues to audiences at home. They also expressed the desire for "follow-up meetings because we cannot learn everything in three short days."

These ideas, and others, inspired the request for the program's expansion and allowed the initial training session and the overall program to be improved. Other adjustments to the program included:

Initial Training - Spokespersons wanted evening dialogue sessions to be added to the agenda. The purpose of such interactive sessions was to allow spokespersons to share their views on issues and information presented during the day. These sessions reinforced the interactive learning process.

Minor modifications were made in subject matter presented in initial training for Class III. The topic of humanitarian assistance was added to help the group prepare for Winrock Advanced Training. This session included representatives from humanitarian organizations, including Africare, Bread for the World and Volunteers in Overseas Cooperative Assistance (VOCA).

Communications - Spokespersons also suggested that, upon completion of initial training, their availability for speaking engagements be mailed to their local newspapers and state associations. A general press release on the program was developed and mailed to news services, farm publications, Extension directors and land grant universities.

A monthly mailing from the NAWGF office was instituted to provide pertinent information and a sharing of participants' successes and difficulties. Material included publications from many of the government agencies and other organizations which participated in training sessions and other sources such as fact sheets produced within NAWG and relevant newspaper articles to which many spokespersons did not have access.

Also, a postcard was developed for spokespersons to record information after each presentation and return to the NAWGF. The postcard served several purposes by: assisting the Foundation to monitor the activity of individual spokespersons; providing spokespersons with incentives to make presentations; allowing the Foundation to share with all participants those activities and resources best received by audiences; and indicating the types of resource information most needed and useful.

Commodity/Extension Groups

In 1991 and 1992, representatives from 11 commodity organizations and from Extension agents associations (National Associations of County Agriculture, 4-H, and Home Economics Agents) were also invited to participate in initial and advanced training sessions. The Extension System and most commodity organizations possess well-established links with rural Americans and could, therefore, work with wheat spokespersons to reach larger audiences. Additionally, one goal of the program was to prompt these groups to undertake similar programs in their own organizations.

The Extension agents' associations indicated interest in participating in the program, and representatives from both agriculture and home economics joined spokespersons in two years of Washington training. Representatives from the National Association of Barley Growers and the National Corn Growers Association participated in Class II training. Representatives from the National Cattlemen's Association, the American Soybean Association, and Cotton Council International participated with Class III. Participants from the Extension Service participated with Classes II and III in Winrock Advanced Training. A representative from the Corn Growers also travelled to Winrock with Class II.

Advanced Training

The headquarters of Winrock International Institute for Agricultural Development was the site of advanced training because of its reputation, staff, location, and conducive setting suitable for participatory learning. Upon spokespersons' recommendation, training included more in-depth media skills instruction, including writing techniques and public speaking. One goal of Advanced Training was to strengthen the international development component of the program. Training focused on third world agricultural development and the role of private voluntary organizations in U.S. developmental assistance strategies.

In the first year of advanced training, the agenda centered around Winrock staff and activities. During years two and three more outside speakers participated in the session. Topics included Writing for the Media; U.S. Farmers and Third World Agriculture Development: Critical Interdependency; Role of PVOs in Third World Agricultural Development; Approaches to Development Assistance in Eastern Europe, CIS and the Third World; International Agricultural Research and Development and the U.S. Farmer; International Food Policy and Agricultural Trade; Regional Activities in Agricultural and Rural Development; USAID's Approach to Development Assistance in the NIS; and The World Bank's Approach to Development Assistance in Eastern Europe.

Classes II and III also visited Heifer Project International as part of their advanced training. There they viewed simulated conditions of life in a third-world country and ways foreign volunteers have helped to provide assistance.

Year Three: Individualized Learning Opportunities

During the third year of participation, spokespersons were provided the opportunity to broaden their knowledge of a particular country or issue through personalized learning opportunities. Spokespersons who took part in both Initial and Advanced Training Sessions and made a minimum of four presentations within their first year of participation were eligible for an individualized training experience.

Scholarships - One option was utilization of a \$500 scholarship to facilitate in-depth study or development of leadership skills through an activity that the recipient devised. Spokespersons who completed a successful proposal outlining their activity and the intended result could utilize such funds. Examples of scholarships included: four spokespersons from Oregon organized a conference on the importance of extending aid to developing countries; another spokesperson interested in the North American Free Trade Agreement (NAFTA) took part in a workshop, "The Trade and Development Program," sponsored by Bread for the World Institute on Hunger and Development. Another participant used a scholarship to investigate international marketing opportunities for pasta products made from U.S. wheat. One spokesperson used a scholarship to determine possible effects of the NAFTA on specific crops grown in the Pacific Northwest. Others took part in marketing seminars and conferences conducted by other organizations. In all, 15 spokespersons took advantage of the scholarship opportunity.

International Development and Trade Team - Spokespersons could also apply for a place on a national panel made up of 12 spokespersons (4 from each of the three classes). This panel, called the International Development and Trade Team, featured an "expert" in twelve different areas of international trade and development. Specific areas included: trade policy, foreign assistance, U.S. competitiveness in the public sector, U.S. competitiveness in the private sector, economic development - examples, and economic development - specific policies. Each team member selected a unique area of interest in which he/she concentrated intensified study. Panel participants returned to Washington for four to five days of intensive training. Spokespersons were encouraged to develop some aspects of this training themselves and to seek national and international speaking opportunities for themselves, the entire team or portions of it. The NAWGF assisted in securing regional and national events. The policy roundtables sponsored by the Citizen's Network for Foreign Affairs are an example of an event in which team members participated. International events were not pursued. Eight spokespersons (4 from Class I, 3 from Class II and 1 from Class III) became members of the team.

Presentations

Spokespersons for the Developing World made an estimated 350 public presentations (including TV, radio and print media), reaching over 5 million people. Rural American audiences consisted mainly of members of state wheat grower associations, other commodity organizations, community development corporations, high school students, college students, church societies, county Extension agents, investors clubs, local Grange organizations, Farmers Union members, Farm Bureau members, adult farm classes, 4-H groups, county political parties, state Chambers of Commerce, irrigation associations, Rotary Clubs, local agricultural cooperatives, marketing clubs, Future Farmers of America (FFA) members, Lions Clubs, county seed improvement groups, university researchers, agribusiness dealers, and others. Other audiences addressed included members of the U.S. Congress and staff, the North Dakota Office of the Governor, the U.S. Department of Agriculture, Canadian farmers, Korean trade delegations, and Eastern European Agriculture and Soil Conservationists.

Some spokespersons experienced difficulties in reaching new audiences. These problems usually resulted from a spokesperson living in a very isolated area or in an area near another spokesperson who had saturated the available audience. The majority of spokespersons, however, reached the public through established professional and community contacts.

Educational Materials

The NAWGF developed a number of resource materials to aid spokespersons in communicating with the public.

Brochures - Three brochures were developed and used by members of all three classes: "Facts and Figures," which provided statistics on select LDCs; "Questions and Answers," which answered commonly asked questions about aid, trade and development with LDCs; and "Spokesperson Directories," which provided interested individuals or groups with the names, addresses and phone numbers of spokespersons in their area.

Slide Set and Script - A slide set and script were developed to aid spokespersons in making presentations. Spokespersons were encouraged to use the set as a tool to help them give effective presentations about economic development and trade. Other spokespersons also added their own personal slides and facts to the set. The set was divided into six main sections, not including its introduction and summary sections. The six sections were: The Importance of Export Markets to U.S. Agriculture; Potential Markets for U.S. Agricultural Products; A Broader World View; Effective International Marketing; Technology Transfer; and the Impact of Policy on Development and Trade.

Other books and materials provided through monthly mailings were received favorably, as they served to help spokespersons put information gained during training sessions in perspective. Monthly mailings helped to keep spokespersons up-to-date on issues and current events and provided them with sources of information they oftentimes did not have access to.

Spokespersons in Class I were also provided with two video tapes to be used during their presentations. These tapes ("Windows of the World" and "Value Added Agriculture") were not widely used by Class I participants because many often found it difficult to find a TV and VCR. These tapes were not given to subsequent classes.

Results

Through the Developing World program, 68 wheat producers were exposed to international aid, trade and development issues and their impact on the U.S. wheat industry. The majority of these producers have remained active spokespersons and have worked to integrate international trade and development issues into the agendas of other groups and organizations in their local areas. The training they experienced in the LDC program enabled spokespersons to become credible information sources in their local communities and states. Also, the program offered them opportunities to enhance their public speaking, writing and media skills.

One unanticipated result has been the number of new activities participants have created resulting from their role as spokespersons. One spokesperson, for example, studied the marketing systems and demands of foreign countries through his participation in the scholarship and international development and trade team opportunities. Today, he is one of the founders of a pasta plant cooperative, owned and operated by export-minded wheat producers. Another became interested in the former Soviet Union and in Eastern Europe after participating in the LDC program. Today, an assistance exchange program pairing a region in the former Soviet Union with a county in Oregon exists due to his efforts. Another built upon the leadership training and foreign trade components and bid successfully for a seat in his state legislature to bring new opportunities to people in his state. Others have emphasized the important relationship between U.S. agriculture and the rest of the world into their own marketing clubs, activities in state wheat associations, and civic organizations.

"We must become or remain involved in the policy-making process of international issues that are important to agriculture because there is a tremendous need for agricultural products, technology and education in less developed areas of the world."

MILTON ROGERS, CHAPPELL, NEBRASKA, CLASS III

In collaboration with Winrock International, the NAWGF implemented a Farmer-To-Farmer (FTF) program with countries in Central America, Eastern Europe and Africa. The NAWGF's participation in this program stemmed from Developing World spokespersons' desire for an overseas learning experience. Unfortunately, expertise in wheat production was not requested in these countries. The NAWGF further attempted to expand the LDC program by extending its FTF program to the former Soviet Union. There, spokespersons could travel overseas and aid in projects involving wheat production. The NAWGF's board of directors rejected this proposal because the majority of NAWG members were concerned that the program would serve to help the competition, as Russia is a large producer, and potential exporter, of wheat. Because FTF became a highly sensitive issue, the NAWGF terminated its FTF activities. While the FTF debate may have grown out of the Developing World program, the NAWG recognizes the overall benefit of the program.

The leadership skills acquired by spokespersons during the life of the program have often been transferred into an asset for the NAWG; spokespersons have adopted positions of leadership in their state associations, on national committees and in national offices. The program has helped to create more awareness within the NAWG membership of international issues and their impact on the U.S. wheat industry.

The NAWGF and the Developing World spokespersons acknowledge that there is much more to do in creating greater public awareness of the benefits of U.S. aid, trade, and development efforts. There remain many skeptics in the United States who believe that by helping other countries, Americans are hurting their own country. However, within NAWG, there is increasing awareness and support of the Developing World's goals.

EVALUATION PROCESS

Data for evaluation of the Developing World program was gathered throughout the life of the program in written evaluations, spokesperson event logs, and personal interviews, and was reported in the NAWGF annual reports to USAID. For this summative evaluation, a series of personal and phone interviews, evaluation workshops, focus groups, and targeted and general surveys were conducted in the program wrap-up phase of the LDC program to collect additional information.

The summative evaluation procedure took place over a 10 month period and included the efforts of an outside evaluator, the NAWGF program director, and volunteer assistance from participants. The purpose of the evaluation was to examine the following issues.

- Was the program able to raise awareness of international trade and aid issues among NAWG members, other commodity groups, and the public in rural communities? What were the unique characteristics and determining factors of the NAWG and its members' communities that shaped the planning, implementation and impact of this program in regard to reaching program objectives?
- Can this program be replicated or act as a guide for other commodity and rural organizations interested in instituting an international development education program for its membership?
- Can the Developing World program continue to effectively serve the goals of the NAWG and its members? What are the important issues to be considered to sustain this program?

Among the activities undertaken to collect evaluation information for this report, aside from reviewing and tabulating past NAWGF reports and proposal documents, were: spokesperson evaluation workshops at the 1994 NAWG national convention in New Orleans; a general survey of NAWG members at the annual convention; focus groups with state wheat leaders on international development and trade issues; personal and written response interviews with spokespersons and NAWG board members on Developing World activities; personal interviews with other commodity, PVO, government and agricultural representatives; interviews with co-sponsors and facilitators of spokesperson training sessions; and interviews with audience members of spokespersons' presentations.

A Note on the Evaluation

This evaluation has two primary audiences: the funder (USAID) and the grant implementer (NAWGF). The initial purpose of this evaluation as stipulated in the NAWGF proposals and USAID program agreements is to serve as a report to USAID on the effectiveness of the wheat growers in meeting the goals of their development education program.

The primary purpose of the evaluation for the NAWGF Developing World participants, who are highly committed to the program, is to set goals and activities for the program to continue its operation after the USAID grant. The NAWGF structure and professional staffing support for the Developing World have changed since the start of the program. Therefore, this evaluation may best serve the interests of the NAWGF by taking stock of its current status, how the program might best continue given its resources, and how it may serve the long term goals of U.S. wheat growers.

USAID will retain a stake and concern in the NAWGF Developing World program after the current grant agreement. However, the institutional conditions to continue supporting the program will be different than they were during the initial period of program implementation, and for this reason this evaluation will seek to provide guidance for appropriate future activities.

FINDINGS AND LESSONS LEARNED

Selection of Candidates

Among the elements that contributed most tangibly to program success was the quality of candidates who participated as Developing World spokespersons. The enthusiasm that the spokespersons brought to their activities was particularly impressive for a volunteer membership program. As the proposal for the program states, individuals were selected who would be able to exercise influence on the leadership of state associations and their members. In this regard they were successful. Many of the spokespersons were past, present, or up-and-coming leaders of state and national associations and had access to planning and policymaking in the associations.

In addition, the LDC program served as an unofficial NAWG program for developing leadership and membership. Several of the wheat associations' major concerns focused on international issues such as GATT, the Free Trade Agreements, Soviet/NIS trade changes, Farmer to Farmer program, etc. As a result of the international training, the spokespersons became involved in these important debates.

It is also of interest to note that none of the spokespersons questioned for the evaluation said that participating in the international program detracted from their involvement in other NAWG, state wheat or voluntary activities. Spokespersons said they simply allotted more of their personal time to participate in the NAWGF Developing World program rather than curtailing their involvement in other wheat association activities.

Regional Wheat Distinctions

The distinction between the crops produced by wheat growers in different regions of the United States is important in understanding the motivation of spokespersons. Most of the soft white wheat produced in the northwestern U.S. (as much as 85%) is shipped to countries such as Pakistan and paid for in either credit programs or PL480 purchases from the U.S. government. Hard red wheat (the same wheat grown in Europe and Russia) producers in the midwest also export much of their crop to overseas markets, but their crop is most often sold to more developed countries and often paid for in cash.

Because different wheats are produced for different markets, wheat growers may have different perspectives on the LDC program. For example, soft white producers have a very clear, direct motivation in participating in the LDC program. Hard red producers, on the other hand, may have to take a longer term view of the program.

Rural Environment

Understanding the rural, sparsely populated character of the states and communities where most wheat growers live is critical in evaluating the impact of this program, especially in comparison to other development education programs. In the towns and states where most wheat growers live, many of the spokespersons are well known citizens who are active participants in their communities. In the Goals section of the evaluation, it is mentioned that the program planners wished to use well known, credible individuals to speak on international trade and aid issues to provide credibility on these issues at the local level. Often, spokespersons addressed audiences with which they were already familiar, or were members of, such as church groups, civic associations or farm alliances that included other wheat growers.

Speaking to audiences that they already knew was often a matter of necessity because of the sparse populations in their home states. In addition, wheat grower spokespersons often had to travel distances of several hundred miles, particularly in the plains and northwestern states, to address new audiences.

Spokesperson Presentations and the Public Impact

The most common way that spokespersons reached state and local audiences was through oral presentations. About 80% of the participating spokespersons also gave interviews to print media or submitted written articles on LDC topics for publication. The ratio of oral presentations to written presentations was 5 to 3. About 1 in 3 spokespersons also gave radio interviews. Very few of the spokespersons appeared on television for interviews or discussions.

Each spokesperson was expected to deliver at least 8 presentations. The average number of presentations by each spokesperson was in fact 12. (This average number does include those spokespersons who did not participate in the program after the initial training in Washington. Approximately three spokespersons in each of the three classes did not remain in the program after the initial training.) Some spokespersons institutionalized the program into other activities (marketing clubs, foreign exchange programs, grower associations leadership roles, agricultural cooperatives, etc.); some made many more presentations. Lawson Jones of North Dakota gave over 60 presentations and transferred his enthusiasm for the program into developing an international durum pasta cooperative.

As noted in the tabulated audience findings, a potential audience of 5,347,956 rural Americans were reached through the presentations of the NAWG spokespersons. Most of the presentations were before farm audiences, with the balance being published articles and interviews over radio and television. The tabulations of these numbers were collected from spokesperson response cards. (A summary of tabulated audience findings is available.) It should be noted that not all of the spokespersons' presentations were reported.

Also, informal presentations and discussions were not reported to the NAWGF. In evaluation interviews with spokespersons and audience members, a significant impact of the program at the grassroots public level appears to have come from discussions between spokespersons and their neighbors at informal meetings. In the process of conducting interviews and collecting data for this evaluation, spokespersons cited their informal discussions with neighbors, at community centers and at coffee shops as highly effective interactions in their rural communities.

Because of the summative nature of this evaluation, and the time lapse between spokesperson presentations and interviews with audience members, the public impact from formal presentations (other than the actual number that heard the presentation at a particular session) was difficult to measure. Audience members who were approached for interviews clearly did not appreciate being closely questioned about details of events that occurred many months or years before.

To improve the ability to measure the impact of the presentations, it would have been advisable to test audience members and program sponsors immediately following presentations with written surveys. In addition, to test the lasting effect of the presentation, an audience testing format to take place 2-4 weeks after the program would also have been advisable. As it was, most audience members questioned about the presentations said they thought they were good, but they could not provide many details on the content of the program. They did however, generally support the viewpoint of the spokespersons and thought that the spokespersons were knowledgeable and well prepared.

Also, NAWG members who had heard several presentations (or had read articles) were more knowledgeable than most general audience members on the LDC issues. This indicates that increased exposure to the spokespersons' presentations and work did raise audience awareness of development and international issues.

**"In visiting with local farmers, I find a lot of mixed feelings on the way the U.S. handles trade, especially to LDCs. But some of these farmers, myself included, feel we lack some of the information and the facts to help us understand the workings of international trade to the LDCs. I became a Developing World spokesperson so I could become better informed on how the world market works and how that affects the U.S. economy and my farm operation."
LANA ANDERSON, SHERWOOD, NORTH DAKOTA, CLASS II**

Impact on Wheat Associations

The commitment of spokespersons and the NAWGF to the Developing World program appears to be stronger now than it was at the program's start. Throughout the spokesperson interviewing process, spokespersons voiced support of the program's training process and a desire to see its continuation. It should be noted that during the life of the program, the program staff and NAWGF administration underwent several leadership changes. In addition, association debates occurred on international issues including GATT and NAFTA accords, and about the organization's support of the USAID Farmer-To-Farmer programs. Yet, the institutional commitment to international issues appears to be strong.

As shown through the general membership survey and personal interviews with board members, the vast majority of wheat growers recognize that improved wheat sales are tied to greater exports to countries overseas. The Board of NAWGF is mostly supportive of educating its members on international trade and aid issues. The NAWGF Board recognizes that developing stronger foreign markets is a valuable long term goal for the organization. The program participants, many of whom are state and national wheat board leaders, have voiced their commitment to continuing in their roles of international spokespersons.

However, because of NAWGF's current financial status, the organization's support of future international education programs will face some very difficult hurdles. Since the program began in 1990, NAWGF's staff and budget have been downsized reflecting reduced organizational income. Once USAID's current funding is completed, NAWGF will need to find additional financial support in order to continue coordinating the program.

In the 17 state wheat associations involved in the LDC program, there were variations in participation and involvement. Overall, most of the major wheat states were supportive of the program and provided quality volunteers for the program.

General Membership Survey and Focus Group of State Wheat Leadership

During the January, 1994 NAWG Annual Conference in New Orleans, several evaluation activities took place to gather information from NAWG's general membership and leadership, including a general membership survey conducted during the open plenary session on January 22, which included an international panel. Approximately 400 survey forms were distributed in the meeting hall, over 1/3 of the attenders responded (158 responses). (Most response sheets did not have all of the questions answered.)

A surprising number (40%) of the wheat respondents said that they were not aware of the Developing World program. However, a strong majority thought U.S. foreign assistance and economic development programs would help U.S. wheat growers sell their product overseas. In addition, a large plurality felt that the next generation of wheat growers will need to know more about international trade and development issues to remain competitive, and that programs like the Developing World should be maintained and promoted by the NAWGF.

NGO/PVO Interaction with the Developing World Program

Throughout the interviewing process, the majority of spokespersons stated that they would like more contact with NGO/PVO service providers such as CARE, CRS, Save the Children, etc. Of the opportunities that spokespersons had to interact with NGO/PVO's, such as meeting the Heifer Project staff at the Winrock training sessions, they were very enthusiastic about the opportunity to discuss actual overseas development projects.

The spokespersons mentioned their interest in developing more contacts with actual development projects so that the issues of the program would have more impact and a better "hook" for giving presentations and interviews. In most of the rural areas where farmers live, there are not many opportunities to interact with development NGO representatives. This area of interaction may represent a possibility for future cooperative program activities for the Developing World program.

**"Assistance programs can build friendships, as well as raise standards of living which enhance trade opportunities for American farmers."
RICHARD GARBER, NAMPA, IDAHO, CIASS I**

Commodity Group Interaction

The Developing World program sought to involve other commodity groups in development education. During the NAWGF spokesperson training, representatives of other commodity groups (cotton, cattlemen, soybean, corn, and barley) participated. Most of these representatives who attended training (and were interviewed for the evaluation) were supportive of starting their own programs. However, these representatives also made it clear that to start an international program in their associations, it would have to be strenuously sold internally by staff and board, and there would need to be a cadre of committed members to support the activity.

Major concerns voiced by commodity representatives were about funding and their organization's institutional commitment to such programs. In addition, other association staff members also voiced their concerns over such topics as: the staff time needed to administer such programs; lack of members' basic knowledge of international issues needed to support such a program; and the ability of their board members to commit to such a program.

Achieving the involvement of other commodity groups has been problematic. Wheat growers are a much more diversified group than some other commodity producers. Wheat growers, themselves, are diverse, exporting to different regions, operating under different export regulations and shipping to different customers overseas. Therefore, their interests in learning about developing countries are different from other commodity groups.

To date the Developing World program has not been duplicated by other commodity groups. The proposal goal of duplicating the program does not, in hindsight, seem feasible. A great deal more research and planning needs to go into this goal. (See Recommendations Section.)

Training and Level of Participant Knowledge

With few exceptions, the spokespersons felt that the training process was well-rounded and presented a variety of viewpoints on a number of issues. They also were clearly impressed with the Winrock portion of the program. The skills-building portion of the Winrock program (writing, speaking, etc.) was greatly valued by many of the participants. The participants were also impressed with the Winrock speakers' sensitivity to their agricultural perspectives.

To gauge their level of knowledge, spokespersons were asked (in evaluation workshop groups and in individual interviews) to discuss the issues which were covered in their training sessions, topics included in their presentations, issues they personally studied, what questions their audiences asked of them, and their stumbling blocks and hopes for future studies.

While many of the program participants found the training informative and helpful in developing a base of knowledge about international development issues, most were aware they needed to increase their knowledge with self study. As Bob Amstrup of North Dakota said, **"The training gave me the international issues bug, but I realized I needed to continually learn more to be an effective speaker for the Developing World Program. After the first training sessions in Washington, we learned enough to be dangerous. But, most of us also figured out that we weren't international experts and we would need to read and study a lot more to become at least good students of international trade and aid issues."**

There is a wide range of knowledge levels among the spokespersons, but none considered themselves "experts" on international issues. However, spokespersons feel that they are more aware than many NAWG members of relationships of development in LDCs with increased trade from developed nations. Most also continue to read a great deal on international trade and development issues to increase their knowledge. Many are also aware of the political and funding process of U.S. foreign assistance. However, many of the spokespersons expressed the desire to become more knowledgeable about health and humanitarian concerns of international development in LDCs.

Individual Learning Opportunities

To help motivated participants to continue their training as spokespersons for the Developing World program, NAWG offered two additional learning opportunities: utilization of a \$500 scholarship program for individualized study projects; and advanced training and participation on the International Development and Trade Team for 12 of the spokespersons. The terms of these individual components are outlined in the Project Narrative section of this report.

While these individualized learning components were partially successful for those who participated, the majority of spokespersons failed to take advantage of these opportunities. Fifteen spokespersons utilized scholarships to advance their knowledge of a particular subject. For most of these spokespersons, LDC training sessions introduced them to areas of interest that they wanted to pursue. Scholarships allowed them to tailor a learning opportunity to meet their specific needs at a convenient time and date in their local area. The majority of spokespersons, however, needed more guidance in developing a learning opportunity. They either were not aware of local persons or organizations that they could visit and learn from; or, their local areas simply did not offer appropriate institutions or other resources to increase their knowledge. Many spokespersons stated that \$500 was not sufficient to take advantage of learning opportunities outside of their local areas.

The International Trade Team recruited only eight volunteers out of a possible 12 members. Team volunteers travelled back to Washington, D.C. for a week of specialized training in the specific issue area they chose. This time commitment deterred some spokespersons from participating on the team. Additionally, team members were encouraged to seek speaking engagements on a national or international level for themselves and other panel participants. The majority of spokespersons, and the NAWGF, did not have access to an appropriate network of organizations hosting meetings, seminars and conferences on international aid and development issues relating to foreign trade. While a few of the team members did participate in regional roundtables sponsored by the Citizen's Network for Foreign Affairs, most did not utilize their additional training beyond continuing to make presentations in their home states.

The scholarship and international team components needed clearer planning and goal setting. They were set up to be specialized programs within the main program, but they required an extra level of oversight and staff support which was not available to assist in the successful outcome of such a project.

Ethical Standard of Participation

In the process of interviewing the volunteer spokespersons for this program, interviewees were given an ethical standard by which to rate the program. They were asked, in writing and in personal interviews:

"This program was funded with U.S. government monies and as such was money raised from the U.S. taxpayers. Do you think that the U.S. government spent the taxpayers' (and your) money wisely, providing NAWGF with the funding for this program?"

All the spokespersons voiced unqualified support for the funding and said they hoped that such funding would continue. Many of the spokespersons also said that at the outset, or before the Developing World program, they might have answered the question negatively.

"As an Oregon wheat farmer, I am dependent on our foreign markets.

For instance, in 1990, we exported more than \$30 million of agricultural products from our state. More than 85% of my wheat is exported to Japan and other Asian countries. Part of that market development is a direct result of various forms of food aid from the United States over the last 40 years or so. Therefore, I am a direct recipient of "development education." I know how aid to developing countries can return to benefit me any my business."

WES GRILLEY, PENDLETON, OREGON, CLASS I

SUSTAINABILITY

New Financial Support

The NAWGF's need to secure new funding to continue its coordinating of the wheat growers program is a major concern. NAWGF's current budget and funders (aside from USAID) will not provide adequate funding for future program activities.

Therefore, new funding for the program is essential. In order to attract new funders, new program activities (see Recommendations) will be required. These activities might be designed to:

1. Develop a program aimed at forging new NGO alliances with a focus on educating rural audiences on the benefits of international assistance via development education (see Recommendations Section). Such a program could attract funding from private foundations which support NGOs.
2. Develop new regional or policy interests for the LDC program, possibly with a focus on particular countries that are of special importance to wheat growers. Target this type of program to attract private foundations which emphasize specific regional interests.
3. Develop new activities which relate to the interests of government agencies (such as USIA, USDA, etc.), to form direct people to people contacts (visits) between U.S. rural audiences and rural people from overseas.

To facilitate the new fundraising activities, please see the suggestion in the following Institutional Changes section regarding the advisory committee.

Institutional Changes

- Staff support for the program and goal setting for staff support are major concerns for the program. Currently the NAWGF staff consists of one full time position which, in addition to the Developing World program, oversees several programs. To continue supervising the Developing World program, especially with new activities (including fundraising), additional staff support will be required. The needed staff support can be realized either through hiring new staff, collaborating in alliances with other development education groups, or developing a working volunteer base such as an empowered advisory group. In any case, additional staff support will be required.

- Organize a permanent advisory group for the Developing World program which directly advises NAWGF staff and Board on the needs, priorities and focus of the program. The group would be an empowered, working body that would actively work to raise funds and provide public outreach for the program. The advisory committee might consist of LDC spokespersons, NAWG and non-NAWG representatives, and those who are interested in both U.S. farming and international development issues.

PROGRAM RECOMMENDATIONS

The following are LDC program changes and enhanced activities which are recommended to meet the interests of wheat growers, farmers, and U.S. rural communities.

- Create activities to focus on particular regions in the developing world that are of special interest to U.S. wheat growers. As stated in the wheat grower distinctions note, many wheat growers are focused on particular regions of the world according to potential markets for their product. Therefore, organize the program with a focus on some of those particular regions of the world so that wheat growers would have a vested interest in the program.

- Spokespersons have mentioned their need for overseas travel to broaden their international awareness, invigorate their participation, and to act as a "media hook" for placing stories in local papers, attracting new audiences, and finding new radio and television outlets. Overseas travel for the participants will be expensive. Therefore, an alternative would be to have the spokespersons act as sponsors for visitors to the U.S. Such visits could be arranged through foreign embassy contacts, USIA visitors program, USDA Extension Service, or other NGO's. Bringing visitors here to interact with wheat growers in rural communities will allow visitors to see rural America, meet rural populations and LDC spokespersons. This activity will provide spokespersons with new perspectives and will allow them to organize new activities around the visitors' stay.

- Emphasize training in communication techniques to increase spokespersons' skill in expanding public outreach. This activity would be a communication and public affairs skill building component rather than an issue oriented activity. Many of the spokespersons have already voiced their desire to improve in this area. This activity could complement other recommendations included in this evaluation.

Forging New Alliances

In the process of developing this evaluation, many of the LDC spokespersons mentioned their desire for more interaction with NGO/PVO and service provider organizations. In many of their rural communities, spokespersons felt that they had exhausted most of their audience contacts, which are often in sparsely populated areas. The LDC program might seek to develop activities with NGOs in the form of collaborative alliances to provide NAWG members with new perspectives and program contacts, and to provide the NGO alliance members the perspective of, and outreach to, rural populations and U.S. farmers.

Therefore, forming alliances with the following is recommended:

- Form alliances with NGO/PVO, especially those focusing on agricultural development, social justice and human needs. Many of the spokespersons expressed their desire to interact with organizations providing services in LDCs in these areas. NGOs might also gain access to rural U.S. audiences which they often find difficult to reach.

- NAWGF would act as a coordinating agent for building rural alliances around international development and LDC education issues. At the grassroots level, spokespersons would become organizers working to forge partnerships with other rural community organizations on select international issues. Spokespersons would act as coordinating agents for the agricultural community and attract commodity group involvement. At the national level, NAWGF would seek to explore and develop a program of common interests with other rural, church and agricultural commodity groups. A flexible framework would need to be developed for this national alliance program because of the diversity of regional and association interests involved. The proposed NAWGF advisory group would play a major role.

In addition, the program might solicit more interaction with governmental organizations:

- Form new governmental alliances with agencies such as USDA's Foreign Agricultural and Extension Services, USIA's visitors programs, and explore contacts with groups such as OAS or FAO to encourage interaction on issues like the Enterprise for the Americas agreements. The program would also seek contacts with foreign embassies and multi-lateral agencies.

Commodity Group Outreach and Program Replication

The Developing World program sought to include greater commodity association participation in international development education. As mentioned in the Findings section, representatives of other commodity groups did participate in the training sessions of the program and were supportive of the program's efforts. But, other commodity groups have not instituted their own programs. In the Findings portion of this report, it was noted that the goal of replicating the LDC program by other commodity groups as outlined in the initial proposal was not realistic. The conditions and difficulties for commodity groups to adopt a similar program were apparently not understood at the outset of the program.

If other commodity groups are to take up development education activities for their members, these programs will have to be marketed to such groups on an individual basis. Commodity groups will, in effect, need to be "sold on" the idea with a strong understanding of each commodity association's individual interests. An individually tailored plan will need to be crafted to attract each commodity group. Wheat growers (or the proposed advisory board) can play a role in bringing other commodity producers into development education activities, but they need to be joined by other producers and organizers as well.

Therefore, it is recommended that the NAWGF's LDC program seek to attract other commodity members by working in the above mentioned local rural alliances. Local, rural producers often have more in common than the national commodity associations.

The National Association of Wheat Growers Foundation was established in 1978 to foster charitable, scientific, and educational programs which could provide lasting benefits not only for the wheat industry, but for consumers and the general public. By increasing the American farmer's awareness of aid and trade opportunities in other countries, the Foundation is working to foster the future growth of international wheat trade made possible by long-term, sustainable income growth around the world.

The "Developing World: Opportunities for U.S. Agriculture" program was made possible, in part, through a Biden-Pell grant from the U.S. State Department's Agency for International Development (AID). The Foundation is the first commodity organization to be awarded a Biden-Pell grant.



**National Association of
Wheat Growers Foundation**
415 Second Street, N.E.
Suite 300
Washington, DC 20002
(202) 547-7800