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First Annual Report
November, 1971 - November, 1972
Marketing Loan 512-L-024

A
Technical Assistance Loan Between
GEMAB/COBAL
And THE
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT
in cooperation with the
MINISTRY OF AGRICULTURE OF BRAZIL

Brasilia, D.F.

11/1/72

Preface

The activities and accomplishments mentioned in this report reflect not only the progress made to date, but give evidence to the fact that USAID and GEMAB/COBAL personnel have acted in a decisive manner consistent with the Loan Agreement and the Government of Brazil's objectives.

USAID/B has provided assistance to the program in numerous beneficial ways. Special mention is made of Douglas Robertson, Legal Office; William L. Rodgers, Agricultural and Rural Development Office; Terry McMahon, Controller's Office, and Richard Newman, Executive Office. Larry Able, Program Manager, and David Cohen, Program Officer, have helped to make the program a better one than it would have been without their insights and assistance. All the above, and others in USAID and COBAL, have allowed the Program to move at an accelerated pace. The progress of this program at this point is, then, due in large measure to the dedicated professionalism of these men. The dedication of these and others and the positive attitude which they bring to their work has made the often difficult job of "beginning" less difficult, with the result that the project has benefitted.

JAF

Brasília DF

FIRST ANNUAL REPORT OF TECHNICAL
ASSISTENCE LOAN L-084

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FIRST ANNUAL REPORT OF TECHNICAL

ASSISTENCE LOAN L-084

I - Program outline

This section presents a summary of the loan program as laid out in the Loan Agreement and Capital Assistance Paper (CAP).

The Loan Program according to the CAP and, more recently to the Loan Agreement ("Shall consist of assisting the Borrower in financing the technical assistance, training and equipment needs necessary to increase the operating efficiency of the marketing system being constructed in the North and the Northeast areas of Brazil.")

Program components are centered around market news service, grades and standards, and special technical assistance, Specifically, according to the Loan Agreement appendix, loan financing may be used to "(1) improve and expand the market news services, (2) establish produce classification grades and standards, and (3) provide special technical expertise and training in wholesale market operations, retail food marketing, and rural urban marketing integration" The appendix elaborates each of the three above elements as follows:

Market News Service

The purpose of the Market News Service will be to (improve and expand market news reporting in the North and Northeast)

In Addition to linking the markets in the major North and Northeast cities into the national system of telex communication through provision of technical assistance and equipment, this activity envisions state capitals and major interior assembly markets being linked to the system by radio, thus facilitating rapid dissemination of markets news. This activity also includes publishing market news through radio and newspapers.

Produce Classification and Grading

This activity calls for technical assistance to establish a system of produce classification and grading, initially in each of the "Wholesale and Mixed Markets". Also envisioned is the establishment of training courses for supervisors and graders in the Wholesale and Mixed Markets. Equipment for grading and classification may be financed with loan funds.

Special Technical Assistance

In addition to the two activities outlined above, technical assistance will be provided in the areas of wholesale, retail and mixed market operations, and rural urban marketing integration.

The Capital Assistance Paper summarizes the technical assistance, training and equipment costs as follows:

Market News	394,000	2421
Grades and Standards	182,000	
Special Technical Assist.	424,000	
	<u>\$1,000,000</u>	

Importantly, the CAP recognizes that program success may well depend upon program flexibility, as evidenced in the following statement: "The above (referring to the cost summary) cost estimates and manpower needs have been determined on the basis of mission and GOB analysis; however, during the course of implementing this project adjustments may be required to meet changing GOB policies and priorities". Such changes will, of course, be brought to the Mission's attention as they occur. The purpose of this memorandum then, is to point out some changes of the program that have occurred since the Capital Assistance Paper and Loan Agreement.

II - First Year Activition

Introduction

Within the context of the overall program outlined above, a number of activities have been carried out this year. Many such activities were directly related to fulfilliog requirements for meeting conditions precedent to disbursement. The conditions were met in April, 1972.

Other preparatory activities carried out during the first few months included familiarization of programs objectives, establishing working relationships with USAID and GEMAB/COBAL personnel, and analyzing previous program documents. During this period, program personnel successfully adjusted to new environments, new language, and new living conditions.

Subsequent to April, loan program activities have been concentrated in eight areas:

1. - Marketing Facilities Evaluation
2. - Planning and Budgeting
3. - Staffing
4. - Market Information Activities and Plans
5. - Training Activities and Plans
6. - Evaluate Consulting Capabilities of Prospective
Firms and Agencies
7. - Monitor Loan 083
8. - Logistics and Administration

Each of these activities are discussed below.

1. - MARKETING FACILITIES EVALUATION

Marketing facilities available in the North/Northeast have been under constant evaluation by GEMAB/COBAL and USAID staff, both from visits to the field and continual reports from field staff. In addition to those continual evaluation activities, a USDA team completed a TDY assignment after a field trip to the North/Northeast in May, the principal U.S. advisor evaluated available training facilities, and the market information specialist observed the existing market information activities (discussed under item 4). These items are reviewed further below.

During May, a USDA team comprised of Mr. Robert Enochian, Agricultural Economist, Los Angeles, Calif. and Mr. Earle F. Taylor, wholesale facilities specialist, Washington, D.C. traveled to the North and Northeast Regions of Brazil on a TDY assignment with the specific purpose of making recommendations regarding technical assistance loan use. Their detailed comments were included in a report which was very useful in reformulating the loan program. (see Appendix).

In addition, they had an opportunity to evaluate technical assistance proposals submitted to GEMAB/COBAL by SCETCOOP (a French firm) and to USAID by PCI.

The principal U.S. advisor to GEMAB/COBAL visited the North/Northeast on several occasions to evaluate the role

which the technical assistance loan could take in enhancing marketing development plans.

Some of the major objectives of these visits were to consider potential training sites, discuss construction designs from a marketing view point, evaluate site conditions, establish working relationships with local personnel, potential future program personnel, and become familiar with the markets and problems of Fortaleza, Recife and São Paulo.

2. - PLANNING AND BUDGETING

Based on this continual evaluation and current GOB and USAID thinking, a revised implementation plan was submitted by GEMAB/COPAL which would reduce the time span of the TA Loan program to 2 - 2 1/2 years. This revised plan was presented to and accepted by USAID, which interposed no objection to the proposed program modifications. A summary is presented below.

A primary target of Brazilian economic policy has been to assist the marketing operations to function aggressively and efficiently. Such a policy recognizes the need to improve agricultural information-gathering and dissemination, improve the operation of wholesale market facilities and improve product grading and classification. ✕

The Northeast Agricultural Marketing Loan Program is designed to be an integral part of the GEMAB/COBAL national operational plan for marketing development in Brazil. As such, it will be integrated with the operation of wholesale markets in the North and Northeast of Brazil, a major element in the GOB's plan.

It has been generally held that even modest improvements in efficiency in the food distribution system mean relatively sizable gains in real income, food price stability and general price stabilization. The broad, long range objectives of the program to achieve the above are:

1. To increase the urban consumer's real income by lowering food prices through:
 - a. reduced spoilage
 - b. more direct market channels
 - c. reduced risk due to better, current and specific information
 - d. efficiencies in handling larger volumes.

2. To develop a more market-oriented agricultural North and Northeast Brazil by:
 - a. improving farm prices
 - b. increasing price differentials for better grades
 - c. speeding up market signals
 - d. more direct market channels between assembly and wholesale markets.

More specifically, much can be accomplished toward achieving the above objectives. These limited objectives, then, over an initial two-year period are:

1. Advise GEMAB/COBAL in developing marketing policy and initiating North/Northeast wholesale market operations.
2. Assist the GOB in training market managers, radio operators, information gatherers, graders, grading supervisors, and high-level administrators.
3. Integrate existing market news programs with wholesale markets and expand this program to other wholesale and assembly markets.
4. Plan a uniform system of fresh fruits and vegetables and insure its staged adoption by traders.
5. Develop proposals and initiate studies for evaluating and improving markets and their operations.

In short, the present program objectives are not substantially different from the original objectives as outlined in the CAP. The differences which do exist tend to be differences of emphasis and technique, rather than substance. These differences are briefly discussed below.

T i m e

The Loan Agreement provides for a five-year program life span. It is presently felt that there is little to be gained, if indeed anything, from taking five years to accomplish what can be accomplished in lesser time, hopefully two years.

Too, if one assumes that the physical facilities will be completed within a two-year period, the technical assistance must be well under way. This is largely a question of timing to be sure. If market construction is not on schedule, adjustments may be needed to assure that the technical assistance required to initiate market operations and the training of market personnel will be opportune.

Market News Network

The CAP envisioned two phases with an ultimate goal of thirty cities and interior towns comprising a regional market news network. Initially the CAP budget provided for four major cities and some ten collection centers. GOB priorities indicate a shift to include seven major cities initially, and ten collection centers. This represents a major increase during the first phase, which means additional radio equipment, information gathers, and salary costs during that period. Additionally, it is presently felt that the most important element here is a successful first phase. Secondary stages could be financed by the GOB. Mentioned, but not included programmatically, are telex links. The current position of GOB and AID advisors is that telex links are vital between the seven major wholesale markets (which are the seven major cities of the North/Northeast). It is suggested then that approximately \$306,000 (vs. CAP estimate of \$394,000) be allocated which would then cause a decrease in total funding for this item (which can be interpreted as an increased activity during the first phase with a front loading

of costs) and that this be allocated to market news, with the realization that additional program modification will increase this component's costs.

Grades and Standards

The main changes in this component are concerned with the number of persons to be trained and the cost of cleaning and classification equipment for each major market. Originally, the CAP estimated equipment costs at \$15,000 per major market for four major markets.

COB priority presently calls for equipment for seven major markets at an estimated cost of \$18,000 per market (\$60,000 vs. \$126,000). Salary and training costs were initially estimated on the basis of employing and training four supervisors and it is now felt that seven supervisors are required. Accordingly, costs increased from an estimated \$90,000 to the presently estimated \$157,000. In summary, the major changes in this component were costs.

Special Technical Assistance

The CAP recommends three in-resident specialists for a period of two years at an estimated cost of \$26,000 per year, per man, plus 50% overhead support in addition to various short-term consultants. It is believed that the same or better results can be achieved, at least cost, by restructuring the special technical assistance team, thereby allowing more funds to be utilized for consultant expertise.

3 - STAFFING

Brazilian personnel resume's directly or indirectly related to the program are presented in Document II.

Project personal Services Contracts for U.S. staff were developed in close cooperation with USAID and GEMAB/COBAL attorneys.

- a. Professor James A. Fleming was hired as Principal U.S. Advisor in September 1972 and will terminate in March 1974. He had previously worked on loan related activities on a non-personal services contract with AID while on a leave of absence from the University of Georgia. His previous positions were concerned with management, marketing, and economics, and he has additional experience in research, contract negotiations, and consulting. He has planned and executed a number to important development projects.

Candidates to fill the positions of Marketing Economist, Wholesale Market Operations Specialist, a special consultant in the area of market information and five (5) technical supervisors for wholesale markets were interviewed. All the above staff have been hired and mobilized with the exception of the Wholesale Market Operations Specialist. (to be filled in early 1973).

The staffing completed up to the present is as follows. (Also see Table I).

- b. Marketing Economist - Dr. Joseph S. Weiss.

Dr. Weiss has been working on food marketing in Northeast Brazil for the past six years, working on the Michigan State/SUDENE diagnostic study, writing two theses and several articles on the subject as well as participating in USAID's intensive review of the present loan program. His contract is for two years.

- c. Special Consultant on Market Information - Mr. Lance Hooks

Mr. Hooks has been one of the key elements in the development of Brazil's national market information system for agricultural products, one of the largest among developing countries. His major role in this important program from the very beginning as well as his experience in the U.S. and numerous other countries in the same area of specialty are important in current program plans. His first assignment is for two months but it is expected that he will be available for other assignments as needed.

d. - Technical Supervisors for Wholesale Markets:

COBAL has succeeded in hiring five (5) professionals to fill positions in the Wholesale Markets in Salvador, Aracaju, Macaíó, Recife and Fortaleza. These supervisors have been specially selected to build a young, dynamic, well-prepared team. They have become familiarized with COBAL objectives and have mobilized to their posts. They will see to day-to-day effectiveness of the technical assistance program in the field.

e. - Wholesale Market Operations Specialist.

A total of six (6) candidates for this position (from Boston, New York, Baltimore, Los Angeles, and Columbia, South Carolina) have been interviewed. An offer is expected to be made to a man with 15 years of day-to-day operational experience in this highly specialized field.

f. - Project Secretary.

Sra. Margarida Maria de Britto Murtinho has administrative and secretarial experience not only in Brazil, but in Israel and France, and, most recently in Finland. She has a working knowledge of Portuguese, Spanish, French and English. She is GEMAB/COBAL funded.

g. - Plans are currently underway to hire and train the additional local-hire staff required.

TABLE I

REPRESENTATIVES OF THE GOVERNMENT OF BRAZIL

Dr. Rubens José de Castro Albuquerque	Project Director Authorized Loan Representative
Dr. Maurício Rangel Reis	MINIPLAN- IPLAN Superintendente Adjunto
Dr. Antonio Martins Chaves	Executive Secretary GEMAB

PROJECT PERSONNEL

Residente U.S. Advisors:

Prof. James A. Fleming	U.S. Principal Advisor
Dr. Joseph S. Weiss	Marketing Economist

Brazilian Counterparts:

Dr. Roberto Pinheiro Nunes	Executive Manager National Technical Assistance Program
Dr. Cristiano F. Dias Goyanna	Marketing Economist
Dr. José Gerardo Fontelles	Agricultura Engineer
Dr. Gabrile dos Santos Andrade	Economist
Dr. Paul Leon Hodel	Mathematician
Dr. Cáo M. de Oliveira Castro	Architect

Consultants

Mr. Robert V. Enochian	Agricultural Economist
Mr. Lance Hooks	Market Information Specialist
Mr. Earl F. Taylor	Wholesale Facilities Specialist

Project Staff Members:

Sr. Guilherme Schuetz	Administrative Assistant
Sra. Margarida M. de Britto Muntinho	Project Secretary
Sr. Ernesto Chiminelli	Project Motorista

Other Loan Funded Personnel

Sr. Geraldo Saphira Andrade	Bahia
Sr. Carlos Melo	Recife
Sr. Marcos Bezerra	Maceió
Sr. Marcelo Monteiro Soares	Aracaju
Sr. José Pedro Soares Bulcão	Fortaleza

4. - Market Information Activities and Plans

Program staff have been developing more detailed plans for the market information, grades and standards and training program components.

Mr. Lance Hooks, a U.S. Marketing Information consultant who formerly assisted Brazil and several other Latin American countries in developing market news programs, made a quick observation/study tour in November-December 1972 of the principal wholesale food markets in the North and Northeast. With Brazilian counter-parts he discussed current operations and marketing practices related to market news information with various agencies concerned with the marketing and distribution of foods.

Mr. Hooks had made recommendations concerning market news systems in Brazil and worked with officials of USAID and the Brazilian Government in planning, developing and extending present market news systems to ultimately provide Brazilian farm producers with a national system to keep them informed daily of conditions, price and quotations on the markets for their products.

An improved national market information system will help raise the income of Brazilian farmers by helping them do a better job of marketing their products and, with the daily exchange of adequate market information, will help increase Brazilian food supply with a more modern and efficient marketing system.

Mr. Hooks inventory of the situation will provide a major input in planning activities for the market information component.

5. - Training Activities and Plans

An overall training program is being developed for 1972-1974 which includes training for Wholesale Market staff, technical supervisors, market reporters, radio operators, graders and key high-level GEMAB/COBAL administrators.

In October/November four members of GEMAB/COBAL Advisor, participated in a two-week training tour to observe U.S. wholesale facilities. The tour was aranged by USDA and conducted under the ledership of a USDA Marketing Specialist, and program consultant. The following major markets were inspected.

USDA - HOSTED INSPECTION OF U. S.
WHOLESALE FACILITIES FOR GEMAB/COBAL
October 20 - November 11, 1972

Saturday	October	28	Depart. Rio Via Miami, Fla.
Sunday		29	Boston, Mass.
Monday		30	Boston, Mass.
Tuesday		31	New York, N.Y.
Wednesday	November	1	New York, N.Y.
Thursday		2	Philadelphia, Pa.
Friday		3	Philadelphia, Pa.
Saturday		4	Los Angeles, Calif.
Sunday		5	Los Angeles, Calif.
Monday		6	Baltimore, Md.
Tuesday		7	Washington, D.C.
Wednesday		8	Atlanta, Ga.
Thursday		9	Atlanta, Ga.
Friday		10	Miami, Fla.
Saturday		11	Arrive Rio

Additionally, COBAL employes Gilberto Gatti and Carlos Roberto Melo participated in a USDA sponsored fruit and vegetable Marketing Course in U.S. a copy of the training locations and purposes is included in the appendix.

6. - Evaluate Consulting Capabilities of Firms and Agencies

Information on consulting firms and agencies have been and are currently being collected, with special attention to those able to provide specialists in areas such as wholesale market operations, information systems, grades and standards, food handling and program evaluation. When program needs are accurately defined, USAID will be consulted before COBAL proceeds to develop terms of reference for requesting consulting services proposals.

7. - Monitor Loan L - 083

Although the market construction Loan (L-083) is administered separately it is closely tied with the technical assistance loan (L-084). Thus program staff have continued to monitor the construction activities as these directly affect the extent and direction technical assistance activities take. During this past year, the wholesale market at Fortaleza and Recife were inaugurated. The markets at Aracaju and Salvador should be inaugurated in the next three months. Feasibility studies are completed for the markets at Campina Grande, João Pessoa, Maceió, Belém and Manaus. The feasibility study for São Luiz is in process.

8. - Logistic and Administration

Meetings: During the program year numerous meetings were

held by the various representatives of the U.S. and Government of Brazil. In general, meetings of a policy nature were held in Rio or Brasília. There were approximately twenty such meetings during the year; loan review meetings, loan committee meetings, construction review meetings, C.P. meetings, status and progress report meetings and GEMAB/COBAL meetings.

Meetings of an operational nature were held on several occasions in Brasilia, Recife, Fortaleza, Salvador, Rio and São Paulo and are too numerous to mention.

The project is in almost daily contact with USAID/B, through the Agricultural and Rural Development Office, concerning day-to-day operational matters.

Support Arrangements: USAID has provided invaluable service, through the Executive Office and the Agricultural and Rural Development Office in support of the program and U.S. Advisors and Consultants working under the Loan. USAID's Program Office has been especially helpful in providing assistance and program guidance.

The GSO office provided a wide range of services without which valuable program time and money would have been misdirected to support functions best performed by the GSO.

Disbursement procedures and arrangements : Requests for reimbursement for local currency costs will be made on a quarterly basis: copies of such request forms are found in the appendix:

TABLE II

CONTRACTUAL DOCUMENTATION FOR U.S. ADVISORS

DOCUMENT	TO WHOM	WHERE	COMMENTS
LETTER OF RECOMMENDATION	Mr. Douglas Robertson Legal Advisor - USAID	USAID c/o Melvin Jones, 5- 25V and Rio de Janeiro - GE.	From ALBUQUERQUE One-time document
LETTER OF MUTUAL AGREEMENT	Between COBAL/AID Brasília for files	USAID/ARDO Edifício Bandeirantes-39and. Brasília - DF.	Between Albuquerque/Rodgers On-time document
PROPOSED CONTRACT	William F. Gelibert Deputy Director USAID/Brazil	Edifício Bandeirantes 69 and. Brasília - DF.	Copies to Legal Office/R Copies to Controller/B for comments
Request LETTER OF COMMITMENT	William F. Gelibert Deputy Director USAID/Brazil	Edifício Bandeirantes 69 and. Brasília - DF.	From Albuquerque Attached three copies of proposed contract in English and Portuguese Enclosing reimbursement documentation required From Albuquerque. See Program File.
Request LETTER OF CREDIT	Bank of COBAL choice	U.S.	From Albuquerque See program file
LETTER FOR SCHEDULE OF PAYMENTS	Above chosen bank	U.S.	From Albuquerque See program file
CONSULTANTS INVOICE	Above chosen bank	U.S.	From Advisor. See Program file. This is a MONTHLY DOCUMENT
CONTRACTOR'S CERTIFICATE	Above chosen bank	U.S.	From Advisor, original completed by hand. This is a MONTHLY DOCUMENT. See file
CERTIFICATE OF PERFORMANCE	Above chosen bank	U.S.	Signed by Albuquerque MONTHLY DOCUMENT. See file.

TABLE III

Budget Description	Amount Budgeted	MARKETING PROGRAM BUDGET SUMMARY*- LOAN FUNDS		\$ Amount Remaining	% Remaining
		Amount Obligated or Expended Thru 11/30/72	% Obligated or Expended		
Salaries: U.S.	\$145,000	\$ 10,555.75	7.3%	\$134,444.25	92.7%
GOB	186,000	5,000.00	2.7	181,000.00	97.3
Consultants	168,000	6,300.00	3.8	161,700.00	96.2
Training	176,500	13,000.00 ¹	7.4	163,500.00	92.6
Equipment	218,000	-	-	218,000.00	100.0
Analysis	30,000	-	-	30,000.00	100.0
Bank Charges ²	20,000	2,000.00	10.0	18,000.00	90.0
Logistic Support:					
Housing	33,000	23,333.00	70.7	9,667.00	29.3
International Travel	7,000	870.00	12.4	6,130.00	87.6
Moving and Storage	10,500	2,415.00	23.0	8,085.00	77.0
Education	<u>6,000</u>	<u>1,000.00</u>	<u>16.7</u>	<u>5,000.00</u>	<u>83.3</u>
TOTAL	\$1,000,000	\$64,473.75	6.4%	\$935,526.25	93.6%

* THIS PROGRAM BUDGET IS BASED UPON LINE-ITEM INTERCHANGEABILITY.

¹ This is an estimate as requested in a PIO/P and amendment.

² First National City Bank of New York

III - OBJECTIVES FOR 1973

The objectives outlined below are presented in the same order as the budget items presented in Table. III

1. Personnel To Be Hired

- a. - A U.S. Advisor in wholesale Market Operations
- b. - Additional technical supervisors for the wholesale markets to fulfill the Northeast's requirements.
- c. - Radio operators and market reporters

2. Training

Plan and begin training for:

- a. Technical supervisors
- b. Wholesale market staff
- c. Market reporters and radio operators

3. Consultants

Both American and Brazilian consulting firms and agencies will continue to be screened to provide services in the areas of wholesale market operations, information systems, grades and standards, food handling and packaging and program evaluation. Terms of reference for the services required in a number of these areas will be prepared in cooperation with USAID so that services are procured and supplied during 1973.

4. Equipment

The acquisition of equipment for the market information and grades and standards programs will depend upon the extent which available equipment is used as well as the pace at which the wholesale markets become operational.

5. Analysis

It is not anticipated that this budget item will be specified in detail during the second half of 1973, after obtaining initial Central Market operations data.

6. Bank Finance Charges

These are to be incurred at rates set by the U.S. Government in advance of actual expenditure.

7. Logistic Support

Housing expenditures are expected to exceed the budget estimate by not more than 10%. All other logistic support items are expected to be paid out at the anticipated rate within planned time limits.

It is expected that the program will proceed according to schedule or even ahead of schedule and that no unusual difficulties will be encountered in program operations. However, in two cases special efforts may be required to avoid a reduction in program efficiency. First, COBAL is acting to improve its competitiveness in obtaining experienced professional staff. Second, the program will proceed cautiously in developing SIMA/COBAL relations, according to the Ministry of Agriculture/SIM/COBAL/SUDENE agreement.

A P P E N D I X

1. Reimbursement Forms
2. Wholesale Market Data
3. Feasibility Studies
4. Fruit and Vegetable Marketing
Training Program (USAID-USDA)

REQUEST FOR REIMBURSEMENT

Serial nº _____

Pursuant to loan nº 512-L-084 dated November 8, 1971, GEMAB/COBAL hereby request and certifies as follows:

1. The Borrower request A.I.D. to reimburse it for expenditures totalling _____ and, on the basis of such reimbursement, to make a cruzeiro charge against the loan.
2. The amount requested is to reimburse the borrower for expenditures made by the borrower in procuring goods and services authorized by the Loan Agreement and indentified in the summary listing of expenditures which is attached hereto and which is accompanied by the documentation required by A.I.D. to support such reimbursement.
3. The Borrower has not heretofore applied for or received reimbursement for the costs of any of the items for which reimbursement is requested, and will not obtain such reimbursement out of the proceeds of any other loan, credit, or grant available to the Borrower.
4. Where pursuant to the Loan Agreement, some portion of the total payment for the specific goods and services covered herein is to be met from other than A.I.D. sources, the Borrower certifies that the total payment was _____ of which the sum of _____ was borne by _____.

Title DIRECTOR PRESIDENTE-COBAL/GEMAB
Authorized Representative LOAN PROGRAM

Date _____

CENTRAL DE ABASTECIMENTO DE ALIMENTOS

ESTADO DE NACIDM

DADOS GERAIS:

1. DIRETORIA:

1.1 - DIRETOR-PRESIDENTE: Francisco de Assis Gonçalves

1.2 - DIRETOR-FINANCEIRO: Alarcão Lopes Barbosa

2. POPULAÇÃO:

A N O S	POPULAÇÃO A SER ATENDIDA (habitantes)
1960	170.104
1970	260.473

3. ANO DE INAUGURAÇÃO: 1973.

4. FORMA JURÍDICA: Sociedade de Economia Mista.

5. ÁREA TOTAL DO TERRENO: 32.500m².

SUMMARY CLAIM FOR REIMBURSEMENT

Date _____

A.I.D. Loan No. _____

Request for Reimbursement No. _____

Period Covered: From _____ to _____

Pursuant to A.I.D. Loan No. _____ dated _____, between the Agency for International Development and the undersigned, the undersigned hereby submits documentation in support of this request for reimbursement for the following items:

Borrower's Identification Number (if any) (Use optional)	Description of Items and Identifying Nos. of Documents Enclosed	Date of Payment	Amount of Payment
T O T A L			_____

The commodities or services for which payment is being requested have been received and used for the purposes specified in the Loan Agreement, they are appropriate for such purposes, and the costs and terms of purchase thereof are reasonable and consistent with the provisions of the above-specified Loan Agreement and the implementation letters issued to date pursuant to said Loan Agreement.

Very truly yours,

GENAS/COBAL - DIRECTOR - PRESIDENT

Dr. RUBENS JOSÉ DE CASTRO ALBUQUERQUE
Authorized Representative Loan Program

CENTRAL DE ABASTECIMENTO DE ALIMENTOS
VEICULOS DE INTERMEDIARIOS E APOSEM
MOVIMENTAÇÃO DA CENTRAL
1960

Produtos	Quantidade em toneladas comercializadas (em toneladas)	Locais de Comercialização
Cereais	45.203	Sótor de Atacado, Cadeia Varejista e Supermercado
Carnes	13.017	Sótor de Carnes, Cadeia Varejista e Supermercado
Pescado	5.731	Sótor de Pescado, Cadeia Varejista
Gorduras	3.061	Supermercado e Cadeia Varejista
Laticínios e ovos	11.070	Supermercado e Cadeia Varejista
Feijão	6.940	Sótor de Feijão, Varejista e Supermercado
Legumes e verduras	4.017	Sótor de Legumes e verduras, produtor e cadeia varejista
Raízes e tubérculos	15.011	Sótor de Raízes, amol produtor e cadeia varejista
Frutas	17.203	Sótor de Frutas, amol produtor e cadeia varejista
Outros (doces, café, doces etc.)	10.940	Supermercado e Cadeia Varejista

CENTRAL DE ABASTECIMENTO DE ALIMENTOS
DIMENSIONAMENTO DA CENTRAL
(em m²) - 1960

Discriminação	Área coberta	Área Útil
Mercado do Produtor	2.400	829
Pavilhão auxiliar	375	-
Depósito p/ produtores	168	-
Lojas de carne e pescado	-	303
Lojas p/ Atacadistas	-	576
Supermercado	940	875
Armazém-depósito	880	-
Administração	576	-
Guarita de controle de entrada de cargas	9	-

CENTRAL DE ABASTECIMENTO DE ALIMENTOS

ESTADO DE SERGIPE

DADOS GERAIS:

1. DIRETORIA:

1.1 - DIRETOR-PRESIDENTE: Geraldo J. Nabuco de Menezes

1.2 - DIRETOR-FINANCEIRO: Nery Cardoso da Silveira

2. POPULAÇÃO:

A N O S	POPULAÇÃO A SER ATENDIDA (habitantes)
1960	115.713
1970	186.838

3. ANO DE INAUGURAÇÃO: 1973

4. FORMA JURÍDICA: Sociedade de Economia Mista

5. ÁREA DO TERRENO: 33.000m².

CENTRAL DE ABASTECIMENTO DE JUIZ DE FORA

VOLUMES E SETOR COMERCIALIZADOS

PELA CENTRAL

(em toneladas)

1968

Grupos de Produtos	Toneladas	Local de comercialização
Cereais e Estivas	25.335	Atacado-supermercado
Hortifrutigranjeiros	32.625	Atacado-área dos produtores
Carnes e Peixes	31.443	Setor do Açougue e peixaria
Leite	27.914	Supermercado-cadeia varejista
Pão	15.929	Cadeia Varejista
Galinha	9.567	Área dos produtores-varejo
Café em pó	3.104	Supermercado-cadeia varejista

CENTRAL DE ABASTECIMENTO DE JUIZ DE FORA

DIMENSIONAMENTO DA CENTRAL

(em m²) - 1968

Discriminação	Área coberta	Área útil
Mercado do Produtor	2.400	990
Galpão de Movimentação	680	-
Supermercado	800	-
Lojas de carnes e pescado	-	378
Lojas para atacadistas	-	500
Administração/lanchonete	540	-
Armazém	900	-
Pavilhão sanitários/depósitos	36	-

CENTRAL DE ABASTECIMENTO DE CILIMBOA

ESTADO DA BAHIA

DADOS GERAIS

1. DIREÇÃO:

- 1.1 - DIRETOR-PRESIDENTE: Jayme Ramos de Queiroz
- 1.2 - DIRETOR-FINANCEIRO: Armando Carneiro de Rocha Filho.

2. POPULAÇÃO:

A N O S	POPULAÇÃO A SER ATENDIDA (habitantes)
1960	569.176
1970	1.007.744

3. ANO DE INAUGURAÇÃO: 1973.

4. FORMA JURÍDICA: Sociedade de Economia Mista.

5. ÁREA DO TERRENO: 1.000.000m².

CENTRAL DE ABASTECIMENTO DE SALVADOR

ESTIMATIVA DOS VOLUMES A SEREM OPERADOS PELA CENTRAL

1980 - 1990

(em toneladas)

GRUPOS DE PRODUTOS	1 9 8 0	1 9 9 0
Frutas	109.500	225.800
Hortalicas	38.560	73.910
Raizes, tuberc. e bulbos	25.530	44.460
T O T A I S:	173.590	344.170

CENTRAL DE ABASTECIMENTO DE SALVADOR

DIMENSIONAMENTO DA CENTRAL

1980 - 1990

(em m²)

GRUPOS DE PRODUTOS	1 9 8 0	1 9 9 0
Frutas	10.392	21.166
Hortalicas	3.735	7.022
Raizes, tuberc. e bulbos	2.325	4.041
T O T A I S:	16.452	32.229

CENTRAL DE ADMINISTRAÇÃO DE RECIFE

ESTADO DE REQUANTICO

DADOS GERAIS:

1. DIRETORIA:

- 1.1 - DIRETOR-PRESIDENTE: Humberto Ribeiro de Moraes-
- 1.2 - DIRETOR-TECNICO: João Carlos O. Gomes da Silva.
- 1.3 - DIRETOR-FINANCEIRO: Telmo Antônio Beltrão Filho.

2. MUNICÍPIOS COMPONENTES DO GRANDE RECIFE:

Recife, Cabo Jaboatão, Olinda, Paulista e São Lourenço da Mata.

3. POPULAÇÃO:

MUNICÍPIOS	P O P U L A Ç Ã O (habitantes)		
	1 9 5 0	1 9 5 0	1 9 7 0
Recife	524.602	797.234	1.001.189
Cabo	36.007	51.893	76.487
Jaboatão	57.270	105.251	202.715
Olinda	62.435	109.953	199.892
Paulista	48.103	51.837	71.077
S. Lourenço da Mata	33.371	51.108	95.278
Grande Recife	762.176	1.167.336	1.729.308

4. ANO DA INAUGURAÇÃO: fevereiro de 1968

5. FORMA JURÍDICA: Sociedade de Economicistas.

6. ÁREA DO TERRENO: 550.000m².

CENTRAL DE ABASTECIMENTO DO DECIPE

VOLUME COMERCIALIZADO

1972

Produtos	Quantidade (em toneladas)			Variação %
	Maio	Setembro	Diferença	
Hortaliças	5.326	5.155	- 470	- 8,37
Frutas	7.574	7.726	212	2,82
Tubérculos, raízes	3.112	2.471	- 641	-20,60
Diversos	121	112	- 9	- 7,44
T o t a l	16.363	15.455	- 908	- 5,55

CENTRAL DE ABASTECIMENTO DO DECIPE

DIMENSIONAMENTO DA CENTRAL

(em m²)

Discriminação	Capacidade Estática (toneladas)	Área útil	Área total
Arm. Atacadista	-	4.860	-
Galpões/Produção	-	3.600	-
Galp. Prod. Surtido	-	2.475	-
Arm. Frigorífico	3.110	-	-
Hotel	-	1.302	-
Restaurante	-	-	729
Supermercado	-	-	1.122
Administração	-	-	2.053

CENTRAL DE ESTADÍSTICAS DE EL PILÓN
ESTADO DE CEJIBÁ

DADOS GERAIS:

1. DIRETORIA:

- 1.1 - DIRETOR-PRESIDENTE: João de Deus Cabral de Araujo
- 1.2 - DIRETOR-FINANCEIRO: Paulo Duboc de Almeida Filho
- 1.3 - DIRETOR-TÉCNICO: José Flávio de Paula P. Saboya

2. REGIÃO METROPOLITANA DE PERTINÊNCIA:

Fortaleza, Aquidauz, Caucaia, Maranguape e Pacatuba.

3. POPULAÇÃO:

ANO	REGIÃO METROPOLITANA
1 9 6 0	654.646
1 9 7 0	859.820

4. ANO DA INAUGURAÇÃO: novembro 1972.

5. FORMA JURÍDICA: Sociedade de Economista.

6. ÁREA DO TERRENO: 530.800m².

CENTRAL DE ABASTECIMENTO DO CEARÁ
ESTIMATIVA DOS VOLUMES A SEREM ESPECIALIZADOS

GRUPO DE PRODUTOS	1970	1975	1980	1985	1990
Frutas	68.124	90.375	120.678	152.147	216.975
Hortalças	18.029	24.132	32.383	43.687	59.168
Tubérculos e Bulbos	8.506	11.380	15.273	20.605	27.917
Ovos	703	1.058	1.420	1.915	2.595
Cereais e Estiva	38.494	42.582	50.706	59.942	69.604

CENTRAL DE ABASTECIMENTO DO CEARÁ

DIMENSIONAMENTO DA CENTRAL

(m²)

GRUPO DE PRODUTOS	1970	1975	1980	1985	1990
Frutas	2.957	3.955	5.320	7.213	9.813
Hortalças	417	558	751	1.017	1.384
Tubérculos e Bulbos	181	242	325	441	600
Ovos	631	844	1.136	1.539	2.094
Cereais e Estiva	1.322	1.702	2.400	3.250	4.422

3. FEASIBILITY STUDIES

<u>CITY</u>	<u>CONSULTANT</u>	<u>DATE</u>
Salvador	SERETE	August, 1968
Aracaju	CLAN	May, 1969
Maceió	PRAME	1970
Recife	CANESA	c 1966
	PRAME	1971
Fortaleza	HIDROSERVICE	April 1970
Belém	SD	December, 1971
Manaus	SOCIL	February, 1971

NOTE: MAIL SHOULD BE ADDRESSED IN CARE OF THE DEPARTMENT OF AGRICULTURE PROGRAM SPECIALIST -- INCLUDE PID NUMBER.

AID

Ernest Gutierrez
Development Training Specialist
Room 915 SA-5
1901 Pennsylvania Avenue, N. W.
Washington, D. C. 20523
Telephone: Area Code 202, 632-8751

USDA

David T. Mitenka
Program Specialist
Room 3101, South Agriculture Building
14th Street & Independence Avenue, S.W.
Washington, D. C. 20012
Telephone: Area Code 202, 447-5404

TRAINING LOCATIONS AND DUTIES

1972

August 17
(Thursday)

Arrive: Washington, D. C.

August 17-18
(Thursday-Friday)

WASHINGTON INTERNATIONAL CENTER (WIC)
Perkins House
1630 Crescent Place, N. W. 20009

Arthur L. Richards, Executive Director

Become acquainted with the historical background, governmental structure, culture, traditions, and customs of the United States through participation in seminars and tours.

AGENCY FOR INTERNATIONAL DEVELOPMENT (AID)

Ernest Gutierrez
Development Training Specialist
Room 915, State Annex-5
1901 Pennsylvania Avenue, S. W.

Orientation

August 19
(Saturday)

TRIP TO MOUNT VERNON

Arranged by AID and WIC

August 20
(Sunday)

August 21, 9:00 a.m. (Monday) Room 5602, South Agriculture Building
David T. Matayka, Program Specialist
Frederick J. Foats, Program Director
Discussion of financial and administrative details.
Preview entire program and indicate what is expected
of the participants.

11:30 a.m. - 1:00 p.m. LUNCH

1:00 - 2:00 p.m. Donald L. Flester
Bureau of Technical Assistance
United States Agency for International Development (USAID)
"Why is agriculture important?"
What are the linkages between agriculture and overall
economic development?
What has history shown regarding giving inadequate
attention to agriculture in the development effort?

2:00 - 2:30 p.m. David T. Matayka)
Frederick J. Foats) Leaders
Questions from participants to the speaker.

2:30 - 3:00 p.m. Coffee Break

3:00 p.m. Discussion of home country developments in
agriculture-plans, objectives and problems.

August 22, 8:00 a.m. (Tuesday) Leave the Presidential Hotel via chartered bus

9:00 a.m. USDA Research Center
Beltsville, Maryland
George Warfel
Beltsville Visitor Reception Center
Observe and discuss horticultural research.
Awareness should be given to how production is
oriented to marketing and marketability of the product.

12:00 - 1:30 p.m. LUNCH

1:30 p.m. Dick Overholt and staff
Transportation and Facilities Division
Agricultural Research Service, USDA
Room 842, FLD-1
Hyattsville, Maryland
Slide, movie and discussion of old and new methods
of food distribution, production and consumption

August 23, 7:30 a.m.
(Wednesday) Leave the Presidential Hotel via chartered bus

8:15 - 9:15 a.m. SAFEMAY STORE
1310 Walker Hill Road
Frank Weibel, Manager

9:45 - 11:00 a.m. SAFEMAY FRUIT AND DISTRIBUTION CENTER
Londaver, Maryland
Russ Burgess
Produce Field Buyer

11:00 - 12:00 noon SAFEMAY STORE
Ed Herman
Produce Warehouse Manager

12:00 - 1:00 p.m. LUNCH

1:30 - 3:30 p.m. SAFEMAY STORE
Mes Scheener
Prepack Produce Operations
Telephone: LA5-2268

August 24, 9:00 a.m.
(Thursday) SOUTH AGRICULTURE BUILDING
14th Street & Independence
Room 5802
Joseph H. Willott
Director
Foreign Demand and Competition Division
Economic Research Service
Infrastructure Development, its role in the
U.S. and developing country economic progress.

12:00 - 1:30 p.m. LUNCH

1:00 p.m.

Lyle P. Horvitz
Economy Administrator
Economic Research Service, USDA
Room 5802, South Agriculture Building

Project Selection - using management techniques for definition and measurement of priorities.

August 25, 9:00 a.m.
(Friday)

Martin Kricsberg
International Communication Activities
Economic Research Service, USDA
Room 5802, South Agriculture Building

Institutions and their contributions to agricultural and total development

12:00 - 1:30 p.m.

LUNCH

1:00 p.m.

Room 5802, South Agriculture Building

Frederick J. Hosts
David T. Pateyka

Identification and description of home country problems.
Summary of week's program.
Explanation of field trip August 27 - September 4.

August 26 (Saturday)

August 27
(Sunday)

Travel to Vineland, New Jersey
Bus will depart from Presidential Hotel at 1:00 p.m.

August 28, 8:00 a.m.
(Monday)

Met by: Benjamin J. Miles
Coordinator of Facilities
Division of Marketing
New Jersey Department of Agriculture
P. O. Box 1803
Trenton, New Jersey 08205

Services the New Jersey Department of Agriculture provide to producers, marketing men and consumers of fresh and processed fruit and vegetables.

Observe production, harvesting, packing and marketing of fresh produce.

Visit a vegetable market auction while in operation.

Meet produce farmers, brokers, and shippers.

August 29, 4:00 a.m.
(Tuesday)

PLEASE NOTE DEPARTURE TIME

Drive to Philadelphia, Pennsylvania
Philadelphia Terminal Wholesale Market

U. S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
3501 South Gallows Street
Fruit and Vegetable Division
Market News

Carl J. Salvieta

Fresh Products Standardization and Inspection

Peter H. Hanes

Federal-State market news services
USDA inspection services
Stock wholesalers and service wholesalers

August 29
12:00 noon

Travel to Penns Creek, Pennsylvania

WALNUT ACRES FARM

Paul Keene
Telephone: Area Code 717, 657-6351

Illustration of a self-contained farming and
marketing operation system by a small acreage
farm operator.

August 30, 8:30 a.m.
(Wednesday)

Paul Keene - Leader

Training session on Walnut Acres.
Production, processing and marketing operation
at holiday inn.

11:00 a.m.

Departure from Penns Creek, Pennsylvania, to
Yates and Seneca Counties, New York.
(City of Geneva)

LUNCH - Elmira-Corning area, New York
Restaurant to be selected en route.

Arrive Geneva, New York, in late afternoon

August 31
(Thursday)

Visit production, processing, and marketing
facilities for fresh and processed products,
mainly grapes.

Visit farm supply and distribution services of
Agway Cooperative.

Visits coordinated by Army and Agricultural
Extension Service of New York and USDA
(county agents -- Yates and Seneca Counties)

September 1 (Friday)	Leaves: Geneva, New York Travel via Buffalo, New York, and vicinity, Erie County, New York, to Ligonier, Pennsylvania
September 2 (Saturday)	Morning: Tour of Butler County mushroom farm. Training conference on mushroom production, processing and marketing. Afternoon: Return to Washington, D. C.
September 3-4	Sunday and Holiday
September 5 9:00 a.m. (Monday) 9:00 a.m.	Room 5052, South Agriculture Building Charles Braden and Staff Fruit and Vegetable Division Agricultural Marketing Service Grades, Standards and Inspection for fresh and processed fruit and vegetables. Market News Services, exhibitors and availability of price and supply information. This might include a tour of the Washington, D. C., wire and computer facilities.
September 6 (Tuesday) 9:00 - 10:00 a.m.	Room 5052, South Agriculture Building Bert W. Kenyon, Gilbert Diers, and Staff Farmer Cooperative Service Current activities and services cooperatives provide fruit and vegetable industry. Enabling legislation and state charters, ownership and transfer of product, involvement in market orders, contracts for both fresh and processed products.
10:30 - 11:00 a.m.	Coffee Break
11:00 - 12:00 p.m.	Room 5052, South Agriculture Building Rex B. Schultz and Staff Farm Credit Administration Credit and finance services available to marketing cooperatives through the Bank for Cooperatives.
12:30 - 1:00 p.m.	LUNCH

1:00 p.m.	Room 5602, South Agriculture Building Jack D. Harmin and Staff Farmers Home Administration Ray Williams Farmer Cooperative Service Case Study: Feasibility study and analysis, committee work, financing, risk evaluation and organization of a dairy farm cooperative organized by low income farmers and local institutions.
Sept. 27, 9:00 a.m. (Thursday)	Room 5602, South Agriculture Building Charles Porter Economic Research Service John Porter Extension Service Special potato study Marketing problems Market research Margins Statistical and information needs
12:00 - 1:00 p.m.	LUNCH
1:00 - 3:00 p.m.	Work on Home Country Reports
3:00 p.m.	To be scheduled
September 8 (Friday) 9:00 - 11:00 a.m.	Room 5602, South Agriculture Building Henry Dodson Economic Research Service Doris F. Dunham Economic Research Service The U.S. Market Basket Marketing Margins: What are they? How are they compiled? Why are they compiled? How are they used?

11:00 - 12:00 noon

Field Reports
Economic Research Service

Role of the economist in the determination
and use of marketing services.

12:00 - 2:00 p.m.

Summary report on marketing services

Discussion of Indiana-Michigan field trip.

September 9
(Saturday)

FREE TIME

September 10
(Sunday)

10:00 a.m., bus leaving, leave hotel via taxi
or limousine to National Airport.

11:00 a.m., leave Washington, D. C.
via TWA Flight 492.

Arrives: Indianapolis, Indiana

Purdue University will meet the group and prepare
to take the group to the LeFevre campus. The
group will be housed at the LeFevre Union.

September 11, 7:00 a.m.
(Monday)

Purdue University will bus the group to
MINARCO FRUIT COMPANY.

7:00 a.m. - 5:00 p.m.

Al Brown
Regulation and Education Director
Minarco Fruit Company
Box 200, General Road
Lafayette, Indiana 47902
Telephone: Area Code 317, 474-1451

Seminar with physical practice in wholesaling
and retailing fresh fruits and vegetables.
Produce handling retail store facilities and
total produce operations will be described
and demonstrated.

September 12 - 13
(Tuesday & Wednesday)

PURDUE UNIVERSITY
Lafayette, Indiana

R. H. Fosbrink
Assistant Director
International Programs in Agriculture
Purdue University
Room 114, Agricultural Experiment Station Building
Lafayette, Indiana 47907
Telephone: Area Code 317, 494-6723

"Training Agricultural Consultants"
Fundamentals for teaching production
short courses to producers, processors
and government, facilities in the
home country. Participants will learn
how to plan, manage, and participate in
marketing training short courses and
demonstration projects.

September 13, 6:00 p.m.
(Wednesday)

Leave: Lafayette, Indiana
Arrive: St. Joseph, Michigan (Benton Harbor)
Check in at Holiday Inn

Michigan State University economists will
meet group at the hotel.

September 14-15
(Thursday & Friday)

Dr. Kelly Harrison and Staff
Michigan State University

Observe and discuss processing of
fruit and vegetables.

Describe differences of Benton Harbor
market and its rules and regulations.

September 15
After 5:00 p.m.
(Friday)

Travel to Chicago, Illinois

Conrad Hilton Hotel
720 South Michigan Avenue
Chicago, Illinois 60605
Telephone: Area Code 312, RA 2-4000

September 15
(Saturday)

Free time in Chicago

September 17
(Sunday)

Travel to Washington, D. C. via UA #278
Departing O'Hare Airport 7:25 p.m.

September 18, 9:00 a.m.
(Monday)

Room 5402, South Agriculture Building

Richard G. Wheeler, Economist

Data for decision making --
The case study method as a means to
produce data for research based decisions.

10:00 - 10:20 a.m.

Quentin H. West, Administrator
Economic Research Service, USDA

What to expect from Market Research in
Agricultural Development.

10:20 - 10:30 a.m. Clarification Period

10:30 - 10:50 a.m. Kenneth Farrell
Deputy Administrator
Economic Research Service

Marketing Research in U. S. Agriculture

10:50 - 11:00 a.m. Clarification Period

11:00 - 12:00 noon Discussion of WEST - FARRELL Presentations.

12:00 - 2:00 p.m. LUNCH

2:00 p.m. Further discussion with Richard S. Wheeler
Case Study "Equipment"

September 19, 9:00 a.m. Room 5052, South Agriculture Building
(Tuesday)

9:00 - 9:30 a.m. Film "Pollution"

9:30 - 10:30 a.m. Participants will question Economic Research Service and U.S. Department of Agriculture representatives on production and marketing practices in U.S. relating to information presented in the film.

10:30 - 11:00 a.m. Coffee Break

11:00 - 11:30 a.m. Film "Looking for Organic America"

Jerome Galstein and Staff
Rodale Press, Inc.

11:30 - 11:50 a.m. Participants and USDA staff will discuss implications of production and marketing practices brought out in the film as they relate to U.S. and their home country agriculture.

12:00 - 2:00 p.m. LUNCH

2:00 p.m. Room 5052, South Agriculture Building

Eileen Taylor, Economist
Economic Research Service, USDA

"Consumerism"

September 20 (Wednesday)	Room 5852, South Agriculture Building Preparation of individual reports.
September 21 (Thursday)	Room 5062, South Agriculture Building Oral presentation of individual reports to International Training and AID representatives.
September 22 (Friday)	Room 5862, South Agriculture Building Final administrative and fiscal details. Evaluation of program.
September 23 (Saturday)	END OF PROGRAM

INVOLVED IN THE DEVELOPMENT, EVALUATION, AND CONDUCT OF THIS PROGRAM:

Ernest Gutierrez, Agency for International Development
L. P. McCann, Agricultural Research Service, USDA
Richard Overheim, Agricultural Research Service, USDA
Charles Brader, Agricultural Marketing Service, USDA
Charles Wakefield, Agricultural Marketing Service, USDA
William Conkle, Extension Service, USDA
Haven Umstott, Economic Research Service, USDA
Julius Powell, Economic Research Service, USDA
Jack D. Hartman, Farmers Home Administration, USDA
Rex B. Schultz, Farm Credit Administration
Bert W. Kenyon, Farmer Cooperative Service, USDA
David T. Mateyka, Economic Research Service, International Training, USDA
(Coordinating Program Specialist)