

GENERAL TECHNICAL SERVICES (On-going)

134.

GTS-3

PROJECT SUMMARY

93108864
PD-AAK-960

Major Type of Activity: Key Problem Area - Marketing Systems

Project Title: Technical Assistance for Food Marketing

Contractor: Foreign Economic Development Service, FEDES/USDA

Contract Number: PASA TA(AJ)8-70

Contractor Liaison Officer: Dr. Martin Kriesberg

Title: Director, Program Planning and Evaluation

Project Number: 931-11-150-86

Present: 72-3102166

Termination

Date

Project Duration: Started 5/17/70 6/30/72 (100's dollars)

Comments: _____

Obl. Expend. Unliq.

Budget:	a) Funds obligated through FY 69	:	-0-		
	b) Funded for FY 70	:	16	12	4
	c) Funds requested for FY 71	:	70	65	9
	d) Estimated fund requirement FY 72	:	150	140	19

TA/AGF Project Monitor: Dr. Arthur J. Coutu

Purpose: This technical assistance project will provide for identification of marketing problems constraining growth, analyses of marketing functions and extension of these data in the form of specific recommendations. The program will be aimed at common marketing problems faced by LDCs which have introduced improved grain varieties and new technology, and at developing methodology for helping LDCs to plan technical assistance programs to overcome these problems.

Description: The initial focus of the program will be on high yielding grain crops. There are two phases, including identification and conceptualization of high-priority marketing problems, followed by in-country adaptation or specific problem solving of marketing activities that are restraining growth. The first phase involves a review of previous studies and experiences, developing through seminars and workshop procedures for identifying problems, and finally the completing of work plans on conceptualization and methodology in three or four countries.

In phase two, the technical assistance focus is planned on problem solving and developing host country institutional capacity on marketing issues. Beyond the service aspects relating to market news, grading and standards, regulatory actions, etc., phase two will center on issues such as price policies to minimize price fluctuations and to yield production incentives, feasibility studies on time, form, space relationships in considering alternative assembly systems, processing possibilities as well as alternative distribution systems.

Accomplishments: An agency-wide marketing seminar was held and the proceedings are now being processed. Additional workshops and seminars have been structured towards problem identification and other phase one activities.

Future Plans: Within phase one, linkages with the research seminar program in agricultural economics will be developed. Other linkages are planned between marketing components with on-going projects such as fertilizers with TVA, seed development with Mississippi State, grain handling with Kansas State, and factor or product-related projects. As more definitive structuring of the marketing activities develops, a more productive division of labor by commodities, farm inputs and marketing function will develop for the technical assistance activities.

TA/AGF:AJCoutu:sk:8/19/70