



## AGRITRADE '91 PARTICIPATION Guatemala City, Guatemala

Assignments Number: ST-009C & D

PREPARED BY:

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THROUGH

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UNDER THE AUSPICES OF:

United States Agency for International Development (USAID)  
Guatemala City, Guatemala

December 1991

**United Fresh Fruit and Vegetable Association  
Trip Report  
December 16, 1991**

John M. McClung, Vice President for Government Relations  
Jodean R. Bens, Manager of International Trade and Government Projects

**I. Dates and Destination**

December 4-8, 1991 Guatemala City, Guatemala

**II. Purpose of Travel**

To attend Agritrade '91 and meet with organizations representing fruits and vegetables in Central America and the Caribbean with emphasis on establishing long-term relationships.

**III. Persons Contacted**

Exitos team: John Lamb, Bruce Bower, Ricardo Frohmader  
Agriculture Commission of GEXPRONT and Agritrade Organizers  
GEXPRONT staff  
TROPRO  
Organization of Eastern Caribbean States  
FUSADES  
Representatives from Nicaragua  
Federacion de Productores y Exportadores de Honduras  
ROCAP  
JACC  
USAID - Guatemala  
Gloria Polanco, Frutesa  
Luis Gomez Vega, Grupo Gofer  
Noriuoshi Iida, Nissho Iwai Corporation  
Carlos Parada, Asgrow  
Bob Henderson, Irrigation consultant  
Ed Bacallao, Cargo Mar  
Wilfried Staub, Protrade  
Ron Miller, Great American Farms  
Abel Coloma, Represa  
Marshal Walker, Union Camp  
John Thorington, Jr., Tampa Port Authority  
Patrick Hurson, Sun Country Transportation  
Pablo Peguerro, J & J Produce  
Tad Thompson, free lance writer  
Stephen Stahle, Del Monte  
LaRoy Couture, Burlington Northern Railroad  
Rock Robinson, Willamette Industries, Inc.  
Ronald Buatte, Seabrook Foods Inc.  
Francisco Jose Escobar, Produasa  
Eduardo Gonzalez, Banco del Cafe, S.A.  
Larry Germl, ACCO Foreign Shipping, Inc.  
Luis M. Moreno, L y M

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#### IV. Activities and Accomplishments

1. Participate in two educational sessions on food safety and overview of the UFFVA.
2. Meet with GEXPRONT Agriculture Commission and staff to discuss the UFFVA and food safety issues.
3. Meet with representatives from various Central American/Caribbean groups to discuss how they can use UFFVA resources and how UFFVA can help strengthen their organizations and how to facilitate trade with the U.S.
4. Observe organization of meetings and trade show.
5. Inform Agritrade attendees about UFFVA services and meetings.
6. Network with attendees and exhibitors to expose them to UFFVA and the services we offer.

#### V. Observations

1. Overall feeling of participants at Agritrade was positive because they felt the right people were there and business was done.
2. Organization of the registration process and meetings could be improved.
3. Meeting rooms could be better prepared before-hand to eliminate technical difficulties.
4. The show would benefit by encouraging more producers of fruits and vegetables to exhibit.
5. Substantial interest in the UFFVA from all contacts made at Agritrade.
6. Publications for Agritrade were very high quality and attractive.

#### VI. Recommendations

1. Invite Agritrade Organizers/GEXPRONT staff to visit UFFVA and PMA in order to observe convention organization and registration practices, then attend the Annual Produce Conference on March 7-10, 1992, in Fort Myers, Florida.
2. Chemonics & UFFVA joint venture to create a "success story" publication. Publication would provide an analysis of successful examples of Central American companies that have found a niche in the U.S. market. What did they do well? What were the problems? Perhaps gather data by sending a questionnaire to Central American exporters.
3. Revise UFFVA crisis management materials to make them even more applicable to Central American exporters, and translate into Spanish.
4. Create pamphlet on biological contamination. How is it likely to happen, steps you can take to avoid it, and what you can do to respond to contamination. Jill Snowdon could provide expertise.
5. Translate UFFVA information center brochure and international membership brochure into Spanish to better communicate the services that UFFVA offers.
6. Create a brochure or handout on how to respond to a crisis. Talk about the government mechanisms that are brought into play and how the industry should/can react. (In Spanish and English)

7. Pamphlet or handout on the top commodities consumed in the U.S. What do U.S. consumers want to eat? (In Spanish)
8. UFFVA should assist in providing more formalized publicity of Agritrade. Certainly many more U.S. importers would be interested in attending Agritrade to source product.
9. Help GEXPRONT, Agritrade, and other Central American organizations to produce publications of high quality.
10. Internship for the GEXPRONT information specialist at UFFVA information center.
11. Work with GEXPRONT to protect the use of EBDC fungicides on snow peas.
12. Further relationships with the heads of the Central American associations.

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