

# **Asia Regional Agribusiness Project: Quarterly Report for October to December 1994**

Development Alternatives, Inc.

February 1995

Prepared for the Regional Agribusiness Project (RAP), contract number AEP-0009-C-00-3057-00, with funding from the Asia Near East Bureau of the U.S. Agency for International Development.

## TABLE OF CONTENTS

	<u>Page</u>
<b>SECTION ONE</b>	
<b>BACKGROUND</b>	
	1
PROJECT OBJECTIVES	1
COMPONENT OBJECTIVES	1
LEVEL OF EFFORT AND FINANCIAL BUDGETS	2
EXPECTED RESULTS	3
<b>SECTION TWO</b>	
<b>ACTIVITIES AND PERFORMANCE</b>	
	5
CURRENT CORE ACTIVITIES AND PERFORMANCE	5
Market Information Services	5
Environmental Services	7
Trade and Investment Services	9
Analytical Support	10
Current Buy-Ins	11
Current Subcontracting Activities	12
<b>SECTION THREE</b>	
<b>STATEMENT OF WORK</b>	
	13
MARKET INFORMATION SERVICES	13
Recasting Market Information Consultant Team	13
Urban Wholesale Markets Services	13
ENVIRONMENTAL SERVICES	13
Establishment of a Comprehensive Environmental Database and Reference Source	13
Environmental Assessments of Agribusiness Portfolios	14
TRADE AND INVESTMENT SERVICES	14
ANALYTICAL SUPPORT	14
<b>SECTION FOUR</b>	
<b>ADMINISTRATIVE INFORMATION</b>	
	15

<b>ANNEX A:</b>	<b>RAP COMPONENT OUTPUTS</b>	<b>A-1</b>
<b>ANNEX B:</b>	<b>1995 WORK PLAN</b>	<b>B-1</b>
<b>ANNEX C:</b>	<i>MARKET ASIA</i>	<b>C-1</b>
<b>ANNEX D:</b>	<b>QUICK RESPONSE SERVICE REQUESTS LOG</b>	<b>D-1</b>
<b>ANNEX E:</b>	<b>SHORT-TERM TECHNICAL ASSISTANCE UNDER RAP</b>	<b>E-1</b>
<b>ANNEX F:</b>	<b>PUBLICATIONS</b>	<b>F-1</b>
<b>ANNEX G:</b>	<b>BUDGET UPDATE</b>	<b>G-1</b>

## SECTION ONE

### BACKGROUND

#### PROJECT OBJECTIVES

The objective of the Asia Regional Agribusiness Project (RAP) is to improve private sector agribusiness performance and participation in Asia, resulting in the region's increased employment and income. Business performance here refers to increased access to business opportunities and support services for small and medium-sized businesses (which are often women-owned).

The purpose of the project is to continue and increase the effectiveness of the agribusiness projects and programs of the U.S. Agency for International Development (USAID) Asia Bureau Missions in promoting market efficiency and trade investment in an environmentally sustainable manner.

RAP serves the technical and information needs of Asia Missions and their clients. It emphasizes improving regional market transparency, creating a better understanding of regional market support infrastructure, and defining product quality standards for market entry. RAP identifies solutions to agribusiness development environmental concerns, serves as a regional liaison with the U.S. private sector, incorporates gender concerns into Missions' agribusiness efforts; and addresses key regional agribusiness development issues that transcend individual country programs.

RAP's services are organized under four principal components:

- Market Information Services;
- Environmental Services;
- Trade and Investment Services; and
- Analytical Support.

#### COMPONENT OBJECTIVES

The following paragraphs describe briefly the objectives of each of RAP's four service components:

**Market Information Services:** Provides information to USAID Missions, projects, clients, and the agribusiness community that will increase regional market transparency and knowledge of regional market opportunities.

**Environmental Services:** Provides technical and informational support to USAID Missions in Asia vis-à-vis existing agribusiness projects, new agribusiness projects involving environmental issues and regulations, and the environmental sustainability of overall project portfolios.

**Trade and Investment Services:** Provides services to increase the international market participation of Asian agribusinesses, and develops commercial linkages with U.S. agribusinesses interested in accessing foreign markets.

**Analytical Support:** Provides selected analytical services to support Mission agribusiness project design, implementation, monitoring, and evaluation, and investigates agribusiness development issues of common interest across the region.

### LEVEL OF EFFORT AND FINANCIAL BUDGETS

RAP is a four-year project, with an optional fifth year, and has the following level of effort and dollar budgets (see Annex G for a budget update).

#### Level of Effort (September 30, 1993 to September 29, 1997)

Description	Level of Effort (Person-months)	Dollar Budget
Long-term Technical Assistance Key Personnel (Includes those from Abt Associates, Inc. and Fintrac, Inc.)	196.0	\$1,237,521
Short-term Technical <sup>1</sup> Assistance Personnel	62.0	333,187
Project/Administrative Support	72.8	176,612
<b>Total</b>	<b>330.8</b>	<b>\$1,747,320</b>

#### Itemized Budget (September 30, 1993 to September 29, 1997)

Item	Dollar Budget
Salaries and Wages	\$1,224,513
Indirect Costs	1,215,794
Travel/Per Diem	584,010
Other Direct Costs	320,509
Subcontractors	1,522,404
Subtotal of Estimated Cost	4,867,230
Fixed Fee	229,415
<b>Total Estimated Cost</b>	<b>\$5,096,645</b>

---

<sup>1</sup> For a summary of RAP's short-term technical assistance efforts, see Annex E.

## **EXPECTED RESULTS**

RAP will result in increased employment and income in Asian countries and increased U.S. agribusiness trade and investment in the region.

End-of-project achievements will be as follows:

- Improved market information services;
- Increased capacity of agribusinesses to deal with environmental issues;
- Sustainable linkages between the United States and host-country agribusinesses and support organizations;
- Improved project design and agribusiness monitoring and evaluation systems within Missions; and
- Improved coordination with other technical assistance and business support resources for Mission programs.

Additional information on RAP's expected outputs is provided in Annex A. Section Two of this report details the outputs RAP achieved in the fourth quarter of 1994.

## SECTION TWO

### ACTIVITIES AND PERFORMANCE

The paragraphs below summarize the RAP technical assistance team's achievements in the fourth quarter of 1994.

#### CURRENT CORE ACTIVITIES AND PERFORMANCE

##### Market Information Services<sup>2</sup>

1. **Activity:** Two issues of *Market Asia* (Volume 1, Issues 4 and 5) were completed during fourth quarter 1994. Issue 4 was distributed in early November 1994 (see Annex C for a copy of this issue and its distribution breakout list). Issue 5 was distributed in early January 1995. Issue 6 was begun in late December for printing in mid-January. Also during the quarter, a reader survey was prepared and distributed to *Market Asia* subscribers. So far, 128 readers have responded, and 20 to 40 additional responses are arriving weekly. Readers are very positive about *Market Asia*; 99 percent of respondents want to remain on the mailing list, and 87 percent find *Market Asia* pertinent to their organization. A copy of the survey is included in Annex C. The results will be included in the first quarter 1995 report.

**Performance:** On schedule.

2. **Activity:** Price Information System Feasibility Study/Price Reports. During the quarter, it was decided that RAP should support the International Trade Centre (ITC) in its establishment of an Asia Market News Service (MNS) price reporting activity, because ITC MNS is more likely to achieve RAP's objective of a sustainable MNS than RAP is. RAP will contribute a significant level of funding to ITC's effort through the USAID resources support services agreements with the U.S. Department of Agriculture (USDA). The team also continued its analysis of the feasibility of a RAP MNS. This will allow the team to proceed with a RAP MNS at a later date if the ITC service does not meet market needs.

**Performance:** Behind schedule. Neither an agreement with ITC nor the feasibility study have been completed as planned because of time requirements from other project activities. Both should be completed in the first quarter of 1995.

3. **Activity:** Quick Response Service (QRS). The team is currently promoting the QRS to a wider audience because fewer Mission requests for the service have been received than expected.

**Performance:** On schedule.

---

<sup>2</sup> RAP's Market Information Services component is subcontracted to Abt Associates, Inc. and Fintrac, Inc. However, because the component constitutes a core activity, its performance is included in this section rather than under "3c. Current Subcontracting Activities."

4. **Activity:** Market Data Diskette/Middle East. The team completed a data diskette for the Dubai fresh fruit and vegetable market that includes four years' worth of summary data on imports of fruits and vegetables. The diskette lists suppliers by commodity for the last two years (including value, volume, unit value, and market share data). The diskette also includes a weekly summary for 1994 of ITC importer selling prices for selected tropical fruits and off-season vegetables in Dubai/United Arab Emirates. The diskette is being offered as a companion piece to the "Dubai Market Survey" article in *Market Asia*, Issue 5.

**Performance:** On schedule.

5. **Activity:** Market Information Bulletins. The focus of the bulletins has been changed from countries to products, because RAP believes this will prove more practical to readers. The first bulletin ("World Market for Rambutan") was completed for distribution in January 1995. An initial run of 300 is to be distributed through projects, Missions, and other counterparts. An announcement of the new bulletin appears in Issues 5 and 6 of *Market Asia*. A draft of the second bulletin ("World Market for Fresh Asparagus") will be finished and distributed in February 1995.

**Performance:** With initial publication, now on schedule.

6. **Activity:** Wholesale markets analysis. The team completed a setup of the reference library and an initial technical report providing an overview of the urban wholesale market in Asia and its relevance to RAP issues, RAP's planned activities, and the reference library bibliography. The team also completed *Guidelines for Case Studies* and published the "Technical Report on the Hong Kong Wholesale Market." Also, draft reports were received from field consultants on the Singapore and Taipei wholesale markets.

**Performance:** Behind original schedule because the activity was expanded to include additional technical reports, and because the team encountered difficulties in contracting in-country consultants. All reports will be completed in first quarter 1995.

7. **Activity:** Identify potential trainees for market information reporter training. No activities were carried out in this area because of time requirements for the expanded urban wholesale markets analysis (see Activity 6, above).

**Performance:** Behind schedule. A meeting will be scheduled early in first quarter 1995 to discuss the activity with the USDA office that is to provide the training.

8. **Activity:** *RapNet (Notes from the Field)*. The team produced and distributed the first issue, sending copies to USAID Missions, projects, and contractors. A computer user's group was set up for discussions among and between clients, but has been in little demand and may be shelved. *RapNet* hard-copy newsletters will continue to be produced quarterly — with the next issue to be distributed in April 1995.

**Performance:** Now on schedule.

9. **Activity:** Responding to Mission and USAID/Washington requests. The team produced market information sections on avocados, mangoes, and rambutans for USAID/Indonesia's Agribusiness Development Project.

**Performance:** On schedule.

The following activities in the original October to November 1994 work plan were deleted as the year progressed for the reasons indicated:

- Market Access Behavior Study: postponed until issues of usefulness and available resources are resolved.
- Future Market Prospects Study: cancelled, because the team does not have resources that will provide users with anything more than they can obtain from other sources.
- Horticultural Market Profiles: cancelled in favor of market information profiles published in *Market Asia*.
- Market Alerts: cancelled because RAP cannot disseminate the information on a more timely basis than is currently available to the market.
- Training Catalog: cancelled because of a poor response to the initial catalog.
- Food Show Catalog: cancelled because information is readily available to users from other sources; for example, notices of key food shows are being published in *Market Asia*.

### **Environmental Services**

1. **Activity:** Prepare "Pesticide Policy Review" paper. Completed.
2. **Activity:** Prepare "Food Safety, Phytosanitary Trade Impact Analysis" report. The report completion date has been rescheduled for March 1995 to allow inclusion of India and Bangladesh. A field trip to these countries has been organized for February to March, and will include Drs. Bowman, Wehr, and Wissman.

**Performance:** Behind original schedule; now on a revised schedule.

3. **Activity:** Provide quality control and Integrated Pest Management (IPM) technical assistance. The team provides leadership to improve the relationship between the U.S. Chocolate Manufacturers Association and the Indonesian Cocoa Association. The team has also expanded its original effort to a regional scope by including activities in Malaysia and the Philippines. For example, it coordinated the submission of a Scope of Work to USDA to fund a regional consultancy in cocoa IPM to Indonesia, Malaysia, and the Philippines. The team is currently awaiting USDA approval for the funding. The team is also working with USDA, the Association of South East Asian Nations Food Handling Bureau, SUSTAIN (Sharing U.S. Technology to Aid in the Improvement of Nutrition), and the Food and Drug Administration (FDA) on developing several workshops on food quality issues.

**Performance:** Generally on schedule. Workshop plans related to Seafood HACCP (Hazard Analysis Critical Control Point) have been delayed because of an FDA delay in issuing final regulations.

4. **Activity:** Develop cooperative venture opportunities with other environmental initiatives. Private sector contacts are good, but public sector ones (FDA, Environmental Protection Agency [EPA], the Food and Agriculture Organization, other USAID projects, the World Bank, and the Asian Development Bank) are slow to yield results. The slow progress is a result of difficulties in getting these entities to buy in to RAP, and of difficulties in appraising field (Mission) interest in interacting with them. Engagement of EPA has been particularly problematic. Cocoa and packaging workshops also fall within this category of activities.

**Performance:** On schedule, but progress is slow.

5. **Activity:** Document and promote private sector-sponsored activities in sustainable agriculture. The focus of this activity is on IPM. It is proceeding well, especially with food companies. Pesticide and seed companies will be contacted soon.

**Performance:** On target.

6. **Activity:** Identify and assist U.S. cooperative venture opportunities. The objective of this activity is to transfer U.S. environmental technology to RAP beneficiary countries. Relatively little activity occurred in this area during fourth quarter 1994.

**Performance:** Behind schedule.

7. **Activity:** Provide environmental services to Missions and projects. All RAP Missions and projects and principal Asian export markets will have been visited by February 1995 for the purpose of general reconnaissance on environmental issues and planning collaborative activities. However, the response to the activity has been slow to develop because of a lack of interest and resources.

**Performance:** Behind schedule. A significant effort must be made in early 1995.

8. **Activity:** Produce the "Developing an Environmental Profile of Your Agribusiness Project" technical paper: The paper is being developed because of a lack of Mission demand for environmental assessment work. The paper's developers seek to emphasize the need for Mission involvement in environmental planning for their agribusiness projects, and to reduce the perceived fear of the results of assessments. The paper will serve as a focal point for a seminar to be held in India and Bangladesh during the February trip noted in Activity 2 above.

**Performance:** On schedule.

9. **Activity:** Responding to Mission and USAID/Washington requests. The team developed a short-term technical assistance Scope of Work on an "Analysis of the Philippine Food Regulatory System with Respect to GATT." This activity combines RAP core and Mission financing.

**Performance:** Awaiting Mission action.

The following activities in the original October to December 1994 work plan were deleted as the year progressed for the reasons indicated:

- **Food Safety Implications for Pesticide Policy:** this was deleted from the activities plan because it was determined that food safety is not a major reason for the rejection of RAP-country exports.
- **Environmental Sustainability Assessments:** these assessments were to be Mission buy-ins. However, a demand for this service was developed at only one Mission (Sri Lanka) and it decided to proceed with in-house USAID/Washington personnel rather than use RAP. The team's response to this is the aforementioned paper and seminar, "Developing an Environmental Profile of Your Agribusiness Project" (see Activity 8 above).
- **Food Standard Database Implementation:** this project was dropped earlier in the year because it was determined that existing services are fulfilling this function. RAP will work out a mechanism for referral of field requests to existing services.

### Trade and Investment Services

1. **Activity:** Establish a trade and investment referral service. This service is operating for all countries except Indonesia, which the team's Trade and Investment Specialist has not yet visited (a trip is scheduled for May 1995 in consultation with USAID/Jakarta).

**Performance:** Behind schedule in the number of referral requests received and in development of a rapid response outreach to potential business partners. Actions to establish RAP-country relationships will be taken during scheduled field trips. Actions with respect to industry associations in the United States are under way.

2. **Activity:** Establish a transaction support service. This activity is intended to establish a list of transaction support providers (consultants, marketing representatives, lawyers, and so on) for use by organizations needing such services to complete their transactions.

**Performance:** Behind schedule. Service providers have not been identified in every country, nor in the depth required. Contacts to reach service providers have been identified.

3. **Activity:** Establish a senior advisory group. A senior advisory group has not been established, but the team will be submitting a recommended approach to selecting board members for the group along with the 1995 work plan. The approach differs somewhat from that prescribed by the team's contract.

**Performance:** Behind schedule.

4. **Activity:** Responding to Mission and USAID/Washington requests. While in Nepal, team members prepared a Scope of work for short-term technical assistance that is targeted to private sector dairy development. The team finalized arrangements for SUSTAIN's implementation of the assistance.

**Performance:** On schedule.

The following activities in the original October to December 1994 work plan were deleted as the year progressed for the reasons indicated:

- **Export and Investment Promotion Center Analysis:** additional analysis is not needed because of USAID's extensive work in this area. RAP beneficiary organizations will benefit more from an emphasis on trade and investment referrals than they will from yet another analysis.
- **Export and Investment Promotion Center Workshop:** deferred to a later date. The workshop was to present the results of the aforementioned analysis. It was determined, however, that it is preferable to hold a workshop at a later date at which RAP-country referral partner organizations can present and discuss their experience in trade and investment activities.
- **Incentives and disincentives to venture development:** sufficient information is already available on this subject. Focusing on actual referral development activities is more appropriate for achieving RAP's objectives.

### **Analytical Support**

1. **Activity:** "Role of Agribusiness in Asia" analysis.

**Performance:** Completed.

2. **Activity:** GATT synthesis analysis for Philippine Mission.

**Performance:** Completed for presentation to the Mission. Papers will be edited for RAP publication in the first quarter of 1995.

3. **Activity:** Comparative analysis of export positions. The team has continued to supervise country specialists and recruited Nepali and Indonesian specialists. The team also hired a DAI specialist to travel to Nepal to work with two Nepalese to collect data on the country.

**Performance:** Behind schedule, primarily because of difficulties in recruiting and hiring in-country assistance. An analytical support specialist is visiting three countries in February to resolve problems. The activity is targeted for completion in March.

4. **Activity:** Regional monitoring and evaluation system. Implementation appears to be awaiting USAID global decisions regarding the agency's agriculture strategy.

**Performance:** Behind schedule; awaiting USAID/Washington's action.

5. **Activity:** Review of Pakistan Mission agribusiness programs.

**Performance:** Behind schedule (originally the activity was to be completed in third quarter 1994). Completion is now planned for March 1995.

6. **Activity:** USAID agribusiness strategy. The team continued with the Delphi panel development of observations on and recommendations for a global office of agriculture and food security.

**Performance:** Behind schedule. A report is targeted for completion in February 1995.

7. **Activity:** Monitoring and evaluation by Missions. The team assisted AgEnt in Sri Lanka in conceptualizing its monitoring and evaluation system to determine methods for calculating labor generation in firms, on farms, and through backward and forward linkages.

**Performance:** Pending.

8. **Activity:** Monitoring and evaluation of the RAP project: All RAP staff worked with short-term technical assistance consultant Susan Exo to initiate development of an internal RAP monitoring and evaluation system. Although this might seem a rather late date to start development of such a system, the team believe's a better system will be developed as a result of the experience it has gained from RAP. During the past year, the team recorded information its members think may be useful in monitoring project performance.

**Performance:** On schedule. The system is targeted for implementation in second quarter 1995.

9. **Activity:** Responding to Mission and USAID/Washington requests. The team gave a presentation on "Agribusiness as Microenterprise" at the Citizen's Network for Foreign Affairs conference on agribusiness. The team also participated in writing and reviewing the conference proceedings. The team discussed monitoring and evaluation methods for determining labor generation in AGENT activities through analysis of backward and forward linkages and industry impact. It developed with the India Private Sector Officer the idea of studying integrated marketing systems to understand potential areas for USAID intervention in the Indian food distribution system and the factors constraining such intervention. In addition, the team discussed the potential for Tree Bond financing with Mission staff in Sri Lanka and Bangladesh.

**Performance:** On schedule.

The following activities in the original October to December 1994 work plan were deleted as the year progressed for the reasons indicated:

- Coordinated marketing strategies and analysis: postponed indefinitely because of other priorities.
- Regional private label sourcing for voluntary chains: deleted as a study; identification of opportunities was incorporated into RAP's Trade and Investment component as an ongoing activity.
- Impact of genetic restrictions: postponed indefinitely pending expression of the Philippine Mission's interest. The Mission may have satisfied its need through the ASAP policy analysis component.
- Voluntary wholesale retail chain feasibility: postponed indefinitely in deference to other priorities.

### **Current Buy-Ins**

No buy-in activity occurred in fourth quarter 1994.

### Current Subcontracting Activities

As noted earlier, all market information services and urban wholesale market activities reviewed above are core activities implemented by subcontractors Abt Associates and Fintrac. Other subcontractor activities that took place during fourth quarter 1994 are detailed below.

1. **Activity:** *Market Asia* sustainability short-term technical assistance (STTA). The STTA consultant assisted RAP in designing a reader survey (see Activity 1 under "Market Information Services," above) and gave other advice relating to the marketability of *Market Asia*.

**Performance:** Unfortunately, due to serious illness, the consultant has been unable to finish all of the required tasks to date. However, the team believes she will be able to continue her assignment in February 1995. If this is not the case, the team will find a suitable replacement.

2. **Activity:** "Diagnostic Framework for Assessing the Urban Wholesale Marketplace." Support for this activity is being provided by Abt Associates.

**Performance:** Behind schedule because both the STTA consultants and the supporting specialist turned in field information late. The activity is scheduled for completion in the first quarter of 1995.

3. **Activity:** "Synthesis Report on Selected Asian Urban Wholesale Markets." Support for this activity is being provided by Abt Associates.

**Performance:** Behind schedule because the STTA consultants and the supporting consultant turned in field information late.

4. **Activity:** Review of "National Pesticide Regulatory Policies of Selected Countries in Asia."

**Performance:** Completed by subcontractor TAS.

5. **Activity:** "Developing an Environmental Profile of Your Agribusiness Project." This paper is being developed by subcontractor DPRA for use during a February field trip to India and Bangladesh (see Activity 8 under "Environmental Services," above).

**Performance:** On schedule.

## **SECTION THREE**

### **STATEMENT OF WORK**

This section of the contractor's report includes comments on changes DAI recommends in the work plan or contract to benefit RAP's clients. These changes result from DAI's experience over the past year, and they respond to expressed needs or to circumstances that differ from those in place when the Project Paper was developed. DAI is also addressing these recommendations in its 1995 Annual Work Plan and in the development of RAP's internal monitoring and evaluation system.

#### **MARKET INFORMATION SERVICES**

##### **Recasting Market Information Consultant Team**

In the annual work plan for 1995, DAI proposes to increase the level of effort and services delivered while retaining the same dollar budget. This can be accomplished by reducing Mr. Klotzbach's time and focusing his attention on managerial and innovative responsibilities, and by creating a new, recurrent short-term position — assistant market information specialist — to carry out the less complex aspects of activity implementation. This change would not affect the budget. The change is required because the time needed to complete ongoing market information activities is more than has been allotted for Mr. Klotzbach. Because of this action, Mr. Klotzbach's abilities will be used more appropriately in designing market information products and services.

##### **Urban Wholesale Markets Services**

RAP's decision to collaborate with ITC to launch the latter's Asia Market News Service allows Dr. Menegay more time than previously was allotted for RAP's Asia Market News Service and other activities of interest to the Missions. Several Missions, recognizing the importance yet inadequacy of Asia's urban wholesale markets, have responded favorably to Dr. Menegay's activities in this area. Some Missions have expressed interest in a diagnostic survey followed by a workshop and observation trip for market and urban leaders. Accordingly, Dr. Menegay will focus on the development of these activities in 1995.

#### **ENVIRONMENTAL SERVICES**

##### **Establishment of a Comprehensive Environmental Database and Reference Source**

A comprehensive in-house database will not be established because it will not be cost-effective or sustainable after the life of the project. Instead, RAP will polish its skills as an in-house handler of ad hoc requests and as a referral service for requests that cannot be handled in-house. RAP will publicize to its clients the types of databases that it can access quickly so that clients have a better understanding of the types of requests that RAP can handle.

## **Environmental Assessments of Agribusiness Portfolios**

RAP may never become a major provider of environmental assessments for agribusiness as originally intended. Such assessments may be seen as counterproductive to critical short-term agribusiness project goals and may not be welcome. Alternatively, only discrete internal evaluations by USAID direct-hires may be welcome. RAP will strive to expose the Missions and their agribusiness clients to issues dealing with environmental sustainability and agribusiness, but the project will not make a conscious effort to police projects or clients. Instead, RAP will attempt to show clients how to evaluate and manage environmental risks internally (should they care to). RAP will let it be known that it can offer a full range of environmental assessment services for agribusinesses should they be needed or requested.

## **TRADE AND INVESTMENT SERVICES**

The advisory group originally envisioned called for a group of 20 or more chief executive officers (CEOs) from specified agribusiness and agribusiness support industries who would meet 5 to 10 times over the life of the project. Through contacts with USAID and USDA projects that have advisory groups, DAI learned the following: securing CEO participation is highly unlikely, industry association representatives will provide access to a broader range of companies and knowledge than will individual company CEOs, timeliness in pursuing opportunities and issues favors informal contacts rather than formal meetings, and meetings of group subsets based on common interests may be more effective than overall group meetings. DAI wishes to proceed in organizing the advisory group along these lines in the first half of 1995.

## **ANALYTICAL SUPPORT**

The projects that RAP supports focus on developing high-value export crop markets. However, in response to RAP's own observations and to Mission requests, RAP is also working on domestic market development issues. This is important to RAP's overall objective of increasing small farmer income. Directly related to export market development is the need for efficient domestic assembly and transportation channels, as well as local demand for second-grade and excess products produced for export markets. In addition, the number and increasing income of domestic consumers in four of the six RAP beneficiary countries offer significant opportunities for increasing small farmer income from basic food crops. In all RAP countries, the lack of efficient marketing systems hinders achievement of USAID goals related to developing export markets, increasing small farmer income, and improving nutrition. Accordingly, RAP needs to develop initiatives that will respond to Mission interests in domestic market development.

**SECTION FOUR**  
**ADMINISTRATIVE INFORMATION**

The following data summarize RAP's level of effort and expenditures to date.

Contract Data: total level of effort — 330.8 person-months  
Total estimated contract cost — \$5,096,645

Level of effort (last three months):	5.2 person-months
Cumulative level of effort:	98.0 person-months
Unused level of effort:	232.8 person-months
Expenditures (last three months):	\$410,100
Cumulative expenditures to date:	\$1,288,699
Remaining unexpended balance:	\$3,807,946

**ANNEX A**  
**RAP COMPONENT OUTPUTS**

## **RAP COMPONENT OUTPUTS**

Upon its completion in 1997, RAP expects to have achieved the following outputs.

### **MARKET INFORMATION SERVICES**

RAP will have improved the market information available to Asia Bureau field Missions and Asian agribusinesses concerning key agribusiness products. It will have done so in the following ways:

- Published a bimonthly newsletter (approximately 25 issues over the life of the project);
- Identified sources of public and private market intelligence, and established a way of accessing information on a timely basis;
- Issued market news reports over the life of the project;
- Established capacity for Missions to access the RAP Clearing House electronically; and;
- Established a response capability for handling field Mission information requests.

### **ENVIRONMENTAL SERVICES**

- Established a comprehensive environmental database and reference source offering increased and real-time availability of information on environmental and food regulatory issues related to agribusiness development;
- Increased capacity of host-country business associations to respond to clients' need for information on environmental, food safety, and other regulatory concerns;
- Increased understanding among host-country agribusinesses of regulatory requirements for international trade; and
- Increased the capacity of Asian agribusinesses to meet standards for food safety and quality, particularly in qualifying products for entry into export markets.

### **TRADE AND INVESTMENT SERVICES**

RAP will have strengthened commercial linkages and information exchanges with the U.S. private sector and Asian agribusinesses in the following ways:

- Increased the amount of information available on agribusiness investment;
- Increased U.S. investments and transactions in Asia;

- Organized a senior technical advisory group that will have met 5 to 10 times over the life of the project;
- Improved the coordination of USAID and other U.S. government agencies in trade and investment efforts in Asia; and
- Increased the participation of Asian agribusinesses in the international market.

#### **ANALYTICAL SUPPORT**

RAP's agribusiness support services will be maintained and sustained beyond the life of the project by host-country, or regional private or public sector, organizations.

**B-1**

**ANNEX B**  
**1995 WORK PLAN**

RAP Year 2 Work Plan Project Activities	LTTA Coordinator	Subcontractor/ Collaborator-STTA	Short-Term Technical Assistance 1995													
			NEW LOE PM	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	
<b>MARKET INFORMATION</b>																
<i>Market Asia</i>																
Publication/Editorial	TK, AMKS			#6		#7		#8		#9		#10		#11		
Sustainability Study		Fintrac	0.68	xxxxx	xxxxxx											
Transfer to Private Publisher	TK/JP	Fintrac	0.23			xxxxxxxxxxxxxxxxxxxxxxxx										
Reader Survey	TK					xxxxx										
ITC MNS Assistance (continuing)	MRM			xxxxx	xxxxxxxxxxx	xxxxx										
RapNet																
Publication	TK, AMKS					#2		#3		#4		#5				
Maintenance of User BBS (continuing)	AMKS			xxxxxxxxxxxxxxxxxxxxxxxx												
Summary Papers (contingent on user response)	TK, AMKS							X								x
Quick Response Service																
Service Provision (continuing)	TK, AMKS			xxxxxxxxxxxxxxxxxxxxxxxx												
Market Information Bulletins	TK, AMKS			x	x	x	x	x	x	x	x	x	x	x	x	x
Market Opportunity Surveys																
Floriculture	TK	Fintrac	1.36			xx	xxxxxx	xx								
Intra-RAP Trade Opportunities	TK	Fintrac	1.36			xxxxxxxxxxxxxxxx										
Association Strengthening																
Identification of Counterparts (continuing)	Team			xxxxx												
Establish/Maintain Network (continuing)	TK, JTP			xxxxx												
Service Provision/Training (on demand)	TK			xxxxx												
Identify Market Reporter Training Candidates (on trips)	MRM			xx	xxxxx			xx	xx			xx	xx			
<b>ENVIRONMENTAL ANALYSES &amp; INTEGRATION</b>	JB															
Agribusiness Environment Paper	JB	DPRA	0.50			xxxxx										
Environmental News Bulletin (Market Asia)	JB	DPRA	0.5					#8				#10		#11		
Private Sector IPM Case Studies (continuing)	JB	DPRA	0.50	xxxxx												
Cocoa IPM Project	JB	USDA		xxxxx	xxxxxx	x										
Food Quality/Safety/Phyto Paper	JB	TAS, DPRA	1.3, 1.25	xxxxx	xxxxxx	xxxxxx	x									
Import Detention Summary	JB	TAS	0.75	xx	xxxxxx	xxx										
Food Plant Sanitation Workshop	JB	DPRA, SUSTAIN	1.00											xxx	x	
Regional Phytosanitary Workshop	JB	USDA										xx				
Post Harvest (Packaging) Workshop	JB	AFHB/USDA/SUSTAIN												X		
Food Laboratory Strengthening Study	JB	TAS/SUSTAIN/USDA	0.50					X	X	X	X					
Export Quality Case Studies (contingent on ESC funding)	JB	ESC										xxxxxx	xx			
Philippine GATT Study (contingent on Mission support)	JB	TAS	1.50					xxxxxx	xx							
Export Quality TA (on demand)	JB	DPRA, TAS	0.5, 0.5	xxxxxx												
Comparison of Seafood HACCP Programs	JB	TAS	0.50					xxxxx								

B-3



RAP Year 2 Work Plan Project Activities	LTTA Coordinator	Subcontractor/ Collaborator-STTA	Short-Term Technical Assistance 1995											
			NEW LOE PM	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov
Quarterly Reports				X				X			X			X
Semi Annual Review								X						X
Year 3 Work Plan														
RAP Internal M & E	JTP	DAI	1.50	xx				xx	xx					X

NOTE: This plan does not reflect the RAP Conference. In addition to the activities noted the RAP core team will participate in the RAP Conference being organized by the USAID Project Officer.

B-5

28

KEY: TK-T. Klotzbach; AMKS-Asst. Market Research Specialist; MRM-M. Menegay; JB-J. Bowman; JTP-J. Pietrus; KS-K. Swanberg; ESC-Export Service Center; DAI-Development Alternatives, Inc.

C-1

**ANNEX C**  
***MARKET ASIA***

# LAST CHANCE TO REPLY TO READER SURVEY!!!!

## *Market Asia*



Dear *Market Asia* Reader:

You have been receiving *Market Asia* on a complimentary basis since its inception earlier this year.

We would like to continue your free subscription, but we need your authorization and some additional information from you. Please take a few moments to answer the following questions.

1. Would you like to continue receiving *Market Asia* on a complimentary basis?

Yes, please keep me on your distribution list. My contact information is:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Please discontinue my subscription, but add the following individual(s):

\_\_\_\_\_

2. Please check all that are applicable on your organization:

### Product Sector

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables | <input type="checkbox"/> Processed Fruit & Vegetables | <input type="checkbox"/> Floriculture      |
| <input type="checkbox"/> Herbs & Spices           | <input type="checkbox"/> Beverage Crops               | <input type="checkbox"/> Staple Food Crops |
| <input type="checkbox"/> Aquaculture              | <input type="checkbox"/> Agricultural Inputs          | <input type="checkbox"/> Other (specify)   |

### Organization Type

- |                                     |  |  |
|-------------------------------------|--|--|
| <input type="checkbox"/> Importer   | <input type="checkbox"/> Exporter        | <input type="checkbox"/> Farmer/Producer |
| <input type="checkbox"/> Processor  | <input type="checkbox"/> Association     | <input type="checkbox"/> Government      |
| <input type="checkbox"/> University | <input type="checkbox"/> Other (specify) |  |

*Please Complete Questions on Reverse >*

Organization Size (Number of Employees)

24

1 to 10

11 to 50

over 50

3. Do you find the articles in *Market Asia* pertinent to your activities (of interest to you and your organization)?  Yes  Somewhat  No

Comment: \_\_\_\_\_

4. What additional market coverage would you like to see? \_\_\_\_\_

\_\_\_\_\_

5. What additional product coverage would you like to see? \_\_\_\_\_

\_\_\_\_\_

6. Are the charts and statistical information of value?  Yes  Somewhat  No  
Would you like to see  more or  less?

7. *Market Asia* is currently published every two months. Would you prefer receiving *Market Asia* monthly?  Yes  No

8. Do others in your organization read *Market Asia*?  Yes  No  
Please add any additional colleagues who should be receiving *Market Asia*:

Name

Title

\_\_\_\_\_

\_\_\_\_\_

9. How do you currently receive Market Asia?

- Directly from Market Asia/Asia Regional Agribusiness Project
- From another organization (name: \_\_\_\_\_)
- From a colleague

If you do not currently receive Market Asia directly from the publisher and would like to do so, check here

Thank you for your time in responding to these questions. Please return this questionnaire in the envelope provided or fax it to Market Asia/Asia Regional Agribusiness Project.

Sincerely,

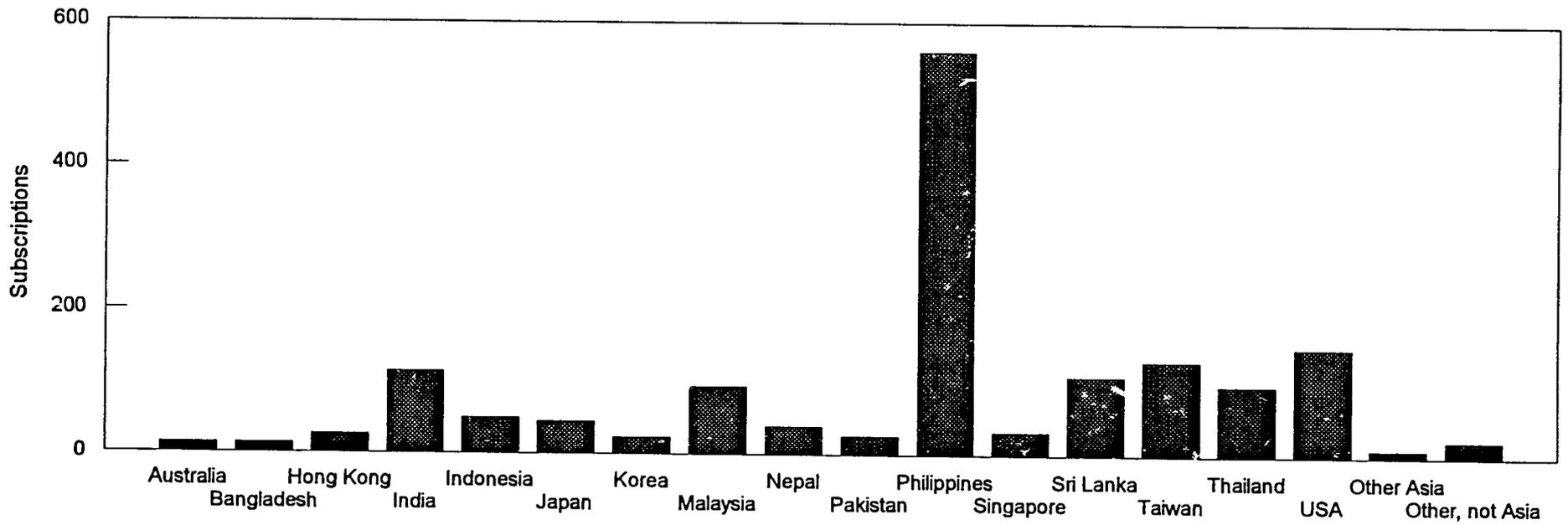
Tom Klotzbach  
Editor, Market Asia

Asia Regional Agribusiness Project (RAP)  
7250 Woodmont Avenue, Suite 200  
Bethesda, Maryland 20814 USA  
Tel: 301-215-7014; Fax: 301-907-2655

25

# Market Asia Issue Four

Distribution, By Country



26

# Market Asia

Food and Horticultural Industries

Volume 1 • Issue 4

September/October 1994

## Mangoes: From Exotic to Mainstream

Mangoes are grown in 83 countries, and 63 countries produce more than 1,000 metric tons (MTs) a year. Total world production was 17.0 million MTs in 1992, up from 13.1 million MTs in 1980. India is by far the largest producer, accounting for nearly 55 percent of world production, followed by Mexico, Pakistan, Indonesia, Thailand, and Brazil.

### World Trade in Fresh Mangoes

World trade in mangoes, in relation to world production, is almost insignificant. Only 0.6 percent of fresh mangoes are traded internationally. The rest of the mangoes are either consumed in the country of production or processed. The low volume of trade reflects the backward status of the mango industry. World demand for mango is now increas-

ing, however, particularly from temperate countries, where mangoes are rapidly gaining in popularity.

Most international trade in fresh mangoes takes place within short distances. Mexico, Haiti, and Brazil account for the majority of North America's imports. India and Pakistan are the predominant suppliers to the West Asian market. Southeast Asian countries get most of their supplies from the Philippines and Thailand. European Union (EU) buyers source mangoes from South America and Asia. Table 1 shows mango imports of selected

*(please turn to p. 2)*

## INSIDE

**5** Japanese Supermarkets in Hong Kong: Positioned for the Long Run

**9** Developing Food Export Markets

**10** Profile of Indonesian Seafood Sector

## RAP Exploring Linkages between IPM and Agribusiness

As RAP and other USAID-supported Asian agribusiness projects stimulate the value-added processing and export of nontraditional crops, care must be taken to ensure the environmental sustainability of these initiatives. Intensive production of high-value agricultural products, if mismanaged, can lead to shifts in agrochemical, land, energy, and watershed use, as well as to increased agroprocessing waste streams that are detrimental to the natural resources and environments of developing Asian countries.

RAP has chosen to promote integrated pest management (IPM) as one key way to address agribusiness and environmental concerns. IPM can significantly reduce the amount of agrochemicals (especially pesticides) that is introduced into the environment. IPM employs techniques such as biological and cultural controls that suppress pests over the long term while ensuring minimal impact on worker health, non-target organisms, and the environment. IPM allows for the provision of safe, wholesome food products to

*(please turn to p. 8)*

*Market Asia: Food and Horticultural Industries* is published by the Regional Agribusiness Project (RAP). RAP is funded by the U.S. Agency for International Development (USAID) through a contract between USAID's Bureau for Asia and Development Alternatives, Inc. (DAI). DAI collaborates on the implementation of RAP with Fintrac Inc.; Abt Associates Inc.; Technical Assessment Systems, Inc.; DPR A Incorporated; and IMCC.

The views and interpretations contained in this issue should not be attributed to USAID or to the contracting institutions. Reproduction of contents is permitted with an acknowledgment of the source.

*Market Asia* welcomes comments, suggestions, and contributions. For more information on RAP, or to be included on our mailing list, please write to the editor:

Thomas W. Klotzbach  
**The RAP Clearinghouse**  
 7250 Woodmont Avenue, Suite 200  
 Bethesda, Maryland 20814 USA  
 Tel.: (301) 215-7014  
 Fax: (301) 907-2655  
 Internet: RAP@dai.com

## RAP Staff

Joseph T. Pietrus, Director and  
 Trade and Investment Specialist

John Bowman  
 Environmental Specialist

Thomas W. Klotzbach  
 Market Information Specialist and  
 Editor, *Market Asia*

Merle Menegay  
 Market Information Specialist

Kenneth Swanberg  
 Agribusiness Specialist

Jason Graef  
 Research Assistant and  
 Assistant Editor, *Market Asia*

JoAnn Donovan  
 Project Administrator

## Publisher

Development Alternatives, Inc.  
 7250 Woodmont Avenue, Suite 200  
 Bethesda, Maryland 20814 USA

Copy Editor: Allison Tarmann  
 Production: Carol Kulski

## Mangoes

(continued from p. 1)

countries; Table 2 shows the top three suppliers to these countries. Although Asia accounts for 75 percent of world production, its dominance does not translate into international trade.

## The European Market

Although domestic consumption has grown dramatically in developed markets in Europe, the United States, and East Asia, per capita consumption is still low. Yet given the trend toward consumption of exotic fruits, these markets likely will continue to grow.

EU has witnessed some of the greatest growth in mango imports, which rose from 17,161 MTs in 1985 to 52,800 MTs in 1993. Although the U.S. import market is nearly twice the size of the EU import market, Asian producers find expanding sales to the EU is easier. European acceptance of different varieties is

greater, because of a large demand from Asian immigrant groups. Phytosanitary restrictions, such as those in place in the United States to prevent importation of fruit flies, are also less stringent in the EU. Transportation costs are not as big a factor in exporting mangoes to the EU as in exporting to the U.S. market: for example, India and Pakistan are able to compete with non-Asian suppliers to the EU, whereas proximity gives Mexico and Haiti a clear advantage in supplying the U.S. market.

The EU market has stabilized at 53,000 MTs over the last two years, an increase of more than 200 percent since 1985. EU import statistics, however, include significant intra-EU trade. *Market Asia* estimates intra-EU trade at approximately 20 percent of total EU mango trade; this means that actual consumption is probably 44,000 MTs, still significantly higher than the 16,000 MTs recorded in 1985.

Country	1985	1990	1991	1992	1993
Hong Kong	5,167	6,291	14,706	(a)	(a)
Japan	2,609	5,510	6,885	8,059	9,264
Korea	0	0	1	<0.5	4
France (c)	5,044	8,252	10,004	10,589	11,014
Germany (c)	1,745	6,359	8,448	9,090	7,662
Netherlands (c)	2,544	9,323	9,920	14,044	18,829
UK (c)	6,463	10,439	13,761	12,814	11,517
Total EU (c)	17,161	38,550	48,103	53,153	52,800
Dubai (b)	n/a	13,776	18,637	21,636	n/a
Canada (b)	(a)	9,679	13,799	12,734	15,060
U.S.	36,942	59,007	92,122	76,165	110,637

(a) Not disaggregated for mangoes

(b) Includes guava

(c) Includes guava and mangosteen, and re-exports within the EU. Because of reporting irregularities in 1993, data for that year are incomplete for EU re-exports.

Source: National trade statistical reports

The top four import markets in 1993 were the Netherlands (18,829 MTs), the United Kingdom (11,517 MTs), France (11,014 MTs), and Germany (7,662 MTs). Imports to the Netherlands do not reflect actual consumption because that country is a major re-exporter, primarily to Germany.

Brazil is the largest foreign supplier to the EU, with a 23 percent share in 1993. Other significant suppliers include the United States (12 percent), South Africa (8 percent), Venezuela (7 percent), Israel (7 percent), Mexico (7 percent), Pakistan (6 percent), Côte d'Ivoire (6 percent), and Peru (5 percent). India and Mali were the only other countries that supplied more than 1,000 MTs in 1993. Pakistan and India are the only major Asian suppliers, and most of their exports to Europe are destined for the United Kingdom. India's exports to the EU have increased from 647 MTs in 1985 to 1,157 MTs in 1993; Pakistan's exports have increased even more impressively, from 803 MTs to

2,499 MTs during the same period.

Fifty-four percent of EU imports enter during the periods May-July and November-December, with peak imports in June. French imports for 1993 peaked in April and May, whereas United Kingdom imports were concentrated during the period May-July. German imports were spread more evenly throughout the year. Of the top suppliers, Brazil supplied chiefly during the period November-December, the United States (Puerto Rico) during June-October, South Africa during January-April, and Venezuela during April-July. Pakistan supplied the majority of its exports to the EU during June and July; Indian exports peaked in May. (See Table 3 for additional information on seasonality.)

### Trade Distribution and Marketing

One of the major structural developments in fresh produce

marketing in Europe in recent years has been the shift away from traditional greengrocers toward supermarket chains and department stores. The different retail outlets have different priorities:

<u>Supermarkets</u>	<u>Specialist Shops</u>
Price	Quality
Delivery time	Delivery time
Quality	Price
Minimal in-store handling	Service

Supermarket chains increasingly seek to ensure their supplies through direct contact with growers and grower associations, especially for bulk tropical fruit and vegetables, which already have a considerable market. The growing market share of big supermarket chains and their increasing international cooperation have important implications for exporters of fresh fruit from developing countries.

Because of this growth in supermarkets, spurred on by changes in shopping habits—consumers increasingly prefer one-stop shopping and superstores—fruit is increasingly channeled through large and sophisticated handling companies skilled in all aspects of importation and distribution.

### Market Trends

In spite of their widespread appeal and increasing popularity, mangoes have been targeted narrowly, only at certain ethnic groups. Per capita consumption in Europe, North America, and Japan remains low, leaving opportunity for expansion. Recently

**Table 2: Major Fresh Mango Importers and Their Top Three Suppliers**

Market	Year	Supplying Countries (import market share)
Hong Kong	1991	Philippines (88%), Thailand (6%), Australia (3%)
Japan	1993	Philippines (87%), Mexico (12%), U.S. (1%)
Korea	1993	Philippines (100%)
France (a)	1993	Côte d'Ivoire (18%), Israel (17%), EU (13%)
Germany (a)	1993	EU (67%), South Africa (4%), Mexico (4%)
Netherlands (a)	1993	Brazil (36%), U.S. (20%), EU (17%)
UK (a)	1993	Pakistan (20%), Brazil (11%), Venezuela (11%)
Total EU (a)	1993	Brazil (23%), U.S. (12%), South Africa (8%)
Dubai (a)	1992	Pakistan (51%), India (41%), Kenya (5%)
Canada (a)	1993	Mexico (78%), U.S. (8%), Brazil (3%)
U.S.	1993	Mexico (85%), Haiti (6%), Brazil (3%)

(a) Includes guava and mangosteen. For EU countries, EU member supplies are assumed to be re-exports. Total EU shares do not include those from other EU suppliers.

Source: National trade statistical reports



## Japanese Supermarkets in Hong Kong: Positioned for the Long Run

### Eyeing Chinese Markets

The vibrant, dynamic growth of the supermarket sector in Hong Kong allows for varied entry strategies for supermarket chains from other countries. From only 100 supermarkets in 1975 to 200 by 1980, this sector expanded to more than 800 by the beginning of the 1990s. According to a recent study the volume and value of supermarket sales have expanded much more rapidly than sales through other types of non-restaurant food retailers in Hong Kong.

### Marketing Strategically

One country whose supermarket chains have sprung up in Hong Kong in large numbers is Japan. Japanese supermarkets in Hong Kong are seen as pursuing some form of value orientation rather than a price-conscious strategy. However, the strategies these supermarkets use are as varied as the mix of consumers they court. Some target the broad Chinese middle class, in direct competition with the two major local supermarket chains; others are niche marketers. The former are found near or in residential districts, whereas the latter are located in the main shopping districts, where they entice expatriate consumers. One Japanese supermarket chain reflects particularly high standards of goods with an international, not Japanese, image.

Most locally owned supermarkets—including the largest, Wellcome and Park'N Shop—serve the needs of the price-conscious consumers. They emphasize price-cutting promotions that increase sales in the short term but do not develop much product or consumer loyalty. In contrast, Japanese supermarkets focus less on heavy price discounts than on other forms of promotion, such as taste tests and new product displays, and improved services, thus seeking long-term results: improved image and gradual expansion of customer loyalty. For these supermarkets, increasing the variety of quality products offered is a key element in their sales strategy.

The Japanese strategy is forward looking. As the Hong Kong standard of living improves and the level of household disposable income increases, consumers are apt to become less price conscious and more concerned about value, preferring higher quality, more convenience, larger variety, and more courteous service. A recent survey found that, although they had these attributes, Japanese supermarkets were believed to be considerably higher priced than local supermarkets. Thus, the Japanese are poised for the eventuality of less-price-conscious and more loyal consumers in Hong Kong.

Japanese supermarkets are not interested only in Hong Kong. Like their local competitors, they see their strong position in Hong Kong as a springboard for excursions into the emerging markets of China. Department stores with supermarket components have been among the first foreign retailers to move into China, and the competition in China follows a pattern similar to that in Hong Kong—namely, one of foreign supermarkets entering at the high end of the market while local Chinese stores serve the needs of the more price-conscious consumers.

Still, only a relatively small percentage of Chinese consumers are value oriented, and some government regulations inhibit a value orientation at this time. One such regulation requires the sourcing of products originating in China, which has insufficient transportation infrastructure to convey quality products from distant suppliers. Once these constraints are overcome, the common entry points to the China market likely will be the cities of Guangzhou/Shenzhen, Shanghai, and Beijing.

Merle Menegay, RAP

*(Based on a forthcoming article by Yukiko Kawahara and Mark Speece: "Strategies of Japanese Supermarkets in Hong Kong," International Journal of Retail and Distribution Management, 1994) MA*

## News in Brief

### Brazil

Brazilian exports of **pineapple juice** fell 18 percent from 1992 levels to 4,821 metric tons in 1993, while **passion fruit juice** exports increased 9 percent to 3,640 metric tons. The Netherlands remained **Brazil's** largest buyer of both products, taking 69 percent of pineapple juice exports and 81 percent of passion fruit juice exports. (*FoodNews*, August 26, 1994)

### China

China plans to invest \$600 million in the construction of a **biotechnology** research and development center in Hangzhou, capital of Zhejiang Province. This center will study applications of biotechnology in the development of food and agricultural products, medicines, and chemicals. (*Asia-Pacific Food Industry*, July 1994)

### Europe

SMT, a major London supplier of **specialty produce** to catering firms, gave its list of "hot" and "cold" items to the *Fresh Produce Journal* last month. Hot items include the kiwano, prickly pear, pitahaya, baby pineapple, sharon-fruit, tamarillo, physalis, mangos-teen, kumquat, papaya, mango, starfruit, lychee, and rambutan. Fruits that have fallen out of favor among London's catering community include the pepino, jujube, pomelo, uglifruit, limequat, and granadilla. (*Fresh Produce Journal*)

### India

The United Kingdom imported 1,733 metric tons of **grapes** from India between January and November 1993, compared with 740 metric tons in all of 1992. The value of Indian grape exports to the United Kingdom more than doubled as well, from £612,000 to £1.5 million. (*Eurofruit*, August 1994)

India's Agricultural and Processed Food Products Export Development Authority (APEDA) is planning an ambitious program to export **lychee** during the 1994-1995 season. The goal is to export 500 metric tons of lychee, more than 12 times the 40 metric tons exported during the previous season. (*Indian Food Industry*, June 1994)

### Indonesia

**McCormick and Company** of Baltimore, Maryland, one of the world's largest spice companies, recently announced joint ventures in India and Indonesia. In India, McCormick has joined with the A.V. Thomas Group of Companies in Madras to produce whole and ground, naturally sterilized spices for direct shipment to Europe, the United States, and other world markets. In Indonesia, McCormick joins with **PT Rodamas** and will manufacture and market spices, herbs, seasonings, condiments, and sauces. (*Food Distribution Magazine*, August 1994)

### Japan

**U.S. strawberries** continue to dominate the import market in Japan, accounting for 96.0 percent of fresh and 58.0 percent of frozen imports. Japan has decided to allow importation of Florida **starfruit**, and officials in Japan's Ministry of Agriculture, Forestry and Fisheries lifted the 23-year-old phytosanitary ban on **apples** from Washington state. (*World Horticultural Trade*, September 1994)

This summer's drought has caused an estimated Y60 billion in crop damage through August according to a report by the Ministry of Agriculture, Forestry and Fisheries. Fresh **fruit and vegetable prices** continue to increase as domestic production falters. The wholesale price of fresh tomatoes is up 21 percent, and lettuce and cucumbers have increased 46 percent and 11 percent, respectively. Imports have also surged, with fresh vegetable imports up 72 percent in volume and 43 percent in value for the first six months of this year. For the same period, fresh fruit imports have increased 13 percent in volume and 8 percent in value. Table 6, on page 18, gives a complete breakdown of fresh fruit and vegetable imports for January-June 1994. (RAP and *The Nikkei Weekly*, September 5, 1994)

Japan's new \$14.5 billion **Kansai International Airport** opened in early September. By the year 2001, Kansai Airport will handle more than 35 percent of total air freight entering Japan. With a customs operation open 24 hours a day and more frequent flights to other Asian countries, Kansai will be a major hub for air-freighted fruits, vegetables, cut flowers, and other perishables. (*The Nikkei Weekly*, September 5, 1994)

## Thailand

To comply with GATT, Thailand has agreed to remove its ban on imports of refined **sugar** beginning in mid-1995. Each year 13,105 metric tons of sugar will be allowed into Thailand, but the sugar will be slapped with a 63.0 percent import duty. Imports exceeding this quota will have to pay a 104.0 percent duty. In addition, Thai subsidies to **rice, milk, sugar, maize, and coffee** producers will be reduced by 13.0 percent during the next 10 years, from \$889 million to \$773 million. (*Asia-Pacific Food Industry*, July 1994)

The U.S. Department of Commerce's International Trade Administration is investigating whether **canned pineapple** from Thailand is being dumped into the U.S. market at below fair market value. If the Commerce Department finds that this is the case, and that these actions have

caused material injury to domestic industry, the U.S. International Trade Commission can impose countervailing duties. A final ruling is expected in November. The investigation began after complaints from Maui Pineapple Company, the only remaining significant U.S. canner of pineapple. (*Food Institute Report*, July 25, 1994)

## United States

The United States imported 249,984 metric tons of **spices** in 1993, a decline of 1.7 percent from the previous year. Import values declined 6.4 percent, to \$373 million, largely because of lower market prices for sesame  
(please turn to p. 8)

## U.S. Imports of Dried and Frozen Mango and Papaya Continue to Increase

U.S. imports of both dried and frozen mangoes and papaya showed an increase for the first five months of 1994. Dried mango imports increased 27 percent in volume and 50 percent in value; dried papaya imports rose 20 percent in volume and 29 percent in value. Imports of frozen mango increased 27 percent in volume and 41 percent in value, with frozen papaya posting a 47 percent volume and 55 percent value increase for the same period.

Thailand was the largest supplier of both dried mango and papaya to the United States for the period January-May 1994, with import shares of 80 percent and 75 percent, respectively. Haiti supplied 59 percent of demand for imported frozen mango, and the Dominican Republic supplied 82 percent of imports of frozen papaya.

### U.S. Imports of Dried and Frozen Mango and Papaya

	Jan-May 1994	Jan-May 1993	1993	1992	1991
<b>CIF Value (\$000s)</b>					
Mango, dried*	638	425	1,252	901	881
Mango, frozen	2,594	1,838	3,625	700	548
Papaya, dried	869	676	2,144	1,198	1,521
Papaya, frozen	231	149	595	469	317
<b>Metric Tons</b>					
Mango, dried*	145	114	320	215	225
Mango, frozen	1,834	1,444	3,229	600	425
Papaya, dried	481	400	1,193	776	921
Papaya, frozen	292	198	726	501	548

\* Includes guavas and mangosteens

Source: U.S. Department of Commerce

## News in Brief

(continued from p. 7)

seed and capsicum peppers, which combined make up 10.3 percent of total spice imports. Currently, the U.S. imports an estimated two-thirds of its spice and seasoning requirements. This figure has continuously grown because of the rise in demand for ethnic foods. The largest suppliers of spices to the United States in 1993 were Indonesia, Madagascar, Mexico, and India. (*Food Institute Report*, June 20, 1994)

Dole Fresh Fruit Co. has teamed up with nine fruit processors throughout the United States to supply cored and peeled **pine-apple** to retail stores around the country. The pineapple will carry the Dole label. (*Food Institute Report*, August 22, 1994)

Researchers at the University of California at Davis have developed **edible film coating for fruits and vegetables** using components of milk such as whey protein and milk fat. These films can help maintain freshness, extend shelf life, minimize use of preservatives and additives, reduce packaging, and improve appearance. (*Food Production/Management*, July 1994)

### Vietnam

Vietnam is trying to attract **foreign investment** to upgrade its **food-processing** facilities. Currently, only 30.0 percent of cane sugar, 40.0 percent of tea, and 5.0 percent of fruits and vegetables

are processed. Fifty-two foreign corporations have invested \$115 million in Vietnamese food processing and agroindustry. (*Asia-Pacific Food Industry*, July 1994)

Antesco, a Vietnamese concern, began to export **frozen soybean fruit** from its new food-processing factory. The fruit, which was steamed before it was frozen, was exported to Taiwan. (*Asia-Pacific Food Industry*, July 1994) 

---

## IPM Linkages

(continued from p. 1)

the consumer while maintaining bountiful harvests for the farmer.

World leaders recognized the importance of IPM at the 1992 United Nations Conference on Environment and Development, which called on farmers to adopt the practice as a key step toward sustainable agricultural development. The Clinton administration's goal is to enact measures that would result in 75 percent of U.S. farmland under IPM practices by the year 2000.

### Why IPM and Food Companies?

Although the involvement of government and academic institutions with IPM has been strong from the start, RAP believes that promotion of IPM through the food-processing industry provides a much needed and underdeveloped linkage. The food industry has begun to embrace IPM out of necessity because of the attitude of consumers about pesticides on foods. Years of individual brand

loyalty to a food product can be destroyed by an article in the press that associates a food product with pesticide residues, even if the chemicals are of low toxicity and the residues are well within allowable limits.

Food companies are realizing that IPM can be used to promote consumer confidence. If the consumer learns that a food company has active internal programs aimed at protecting workers, consumers, and the environment through reduced pesticide usage, then brand loyalty can be strengthened.

### Industry-Sponsored IPM

For these reasons, RAP has decided to emphasize links between food companies and IPM. Linkages need to be made between companies in the United States currently practicing IPM and companies in Asia that might wish to do so. Sharing of lessons learned in IPM needs to be encouraged among companies and between public sector IPM training programs and agricultural sourcing operations of food companies. IPM technologies, information sources, and databases on IPM available in the United States need to be made available to interested Asian food companies, and food importers who are especially interested in commodities grown under IPM or grown organically should be put in touch with Asian processors who have those capacities. RAP can assist Asian agribusinesses in all these areas.

Two case studies of IPM programs in the private sector are presented on the following pages. RAP is exploring further ways to

(please turn to p. 12)

## Developing Food Export Markets

As food markets have become increasingly internationalized, the focus of export market development has shifted from primary, relatively non-perishable commodities to fresh and processed products. Because many of these products are produced in numerous countries, export marketers usually encounter greater competition than do those that supply domestic markets. Successful development of export markets requires careful definition of the opportunities and ways to take advantage of them.

A successful exporting strategy relies on a unique combination of marketing variables that differentiate a product from its competition. These variables include target country, target customer, price, packaging, brand name, label, method of distribution, promotion, and even the product itself. A successful strategy addresses a specific market niche in a way that minimizes competition and maximizes margins.

An assignment completed by DAI staff illustrates an effective export marketing strategy. DAI worked with an investor in Asia to define an export strategy for canned products to be produced in a remodeled and greatly expanded company. The products included an established specialty vegetable; an emerging specialty vegetable; and two standard fruit products facing strong, often subsidized competition. Some production was being exported, but not according to a strategy of building long-term sales with attractive margins; products were sold on a bid basis, usually re-

sulting in low prices. They were packed in lead-seam cans with unattractive labeling. Product samples taken from supermarket shelves showed varying age, some so old that quality had deteriorated significantly despite the high quality of the raw product.

Target markets were selected through a combination of desk and on-site research on demand, competition, pricing, and distributor interest. This research led to development of different strategies for each product, standardizing some marketing variables across the entire product range while differentiating others. The standardized attributes selected were packaging (non-lead-seam cans), labeling (high-quality labels designed and tested in each target market), shipments based on demand, and sale of product in

low-price markets under different labels before it became old. The variables corresponding to individual marketing needs are summarized in Table 4.

Development of a strategy requires time and money for market research and strategizing. In this case, the processing company financed the effort. In other cases, distributors may offer to handle processors' products, making anywhere from no changes to major changes in the marketing strategy, according to their knowledge of how the product should be positioned in the export market. If the distributor proposes major changes in strategy, the processor should question the importer and visit the target market to ensure that the envisioned strategy creates a unique product identity and is not simply putting another product on the shelves.

Joseph T. Pietrus, RAP 

Table 4: Marketing Variables for Selected Sample Products						
Product	Target Country	Target Customer	Price	Label	Distribution	Promotion
<b>Specialty Vegetables</b>						
<b>Established</b>						
Premium Quality Product	Germany, Netherlands	Retail	Between premium and mid-price	Processor's retail brand	One importer	Importer developed, processor funded
Secondary Quality Product		Institutional	Meet competition	Processor's institutional brand		
<b>Emerging</b>						
Premium Quality Product	Canada, Germany, Netherlands, United States	Retail	Between premium and mid-price	Processor's retail brand	One importer (same one as above)	Importer developed, processor funded
Secondary Quality Product		Institutional	Meet competition	Processor's institutional brand		
<b>Fruit Products</b>						
Moderate to High Quality Product	Middle East and other small markets	Retail	Moderate	Importer's private label	One importer	Importer developed, processor funded
Secondary Quality Product		Low-price markets	Meet or beat competition	Processor's low price brand		

## Profile of Indonesian Seafood Sector

The fisheries sector has always been an important part of the Indonesian economy. Although fishery production accounts for only 2.0 percent of gross domestic product, jobs related to fisheries account for 5.0 percent of the labor force, or about 4 million people. Fishery production has been steadily increasing. In 1992, total estimated fisheries production was 3.5 million tons, representing an annual average increase of about 5.4 percent since 1983.

Exports in 1992 amounted to 421,367 tons, an increase of 500 percent since 1983. Value of exports during the same period rose from \$257 million to \$1.2 billion, a 900 percent increase. Japan is

Indonesia's largest export market for fishery products, importing 54.3 percent of total export value in 1992. As Figure 1 shows, other large markets for Indonesian fishery products include the United States (13.3 percent of total value), Thailand (7.5 percent), Singapore (8.8 percent), and the EU (8.7 percent—mainly the Netherlands, France, and Benelux).

Shrimp is the single largest Indonesian marine export, accounting for 60 percent of total export value in 1992 (\$770 million). Most of the product exported is frozen (91 percent); 8 percent is fresh, and the remainder canned. Japan is Indonesia's largest market for shrimp, buying

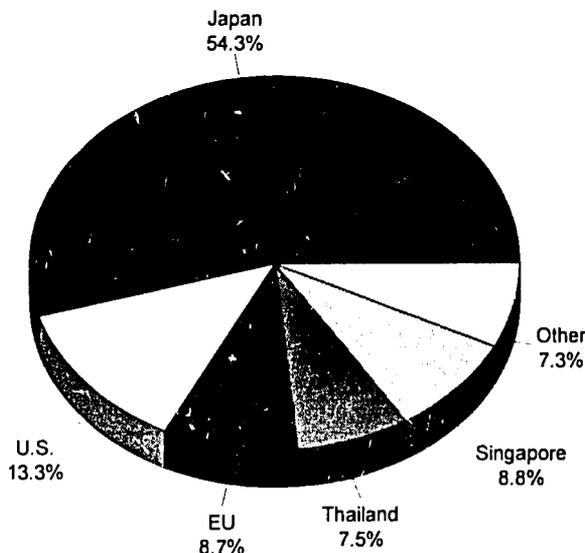
64.4 percent of 1992 Indonesian exports by value. The United States imports 15.0 percent, and Singapore 10.0 percent. Indonesia, in turn, is Japan's largest supplier of shrimp, delivering 20.0 percent of total Japanese imports by value in 1993.

Tuna and skipjack, a much lower-value product than shrimp, accounted for 11 percent of total export value in 1992 (\$184.5 million). Only about 20.0 percent of tuna and skipjack exports are fresh or chilled, but this category constitutes 54.0 percent of total value; the 80.0 percent of exports that are canned or frozen make up the other 46.0 percent of total value. The Japanese imported \$95 million worth of Indonesian tuna in 1992, 65.0 percent of total export value. The United States and Singapore followed with 13.4 and 6.0 percent of total export value, respectively.

The Indonesian seafood industry has been growing steadily, but there is still room for expansion into other markets. Europe and the United States represent markets in which Indonesia has only a small market share. For example, Figure 2 shows U.S. imports of frozen shrimp in 1993. Indonesia accounts for only for 3.5 percent of total value; Thailand, India, China, and Ecuador combined account for 64.0 percent. Figure 3 shows total EU imports of fishery products from Asia. Indonesia trails Thailand, India, China, and Bangladesh.

Part of the reason that Indonesian exports are not what they could be is the lack of coordination between suppliers and processors, a problem also found in the horticultural sector. Indonesia has a freezing capacity of 900

Figure 1  
MAJOR IMPORTERS OF INDONESIAN FISHERY PRODUCTS, 1992  
(by value)



Source: DG Fisheries, Government of Indonesia

metric tons per day, yet capacity utilization is only about 60.0 percent. The situation in canning is even worse: capacity utilization is only 30.0 percent.

As part of its sixth 5-year development plan, the Government of Indonesia is planning to spend \$885 million on the fisheries industry. The government intends to boost exports to \$2 billion by 1998 while increasing production for domestic consumption. Aggressive marketing in markets other than Japan and the establishment of better relationships between producers and processors will be keys to meeting these ambitious goals.

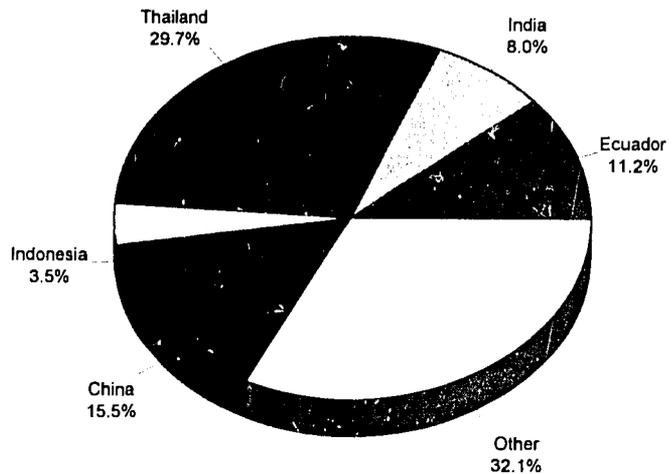
Bob Galinsky, Fintrac

*Note: Sources for this article include the Government of Indonesia's Directorate General of Fisheries and the USAID/Indonesia's Agribusiness Development Project. **MA***

## Shrimp Consumption on the Rise

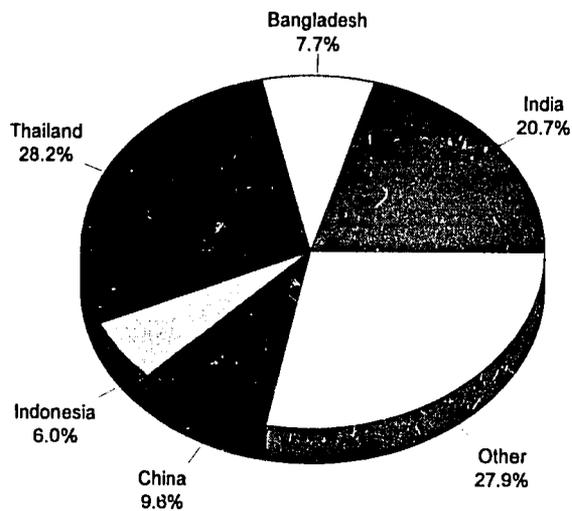
Global demand for shrimp continues to grow, and the Food and Agriculture Organization of the United Nations expects the demand-supply gap to be 450,000 metric tons by the turn of the century. Japan accounts for 48.0 percent of purchases in the global shrimp market; the United States, 28.0 percent; and the EU, 17.0 percent. India, China, and Indonesia are the biggest producers of Black Tiger shrimp, which accounts for 54.0 percent of global trade.

**Figure 2**  
MAJOR SUPPLIERS OF U.S. IMPORTS OF FROZEN SHRIMP  
(by value)



Source: U.S. Department of Commerce

**Figure 3**  
ASIAN SUPPLIERS OF FISHERY PRODUCTS TO THE EU, 1992  
(by value, as % of regional total)



Source: EUROSTAT

## IPM Linkages

(continued from p. 6)

promote and support IPM activities such as those initiated by these firms. For example, the RAP Environmental Specialist presented a paper, "Importance of IPM to Asian Agribusiness," in July at the Fifth ASEAN Food Conference in Kuala Lumpur, Malaysia. The paper will be available through RAP at a later date. If your company or food industry association would like to learn more about IPM or other environmentally sustainable production practices, contact RAP for further information. We are especially interested in learning about importers willing to work with Asian exporters in IPM.

### Case Study 1 Campbell Soup Company

Five years ago, Campbell Soup made a corporate commitment to assume a leadership position in IPM among U.S. food companies. Since then pesticide use by Campbell's contract growers is down by 50 to 75 percent, and \$1 million are saved annually by growers by using IPM techniques. Campbell's IPM programs employ a variety of innovative pest and disease control strategies including the application of bioinsecticides and pheromones; the release of natural enemies; and the incorporation of cultural practices, disease resistance, field monitoring, and risk assessment techniques.

Campbell Soup sources significant amounts of tomatoes from the Mexican state of Sinaloa. The two most important insect pests attacking the crop are the tomato

pinworm and the tomato fruitworm. Traditional control of these and other pests has required as many as 40 applications per crop of broad-spectrum insecticides, a practice that led to increased resistance of the pest to the pesticides, destruction of beneficial insects, and detectable levels of pesticide residues.

To control the pinworm, Campbell's IPM team taught the farmers to monitor insect populations and to employ mating disruption techniques with pheromones. Microbial insecticides such as *Bacillus thuringiensis* were also applied to control outbreaks of pinworm larvae. These IPM techniques against the pinworm have cut pesticide usage by 50 percent and resulted in average annual savings to the Sinaloan growing community of \$470,000 per year.

Parasitic wasps (*Trichogramma* spp.) were employed against the fruitworm to avoid the use of pesticides. Campbell Soup constructed an insectary near the processing plant and, at a nominal cost, supplied the growers with paper strips impregnated with viable wasp eggs. The strips are placed strategically in the field, where the young wasps hatch and feed on the fruitworm larvae. Using this form of biological control, farmers were able to reduce pesticide applications against the fruitworm by 90 percent.

In Sinaloa, Campbell Soup also launched an IPM program against gemini virus, a serious disease transmitted by whiteflies that carry the virus to healthy tomato plants from infected alternate hosts—soybeans, green beans, weeds—in neighboring fields. Campbell Soup assisted its grow-

ers in establishing risk assessment maps of sourcing areas near the plant. Low-, medium-, and high-risk areas were determined based on types of companion crops and incidence of weeds. Campbell Soup gradually shifted most production to low-risk areas—a technique that led to the complete elimination of insecticide spraying against the whitefly.

During 1986 and 1987, Campbell's growers applied approximately 22,000 pounds of pesticides per year on tomatoes in Sinaloa. Remarkably, by 1993, these IPM programs eliminated the use of synthetic insecticides and led to grower savings estimated at \$76 per acre. IPM fields had significantly less damage from these pests than sprayed fields, and crop quality was maintained.

In the United States, Campbell Soup adopted a computerized disease forecasting system to reduce fungicide sprays against anthracnose fruit rot affecting Ohio's processing tomato crop. The system, called TOMCAST, was developed in Canada by the Ontario Ministry of Agriculture and monitors the key set of meteorological conditions that trigger an outbreak of the fungus. Data recorders placed in farmers' fields relay data to an information center, where farmers can find out whether ambient conditions warrant protective spraying for the disease.

Using this approach, growers during the 1991-1992 season made an average of 6.0 applications per acre, compared with 9.5 applications per acre for non-IPM growers, at an estimated savings of \$66 per acre. Campbell Soup has achieved 90 percent grower participation in this program,

and quality has been maintained.

Campbell Soup has become a leader among U.S. food companies in IPM by building a multidisciplinary team around IPM, providing IPM advice to growers free of charge, providing IPM equipment at nominal costs, and sponsoring IPM grants at U.S. universities. A comprehensive article on Campbell's IPM program is available through RAP.

## Case Study 2

### Bukidnon Resources Co., Inc.

In collaboration with USAID/Philippine's Agribusiness Systems Assistance Program, the RAP Environmental Specialist recently worked with Bukidnon Resources Co., Inc. (BRCI), a major Philippine food company. BRCI is currently constructing the country's largest tomato

paste processing plant on a 20-hectare site on the island of Mindanao (Bukidnon Province). The plant is scheduled to start commercial production in November 1994. BRCI is headed by a group of executives concerned with the environmental sustainability of their operations. The company has forged an agreement with approximately 2,500 independently financed contract growers to plant tomatoes on 2,997 hectares of land. Because the company is supplying seed, agrochemicals, and tomato culture technology to so many small farmers, it feels a corporate responsibility to provide these growers with as many environmentally friendly options as possible.

IPM is at the forefront of BRCI's approach. Like Campbell, BRCI has invested in a multidisciplinary research and develop-

ment team to further sustainable agricultural techniques and to train growers in these techniques. To minimize pesticide applications, BRCI has invested in a laboratory and an insectary to produce biological insecticides and rear parasitic wasps. BRCI also has its own plant breeding center, which produces proprietary varieties with genetic resistance to pests. BRCI researchers are using innovative applications of plastic mulch to control soil-borne pests without chemicals. Researchers are also conducting tests with locally available organic fertilizers to reduce the need for synthetic ones. BRCI encourages composting to utilize the tons of unwanted vine residue present after harvest. And whenever possible, BRCI provides farmers with safe-use training for the pesticides the company supplies.

One of BRCI's most impressive environmental programs is under way many miles from the processing site and tomato fields. The company is vigorously promoting a reforestation campaign in the highland slopes that overlook the productive valleys and plateaus of Bukidnon. Timber extraction and fuelwood scavenging have resulted in severe deforestation of these slopes. The presence of vegetation on these slopes is critical for the creation of weather patterns and the production of clouds that permit rainfed agriculture in Bukidnon. BRCI is leading the charge in this campaign, with other concerned environmental groups.

John E. Bowman, RAP 

## Cocoa IPM: Indonesia

In collaboration with the USAID/Indonesia Agribusiness Development Project, RAP recently participated in field visits and meetings in Indonesia between the research division of the Chocolate Manufacturers Association of America (CMA/ACRI) and the Indonesian Cocoa Association (ASKINDO). The purpose of the visits was to establish a closer working relationship between these two associations that might lead to increased cocoa exports for Indonesia and strengthened institutional capability within ASKINDO. Representatives from Hershey Foods, M&M/Mars, the Directorate of Estate Crop Protection, and the Indonesian Coffee and Cocoa Research Institute were present. Discussions focused on the possibility of a collaborative IPM project to control the spread of the cacao pod borer in smallholder farms in Indonesia. Currently, this insect poses the greatest economic risk of all pests and diseases to the Indonesian cocoa industry, an industry with an estimated export value of \$220 million in 1993. If allowed to go unchecked in smallholder farms (which represent approximately 60 percent of the total production), the impact of cacao pod borer could have a devastating effect on harvests. Findings of the team are being reviewed by the Indonesian government and USAID/Indonesia.

## Trade Show Profiles

### Trade Show Calendar

**International Exposition for Food Processors: Los Angeles, California, November 3-6.**

Cheryl Clark, Food Processors Machinery Association, 200 Dangerfield Rd., Alexandria, VA 22314 USA (Tel.: 703-684-1080, Fax: 703-548-6563).

**Aalsmeer Professional Flower Exhibition: Aalsmeer, Netherlands, November 2-6.**

Buro Ad Maarse, P.O. Box 275, 1430 AG Aalsmeer, Netherlands (Tel.: 31-2977-440-33, Fax: 31-2977-26850).

**National Food Brokers Association Convention and Marketplace Expo: San Francisco, California, December 2-6.**

National Food Brokers Association Convention and Marketplace Expo, 2100 Reston Parkway, Suite 400, Reston, VA 22091 USA (Tel.: 703-758-7790, Fax: 703-758-7787).

**SAUDIFOOD: Riyadh, Saudi Arabia, January 22-26, 1995.**

Overseas Exhibition Services, 11 Manchester Sq., London W1M5AB, UK (Tel.: 44-71-486-1951, Fax: 44-71-935-8625).

**United Fresh Fruit and Vegetable Association: Anaheim, California, February 4-7, 1995.**

United Fresh Fruit and Vegetable Association, 727 North Washington St., Alexandria, VA 22314 USA (Tel.: 703-836-3410, Fax: 703-836-7745).

**Interfreez International Trade Fair: Kortrijk, Belgium, March 19-21, 1995.**

CV de Hallen-Kortrijk-Doorniksesteweg 216, B-8500 Kortrijk, Belgium (Tel.: 56-215551, Fax: 56-217930).

**KITEX: Tel Aviv, Israel, December 12-15.** This annual event allows representatives of the institutional food, catering, and restaurant sectors in Israel to meet suppliers of foods and kitchen and catering equipment from around the world. More than 20,000 visitors are expected to attend KITEX, which features seminars on trade aspects of the food industry. Contact I.I. Stier Group Ltd., 28 Hayezira St. Ramat-Gan, 52521, Israel (Tel.: 972-3-7516-422/3/5/7, Fax: 972-3-5756-395).

**FoodPack of the Americas: Miami, Florida, January 18-20, 1995.**

This exposition and conference are for food processors and packagers, machinery and equipment manufacturers, and producers of consumer-ready food. The event attracts buyers from the Caribbean and Latin America who need equipment and services for food processing and packaging. Featured is equipment for product preparation; processing and preserving; packaging; material and container equipment and supplies; material and container handling and warehousing; environment, inspection, sanitation, and quality control; and engineering, industrial planning, and construction. Contact Blenheim Trade Shows, One Executive Dr., Fort Lee, NJ 07024 USA (Tel.: 800-829-3976 or 201-346-1400, Fax: 201-346-1602).

**Tropical Plant Industry Exhibition: Ft. Lauderdale, Florida, January 19-21, 1995.**

Held annually, this exhibition attracts 7,000 visitors and 700 exhibitors. Seventy percent of the exhibits are plants and 30 percent allied supplies such as potting soil and fertilizers. Exhibits include newly perfected liners out of a tissue culture lab, standard plants with new shapes, unusual plants from other countries, and new ways to package plants. Also available is information on the hottest color trends for flowering plants, the latest designs in decorative containers, state-of-the-art plant care products, and technical and industry advances. Contact Sabrina White, Florida Nurserymen and Growers Association, 5401 Kirkman Rd., Suite 650, Orlando, FL 32819 USA (Tel.: 407-345-8137, Fax: 407-351-2610).

**AGF-Totaal: Rotterdam, Netherlands, September 8-10, 1995.** Touted as one of the largest fresh produce fairs in the world, AGF-Totaal offers exhibits from all over the world and is attended by 60 ambassadors and many organized trade missions. The 1993 show welcomed 75,000 visitors and 400 exhibitors including wholesalers, importers, and dealers from all over Europe. It is a commercial show, but is open to the public. In addition to fresh produce, there are displays of processing, packaging, and cooling equipment. Seminars are available. Contact De Loosa, Nieuwerkerk Aan Denijssel, Netherlands (Tel.: 31-18-031-5588, Fax: 31-18-031-6814).

## Training Programs

**Fundamentals of Protective Packaging: Phoenix, Arizona** (December 1-2, 1994; cost \$495 for members, \$595 for nonmembers). Course is for newcomers and those who need a broader understanding of protective packaging. Major topics include protective packaging design; facing environmental challenges; rules and regulations governing protective packaging; the effects of hazards in the distribution system on your packaged products; using packaging testing to improve product protection; interior packaging: materials and design; protective packaging design; case history problem solving; and unitized load planning techniques. Participants are engineers with part-time packaging responsibilities, sales and marketing personnel with limited technical experience, shipping supervisors, and packaging material buyers. For further information, contact the Institute of Packaging Professionals, 481 Cheerlessly Dr., Herndon, VA 22070 USA (Tel.: 703-318-8970, Fax: 703-318-0310).

**Quality Control Seminar, Kansas City, Kansas** (December 6-8, \$750 for members, \$850 for nonmembers). This seminar offers three days of intensive training in inspection, as well as in produce handling and storage technologies. Approximately half of the seminar is spent on the loading docks and produce coolers, performing inspections of fresh fruits and vegetables. Class time is spent discussing inspection specifications, transportation, and temperature and humidity control and receiving practical advice from a seasoned industry instructor. For further information, contact John Short, United Fresh Fruit and Vegetable Association, 727 North Washington St., Alexandria, VA 22314 USA (Tel.: 703-836-3410, Fax: 703-836-2049). [Z]

## Trade Opportunities

RAP has identified the following products available for export markets.

- **Flower Tissue Culture** (Nepal). Custom-grown chrysanthemum, lily, and gerbera planting materials derived from tissue culture.
- **Pineapple Juice Concentrate** (Philippines). Packaged aseptic or frozen in 55-gallon drums or 345-gallon bins, Brix 61 degrees. To be produced by a new plant coming on line in March 1995.
- **Tropical Fruits** (India). Thompson seedless grape, strawberry, mango, papaya, pineapple, passion fruit, pomegranate, guava, and custard apple.

If you seek a supply of fresh or processed horticulture products from Southeast or South Asia, please contact RAP for assistance.

## Training Calendar

**Industrial Refrigeration Workshop West: University of California, Davis**, November 13-17. International Training and Education Center, Technical Programs, University Extension, University of California, Davis, CA 95616-8727 USA (Fax : 916-757-8558, E-mail: cturbitt@unexmail.ucdavis.edu).

**HACCP: A Basic System for Food Protection: University of California, Davis**, December 6-7. International Training and Education Center, Technical Programs, University Extension, University of California, Davis, CA 95616-8727 USA (Fax : 916-757-8558, E-mail: cturbitt@unexmail.ucdavis.edu).

**Introduction to Private Agribusiness Management: Land O'Lakes, Inc., Minneapolis, Minnesota**, January 9-27, 1995. Land O'Lakes, Inc., International Development Division, P.O. Box 116, Minneapolis, MN 55440 USA (Fax: 612- 481-2556).

**Project Analysis with Micro-computer Applications (Agriculture and Natural Resources)**, International Center of Agricultural and Resource Development, Ft. Collins, Colorado, January 23-February 10, 1995. International Center of Agricultural and Resource Development, 410 University Services Center, Colorado State University, Ft. Collins, CO 80523 USA (Tel.: 303-491-5865, Fax: 303-491-6441).

**Introduction to Agricultural Marketing, Land O'Lakes, Inc., Minneapolis, Minnesota**, January 23-February 24, 1995. Land O'Lakes, Inc., International Development Division, P.O. Box 116, Minneapolis, MN 55440 USA (Fax: 612- 481-2556). [Z]

## Women in Agribusiness

### **New Book on Gender Planning in Development**

The success or failure of development projects may depend on the implementers' and participants' awareness of gender issues.

Caroline O.N. Moser, a Senior Urban Social Policy Specialist at the World Bank, has written an excellent book on raising gender awareness in development. *Gender Planning and Development: Theory, Practice and Training* (1993) presents a comprehensive study on gender planning, which she defines as an attempt to ensure equal and equitable participation by men and women in development.

The book can be ordered from Routledge, Chapman and Hall, 29 West 35th Street, New York, NY 10001 USA, or from Routledge UK, 11 New Fetter Lane, London, England EC4P 4EE (\$18.95 paperback, ISBN 0-415-05621-7, 285 pages).

### **NGO Forum on Women**

The United Nations Nongovernmental Organization (NGO) Forum on Women is scheduled for August 30-September 8, 1995, in Beijing, China. The event's theme—and challenge—is to look at the world through women's eyes. The NGO Forum will overlap with the Fourth United Nations World

Conference on Women, which runs September 4-15, 1995, in Beijing.

The NGO Forum has two goals: to influence the Platform for Action to be adopted at the conference on women, and to hold a substantive and celebratory forum highlighting women's vision and strategy for the world in the 21st century.

For additional information, contact the U.N. NGO Forum on Women Office, 211 East 43rd Street, Suite 1500, New York, NY, 10017 USA (Tel.: 212-922-9267, Fax: 212-922-9269).

*Please send comments on "Women in Agribusiness" to JoAnn Donovan, c/o RAP. *

## GATT Watch

The Uruguay Round of the General Agreement on Tariffs and Trade (GATT) has been more comprehensive than former rounds. In this round, member countries have sought for the first time to include agricultural products. The Uruguay Round covers 90 percent of world agricultural trade; Table 5 highlights its agricultural provisions.

The Uruguay Round goes much further than a mere reduction of tariffs on all imported products. It attacks nontariff barriers, which currently restrict the growth of

international agricultural trade. The Uruguay Round will remove current quotas, instituting tariffs in their place, and will reduce the resulting tariffs as scheduled. It will also limit export subsidies and internal supports. It will harmonize phytosanitary rules and regulations by basing them on scientific determinations, thereby preventing their use as artificial trade barriers.

The Uruguay Round will reduce trading costs and will lead to significant increases in world income (estimated at \$200 billion per year by the turn of the cen-

tury). Developing countries will share in this growth, which will result in greater opportunities for capital investments in trade infrastructure in each country.

There will be a gradual increase in worldwide agricultural prices, although price volatility will decline. Countries holding Generalized System of Preferences (GSP) status will continue to be exempt from tariffs or will enjoy a reduced level of tariffs, but they will lose any apparent competitive advantage these preferences now give them over competitors. The over-

all increase in global income should significantly offset this loss of advantage, however. The number of countries that have taken advantage of the GSP for fruits and vegetables is low, according to analysis of export data from Asia. The removal or reduction of quotas and tariffs for countries currently holding such protection will greatly diminish their comparative advantage and will open opportunities for developing countries to move into these formerly protected markets.

### Impact on Asia

With implementation of the Uruguay Round, global income is expected to grow, creating significant market opportunities for developing countries. Similarly, access to markets otherwise denied will create opportunities in several commodities, such as peanuts, beef, dairy, cotton, and textiles. (Opportunities for textiles will come from the elimination of quotas imposed by the Multi-Fiber Agreement; countries currently allocated relatively large quotas will maintain their quotas to at least 2005, but, in general, protectionism for textiles will gradually erode.) Higher cereal prices will shift livestock production to lower-cost environments, creating new opportunities for developing countries. Demand for coffee, cacao, and cotton from the developing countries that traditionally produce these products will increase significantly.

More than 60 developing countries have started liberalizing their trade regimes, but only one country in the Organization for Economic Cooperation and Development—New Zealand—has initiated reforms, according to Ian Goldin of the World Bank. The Uruguay Round will force most signatory countries to liberalize their trade regimes. The Asian countries in stages II (low-productivity agriculture) and III (semi-industrialization) of economic growth stand to benefit the most, because of the expansion of market opportunities in countries that currently have significant market protection—Japan, Canada, the United States, the countries in the European Union, and the countries in the European Free Trade Association. The opportunities heavily outweigh the disadvantages for most developing

countries, except perhaps for countries in stage I (subsistence), which currently depend on food imports. To take advantage of these opportunities, developing countries will have to restructure their production patterns and significantly improve infrastructure so that farmers and agribusiness entrepreneurs can participate in this market boom.

Kenneth Swanberg, RAP

*Sources for this article include "Uruguay Round Agreement: A Preliminary Assessment" (Food and Agriculture Organization, March 1994), "Agricultural Provisions of the Uruguay Round" (U.S. Department of Agriculture, USDA, January 1994), and "Effects of the Uruguay Round on U.S. Agricultural Commodities" (USDA, March 1994). [74]*

Provision	Steps to Implement
Timing	<ul style="list-style-type: none"> <li>• Implement in 6 years for developed countries</li> <li>• Implement in 10 years for developing countries</li> </ul>
Market Access	<ul style="list-style-type: none"> <li>• Convert nontariff barriers to tariff equivalents</li> <li>• Reduce tariffs an average of 36 percent overall, with a 15 percent minimum reduction in tariff for each commodity</li> <li>• Establish minimum import levels of products with nontariff barriers at 3 percent of total imports, later rising to 5 percent of total imports</li> </ul>
Export Subsidies	<ul style="list-style-type: none"> <li>• Reduce volumes of subsidized exports, including processed goods, by 21 percent</li> <li>• Reduce budgetary outlays for export subsidies by 36 percent</li> <li>• Ban export subsidies for products not currently subsidized</li> </ul>
Internal Supports	<ul style="list-style-type: none"> <li>• Reduce total aggregate measurement of support by 20 percent</li> <li>• Establish exceptions and credits</li> </ul>
Sanitary and Phytosanitary Measures	<ul style="list-style-type: none"> <li>• Base sanitary and phytosanitary measures on scientific determination, eliminating use as artificial nontariff barriers</li> <li>• Require international standards and transparency on all sanitary and phytosanitary measures</li> </ul>
Special and Differential Treatment for Developing Countries	<ul style="list-style-type: none"> <li>• Set tariff reductions for developing countries at two-thirds the levels of reductions required for developed countries. In addition, schedule tariff reductions over 10 years for developing countries and 6 years for developed countries</li> <li>• Exempt the least-developed countries</li> </ul>

**Table 6: Japanese Imports of Fresh Fruits and Vegetables (January-June 1994)**

Product	January-June 1994		% Change from		Key Suppliers & Percentage Share (by volume)
	Kilograms	Customs Value (Yen 000s)	Jan-Jun 93 Volume	Jan-Jun 93 Value	
Tomatoes	84,258	28,732	888%	1283%	Korea (100%)
Onions & Shallots	52,520,576	3,154,187	253%	263%	NZ (37%); U.S. (13%); Australia (16%)
Garlic	1,539,428	174,861	-46%	-53%	China (99%); NZ (1%)
Leeks & Other Alliaceous Veg.	3,926,151	720,271	38%	17%	China (91%); Thai (2%); Australia (2%)
Cauliflowers	62,622	21,367	-91%	-87%	U.S. (100%)
Brussels Sprouts	0	0	-100%	-100%	
Broccoli	35,625,246	6,750,370			U.S. (99%); Australia (<1%); China (<1%)
Cabbages	7,054,385	399,868	-55%	-87%	China (52%); Taiwan (32%); Indonesia (3%)
Lettuce	2,234,704	377,137	439%	217%	U.S. (98%); Australia (1%); Italy (<1%)
Chicory	499,972	240,277	59%	33%	Belgium (41%); Neth. (27%); U.S. (23%)
Carrots & Turnips	6,355,207	405,575	167%	164%	Taiwan (66%); NZ (14%); China (11%)
Salad Beetroot	426,130	62,932	869%	979%	China (69%); Taiwan (28%); Neth. (1%)
Cucumbers & Gherkins	288,940	69,439	130%	154%	Korea (100%)
Peas	5,124,343	1,030,439	71%	25%	China (90%); Taiwan (9%); Thai (1%)
Beans	794,049	454,915	37%	35%	Oman (43%); NZ (22%); Mexico (19%)
Other Leguminous Veg.	4,255,439	1,055,326	-22%	-23%	Taiwan (98%); China (2%)
Globe Artichokes	13,395	6,141	951%	1259%	Mexico (93%); U.S. (7%)
Asparagus	12,782,275	6,587,169	23%	22%	U.S. (50%); Mexico (31%); Philippines (9%)
Aubergines	0	0	-100%	-100%	
Celery	1,461,949	111,582	46%	21%	U.S. (100%); Australia (<1%)
Mushrooms	12,450,681	5,621,640	77%	27%	China (99%); Taiwan (<1%); Canada (<1%)
Truffles	2,600	171,787	-33%	3%	France (77%); Italy (23%)
Peppers	460,818	332,387	331%	363%	Neth. (91%); NZ (6%); Korea (1%)
Sweet Corn	618,608	160,043	227%	146%	Australia (57%); NZ (43%); Thailand (<1%)
Pumpkins	126,337,981	9,071,791	33%	12%	NZ (76%); Mexico (22%); Australia (2%)
Other Fresh Vegetables	12,376,369	2,639,631	228%	97%	China (65%); Thailand (27%); Phil. (7%)
<b>Total Vegetables</b>	<b>287,296,126</b>	<b>39,647,867</b>	<b>72%</b>	<b>43%</b>	
Bananas	495,758,146	27,690,812	7%	-7%	Phil. (70%); Ecuador (14%); Taiwan (10%)
Dates*	499,523	46,377	16%	52%	Pakistan (68%); Oman (20%); U.S. (8%)
Pineapples	60,749,701	3,019,687	-10%	-22%	Phil. (98%); Taiwan (2%)
Avocados	1,796,707	506,054	-23%	20%	Mexico (51%); U.S. (49%)
Mangoes	5,117,801	1,470,342	-25%	-9%	Phil. (85%); Mexico (12%); Thailand (2%)
Oranges*	135,702,854	13,283,041	31%	33%	U.S. (100%); Mexico (<1%)
Mandarins*	7,301,950	832,985	442%	281%	U.S. (98%); NZ (1%); Taiwan (<1%)
Lemons & Limes*	42,400,668	4,676,480	0%	-11%	U.S. (98%); Mexico (1%); Spain (<1%)
Grapefruit*	204,869,375	19,822,678	23%	21%	U.S. (96%); Israel (4%)
Other Citrus Fruit*	3,385	1,636	548%	299%	China (54%); Korea (46%)
Grapes	4,941,944	1,271,115	-3%	-6%	Chile (84%); U.S. (8%); NZ (7%)
Melons	6,485,767	1,257,853	23%	15%	Mexico (77%); NZ (14%); U.S. (9%)
Papayas	2,428,375	919,789	1%	-8%	U.S. (100%); Mexico (<1%)
Apples	37,540	13,556	39%	220%	NZ (81%); Korea (19%)
Cherries	13,998,265	9,902,764	48%	19%	U.S. (100%); China (<1%)
Plums & Sloes	1,961	2,605	-10%	-7%	Mexico (100%)
Strawberries	465,030	329,110	28%	27%	U.S. (97%); Korea (3%)
Raspberries	12,974	18,297	119%	85%	U.S. (100%)
Cranberries	521	971	214%	80%	NZ (60%); Neth. (40%)
Kiwi Fruit	20,377,526	3,868,493	34%	34%	NZ (80%); Chile (19%); U.S. (1%)
Other Fruits	1,696,271	794,066	119%	91%	Taiwan (65%); NZ (21%); Thailand (5%)
<b>Total Fruits</b>	<b>1,004,646,284</b>	<b>89,728,711</b>	<b>13%</b>	<b>8%</b>	
<b>Total Vegetables &amp; Fruits</b>	<b>1,291,942,410</b>	<b>129,376,578</b>	<b>22%</b>	<b>17%</b>	

\* Includes dried

Source: Japan Tariff Association

**Table 7: Dubai Imports of Fresh Fruits & Vegetables (1992)**

	\$ 000s	MTs	Top 3 Suppliers (by volume)
Potatoes	957	5,233	Iran (44%), India (32%), Pakistan (12%)
Tomatoes	504	1,462	Iran (93%), Netherlands (6%), Egypt (1%)
Onions/Shallots	16,024	126,245	India (64%), Iran (32%), Pakistan (4%)
Garlic	10,626	18,250	China (69%), Iran (25%), Argentina (6%)
Leeks & Other Alliaceous Vegetables	169	123	India (56%), Netherlands (38%), Sri Lanka (3%)
Cauliflowers & Headed Broccoli	702	1,693	Iran (89%), Australia (7%), Netherlands (4%)
Brussels Sprouts	41	16	Netherlands (51%), Australia (47%), France (1%)
Other Cabbages & Similar Brassicas	997	7,350	Iran (99%), Netherlands (<1%), China (<1%)
Lettuce	1,109	509	Australia (47%), Netherlands (35%), Iran (6%)
Chicory	82	28	Netherlands (98%), France (1%), Germany (1%)
Carrots & Turnips	3,281	6,688	U.S. (48%), Iran (44%), Australia (7%)
Other Salad Beetroot & Similar Roots	99	33	Netherlands (62%), Australia (25%), Pakistan (4%)
Cucumbers & Gherkins	130	48	Libya (41%), Netherlands (41%), India (9%)
Peas	59	33	Egypt (64%), Netherlands (8%), Pakistan (7%)
Beans	652	622	Egypt (84%), Kenya (5%), India (4%)
Other Leguminous Vegetables	55	39	Egypt (87%), Netherlands (5%), Zimbabwe (2%)
Globe Artichokes	15	5	Egypt (26%), Cyprus (22%), France (22%)
Asparagus	73	15	Australia (38%), U.S. (25%), Thailand (24%)
Aubergines	436	3,627	Iran (100%), Netherlands (<1%), Sri Lanka (<1%)
Celery	179	88	Australia (56%), Netherlands (34%), Iran (6%)
Mushrooms	690	217	Netherlands (71%), Iran (26%), Libya (1%)
Truffles	56	26	Iran (97%), Netherlands (2%), France (1%)
Capsicum/Pimenta	867	4,527	Iran (98%), Netherlands (1%), Spain (<1%)
Spinach	0	0	Lebanon (44%), France (29%), Netherlands (27%)
Other Fresh Vegetables	12,445	16,856	Iran (44%), India (27%), Egypt (11%)
<b>Total Vegetables</b>	<b>50,247</b>	<b>193,730</b>	
Bananas/Plantains*	812	1,097	Malaysia (62%), India (37%), Sri Lanka (<1%)
Dates*	11,925	48,002	Iran (90%), Tunisia (10%), India (<1%)
Figs*	95	115	Iran (67%), Pakistan (24%), Egypt (3%)
Pineapples*	1,076	1,088	Sri Lanka (72%), India (19%), Kenya (10%)
Avocados*	239	140	Kenya (88%), Australia (6%), Cyprus (2%)
Guavas, Mangoes, Mangosteens*	11,748	21,636	Pakistan (52%), India (41%), Kenya (5%)
Oranges	1,080	5,085	Pakistan (44%), Iran (27%), Egypt (26%)
Mandarins, Clementines	1,598	20,645	Pakistan (87%), Iran (12%), India (<1%)
Lemons/Limes*	958	1,533	Iran (39%), Egypt (38%), India (9%)
Grapefruit	21	31	Iran (80%), Netherlands (10%), U.S. (6%)
Other Citrus Fruit	22	22	Spain (94%), Lebanon (3%), Australia (2%)
Grapes	6,841	6,970	India (86%), Egypt (4%), Australia (4%)
Melons	14,729	111,459	Iran (90%), India (6%), Pakistan (3%)
Papayas	476	215	Malaysia (59%), India (33%), Sri Lanka (5%)
Apples	8,124	53,962	Iran (94%), U.S. (3%), France (2%)
Pears/Quinces	926	1,518	Iran (53%), U.S. (37%), Australia (9%)
Apricots	325	185	Iran (41%), Swaziland (17%), Australia (17%)
Cherries	192	67	Iran (49%), U.S. (28%), Australia (17%)
Peaches/Nectarines	742	219	Australia (48%), U.S. (29%), Swaziland (9%)
Plums/Sloes	404	178	Australia (42%), U.S. (26%), Egypt (18%)
Strawberries	849	193	U.S. (74%), Australia (22%), Kenya (2%)
Other Berries	128	55	China (63%), Sri Lanka (28%), Netherlands (8%)
Other Fresh Fruit	8,129	20,400	Iran (76%), India (9%), Pakistan (6%)
<b>Total Fruits</b>	<b>71,437</b>	<b>294,815</b>	
<b>Total Vegetables &amp; Fresh Fruits</b>	<b>121,684</b>	<b>488,545</b>	

\* Includes dried

Source: Government of Dubai, Central Accounts - Statistics Office

## Publications of Interest

**Food Markets in Review: Frozen Vegetables** provides five years of market trends in the U.S. market for frozen asparagus, green beans, lima beans, broccoli, Brussels sprouts, carrots, cauliflower, celery, sweet corn, onions, green peas, spinach, southern vegetables, stir-fry vegetables, mixed vegetables, and potato products. Information includes production data, packaging data, cold storage stocks, disappearance rates, price trends, exports and imports, per capita consumption, and supermarket sales. Cost is \$145 for members, \$290 for nonmembers. To order, contact the Food Institute Information & Research Center, P.O. Box 972, Fair Lawn, NJ 07410-0972 USA (Tel.: 201-791-5570, Fax: 201-791-5222). Also available from the Food Institute are **Food Market in Review: Dried Vegetables** (\$85 for members, \$170 for nonmembers) and **Food Markets in Review: Edible Nuts & Dried Fruits** (\$85 for members, \$170 for nonmembers).

**Herold's 5000: The Directory of Leading U.S. Food Processors & Beverage Manufacturers** provides titles and mailing addresses for nearly 15,000 food industry executives. The directory is available in hard copy (\$397) and on diskette (\$997). To order, contact Food Chemical News, A Division of CRC Press, 1101 Pennsylvania Ave., S.E.,

Washington, DC 20003 USA (Tel.: 202-544-1980, Fax: 202-546-3890).

**The U.S. Market for Oriental Vegetables** covers bittermelon, bok choy, Chinese broccoli, daikon, Japanese eggplant, kabocha, Chinese long beans, snow peas, taro root, yu choy, and choy sum. Information includes estimates of domestic production and imports, suppliers and market shares, consumer specifications, price trends, seasonality, and admissibility requirements. To obtain copies, contact the LAC TECH Project, c/o Kenneth Weiss, Chemonics International, 2000 M Street, NW, Suite 200, Washington, DC 20036 USA (Tel.: 202-466-0649, Fax: 202-296-9729).

**Postharvest Technology of Horticultural Crops**, second edition, is a 33-chapter guide to the most effective measures to protect farm produce from injury and spoilage on the way to market. Crop coverage includes fresh herbs, apples, pears, stone fruits, grapes, kiwi fruit, strawberries, citrus, avocados, bananas, mangos, papayas, pineapples, cucumbers, eggplant, melons, okra, peppers, squashes, tomatoes, artichokes, asparagus, broccoli, cauliflower, cabbage, lettuce, potatoes, yams, and selected nuts. The guide contains 304 pages with 113 full-color photo-

graphs. The publication number is 3311, and cost is \$45.00. To order, contact ANR Publications, University of California, 6701 San Pablo Ave., Oakland, CA 94608-1239 USA (Tel.: 510-642-2431, Fax: 510-643-5470). Please place international orders by telephone.

**The Specialty and Minor Crops Handbook** provides information on 37 different crops including color photographs, seed sources, cultivation and production techniques, and marketing alternatives. New crops sheets are produced periodically and can be easily added to this three-ring binder. The book contains 130 pages. The publication number is 3346, and cost is \$30.00. To order, contact ANR Publications (see above).

**UC Integrated Pest Management Guidelines** is an official University of California publication providing guidelines for pest monitoring techniques, pesticide use, and nonpesticide alternatives for agricultural crops. Twenty-seven major crops are covered, with additional crops added regularly. The publication number is 3339, and cost is \$80.00. Cost includes the two-volume set and a subscription to all updates and new materials added for one year. To order, contact ANR Publications (see above). 

**ANNEX D**  
**QUICK RESPONSE SERVICE REQUESTS LOG**

## RAP Clearing House Information Request Activity Log, Fourth Quarter 1994

Date In	Request Description	Contact Information	Response	Date Out (1994-1995)
11/21	Market information on angora and company contacts who deal with angora.	A.S. Davis	Sent export and import data compiled from the NTDB Trade Data disks and Eurostat; sent list of U.S. companies that buy angora. Now in the process of compiling a more complete report.	11/23
		Nepal		
12/1	Information on and market contacts for used food processing equipment.	PRAN	Contacted 12 companies that sell used food processing equipment; sent equipment and contact information.	12/11
		Bangladesh		
12/2	Product development, market, and export information on Costa Rican heart of palm.	Tony Dalglish	Sent a fax with import/export data from NTDB; contacted agricultural and trade agencies in Costa Rica; compiled and sent information.	1/12
		AGENT - Sri Lanka		
12/12	Information on the start date and functions of the Sri Lankan office of US-AEP.	Richard Hurelbrink	Contacted US-AEP; sent contact information and program materials.	12/22
		AGENT		
12/13	Information on Barbados cherry.	Pam Michel	Provided general information and export data.	12/14
		ASAP		
12/19	Export information for Nepal.	Bagie Sherchand	Contacted the Commerce Department's fax hotline service; compiled information.	12/19
12/20	Information on "Regulation 216."	Gary Alex	Gathered information from John Bowman and forwarded to Gary Alex.	12/21
		USAID - Sri Lanka		
12/20	Information on IPM/allowable agricultural chemicals.	Wilhelm Balthazaar	Searched AGRICOLA and gathered information from John Bowman. Sent relevant articles and regulations.	12/26
		Pickle Packers - Sri Lanka		

12/20	Samples of dried pineapples.	Ranjit Perera	Gathered and sent dried pineapple samples.	12/26
		AGRI DEV - Sri Lanka	Sent additional samples along with market information and contacts.	1/30
12/23	Information on import restrictions and requirements for ornamental plants into Guam.	Ricardo Frohmader	Contacted APHIS; sent USDA import regulations along with preclearance regulations and restrictions specific to Guam.	1/3
		ASAP-Philippines		
12/30	Company contacts interested in participating in a Minnesota Trade Office-US-AEP mission to Indonesia.	John McLaughlin, international trade representative, Minnesota Trade Office	Faxed a list of 18 companies that were represented in a June 1994 AGENT catalog show, and of 14 companies that had established business relations through the TEST project in India.	1/29
1/3	Market information on cinnamon exports.	T.J. Harkins Company	Researched NTDB; contacted major exporters' commercial attachés and compiled export information on quantities and importers.	1/19
1/20	Information on tuna fishing and processing industry in South East Asia.	Greg Rose	Researched AGRICOLA; compiled information on relevant articles. Sent two DAI reports on the Indonesian fishing sector as well as expert contact information.	1/24
		Fish and Sons		

**ANNEX E**

**SHORT-TERM TECHNICAL ASSISTANCE UNDER RAP**

## Short-Term Technical Assistance Under RAP

No.	STTA	Status	Date
DAI-A	"Analysis of Project Parameters of the Agricultural Commercialization and Enterprise Project - India"	Completed	December 1993
DAI-B	RAP Seminar (Dec. 22-23, 1993)	Completed	December 1993
DAI-C	Development of monitoring and evaluation methodology for Asian agribusiness projects	Phase I report completed	April 1994
DAI-D	Inquiry into the information needs for a price information system in Sri Lanka	Cancelled	
DAI-E & Abt-A	Background information assembly and analysis for the "Comparison of Major Wholesale Market Facilities in Asia As Impacting on Vegetable and Fruit Trade, Especially Exports"	Completed	December 1994
TAS-A	<i>Ensuring Food Safety and Quality: A Review of HACCP and ISO 9000 Systems</i>	Completed	March 1994
TAS-B	An overview of "National Pesticide Regulatory Policies of Selected Countries in Asia"	Completed	September 1994
TAS-C	RAP collaborators' meetings	In progress	Started January 1994
TAS-D	Food Safety and Phytosanitary Issues Impacting Asian Agribusiness Trade	In progress	Started May 1994
Fintrac-A	Research support to RAP Market Information Services component	In progress	Started May 1994
DAI-F	"Comparative Analysis of Export Competitive Positions — Sri Lanka Case Study"	In progress	Started August 1994
DAI-G	"Comparative Analysis of Export Competitive Positions — Bangladesh Case Study"	In progress	Started August 1994
DAI-H	"Comparative Analysis of Export Competitive Positions — India Case Study"	In progress	Started August 1994

DAI-I	Preparatory work for market information study in Japan	Completed	June 1994
DAI-J Abt-B	Chronicle writer for the analysis for the "Comparison of Major Wholesale Market Facilities in Asia As Impacting on Vegetable and Fruit Trade, Especially Exports – Singapore Case Study and Hong Kong Case Study"	Completed	December 1994
DAI-K	Competitive Positions – Philippine Case Study	In progress	Started September 1994
Abt-C	"Comparison of Major Wholesale Market Facilities in Asia As Impacting on Vegetable and Fruit Trade, Especially Exports – Taiwan Case Study"	In progress	Started July 1994
Abt-D	Analyst for the analysis for the "Comparison of Major Wholesale Market Facilities in Asia As Impacting on Vegetable and Fruit Trade, Especially Exports"	In progress	Started July 1994
Fintrac-B	Data collection and entry for GATT Study	Completed	September 1994
Fintrac-C	Business plan for and commercial viability and sustainability of RAP newsletter ( <i>Market Asia</i> )	In progress	Started August 1994
DAI-L	Delphi Study, Strategic Planning Panel	In progress	Started August 1994
DAI-M	"Comparative Analysis of Export Competitive Positions – Thailand and Malaysia Case Studies"	In progress	Started August 1994
DAI-95-1	M&E for RAP	In progress	Started November 1994
DAI-95-2	"Comparative Analysis of Export Competitive Positions – Nepal Case Study"	In progress	Started December 1994
DAI 95-3	Organization of a collaborative venture referral system for RAP	In progress	Started November 1994
Abt 95-1	Support for the Abt subcontract under Asia RAP	In progress	Started November 1994

**ANNEX F**  
**PUBLICATIONS**

## PUBLICATIONS

December 1994 — *Market Asia* Volume 1: Issue 5.

December 1994 — *The Role of Agribusiness in Asia*, by Kenneth G. Swanberg.

December 1994 — *Wholesale Markets for Fresh Fruits and Vegetables in Hong Kong*, by Mark Speece.

December 1994 — *Fresh Fruit and Vegetable Marketing: Roles of Urban Wholesale Markets and Supermarkets in Asia*, by Merle Menegay, William Guyton, and Christine Estaque.

October 1994 — *Market Asia* Volume 1: Issue 4.

October 1994 — "National Pesticide Regulatory Policies of Selected Countries in Asia," by Cecilia Gaston.

August 1994 — *Market Asia* Volume 1: Issue 3.

May 1994 — *Market Asia* Volume 1: Issue 2.

March 1994 — *Regional Impact Indicators for Agribusiness Projects in Asia*, by Susan Exo.

March 1994 — "Analysis of Project Parameters of the Agricultural Commercialization and Enterprise Project — India," by William Scott.

March 1994 — *Ensuring Food Safety and Quality: A Review of HACCP and ISO 9000 Systems*, by H. Michael Wehr.

March 1994 — *Market Asia* Volume 1: Issue 1.

December 1993 — *Proceedings of the Agricultural Product Quality Workshop*.

**ANNEX G**  
**BUDGET UPDATE**

PROJ. #: 499-0009

PIO / T: (1) 499-0009-3-3672517/01/02 \$532,895

(2) 499-0009-3-3672533 \$174,298

(3) 499-0009-3-3672547 \$13,807

APPROPRIATION (1) 72-1131021

(2) 72-1131021

(3) 72-1131021

BPC: (1) HDVA-93-37499-KG12

(2) HDVA-93-37499-EG12

(3) HDVA-93-37499-KG12

ASIA REGIONAL AGBUS. PF

CONTRACT NO.: AEP-0009-C-00-3057

REPORTING PERIOD: DECEMBER 1-31, 1995

SUBMISSION NO: 15

SUBMISSION DATE: JANUARY 31, 1995

CATEGORY	BUDGET AMOUNT	INCEPTION TO LAST REPORTED PERIOD	THIS PERIOD	CUMULATIVE AMOUNT	REMAINING AMOUNT	PERCENT OF BUDGET EXPENDED
SALARIES AND WAGES	\$1,224,513.00	\$303,522.01	\$30,174.80	\$333,696.81	\$890,816.19	27.25%
FRINGE BENEFITS	146,446.00	45,939.07	4,250.67	50,189.74	96,256.26	34.27%
OVERHEAD	1,069,348.00	272,510.43	26,585.26	299,095.69	770,252.31	27.97%
TRAVEL, TRANS. & PERDIEM	584,010.00	86,292.38	22.00	86,314.38	497,695.62	14.78%
OTHER DIRECT COSTS	320,509.00	109,219.53	9,028.26	118,247.79	202,261.21	36.89%
SUBCONTRACTORS	1,522,404.00	343,187.53	0.00	343,187.53	1,179,216.47	22.54%
<b>SUBTOTAL</b>	<b>\$4,867,230.00</b>	<b>\$1,160,670.95</b>	<b>\$70,060.99</b>	<b>\$1,230,731.94</b>	<b>\$3,636,498.06</b>	<b>25.29%</b>
FEE AT 4.71%	229,415.00	54,667.62	3,299.87	57,967.49	171,447.51	
<b>TOTAL EST BUDGET</b>	<b>\$5,096,645.00</b>	<b>\$1,215,338.57</b>	<b>\$73,360.86</b>	<b>\$1,288,699.43</b>	<b>\$3,807,945.57</b>	<b>25.29%</b>

The undersigned hereby certifies: (i) the fiscal report and any attachments have been prepared from the books and records of the Contractor in accordance with the terms of this Contract, and to the best of my knowledge and belief, that they are correct, that the sum claimed under this contract is proper and due, that all the costs of contract performance (except as herewith reported in writing) have been accrued or paid or will be paid currently by the Contractor when due in the ordinary course of business, that the work reflected by the list costs above has been performed, that the quantities and amounts involved are consistent with the requirements of this Contract, that all required Contracting Officer approvals have been obtained, and (ii) appropriate refund to AID will be made promptly upon request in the event of disallowance of costs not reimbursable under the terms of this Contract.

By M. Aliece Baldwin  
M. ALIECE BALDWIN  
TITLE: PROJECT ACCOUNTANT  
DATE: JANUARY 31, 1995