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INTERNATIONAL TRADE FORUM AND 84TH ANNUAL CONVENTION AND EXPOSITION
February 20-24, 1988, Houston, Texas.

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PROEXAG

NON-TRADITIONAL AGRICULTURAL EXPORT SUPPORT PROJECT

REPORT ON THE UNITED FRESH FRUIT AND VEGETABLE
ASSOCIATION INTERNATIONAL TRADE FORUM AND
84TH ANNUAL CONVENTION AND EXPOSITION
February 20-24, 1988, Houston, Texas

Assignment Number: ST/87-03
Contract Number: 596-0108-C-00-6060-00

SUBMITTED TO:

Regional Office For Central America and Panama (ROCAP)
U.S. Agency for International Development
Guatemala City, Guatemala

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March 1988

REPORT ON THE UNITED FRESH FRUIT AND VEGETABLE ASSOCIATION
INTERNATIONAL TRADE FORUM AND 84TH ANNUAL CONVENTION AND
EXPOSITION, FEBRUARY 20-24, 1988, HOUSTON, TEXAS

Prepared by Pamela D. Michel, March 8, 1988

BACKGROUND

The annual UFFVA convention is one of the largest gatherings in the United States for the produce industry, bringing together some 6,000 participants, including growers, shippers, retailers, wholesalers, brokers, agents, allied suppliers, and exhibitors.

OBJECTIVES

PDM represented Chemonics at the UFFVA convention and trade forum in the following areas:

1. To conduct outreach for the POCAP project with a targetted group of individuals/companies with a view toward expansion of the Market Technology Access Group, the cadre of technical assistance short-term advisors, and current/potential buyers of Central American produce;
2. To liaise with Central American country representatives participating in the exhibition and the Caribbean Pavillion, and CBT sessions, including Chemonics' representatives from the Belize CAC project;
3. To acquire information on new techniques and specific issues related to the fruit and vegetable industry;

PROGRAM SUMMARY

The two-day international trade forum preceding the convention drew more than 200 participants, and featured both general as well as concurrent educational sessions. The discussion tables attended by PDM are summarized in this report.

The exposition featured exhibits ranging from fresh produce to packing materials and machinery, and information booths. It began immediately following the trade forum and was open for three afternoons, allowing for morning educational sessions on a range of subjects. A capsulized version of the programs is found on the next page, and is followed by a more detailed summary of the trade forum sessions, the convention educational sessions, discussion of contacts and accomplishments.

CONVENTION CAPSULE

Note: Most events are scheduled in the Albert Thomas Convention and Exhibit Center. Please consult program for specific locations.

SATURDAY, FEBRUARY 20

Exhibitor and General

Registration 7:00 am - 6:00 pm
* International Trade Forum 1:00 pm - 5:00 pm

SUNDAY, FEBRUARY 21

Exhibitor and General

Registration 8:00 am - 5:00 pm
* International Trade Forum 8:30 am - 1:00 pm
Fresh Approach — Fresh Run I 11:00 am
Grand Opening, EXPO 88—The Produce Show 1:00 pm
EXPO 88 — The Produce Show 1:00 pm - 5:00 pm
Culinary Contest Presentations 1:00 pm - 5:00 pm
Chairman's Reception 6:00 pm - 7:30 pm

MONDAY, FEBRUARY 22

Continental Breakfast 7:30 am - 8:00 am
Registration 7:30 am - 5:00 pm
Opening General Session 8:15 am - 9:45 am
Concurrent Educational Sessions
ROUND 1 10:00 am - 11:30 am
Concurrent Spouses Educational Sessions 10:00 am - 11:30 am
Luncheon and General Session 11:45 am - 1:30 pm
EXPO 88 — The Produce Show 1:30 pm - 5:00 pm

TUESDAY, FEBRUARY 23

Continental Breakfast 7:00 am - 7:30 am
Registration 7:00 am - 5:00 pm
Man Management Seminar 7:30 am - 8:30 am
Concurrent Educational Sessions
ROUND 2 8:45 am - 10:00 am
Spouse Program Tours 9:00 am - 2:00 pm
Concurrent Educational Sessions
ROUND 3 10:15 am - 11:30 am
Luncheon and General Session 11:45 am - 1:30 pm
Spouses Luncheon 12:30 pm - 2:00 pm
EXPO 88 — The Produce Show 1:30 pm - 5:00 pm
UNIPAC Reception 5:30 pm - 7:00 pm

WEDNESDAY FEBRUARY 24

Continental Breakfast 8:00 am - 8:30 am
Registration 8:00 am - 1:00 pm
Opening General Session 8:30 am - 10:00 am
Concurrent Educational Sessions
ROUND 4 10:15 am - 11:45 am
Fresh Approach Golf Tournament 11:30 am
Retail Facilities Tour 12:30 pm
Port of Houston Tour 12:30 pm - 5:00 pm
Fresh Approach Tennis Tournament 1:00 pm
Closing Party 7:00 pm - 10:30 pm

Separate Registration Fee Required

EDUCATIONAL SESSION CAPSULE

Monday, February 22, 10:00 am - 11:30 am

The United Broker: Your Link To Profits
Creative Marketing and Your Apple Crop
Gaining Cooperation To Create Success
Changing Pace of Produce Advertising
Pesticides and Consumer Perception: Meeting the Challenge
New Frontiers In Foodservice Distribution

Tuesday, February 23, 8:45 am - 10:00 am

Damage Control: Market More Onions Successfully
Terminals Reaching Out
Facing the Media: Communicate With Confidence (part 1)
Family Business: A Vision of the Future
Irradiation: From Here To Where?
Fresh: Through the Distribution System To Point of Sale
Stress: The Great American Malady (part 1)

Tuesday, February 23, 10:15 am - 11:30 am

Creating Success in The Potato Industry
Handling, Packaging and Marketing Tomatoes
High Tech: High Quality In Postharvest Handling
Keep On Trucking
Casing In On Take Out
Stress: The Great American Malady (part 2)
Floral: Contribution By Design
Facing the Media (part 2)

Wednesday, February 24, 10:15 am - 11:45 am

The PACA: Changes For a Changing Industry
PEI: Information For Success
Training Tactics For Foodservice

DIVISION AND COMMITTEE MEETINGS

Saturday, February 20

Distribution Division Council 9:00 am - 3:00 pm
(Room 106)
UNIPAC Advisory Committee 9:00 am - 10:00 am
(Room 111)
Government Relations Committee 10 am - 12:30 pm
(Room 111)
Fresh Approach Committee 9:00 am - 12:00 pm
(Room 104)
Foodservice Division Advisory Board 9:00 am - 4:00 pm
(Room 105)
Retail Division Advisory Board 1:00 pm - 5:00 pm
(Room 104)

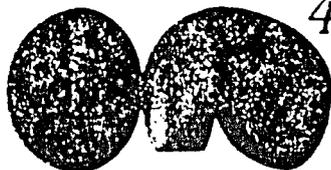
Sunday, February 21

Terminal Market Division
Advisory Board (Room 104) 9:00 am - 11:00 am
Potato Division Advisory Board 10:00 am - 1:00 pm
(Room 110)
Brokers Division Advisory Board 2:00 pm - 4:00 pm
(Room 104)
Tomato Division Advisory Board 3:00 pm - 5:00 pm
(Room 109)

Monday, February 22

Onion Division Advisory Board 2:00 pm - 4:00 pm
(Room 104)
International Trade Committee 2:00 pm - 5:00 pm
(Room 102)

SPECIAL TRADE PROGRAM...



4TH ANNUAL INTERNATIONAL TRADE FORUM

(Separate Registration Fee Required)

February 20 and 21, 1988

The 4th annual International Trade Forum focuses on the marketing of fresh produce around the world and the government policies affecting that trade. The program revolves around a unique series of 12 roundtable discussions. Participants have the opportunity to exchange ideas and recommend solutions to trade concerns. Highlights of the Forum include three general sessions on world trade, and an international reception where produce businessmen from around the world meet informally.

SATURDAY, February 20

9:00 a.m. - 5:00 p.m. Registration

12:30 p.m. - 1:30 p.m. What Is Fair Trade?

To set the stage for upcoming discussions, the Forum will open with a lively debate on the definition of fair trade. Trade officials from the U.S. and around the world will discuss the meaning of fair trade in relation to economic sanctions and non-tariff barriers.

1:45 p.m. - 3:15 p.m. Session I

CBI: What Is the Potential?

While the Caribbean Basin Initiative creates a window of opportunity, it is up to growers, investors, exporters and importers involved in a program to find its potential. This session will provide a brief overview of what the CBI has accomplished, and delve into the various perspectives of the players. In the process learn about the differing objectives and expectations.

The U.S./Canada Free Trade Agreement

By February 1988, a tentative free trade agreement between the U.S. and Canada should be reached. What are the implications for the produce industry? U.S. shippers have voiced concern about certain Canadian regulations. Canadian producers want to protect their markets and have greater access to the U.S. This session will examine the problems from both sides of the border.

Japan: The Marketing Structure

No matter where you sell produce, knowledge of the market is essential. Japan is one of the largest markets for U.S. produce, but its distribution and market systems are vastly different than what many U.S. shippers are used to. To help you be successful in your export business, this discussion will review the roles of the various import associations, wholesalers and retail stores in Japan.

The Common Agricultural Policy: Focus on the European Community

The EC's Common Agricultural Policy (CAP) not only regulates internal farm production, but affects agricultural imports and exports. The recent accessions of Greece, Spain and Portugal have affected not only U.S. exports to the EC, but also shipments from the EC. This program will provide an overview of the CAP and how it affects the world marketing of fresh produce.

3:45 p.m. - 5:15 p.m. Session II

Southeast Asia: Challenges to Come

Although the countries of Southeast Asia are still considered third world, agricultural production is increasing. These countries are positioning themselves to enter the world market. Competition and market opportunities will become more difficult in the traditional U.S. markets of Japan, Taiwan, Korea and other Asian countries. This program will examine the future impact of Southeast Asia.

Export Promotion: Making the Market Work for You

This roundtable is a nuts and bolts session for U.S. exporters focusing on how to use promotional tools to sell product. There are a variety of U.S. government programs available to assist in creating demand, but other essentials include market research, advertising and an understanding of the foreign country.

Mexico Under the GATT

Mexico's accession to the GATT in 1986 raised several new questions on the prospects of changing trade patterns in fresh produce between the U.S. and Mexico. How will Mexico's joining the GATT affect the produce trade, particularly in light of the ongoing trade negotiations?

Overseas Transportation: Options and Trends

The method of transporting perishable products is one of the most important determinants of the quality and cost of your produce. The advantages, disadvantages, and new technologies of air transport, break bulk and container shipments will be examined at this nuts and bolts roundtable.

6:00 p.m. - 7:30 p.m. International Cocktail Reception

SUNDAY, February 21

8:30 a.m. - 10:00 a.m. The Effect of Third World Debt on Trade

This breakfast session will focus on the impact third world debt has on international trade. Not only are the debtor third world countries affected, but also importers and exporters of developed countries.

10:15 a.m. - 11:45 a.m. Session III

Marketing Structure in the U.S.

To sell imported produce successfully in the United States, a thorough understanding of the distribution and marketing structure is essential. This roundtable provides an overview of the marketing structure in the U.S.—the roles of brokers, terminal markets, wholesalers and retailers.

Chile: Role Model for Development

Although Chile has been exporting fruit since 1920, the past 15 years have seen its exports to the world market blossom. This extraordinary single minded development in a third world country has created competition for U.S. growers at home and overseas. This session will provide an historical perspective to Chile's success, and the future for competition on the world market.

Export Marketing Strategies: A Case Study of Australia

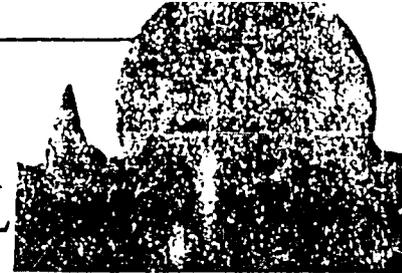
The success of Australia in opening and expanding markets has made them a major competitor in world trade. An examination of Australian domestic production and import restrictions will provide the basis for developing an understanding of Australia's export strategy to find markets and become a major supplier.

The General Agreement on Tariffs and Trade

With 92 contracting countries involved in the new round of trade negotiations under the GATT, implications for world trade in agriculture are far reaching. This session will review the progress of the GATT negotiations and provide insight on the outcome.

12:00 noon - 1:00 p.m. U.S. Trade Policy: Does it Exist?

At the closing general session, a U.S. trade policy official will discuss the trade policy of the United States and its effectiveness in obtaining market access to U.S. exports. An examination of recent legislative efforts to reshape U.S. policy will provide insight on the future role of the U.S. in the world market.



INTERNATIONAL TRADE FORUM

The trade program as shown on the previous page highlights the range of subjects covered in the 13 roundtable discussions. The sessions which I attended were informative, speakers well-prepared, and in general, the 1988 international trade program was better than last year's. The presentation made by Steve Wingert of AID/LAC/DR at the CBI session is attached to this report. Registration lists, speaker bios, and other handouts are available in my office for those who might be interested in same.

"CBI: What is the Potential?,"

Moderator: Bill Coon, Publisher, The Packer, (subst. H. Strum)
Panelists: Mauro Suazo, Frutas del Sol Cooperative, Honduras
Janice Honigberg, J.L. Honigberg & Assoc., Wash, D.C.
Steve Wingert, AID/LAC/DR, Washington, D.C.
Jeff Gargiulo, President, Naples Tomato Growers, Inc., Naples, Florida

Wingert's presentation focused on misperceptions surrounding the CBI and U.S. government assistance for non-traditional agricultural projects. He addressed why the CBI was started, what impact it has had to date, potential benefits, prospects for the future. Caribbean Basin import volumes and growth were discussed in perspective to other imports, providing as well a realistic picture of some of the key constraints to further growth. U.S. government assistance to the Caribbean Basin will be reduced in FY'88 and some 19% of FY'89 assistance is targetted in the non-traditional agricultural areas.

Janice Honigberg emphasized that successful joint ventures hinged largely on finding the right people, both to grow and ship product as well to sell it from this end. She also discussed some pros and cons to economies of scale, relating it to regional versus country approach.

Mauro Suazo opened with a pre-CBI background statement about Central American traditional products (coffee, cotton, meat, and bananas), the results of falling commodity prices, and departure of the transnational companies resulting in unemployment. With the CBI in place, there have been some joint ventures established, constrained by high transport costs (he referred to the rate agreement association), low market prices, and the political situation. In the future, they expect an increase and diversification of supply, increased U.S. demand, increased investment or similar role. Problems include competition from Mexico as the largest exporter of perishables to the U.S., and mounting protectionism by U.S. growers.

Jeff Gargiulo wears a second hat as president of the Florida Fresh Fruit and Vegetable Association. A domestic producer of tomatoes and strawberries, he also imports from Chile and Puerto Rico. His concerns about the CBI include: lack of published information of how U.S. taxpayers' monies are being spent,

consultants, and U.S. corporate investment in region to improve competitiveness. His perception is that "billions" are being used to help subsidize Caribbean Basin exports that could compete with U.S. growers of the same products. In closing, he stated that for deals to be successful, they had to be "a good deal for both sides" even after the CBI assistance is over.

Following Jeff's presentation, Steve Wingert responded with an overview of how much money is going into the Caribbean Basin and general areas of assistance. Mauro Suazo said that about \$.73 of every dollar is returned to the U.S. in the form of fertilizers and supplies, transport, and brokers. Other issues discussed were Mexico as potential future beneficiary of the CBI, extension of the CBI 12-year program, and what is being done in the Caribbean Basin to assure compliance with U.S. regulations regarding use/residues of pesticides.

Nadine Hogan, director of ROCAP, is sensitive to Stateside pressures from grower groups and is working closely with PROEXAG and marketing specialist Ricardo Frohmader on a Florida meeting with growers aimed at more coordination and less confrontation.

"Overseas Transportation: Options and Trends"

Moderator: James Llano, Blue Anchor, Sacramento, California

Panelists: John Sylvester, Marine Chartering Company, San Francisco, California

Ronald Gottshall, Transpacific Westbound Rate Agreement, San Francisco, California

Paymond Wong, Paymond Express, South San Francisco, California

Paymond Express has gained a reputation as being the number one freight forwarder in the air transport business. PDM has spoken with Ray before; they handle some of Lindemann's business from California to Asia, and are known for having developed increased loadability utilization of refrigerated air containers. Ray gave an overview of air freight, discussing the evolution of containers and commented on the European state-of-the-art "maintainer" which is battery operated. Raymond Express is a 24-hour operation, unusual in their business, and they have their own cold storage warehouse.

John Sylvester's comments dealt in ocean transport, in particular with bulk refrigerated vessels for fresh and frozen product. He described size of reefer fleet worldwide, reefer market, and space charters. Reefer vessels came into use in 1877 with the frozen meat trade and the chill market in the 1900's, to today's fresh fruit capacity. More reefer vessels are being built to replace old equipment, estimated expansion equates to about 100,000 FEU's (forty-foot equivalent units). The new ships will average 250,000-350,000 feet carrying capacity, equipped to carry pallets, and move at 18-20 knots. Next generation is unitized ships. The market is both volatile and seasonal, and many ships are laid up between June-December.

Costs include vessel operations, fuel, capital costs(interest and depreciation), and voyage(direct cargo and port)charges. Cargo rates are up about 10-20% compared to last year, largely offset by the dollar exchange rates. Conditions precedent to chartering are a)control of source to bring the product in a timely fashion to the port of exit; b)marketing structure to destination(to compete with containers; and c)speed in loading and discharge(2 days load, 2 days unload, plus transit). Losses occur primarily due to failure of supply or conditions causing ships to wait in port. In general, charter movements would have to be 20% cheaper than containers to induce the cargo to move break-bulk in palletized reefer vessels over containerships.

The Asia market is a real opportunity for perishables moving from the U.S. and Canada. The Trans-Pacific Westbound Rate Agreement is an amalgamation of some 7 rate agreements. The TPWRA ocean carriers represent about 67% of the trade's capacity, and 74% of the total. In perishables, TPWRA represents about 90% of the reefer market. Moving commodities include: citrus, frozen food and beef. Reefer containers are purchased primarily for the U.S. export leg, and cost 5-6 times more than a dry van. Its average life span with maintenance is about 10-12 years, whereas a dry box will last 20 years with proper maintenance. Because of the refrigerated unit and air circulation, the interior load capacity for a reefer is less than a dry van. The average reefer makes about 6 turns/year in the Pacific trade, where there are about 15,000 active reefers.

Costs which further increase freight rates include electrical hook-ups. In Hong Kong, for example, it costs \$75/container for a 24-hour period. Misdeclaration of cargo weight or number of cartons is another problem, and abuses in this area have necessitated loading certificates prior to putting the container on-board.

Apparently all ocean cargo TPWRA tariff rates for perishables have been converted to per case rates. In Central America, the melon rates have been changed to per case basis, but many other commodities still move on a per lb. weight basis. Through the ROCAP and Belize projects, we should strive to make these changes, as weight rates or per container rates make for advantages or disadvantages depending on the container dimensions, which can vary by carrier.

"Chile: Pole Model for Development"

Moderator: Barney McClure, McClure and Associates, San Francisco, California

Panelists: Ronald Bown, Chilean Exporters Association, Santiago, Chile

Christopher Gardella, Frupac International, Philadelphia, Pennsylvania

Bruce Obbink, California Table Grape Commission, Fresno, California

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Chris Gardella shared his views on why the Chilean experience for fruit and vegetable exports has been so successful. Some influencing factors include: the guarantee of private property, the guarantee for free trade, and no government interference in private enterprise. Chile has some distinct advantages: microclimates conducive to growing; during peak production season (opposite of U.S.), summer hours it is light until 9 p.m. which is helpful for harvesting; the group of businessmen/exporters is relatively small; a high literacy rate; strong initiative character trait of the Chilean people (12 million population); strong U.S. price controls; new forms of irrigation, near Valparaiso.

They have taken a targetted market approach, looking at U.S. windows, developed strong ties between University of California at Davis and Chile in post-harvest, packaging, health codes, varieties appropriate to the market, USDA regulations. The last 13 years Chile has had incredible growth in its perishable exports including a five-fold increase between 1980 and 1986. Fruit has now passed copper in exports, and Chile is expanding its fisheries and forestry areas as well. Multinationals there, including Coca-Cola are getting involved in agriculture. The government has supported debt conversion, which in turn has led to investments.

Although the U.S. is its biggest market, Chile has expanded its exports to Europe, Canada, and elsewhere, and Japan is next on their list. Its strategic location in the southern hemisphere places it equidistant to prime markets, and Chile's production costs are lower than those of New Zealand and Australia. Chile's promotional efforts are provided through the public sector in PROCHILF with office in key market areas, the Chilean Exporters Association and the American Produce Council, AMPRO.

Unlike its South American neighbors, Chile's debt has decreased. The future looks bright, the economy is being geared to agriculture, and the people are adjusting. Ron Bown provided an excellent financial overview on Chile's growth and performance. He is very proud that growers have done this all on their own, with no government assistance. The government does, however, control pesticides imported from abroad. Technical assistance has been nurtured through relationships with the University of California, Davis and others.

He projects that grape volumes will grow somewhat, vegetables and kiwi, asparagus, onions, and garlic will be the big growth areas. Apples exports, particularly to Europe, are expected to drop due to problems with import licenses.

In representing the California grape commission, Bruce Obbinck said that California was involved in the original promotion of the "Chilean deal" anticipated at that time to cover the mid-December to mid-April window when California product is not in the marketplace. He criticizes the Chileans for not giving more attention to quality and promotion, which he says has contributed to depressed prices from the original \$.99-\$1.29/lb.

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California growers in the Coachella Valley have had a marketing order since 1937 which has corrected substandard product from entering the market. Californians also spend about \$.11/box of grapes on promotion; Chile substantially less. Under the federal marketing order, Chilean product may only be imported into the U.S. until April 15, when the California product hits the market. Improved technologies resulting in longer shelf-life means that some Chilean grapes will overlap in the market for a few weeks with the California product, driving prices down. One result of this can be more protectionist measures, but U.S. grape producers tend to favor fair trade, rather than face retaliatory measures in their foreign exports.

"The Effect of Third World Debt on Trade"

Ed Schuh, now with the Humphrey Institute for Public Affairs, University of Minnesota offered some interesting points about the relations between third world nations and their lenders:

1. Bi-lateral and multi-lateral agencies should work with third world countries on feeding their poor, so that governments can be freed up to make policy reforms;
2. The World Bank is spending too much on lending money to pay off loans instead of creating a longer-term capacity in third world countries to grow. This results in their putting off their responsibilities.
3. Developing countries need access to U.S. markets to generate capital or they won't be able to pay off their debt.
4. In the 1970's, countries whose agricultural exports grew also had greater growth of imports, e.g. Brazil.

AGRIBUSINESS OPPORTUNITIES IN THE CARIBBEAN BASIN

Timed to coincide with the United conference, Caribbean/Central American Action sponsored an agribusiness program (see attached). PDM provided names of Central American exporters and some of the current importers to Claire Starkey, organizer of the event. The topics included key commodities and prospects for growth, past problems, debt-equity and other financial mechanisms, investment promotion and technical assistance programs. Panelists were prepared, but the attendance was heavily weighted in favor of those who are already in or doing business in the area as opposed to potential buyers.

Explanations for attendance might include: 1)lack of sufficient promotion; 2)perceived duplication with CRI session held with trade forum; 3)location--away from main conference center; 4)cost; and 5)bad timing--competed with United sessions held at main conference session during same hours.

EDUCATIONAL SESSIONS

"Irradiation: From Here to Where?"

Moderator: Jim Emerson, Florida Citrus Packers, Lakeland, FL

Panelists: Joanne Gage, Price Choppers Supermarkets,
Schenectady, NY
Bruce Meyer, Irradiation Sterilizers, Menlo Park, CA
Sam Whitney, Vindicator, Inc.
Richard Schroeter, USDA, Washington, D.C.

This is an extremely controversial subject and promises to be more in the news as growers and consumers look for alternatives to pesticides. Unfortunately, the panel did not include someone opposed to irradiation. As one panelist commented, "these are not little old ladies running around in tennis shoes; these are a highly organized and well financed group." Points discussed were:

1. The consumer has a right to know, so radiated fruit should be displayed as such.
2. There are some 50-100 irradiation facilities in the U.S., but they are not currently used for food except spices.
3. Financing is subject to emotional battles between interest groups forcing politicians to sometimes give way under pressure.
4. United has supported irradiation on Capitol Hill, but it lacks a public relations/education campaign.

"Keep on Trucking"

Moderator: Richard Johanson, Johanson Transportation Service,
Fresno, CA
Joe Cherry, KLLM Distributing Inc., Jackson, MS
Jim Wiers, Wiers Farm/Dutch Maid Produce, OH
Barry Plost, Freymiller Trucking, Bakersfield, CA

The increase in consumption of fresh fruits and vegetables implies a corresponding increase in the demand of reliable refrigerated equipment and drivers to get the produce to its destination. The trucking industry has been de-regulated, rates have dropped dramatically, and some companies have gone out of business. Issues discussed included:

1. Availability of equipment
2. Increase drug-use by drivers
3. Shippers' demands for more equipment, and more services by drivers, but opposition to any rate increases.
4. Importance of driver training and maintenance programs.
5. Shortage of drivers and future impact on perishables.

EXPOSITION

Although billed as the largest United show to date with more than 450 displays, this year's exposition seemed smaller than last year's. This could be explained as my having become more familiar with the show, exhibitors, project priorities, etc. but others mentioned the size as well, and some commented that United may be losing some of its popularity to the PMA show.

Since Matt Tokar (Belize), Ricardo Frohmader, and Ed Hurlston (ROCAP) participated this year, we were able to use a team approach-- I was able to make some of the initial contacts and entrees, locate our L.Ters, and put them in touch with the interested party.

The Guatemalan booth was excellent-- nicely presented baby vegetables, melons, flowers, sno-peas, and asparagus, against a colorful backdrop. With more than 13 Guatemalan delegates from the Gremial as well as grower/shippers), they got lots of exposure and did some business. PROEXAG played a role in their preparation for the show, as well as introductions during the exposition. Honduras had a booth upstairs, as did El Salvador together with the Caribbean Pavillion.

Materials from the exhibits were brought back for our library and some forwarded to projects.

CONTACTS

One of the main reasons for going to trade shows is to meet the people. Instead of providing detailed contact reports as I have done in the past, described below are just a few notes on contacts. Business cards are attached.

Ed Schuh, University of MN, -- regards from the HQ(knows Chemonics)

Tom Easterling, Agro 21, Jamaica-- in our system, potential fruit and vegetable L.Ter.

Steve Smith, Turlock Fruit-- importing melons from Honduras.

Roger Houck, Lindemann-- importing melons from C. America.

Dick Mittlebusher, President, AGRAPFESH, ConAgra-- Interested in marketing product through PROEXAG contacts.

Paul Bott, President, and Dean Wheeler, New Agriculture Product Development, Del Monte-- Very interested in working with Chemonics projects in C. America for sourcing.

Jim Pinella, President, SunWorld-- Sr. Advisory Committee member for PROEXAG. Will participate in April meetings in California with PROEXAG team members, trainees regarding asparagus.

Jim Sousanne, New Product Development, Dole-- Continued
Interest in C.America.

Dave Thayer, United Training Manager-- Would like to do some
training for Chemonics projects in grades and standards.

Pal Brooks, J.R. Brooks-- Interested in additional sources of
papayas and other tropical fruits.

OTHER ACCOMPLISHMENTS

1. PDM set up Guatemalan delegation visit to Houston terminal market through Tavilla. RF accompanied delegation.
2. Del Monte interested in pursuing next steps with PROFXAG.
3. John Hyatt coordinated Guatemalan delegation visit to New Orleans following UFFVA program in Houston.
4. SunPetals to source flowers from Guatemalan coop.
5. RF puts together deal for Pillsbury to receive 6 trial loads of sno-peas from Cuatro Pino, Guatemalan Indian coop.
6. Major positive inroads with some key Florida growers toward cooperation between POCAP and Florida.
7. Increased communication between Belize CAC and POCAP.

NEXT STEPS:

Followup on contacts made; add names to appropriate project contact lists. Chemonics HQ and FO exposure to these meetings is well-worth cost; people are extremely accessible, sessions are informative. Next year's UFFVA program scheduled in February in New Orleans.

Attachments