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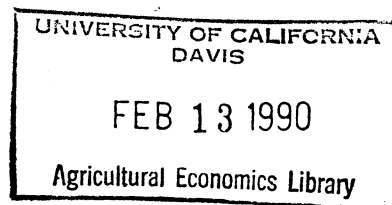
The current status of international
trade development centers

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THE CURRENT STATUS OF INTERNATIONAL TRADE DEVELOPMENT CENTERS

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THE CURRENT STATUS OF THE INTERNATIONAL TRADE DEVELOPMENT CENTERS

Roland R. Robinson and Clark R. Burbee*

The Oklahoma State University was the first Institution to receive federal funding to establish an International Trade Development Center. In FY 1986, the Institution received federal funds to construct facilities to support the Center's activities and in FY 1987 received additional federal funding for program development. From FY 1987 to FY 1989, funds have been authorized to establish five additional new centers (Idaho, Iowa, Kansas, Kentucky, and West Virginia). Funds have also been authorized to provide program support to three existing centers (CINTRAFOR and IMPACT in Washington State and Wheat Marketing Center in Oregon) and to purchase equipment for one center (Northern Crops Institute in North Dakota). At the present time there are about 20 proposals for international trade development centers before the Appropriations Committees of the Congress.

The purpose of this paper is to examine the current status of these Centers. The more specific objectives are to describe the enabling

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legislation providing federal support to assist in the establishment of the Centers; analyze the current level of federal support; summarize and characterize some of the major features of the current collection of Centers and present some concluding remarks about the likely major impact the Centers will have on the future programs of the Land Grant Universities and State Agricultural Experiment Stations.

Legislative Background

The authority providing federal funding for the establishment of the international trade development centers is contained in the National Agricultural Research, Extension, and Teaching Act of 1977, Public Law 95-113, as amended by the Food Security Act of 1985, Public Law 99-198, Section 1419. Under this authority, grants may be awarded to States for the establishment and operation of these Centers, or the expansion of existing Centers located in the United States. The purpose of the Centers is to enhance the exportation of agricultural and related products. The grants are based on a matching formula of 50 per centum Federal and 50 per centum State funding. In making grants preference is given to land grant college and universities that-

- (1) operate agricultural programs;
- (2) have existing international trade programs that use an interdisciplinary approach and are operated jointly with State and Federal agencies to address international trade problems; and

- (3) have an effective and progressive communications system that might be linked on an international basis to conduct conferences or trade negotiations.

Activities to be conducted by the Centers described in the legislation includes:

- (1) through research, establish a permanent data base to address the problems faced by potential exporters, including language barriers, interactions with representatives of foreign governments, transportation of goods and products, insurance and financing within foreign countries, and collecting international marketing data;
- (2) provide facilities for permanent or temporary exhibits that stimulate and educate trade delegations from foreign nations with respect to agricultural and related products produced in the United States and to be made available for use by State and regional entities for exhibits, trade seminars, and negotiations involving such products; and
- (3) carry out such other activities relating to the exportation of agricultural products and related products as the Secretary may approve.

Also, the legislation does not restrict the amount of funds that can be authorized for trade centers in any year or to any institution.

In summary, the intent of the authorizing legislation is to provide federal funding to assist in the establishment of international trade development centers. The mission of these center, as stated in the legislation, is to enhance the exportation of agricultural and related products. The exact nature of these products is not defined. Federal funds must be matched with equal amounts of nonfederal funds (State appropriations, funds from State and local agencies and from private sources). Preference is given to Land-Grant Universities and Colleges that operate agricultural programs that use the interdisciplinary approach and work cooperatively with State and Federal agencies. The availability and utilization of an international communications system to conduct conferences or trade negotiations is another important qualifying criterion. The activities stated in the legislation to facilitate the achievement of the Center's mission includes: conducting research and the establishment of a data base needed to address problems of potential exporters; providing facilities for exhibits, trade seminars and trade negotiations and the conduct of other activities approved by the Secretary that may contribute to the purpose of the legislation.

The House Report (99-687) accompanying the FY 1987 Agriculture, Rural Development, and Related Agencies Appropriations Bill directed the Cooperative State Research Service (CSRS), U.S. Department of Agriculture to prepare a detailed report on the role of the international trade development centers authorized by the Food Security Act of 1985. The report emphasized the traditional functions as they relate to achieving the

Centers mission of enhancing the export of agricultural and related products. The major programs recommended for support included:

- (1) Research-conduct studies, multidisciplinary in nature, designed to generate new knowledge and technology that is relevant and useful in facilitating international trade development and the export of U.S. produced agricultural, forestry and related products.
- (2) Education-develop and strengthen degree programs to prepare undergraduate and graduate students for careers in international trade development and related fields; develop and conduct adult education programs to enhance the knowledge levels and problem-solving skills of potential exporters.
- (3) Extension-develop, maintain and update data base information systems on social, cultural, institutional, economic and other factors that would improve the capabilities of potential exporters; hold conferences and short courses to inform producers and processors of export opportunities and procedures; and prepare exhibits, trade shows and educational materials to promote communications and interactions among potential exporters and importers and to inform the latter of the characteristics, quality, price and availability of U.S. produced agricultural; forestry and related products.

Centers are strongly encouraged to specialize on specific trade issues of national or regional importance. These trade issues may relate to specific commodities and products or public policies.

The federal support for each Center is earmarked by the Congress. Therefore the grants are noncompetitive. They are reviewed in CSRS on the basis of administrative guidelines and evaluation criteria. Needless to say, the matching requirement in reality works as a serious constraint on federal funding requests. Also, the Center concept as established by the legislation is in the context of an Institution and not in the context of a region or some geographical area. Therefore, theoretically at least, each of the 50 Land Grant Universities could have one or more trade centers.

The CSRS role is to evaluate and approve the grant proposal for the establishment of a Center, conducts the necessary administrative processes in the federal funding of the Center and is responsible to the Congress for financial and performance accountability with respect to the establishment and operation of the Center.

Current Funding Levels

Table 1 shows the amounts of federal funds appropriated by the Congress in Fiscal Years 1987, 1988 and 1989 to establish the nine international trade development centers.

To date a total of about \$9.2 million has been appropriated to assist in the establishment of the Centers - \$2.2 million in FY 1987, over \$3.8 million in FY 1988 and over \$3.1 million in FY 1989. Since federal funds must be matched with equal amounts of nonfederal funds, total funding for

the Centers at the present time amounts to about \$18.3 million. This under estimates total funding since in several instances the amount of nonfederal funds substantially exceeds federal support. There are two Centers in the State of Washington and the amount of federal funds shown in the table is used to support both of them. The grant to the University of Idaho is to conduct a center feasibility study. Federal funds for the establishment of the Center have not been appropriated at this time. Also, although federal funds for the Oregon Center have been appropriated, the grant is now being processed.

In addition to the above support for the Centers, the North Dakota Experiment Station received a special research grant (under P.L. 89-106) in Fiscal Year 1989 for \$600 thousand to conduct international trade research.

Some Major Characteristics of the Centers

Needless to say the character of the Centers as a system will change as new Centers are established; therefore the characteristics of the current system (9 Centers) will change dramatically as new ones are established. Appendix I presents a summary of the Centers currently funded. The summary excludes the University of Idaho which has at this time only received a grant to conduct a center feasibility study. The framework used to summarize the Centers consisted of the following elements:

Title

Location/Leadership

Mission/Goals

Program Objectives (organized under the categories of research, education, public service/outreach and information/telecommunication services).

Areas of Concentration (consisting of products, markets and functions)

Cooperating Units and Disciplines

Advisory Committees (Membership and Roles)

Funding Sources

Seven of the Centers are located at Universities - six at Land Grant institutions and the other at the University of Washington at Seattle. Two of the Centers (Kansas and Oregon) are located in private organizations in those States. The one in Kansas, Mid-America World Trade Center is affiliated with the respective Land Grant University. The Wheat Marketing Center in Oregon is affiliated with Office of the State Director of Agriculture. The Center in Iowa has combined programs conducted jointly by Iowa State University and the Chamber of Commerce in Des Moines.

Some of the major characteristics of the Centers that resulted from the summarization are as follows:

- * The Centers show a great diversity of purpose and activities which gave each one a uniqueness. Generally, the mission statements focused on enhancing the export of locally or regionally produced agricultural and forest products. Also, the program objectives concentrated on the specific export opportunities and problems of the industries producing

these products.

- * There is a division of effort based on comparative advantage between the Centers located at the Institutions and those at private organizations. Institutional Centers have a long run orientation on the development of research and education programs while Centers at private organizations concentrate on the educational, information and promotions programs to facilitate contacts among trading partners and the promotion of trade in the short run.
- * The Centers tend to give about equal emphasis to export of raw commodities and value-added products. The Oklahoma Center specializes in the export of value-added products while the Forestry Centers at in Washington and West Virginia emphasize the export of semiprocessed and finished forest products.
- * Agricultural Economists are not heavily involved in administrative leaderships roles. Only three of the Centers have agricultural economists serving as program directors. Agricultural economists are however significantly involved in the research, education and public service/outreach programs of the Centers.
- * Relatively little attention is given to higher education or the development of curricula for career training in international trade and related fields. Most of the educational activities proposed are concerned with increasing the awareness and knowledge of managers in agribusiness firms and/or professionals in public agencies involved in or concerned with international trade in specific commodities and products.

- * The Centers are drawing heavily on Schools of Business for talent and expertise in international trade and business. Apparently, these Schools have a tradition of strong programs in these fields and have a substantial reservoir of trained professionals. In contrast, the Departments of Agricultural Economics have not at this time made a strong commitment to international trade and hence have not developed a significant number of professionals in this area.

CONCLUDING COMMENTS

This is a pivotal period in the history of the Land Grant University - Agricultural Experiment Station System. It is a period that may be characterized as the beginning of the internationalization of these Institution's programs. The internationalization process has been rather slow in developing relative to national needs and problems. The nine international trade development centers approved thus far, have infused considerable amounts of new investments in the System. If the 20 or so new Centers presently before the Congress are funded over the next few years, then the additional new investments will be substantial and certainly have dramatic and continuing effects on the research, teaching and extension programs of the System. Our judgement is that some of the proposed Centers will be funded and the Center programs will receive continuing support in the foreseeable future. The technological and economic progress of the nation's agricultural industry is at stake. Global competition is not a

temporary problem that is likely to go away; nor is the funding of international programs likely to be a federal budgetary "fad" and fade into insignificance over time. Finally, although agricultural economists have not played particularly strong roles in the establishment of the Centers so far; the new proposals we have reviewed indicate more important roles for them in the future.

Table 1. Federal Funding: International Trade Development Centers

| International Trade Development Center | Appropriation Acts | | | Total Funding |
|--|--------------------|-------|-------|------------------|
| | FY 87 | FY 88 | FY 89 | FY 87-89 |
| (In Thousand of Dollars) | | | | |
| International Trade Center, Iowa State University | 1,000 | ---- | 1,000 | 2,000 |
| Mid-America World Trade Center, Wichita, Kansas | ---- | 2,500 | ---- | 2,500 |
| International Trade Develop- ment Center, Oklahoma State University | ---- | 100 | ---- | 100 |
| Center for International Trade in Forest Products (CINTRAFOR), University of Washington and International Marketing Program for Agricultural Commodities and Trade (IMPACT), Washington State University | ---- | 1,000 | 1,000 | 2,000 |
| International Trade Develop- ment Center, University of Kentucky | ---- | 227 | 227 | 454 |
| International Trade Develop- ment Center Feasibility Study, University of Idaho | ---- | ---- | 50 | 50 |
| International Trade Development Center, West Virginia University | ---- | ---- | 575 | 575 |
| International Trade Development Center, Wheat Marketing Center, Portland, Oregon | ---- | ---- | 300 | 300 |
| Northern Crops Institute, North Dakota State University | 1,200 | ---- | ---- | 1,200 |
| Total | 2,200 | 3,827 | 3,152 | 9,179 |

APPENDIX:

SUMMARIZATION OF INTERNATIONAL TRADE DEVELOPMENT CENTERS

INTERNATIONAL TRADE DEVELOPMENT CENTER

Location/Leadership: Iowa State University, Ames, Iowa; administered by a Directorate consisting of the Dean of the College of Agriculture at the University and the Vice President for Economic Development of the Greater Des Moines Area Chamber of Commerce (CF), Des Moines, Iowa.

Mission/Goals: To enhance trade in agricultural products and related commodities produced particularly by small to medium-sized businesses in Iowa and the Midwest.

Program Objectives:

- * Assemble and maintain trade data bases
- * Conduct international marketing studies
- * Conduct training courses and conferences on international trade
- * Prepare and distribute publications
- * Establish satellite uplink
- * Conduct public policy studies on international trade and competitiveness

Areas of Concentration (Products/Markets/Functions): Feed grain and animal products and related commodities produced in Iowa and the Midwest; targeted markets are identified as work develops - Pacific Rim, European Economic Community, and Eastern Europe; research, information dissemination, telecommunication services and education.

Cooperating Units/Disciplines: The Meat Export Research Center (MERC), the Food Crop Processing Research Center(FCPRC), and the College of Business and International Research (CBIRG); Economics, Marketing, Transportation and Logistics, Food Technology and Chemical Engineering.

Advisory Committee (Membership/Roles): Representatives from agriculture, industry, labor, and consumer groups; roles not specified.

Funding Sources: State appropriations; federal funds (CSRS administered grant).

MID-AMERICA WORLD TRADE CENTER FOR AGRICULTURAL PRODUCTS

Leadership/Location: Dr. Stan Leland, Project Director and Assistant Director of the Experiment Station, Kansas State University and Mr. Geoffrey Peters, Mid-America World Trade Center, Wichita, Kansas

Mission/Goals: To enhance the exportation of agricultural products, processed products, by-products and products and services of industries integrally related to agriculture in the seven mid-america states of Kansas, Nebraska, Oklahoma, Colorado, North Dakota, South Dakota and Wyoming.

Program Objectives:

Research: Identify foreign markets for agricultural commodities and related products including their product specifications and transaction requirements for potential exporters.

Education: Conduct educational and other services to enhance public and industry awareness of export opportunities. Conduct internship programs for undergraduate and graduate students and guest lecture programs in the fields of international trade, marketing, finance economics and politics.

Public Service/Outreach: Identify producers/manufacturers of agricultural products, by-products and/or products and services of industries integrally related to agriculture; associations of

producers/manufacturers/distributors or related agricultural groups and associations in the seven states and assess their potentials for involvement in the export market. Identify regional, state and local government institutions with the seven states, with responsibility for economic and trade development services. Develop market contacts for exportable products and facilitate trade and transaction through promotion strategies through international communications network. Identify and maintain a list of trade specialists who can provide professional services to clientele groups.

Information/Telecommunication Services: Develop and maintain appropriate communications/information services to facilitate trade.

Areas of Concentration (Products/Markets/Functions): Primary functions are public service/outreach and market information and services.

Advisory Committee (Membership and Roles): Representatives from each of the seven state agencies or departments involved in export programs and from the constituency served by the Center. Also, representatives from banking and financial institutions, international freight companies, legal firms involved in international law, Land-Grant Universities involved in the Center's programs and other industries/groups/associations affected by the Center's programs.

Funding Sources: State agencies, municipalities, federal funds (CSRS administered), and membership dues.

Cooperating Units/Disciplines: International Trade Institute and Experiment Station, Kansas State University; Fort Hays State University Institute of Public Affairs; State of Kansas Department of Commerce, Trade Development Council; University of Nebraska, Lincoln Agribusiness Program, College of Agriculture.

CENTER FOR INTERNATIONAL TRADE DEVELOPMENT

Location/Leadership: Oklahoma State University, Stillwater, Oklahoma;

Mr. Robert Chitwood, Acting Director

Mission/Goals: to improve the export of value-added agricultural commodities produced in Oklahoma.

- * To identify and categorize key value-added agricultural products currently produced in Oklahoma and evaluate their export potential.
- * To identify growth markets for value-added exports and link these markets to specific products produced or capable of being produced in Oklahoma.
- * To disseminate key findings on the improvement of value-added agricultural exports and to stimulate interest in export markets among producers of value-added products-existing and new.

Program Objectives:

Research: Develop products, processes and production technologies; develop strategies for foreign market penetration; adapt production to meet foreign need and requirements and provide technical assistance to Oklahoma firms.

Education: Internationalize the outlook and perspectives of campus programs, provide career training in international trade development, international business and related professions, encourage student training abroad and foreign internship experience, and provide outreach programs concerning the world economy.

Public Service/Outreach: Provide information and analysis on foreign market potentials; assist firms on special problems and procedures of exporting, develop a state trade promotion strategy, develop programs to promote the products, services and environment of Oklahoma.

Areas of Concentration (Products/Markets/Functions): Value-added products with high levels of exports and low levels of Oklahoma production and/or products with high levels of Oklahoma production but low levels of foreign sales; Pacific Rim countries(including the Peoples Republic of China), India, North Africa, Latin America and the European Economic Community; Research and public service/outreach.

Cooperating Units/Disciplines: Colleges of Agriculture, Arts and Sciences, Business Administration, Education, Engineering, Architecture and Technology, Home Economics and Veterinary.

Advisory Committee (Membership and Roles): Representatives from business, government and academe that are knowledgeable and active in the Oklahoma export industry; to suggest strategies for the improvement of Oklahoma's value-added exports.

Funding Sources: State appropriations and federal funds (CSRS administered grant).

CENTER FOR INTERNATIONAL TRADE IN FOREST RESOURCES
(CINTRAFOR)

Location/Leadership: University of Washington, Seattle, Washington;
Dr. David B. Thorud, Acting Director, College of Forest Resources.

Mission/Goals: Activate the resources of the University and the State in addressing the changing markets for forest products produced in the State and the Pacific Northwest Region.

- * Conduct analyses which will expand international trade in forest-based products, including trade in manufactured forest products; develop technology for manufactured products that will meet the needs of international customers; and develop and disseminate market and technical information relevant to international trade in forest products.
- * Develop and maintain a computer based worldwide forest products production and trade base system and coordinate this system with state, federal and private efforts.
- * Monitor international forest products markets and assess the status and competitiveness of the State's forest products industry.
- * Provide graduate education and professional nondegree training in international trade in forest products.

- * Develop cooperative linkages with the International Marketing Program at Washington State University and with state and federal agencies.
- * Disseminate the results of the Center's programs through technical workshops, short courses, international and national symposia, publications, etc.
- * Maintain and disseminate international trade data on Forest Resources.

Program Objectives:

Research: Assess market potentials for forest products in Pacific Rim countries including technical, economic and policy analyses for expansion of market opportunities; assemble and disseminate information on wood construction on an international basis; identify product requirements, trade barriers or other conditions impacting trade in forest products; use the CINTRAFOR Global Trade Model to assess Pacific Rim forest products trade and as an analytical tool for conducting other research.

Education: Develop curriculum and a Master of Science program to provide students with training in 1) worldwide forest products and wood processing, 2) economic, political, and cultural framework for international trade, 3) financial, business, and administrative process for forest products trade and analytical problem-solving concepts and methodology for international trade research.

Public Service/Outreach: Conduct symposia and conferences to bring together leaders from the forest products industry, government and academic institutions to discuss trends in trade, current and technical policy issues and recent developments in selected consuming and producer countries. Conduct workshops on specific topics to transmit new information generated from research programs. Respond to requests for advice, information, publications, participation as speakers, and other involvement of the faculty and staff with client groups in both industry and the public sector.

Information/Telecommunication Services: Develop, maintain and update an integrated computerized data bank for forest products statistics (INTRADATA) and make available to client-users.

Areas of Concentration (Products/Markets/Functions): Forest products. Markets in Canada, Japan, Taiwan, Peoples Republic of China, Korea, Australia, New Zealand, West Germany, Italy and Great Britian. Research, outreach/public service and information services.

Cooperating Units/Disciplines: Forest biology, forest management, wood science and technology, forest engineering and Schools of international studies, law and business.

Advisory Committee (Membership and Roles): Professional staff from forest industry, CINTRAFOR faculty and program directors and adjunct faculty and representatives from cooperating University of Washington Colleges and Departments. Advise the Director on program implementation, formulates recommendations on individual project priorities, and reviews progress.

Funding Sources: State appropriations, private and federal funds (CSRS administered grant).

INTERNATIONAL MARKETING PROGRAMS FOR AGRICULTURAL COMMODITIES AND TRADE
(IMPACT)

Location/Leadership: Washington State University, Pullman, Washington;
Dr. A. Desmond O'Rourke, Project Director, Department of Agricultural
Economics.

Mission/Goals: Harness science and technology in order to assist the export
of agricultural products from the state of Washington.

- * Discover new or expanded export opportunities for Washington
agricultural commodities
- * Solve technical impediments to the export of Washington agricultural
products.
- * Develop new products from Washington agriculture for sale in export
markets.

Program Objectives:

Research: Conduct market studies of opportunities for specific products
or product groups that are of particular concern to exporters,
including profiles of the demographic, social, economic and market
situations in targeting countries; conduct cross-cultural studies in
order to understand the appropriate methods of operation in export
markets; evaluate specific and existing end-uses and potential new uses

of grain crops to expand their utilization; determine on farm practices that increase the marketability of grains, fruits, vegetables, seeds and livestock products; develop post-harvest technologies and systems to improve the acceptability (appearance, shelf-life etc.) of exported products; determine the availability and competitiveness of production and marketing systems and potential demand opportunities of alternative crops; and conduct research to improve compatibility of U.S. and Japanese wood products standards thus enhancing delivered product performance.

Education: Strengthen instruction in international marketing at the graduate level.

Information/Communication Services: Participate in a number of national and international communications networks. Washington State University Library is on-line to private and public data bases throughout the U.S. and internationally. BITNET system provides direct contact with the U.S. and with Europe and Japan. WHET system provides direct telecommunications contact within the state of Washington. WSU seeking admission to international telecommunications educational system (PEACESAT).

Cooperating Units/Disciplines:

On-Campus: Departments of Agricultural Economics, Agricultural Engineering, Agronomy, Child and Family Studies, Food Science,

Horticulture, Marketing and Business Administration, Rural Sociology,
and Wood Technology.

Off-Campus: USDA (AMS, ERS, FAS), State Department of Agriculture
Center for International Trade in Forest Products (CINTRAFOR),
University of Washington, Seattle and the Post-Harvest Institute for
Perishables, University of Idaho.

CENTER FOR AGRICULTURAL EXPORT DEVELOPMENT

Location/Leadership: University of Kentucky, Lexington, Kentucky; Director, Dr. Michael R. Reed, Department of Agricultural Economics.

Mission/Goals: To increase the capacities of farmers and agribusiness firms in the Ohio Valley and Appalachia region to compete successfully in international markets.

- * To increase the understanding of farmers and agribusinesses in export marketing.
- * To provide timely and relevant information to current and potential exporters regarding export marketing.
- * To assist farmers and agribusiness firms in finding profitable markets for their products.
- * To facilitate arrangements between U.S. exporters of agricultural products and their import partners.
- * To determine relationships between U.S. and foreign policies (public, commodity and macroeconomic) and the competitiveness of U.S. agricultural exports.

Program Objectives:

Research: To investigate potential products and geographical areas which might provide opportunities for increased exports of regional producers and agribusiness firms; to investigate factors which determine trade flows and project future trade patterns which will

impact U.S. export markets, more specifically the effect of macroeconomic factors such as U.S. monetary policy (interest rates and money supply growth) on world economic activity and the export of U.S. agricultural products; and determine the effects of government policies(both U.S. and foreign) and market structures on competitiveness of U.S. exporters.

Education: Train potential exporters on elements involved in successful exporting. Teach at least one course at the undergraduate and graduate level in international marketing. Establish and coordinate internships for students interested in international marketing.

Public Services/Outreach: Hold conferences and workshops for potential exporters which present the nuances of export marketing, such as contract terms, letters of credit, transportation arrangements, cultural considerations and foreign exchange risk. Bring together potential exporters and foreign buyers through trade shows and overseas travel.

Information/Telecommunication Services: Telecommunication facilities and experienced personnel at the University will be utilized by the Center in its educational programs and in conducting trade negotiations.

Areas of Concentration (Products/Markets/Functions): Breeding stock, distilled spirits, ginseng, timber and timber products, white corn, mushrooms, ornamentals and seeds; information delivery and research.

Advisory Committees (Membership and Roles): Representation from agricultural industry, congressional delegations, agribusiness firms, and government agricultural agencies. To oversee the broad mission of the Center, giving it direction and informed perspectives for meeting the region's agricultural exporter needs.

Funding Sources/Period of CSRS grant: State appropriations, federal funds (CSRS administered); May 1, 1988 to October 31, 1989.

Cooperating Units: Experiment Station, Extension Service, Department of Forestry, Patterson School of Diplomacy and International Commerce, College of Business and Economics, and Small Business Development Center.

THE APPALACHIAN INTERNATIONAL TRADE DEVELOPMENT CENTER

FOR

HARDWOOD FOREST PRODUCTS

Location/Leadership: West Virginia University, Morgantown, West Virginia;
Project Director, Dr. J. E. Coster, Division of Forestry.

Mission/Goals: Enhance the exports of high value hardwood forest products
by Appalachian forest products manufacturers.

- * Develop a program to expand and upgrade existing Appalachian hardwood export markets and to develop new products and markets.
- * Develop a technical assistance system to aid producers of Appalachian hardwood products for export.
- * Develop an Appalachian hardwood export market information system.
- * Improve the capabilities of the human resource related to the wood products industry to operate in the international trade arena.

Program Objectives:

Research: Identify international markets that have growth potential for the export of Appalachian hardwood products; identify opportunities to develop markets for new hardwood product types (e.g., species, grades, products forms); and identify and document product specifications (grades, dimensions, packaging, etc.) that must be met for producers to effectively serve specified markets.

Education: Increase the pool of graduates of business and professional curriculum having contemporary education in global economics and international trade; and through continuing education programs, increase the awareness and understanding of professionals and managers in the hard-wood products industries of economic opportunities in export markets, of appropriate technology needed to be competitive with new and existing products, and of effective business management techniques for the export trade.

Public Service/Outreach: Develop product information and promotion strategies to exploit identified market growth opportunities; develop technical information and delivery systems to provide products specifications to producers of export products and to assist them in incorporating such specifications into their production processes in a cost-effective manner; and provide technical assistance and workshops regarding international marketing, financing, custom requirements, business planning and related services to firms desiring to enter international markets.

Information/Telecommunication Services: Explore existing export market information systems, assess the extent and timeliness of this information in terms of its coverage for Appalachian hardwood products and determine additional export market information services needed to serve hardwood exporters; develop and maintain a supply and demand information system for use by potential sellers and buyers of hardwood products; and make available relevant information by an on-line computer system and printed newsletters/bulletins.

Areas of Concentration (Products/Markets/Functions): Appalachian hardwood products; Western Europe and Pacific Rim countries; Research, education; public service/ outreach and information services.

Cooperating Units/Disciplines:

On-Campus: Colleges of Agriculture and Forestry, Business and Economics, Cooperative Extension Service, Appalachian Hardwood Research Center, Center for Economic Research, and Small Business Development Center.

Off-Campus: USDA-Northeastern Forest Experiment Stations located at Princeton, WV and Blacksburg, VA; USDA-Forest Service, Forest Products Laboratory, Madison, WI; Institute for International Trade and Development, Marshall University, Huntington, WV and State Department of Agriculture and Governor's Office of Community and Industrial Development.

Advisory Committee (Membership and Roles): Nine persons selected from a cross section of forest products organizations, public agencies, and related organizations with strong interest in international trade in hardwood products. Role not specified in proposal.

Funding Sources: State appropriations, federal funds (CSRS administered grant).

NORTHERN CROPS INSTITUTE

Location/Leadership: North Dakota Agricultural Experiment Station, Fargo, North Dakota; Dr. D.E. Anderson, Project Director. Also, Associate Director of the Experiment Station and Associate Dean, College of Agriculture, North Dakota State University.

Mission/Goals: To provide educational and technical service programs that assist commodity groups in promotion and market development efforts for northern grown crops in both domestic and export markets.

Program Objectives: Provide short courses for trainees from around the world in the milling and separating semolia from durum wheat on a semi-commercial scale and the production of feed using high quality materials such as barley, soybeans, corn, sunflower, edible beans, sugarbeet molasses, etc.

Areas of Concentration (Commodities/Markets/Functions): Durum wheat, barley soybeans, corn, sunflower, edible beans. Markets in Western and Eastern Europe, Middle East, Soviet Union, Central and South America and Asia. Demonstration and education.

Cooperating Units/Disciplines: Department of Cereal Science and Food Technology, and the USDA Hard Red Spring and Durum Wheat Quality Laboratory.

Advisory Committee (Membership and Roles): None stated in proposal.

Funding Sources: State appropriations (North Dakota, South Dakota and Minnesota) and the Montana Wheat and Barley Marketing Committee.

Agricultural commodity organization support from the North Dakota Wheat Commission, Minnesota Wheat Research and Promotion Council, South Dakota Wheat Commission, North Dakota Barley Council, North Dakota Soybean Council, South Dakota Soybean Council and the Red River Valley Edible Bean Growers Association (Minnesota and North Dakota). Federal funds (CSRS administered grant). Funds for purchase of equipment by an existing center.