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Discussions with the following individuals from the United States Department of Agriculture and the advertising and university research communities were invaluable in planning the "Research on Effectiveness of Agricultural Commodity Promotion" seminar. Their contributions are gratefully acknowledged.

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Foreign Agricultural Service, USDA

## FOREWORD

There is growing interest in establishing generic advertising and promotion programs to increase commodity sales, but the effectiveness of such programs has not been thoroughly researched.

The "Research on Effectiveness of Agricultural Commodity Promotion" seminar, held April 9-10, 1985, in Arlington, Virginia, by Farm Foundation and the Agricultural Marketing Service (AMS), Economic Research Service (ERS), and Foreign Agricultural Service (FAS) of the United States Department of Agriculture (USDA), was convened to assess the current state of research knowledge about, and the availability of research tools for, further work on agricultural commodity promotion.

About fifty research economists, program administrators, and other participants concerned with better understanding the economic consequences of generic promotion assembled from universities, government agencies, commodity groups, and the advertising community to

- review results of research on economic impact
- explore theoretical and measurement issues
- discuss data requirements
- look at policy implications
- identify research directions and
- stimulate additional research on effectiveness of generic promotion.

The interchange of ideas generated several suggestions for research projects that would build upon existing studies. In some instances, additional research techniques offer promise. Efforts that combine extension of existing research findings, of new research techniques, development of new data sources, and cooperation between university researchers and industry participants offer hope that useful research efforts will evolve as a direct result of this conference.

Walter J. Armbruster  
Farm Foundation

Lester H. Myers  
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September, 1985

**Editors' Note:** This is a reprint of the original publication released in late 1985. Although the seminar was held nearly 4 years ago, the papers represent a valuable information base on commodity promotion program analysis and continue to be in strong demand.

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