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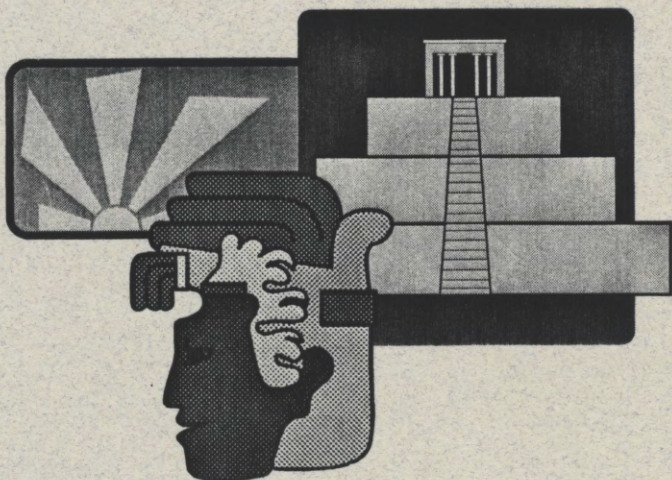
Agricultural Commodity Promotion Policies and Programs in the Global Agri-Food System

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Discussion Summary: Competition and Cooperation in Export Markets

Steve R. Meyer

I totally agree with Jim Parker that export markets are highly important for agricultural producers and processors. I also am pleased to hear that the Foreign Agricultural Service is developing services to reach businesses of all sizes throughout the country.

Professor Ward's presentation gave me new perspectives on "generic promotional activities" to educate global consumers about the health benefits of tea and to counter branded advertising of many unhealthy branded snack foods and beverages such as Coca Cola. I am somewhat skeptical about the idea of the Food and Agricultural Organization (FAO) funding generic promotion campaigns for tea and orange juice. Although I understand that many developing countries do not have large enough treasuries to finance promotional campaigns, I question whether the FAO should be funding this type of activity as a form of economic development. We need to ask who benefits from generic promotion by an international organization--the people of the producing country and potential importing countries, the national governments, or those who sell the products. This is particularly important for the proposed citrus promotion program which features rebates to participating corporations. In addition, I question why companies from a wide range of citrus-producing countries would want to contribute to a generic global citrus campaign when they previously have been pairing their brands with the state or country in which the citrus fruit is grown.