

Holstein Association promoting exports

BRATTLEBORO, VT — Agricultural exports create jobs and boost America's foreign trade balance, a new study says — and a unique public-private partnership is working to raise export levels even higher.

The study, issued by the U.S. Agricultural Export Development Council, says private groups like the Holstein Association work with the U.S. Department of Agriculture in 130 countries to develop markets for U.S. products. This market development program was created by Congress thirty years ago at the same time as the Food for Peace international-aid program.

The USAEDC's members include the private-sector trade groups who actually carry out market development abroad,

building demand for citrus and soy beans, peaches and potatoes, cotton and Holstein cattle.

"Agricultural exports mean growth and jobs for the U.S. economy," the study says. "Agricultural trade has shown a positive balance every year since 1960 — and with today's monstrous U.S. trade deficits, the nation needs the hard currency that agricultural exports earn."

"Developing foreign markets for U.S. Holsteins serves the U.S. dairy industry well, as quantities of excess quality dairy cattle are exported to countries building their own dairy sectors," according to James Zarndt, manager of international market development for the Holstein Association. Zarndt adds that "removing these cattle from the

U.S. milk production" scene helps to reduce the current dairy product surplus situation, thereby benefitting all U.S. dairymen.

The nation's agricultural market development efforts combine the resources of the private trade groups, the U.S. Department of Agriculture and overseas customers. The trade groups, or "cooperators," fund a major portion of the program, with additional resources coming from USDA's Foreign Agricultural Service and from foreign businesses or agencies who are interested in the products the U.S. has to sell.

The USAEDC study, entitled "Successfully Selling Abroad," says that:

• Agricultural exports of around \$35 billion a year account for a

million jobs in the U.S. economy, and agriculture is one of the few economic sectors with a positive trade balance.

• The cooperator program allows the public and private sectors to achieve together what neither could achieve separately: USDA is involved because world agricultural trade is highly regulated and U.S. sellers often face unfair trade barriers; the cooperator groups bring private-sector expertise to the task of marketing our nation's agricultural bounty.

USAEDC's chairman, Kenneth L. Bader, said the council's report was especially timely since Congress is debating the 1985 Farm Bill.

"The cooperator program has a

proven track record," said Bader, who is also chief executive officer of the American Soybean Association. "I'm confident Congress will want to continue a unique partnership whose results speak for themselves: more markets, more sales, more business for the U.S. agricultural sector."

Examples of cooperators' activities include:

• Developing more efficient dairy, poultry and livestock industries abroad, which then utilize increased amounts of U.S. feed-stuffs.

• Helping foreign customers make more efficient use of U.S. cotton and wheat by helping them modernize processing facilities.

• Identifying foreign barriers to selling U.S. products and helping get them removed.

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