

**Colombian Agriculture Outlook Conference
Seeking EMP funding**

- (a) Date of proposal:** August 2008
- (b) Name of organization submitting proposal:** Agricultural Affairs Office-Bogota
- (c) Organization address, telephone and fax numbers:**
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- (d) Tax ID number:** N/A
- (e) DUNS number:** N/A
- (f) Primary contact person:** Todd Drennan, Agricultural Attache
- (g) Full title of proposal:** Conducting a Colombian Agricultural Outlook Conference.
- (h) Target market(s):** Government, importers, local agro-industry, academia and the media.
- (i) Current conditions in the target market(s) affecting the intended commodity or product:** Colombia does not have an annual forum where Colombian producers, importers and government officials can come together to discuss internal and international agricultural issues and exchange information and ideas.
- (j) Description of problem(s):** The lack of information exchange and discussion on agricultural issues leads to a lack of forward thinking and coordinated planning of Colombian agricultural policy and development. Over the past several years, the Colombian agricultural sector has been barely growing and at a rate much less than the economy as a whole. The Ministry of Agriculture has been criticized for its lack of transparency and programs that only help large farmers. A forum will provide the government an opportunity to explain its programs, exchange information and hear from the farming community. A lack of funding and political will power in the past has made this type of venue impossible.

(k) Project objectives:

- To establish an annual conference for government, private sector and academic representatives to meet and exchange information on agricultural issues facing Colombia.
- To develop a forum where the Ministry of Agriculture can provide its annual work plan and program intentions.
- To provide high-quality workshops and panel discussions on agricultural issues facing Colombia and the region.

(l) Performance measures:

- **Immediate:**

Good attendance of Conference by a cross-section of private sector representatives, academia, local and foreign government officials.

Obtain panel of internationally recognized experts on Agricultural issues.

Obtain extensive press coverage.

Participants will rate the event highly for substance and organization (via an evaluation).

- **Short-Term:**

Ministry of Agriculture will commit to preparing and following an agricultural policy and development work plan.

- **Long-Term:**

Colombian agricultural sector will grow and experience significant increases in agricultural trade.

(m) Rationale: For any successful agricultural program and/or policy to work, there must be buy-in from producers, agro-industry and the general public. By developing an open and transparent forum to discuss those agricultural issues that are important to Colombia, its programs will be more successful. The government of Colombia has limited resources and over the past several years has implemented some controversial programs and policies. An annual Outlook Forum will provide the venue to discuss these issues and foster collaboration.

(n) Clear demonstration that successful implementation will benefit a particular industry as a whole, not just the applicant(s): By definition the forum will benefit the entire agricultural sector. In addition, there will be long-term benefits to U.S. and other countries' agricultural sectors as better information exchanges, programs and policies lead to increased trade.

(o) Explanation as to what specifically could not be accomplished without federal funding assistance and why participating organization(s) are unlikely to carry out the project without such assistance:

The Ministry of Agriculture does not have the funding to conduct a wide and well publicized conference. It is of key importance the conference receives attendees from a cross-section of interests. Alone, it will take longer and be more expensive to put together a well organized forum. The Ministry of Agriculture does not have the ability to obtain speakers and participants that USDA can bring to the event. Without U.S. government funding in the development stages of the forum, the forum is not likely to get off the ground. If successful, and once institutionalized, the U.S. government will reduce its financial commitments for future events

(p) Specific description of activity/activities to be undertaken:

- FAS/Bogota in collaboration with the Ministry of Agriculture will conduct an Agricultural Outlook Forum inviting agricultural producers, agro-industry representatives, academia and media to attend. The Forum will be modeled after the USDA Agricultural Forum with modifications as needed.
- The Minister of Agriculture will provide a key note address outlining Colombia's goals and objectives for the coming year and near-term.
- The Ministry of Agriculture, USDA and select local agro-industry companies will coordinate breakout workshops to discuss relevant local, regional and global agricultural issues.
- Invited speakers, depending on their specific expertise will have side meetings with government, private sector and/or academia representatives.
- Local press will conduct interviews and cover the role of any new agricultural policies.
- We hope to have approximately 300 participants, with the expectation of increasing participation each year.

(q) Time line(s) for implementation of activity, including start and end dates:

- The entire activity will take between 6-8 months, start to finish.
- Given the scope of the proposed forum, we will begin planning for the event immediately, without committing to any funding. We will develop a tentative agenda, work up an estimated budget, set a date, find a venue and discuss roles and responsibilities.

- If the EMP proposal is approved, we will work on finding speakers, contracting printers, event organizers and the venue.
- The conference will last one to one-and-a-half days plus one day of side meetings. In-country field trips will be considered, if deemed useful and cost effective.
- After the event, we will need a few weeks to settle outstanding bills, tally the survey and provide a report.
- The entire activity will take between 6-8 months, start to finish. Actual man-hours per week will vary with more time being spent on the event in the two months prior to the event.

(r) Information on whether similar activities are or have previously been funded with USDA sources in target country/countries (e.g., under MAP and/or FMD programs):

No other activity has been conducted like this in Colombia at the proposed scale. Cooperators and local producer associations have conducted conferences to discuss issue related a specific commodity group. MAP funds have been used for these activities.

(s) Detailed line item activity budget. Cost items should be allocated separately to each participating organization. Expense items constituting a proposed activity's overall budget (e.g., salaries, travel expenses, consultant fees, administrative costs, etc.), with a line item cost for each, should be listed, clearly indicating:

- (1) Which items are to be covered by EMP funding:
- (2) Which by the participating U.S. organization(s); and
- (2) Which by foreign third parties (if applicable). Cost items for individual consultant fees should show calculation of daily rate and number of days. Cost items for travel expenses should show number of trips, destinations, cost, and objective for each trip. Qualifications of applicant(s) should be included as an attachment.

Developing Regulatory Procedures for LMO Products	
Agriculture Outlook Conference	
1 and a half days for 300 participants	
Venue	\$10,450
<i>EMP funding</i>	
Salon	\$500
Breakout Rooms 3	\$450
Lunch	\$7,500
Coffee Breaks 2 plus 3 coffee stations	\$3,000
Video Equipment for 4 rooms	\$4,500
<i>Ministry of Agriculture</i>	
Printed Materials (invitations, programs and presentations)	\$3,500
<i>Ministry of Agriculture</i>	
Miscellaneous	\$1,000
<i>Ministry of Agriculture</i>	
Translation (includes 4 people, and 4 sets of equipment)	\$6,000
<i>EMP funding</i>	
Speakers (4)	\$27,200
<i>EMP Funding</i>	
Honorariums	15,000
Air Fare for 4 round trip tickets for 4 speakers	5,000
Lodging in Bogota for 4 speakers for 3 nights	3,000
M&IE in Bogota for 2 speakers	1,500
Miscellaneous(taxes)	500
Miscellaneous(transport)	700
Medical Insurance	1,500
Total Estimated Budget	\$53,650
Ministry of Agriculture's contribution	\$9,000
EMP Funding Requested	\$44,650