

USDA ANNOUNCES QUALITY SAMPLES PROGRAM ALLOCATIONS FOR FISCAL YEAR 2003

WASHINGTON, July 3, 2003 – The U.S. Department of Agriculture today announced funding allocations totaling \$1.4 million to 18 organizations under the fiscal 2003 Quality Samples Program (QSP) to help expand export sales by promoting awareness of U.S. agricultural products to new foreign buyers.

Established in 1999, the goal of the QSP is to encourage new sales by helping U.S. exporters provide samples of American commodities to foreign buyers who have not previously used them.

The QSP funds projects that benefit agricultural industries rather than individual exporters. Recipients are reimbursed for certain costs of purchasing and transporting commodity samples to be used in projects that provide foreign importers with information about the attributes, characteristics and use of U.S. commodities.

Allocations were awarded competitively based on several criteria, including the likelihood that the projects will effectively demonstrate the benefits of the U.S. product, the applicant's technical and trade experience, the potential for expanding commercial sales in the market, and the financial and in-kind contributions of applicants and importers.

A second round of funding totaling \$1.1 million is expected to be available for application later this summer under the fiscal 2003 QSP.

For further information about the QSP, contact the FAS Marketing Operations Staff, U.S. Department of Agriculture, Room 4932-South, Stop 1042, 1400 Independence Ave. S.W., Washington, D.C. 20250-1042; telephone 202-720-4327. Information is also available on the Web at <http://www.fas.usda.gov/export.html>. A list of recipients follows.

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QUALITY SAMPLES PROGRAM INITIAL ALLOCATIONS

FISCAL YEAR 2003

Applicant	Allocation
Alaska Seafood Marketing Institute	25,000
Almond Board of California	10,000
American Sheep Industry Association	200,000
California Agricultural Export Council	65,000
California Walnut Commission	75,000
Cranberry Marketing Committee	70,000
Florida Department of Citrus	10,000
Missouri Department of Agriculture	75,000
Mohair Council of America	103,000
National Renderers Association	17,000

National Potato Promotion Board	150,000
Raisin Administrative Committee	50,000
U.S. Grains Council	7,000
U.S. Livestock Genetics, Inc.	31,000
U.S. Wheat Associates	304,800
USA Dry Pea and Lentil Council	18,800
USA Poultry and Egg Export Council	75,000
Western U.S. Agricultural Trade Association	137,500
Total	\$1,424,100

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