



## International Trade: Review of Effectiveness of Fas Cooperator Market Development Program: Nsiad-87-89 (Paperback)

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By -

Bibliogov, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In response to a congressional request, GAO reviewed the effectiveness of the cooperator programs that the Department of Agriculture s (USDA) Foreign Agricultural Service (FAS) implemented to develop, maintain, and expand foreign markets for U.S. agricultural commodities. GAO found that FAS has: (1) allowed cooperators to implement numerous and varied long-term programs and has placed few restrictions on the funding a cooperator can receive for a program; (2) not established criteria to help cooperators focus on opportunities for market development or expansion; (3) not critically assessed program results; (4) failed to evaluate programs sufficiently to determine which market development activities were effective or which needed refinement or termination; (5) established guidelines that encourage, but do not require, cooperators to contribute annual amounts equal to FAS funds; and (6) defined cash, goods, and services contributions inaccurately, conveying the impression that cooperators participated more fully in financing marketing activities than they actually did.



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