# Table of Contents

Executive Summary ............................................................. i

Center Programs ........................................................................ 1

Progress Report ........................................................................ 3

  Applied Research and Policy Analysis Initiatives ......................... 3

  Training and Education Initiatives ............................................. 5

  Featured Project Report: International Trade Education and Assistance Survey ............. 6

  Cooperative Study Initiatives ................................................ 8

Plan of Work ............................................................................. 9

  Applied Research and Policy Analysis Initiatives .......................... 10

    North American Competition Studies ................................... 10

    Analysis of Trade, Agricultural and Related Policies ..................... 10

  Training and Education Initiatives ............................................ 11

    Training for Agricultural and Agribusiness Firms ....................... 11

    Curriculum and Course Development .................................... 12

  Cooperative Study Initiatives ............................................... 13

    Databases on NAFTA and North American Agriculture .................. 13

    Cooperative Research and Outreach between the United States, Mexico and Canada 13

Contact Information .................................................................. 14

Selected Publications and Presentations ............................................. 15
Executive Summary

The Center for North American Studies (CNAS) provides leadership in promoting stronger agricultural relationships among the North American countries through applied research and policy analysis, training and education, and cooperative study. Program highlights for 1998 are provided.

Applied Research and Policy Analysis

- Investigated impacts of technical barriers to trade, their growing use as a replacement for tariffs used to protect domestic industry, and options for coordinating their reduction. Results were reported in an organized symposium entitled “Technical Barriers to Trade: The New Wave of Protectionism.” Published as CNAS report.

- Provided analytical support for Texas Produce Association to study impacts of onion imports from Mexico on Texas prices. Assisted industry leaders to identify sources of instability attributable to import surges of fresh onions and other commodities important to the South Texas produce industry. Further assisted the fresh fruit and vegetable industry through participation on a task force to identify strategic issues affecting the industry in South Texas. Led to the development of state-wide produce initiative.

- Developed analytical tools for “Monitoring Agricultural Trade Issues” to support agricultural industry efforts to identify and monitor emerging issues critical to agricultural trade negotiations and policy formulation. Continued analysis of the NAFTA impacts on southern U.S. agriculture with results presented during a symposium in Little Rock, Arkansas. Major focus was on livestock, meats, dairy, grains, fruits, vegetables, and forest products. TAMU and LSUAC faculty participated.

- Examined the historical effects of El Niño and La Niña weather events on selected fresh vegetable and melon supplies in Texas, Mexico, and selected U.S. production regions. Results were reported in a paper presented at the February 1999 Southern Agricultural Economics Association annual meetings in Memphis, Tennessee.

Training and Education

- Conducted compressed video conference entitled “International Marketing Opportunities for the 21st Century.” Presentations by USDA/FAS agricultural trade officers and counselors from Chile, China, Japan, Korea and Mexico were featured. Over 100 agribusiness, university and government representatives attended at sites in Texas, Arkansas, Louisiana (LSUAC), Missouri and Oklahoma, with Land Grant institutions in each of these states participated in the multi-way interactive video conference.

- Louisiana agribusiness exporters were assisted with the identification strategies that can be used by firms entering the export market. The firms currently under examination are a rice exporter and a sweet potato exporter. TAMU conducted workshop on formation of “International Strategic Alliances” for
US agricultural producers and agribusiness managers with focus on Mexico and Canada. Supported partially by George Morris Centre, Ontario, Canada.

• Provided analytical support and training for Texas, New Mexico, and Chihuahua, Mexico producers and business managers at meetings of West Texas-Chihuahua Alliance held in Chihuahua, Mexico and Lubbock, Texas. Programs were provided on HACCP, international marketing, strategic alliance formation, and using Internet to find trade opportunities and market information.

• TAMU faculty developed and delivered undergraduate class on International Agribusiness Marketing presented for TAMU, Prairie View A&M, TAMIU, and TAMUK students. Class lectures and discussions were delivered over compressed video via the Trans-Texas Videoconference Network (TTVN). More than 150 students at four institutions have taken the course.

• Faculty at TAMU conducted 37 separate seminars/workshops and training programs during 1998 on NAFTA provisions, WTO negotiations, technical barriers to trade, and a free trade area of the Americas affecting agriculture, trade trends, and potential impacts on U.S. producers and agribusinesses. Total attendance was estimated at over 2,600 persons.

Cooperative Study
• Sponsored international conference entitled “Western Hemisphere Economies in the 21st Century,” hosted by Texas A&M International University in Laredo, Texas on March 23-24, 1998. CNAS personnel presented a seminar entitled “Emerging Needs in International Agribusiness Marketing.” This sponsorship built on a cooperative relationship with the Center for the Study of Western Hemispheric Trade, located at TAMIU.

• The Mexico database maintained by the TAMRC was expanded and updated to include broader, more detailed coverage of supply, utilization, and prices (farm, wholesale, and retail) for livestock (cattle, hogs, poultry), meat (beef, pork, and chicken), feedgrains (particularly sorghum, soybeans, soybean meal, and corn), and fresh vegetables (particularly tomatoes, onions, cucumbers, squash, bell peppers).

• At TAMU, AgriNet, the WWW hompage, has been expanded to include North American agribusiness to enhance marketing and collaborative linkages among agribusiness, researchers, and government agencies. AgriNet also provides North American agribusinesses direct access to Russian agribusinesses, products, and services through the Russian-American Agribusiness Training Partnership.

• Surveyed international marketing firms and trade service providers to assess needs of small to mid-sized firms interested in starting international operations. Survey data were collected in Texas, Oklahoma, Missouri, Kansas, Iowa, and Minnesota. Results were presented at annual meetings of the American Agricultural Economics Association in Salt Lake City, Utah in August 1998 (See Featured Program Report, page 6).
Center Programs

The Center for North American Studies (CNAS) provides leadership in promoting stronger agricultural relationships among the North American countries through applied research and policy analysis, training and education, and cooperative study. Within each of these three program areas, CNAS leaders have developed initiatives to focus on the opportunities and problems associated with growing North American agricultural and food trade integration. The following describes the programs to be developed over the next five years.

1. **Applied Research and Policy Analysis** - The Center will develop research programs to investigate the priority issues related to growing North American trade in agricultural and food products, and will develop the basis for responding to Congressional requests on the impacts of selected agricultural trade policy changes on the agricultural economies of Canada, Mexico, and the United States.

   - *International Trade Opportunities* - The competitiveness of the major agricultural and food production sectors of the three countries will be compared. The factors affecting competitiveness will be determined through simulation and scenario analysis. Domestic agricultural policies and national economic policies of all three countries will be analyzed to determine their impacts on the competitiveness of agricultural and food systems. **Policy changes associated with NAFTA, WTO, and other economic integration policies as related to the Enterprise for the Americas Initiative Act of 1992, including the Free Trade Area of the Americas, will be emphasized.**

   - *Agricultural Trade and the Environment* - Natural resource and environmental implications of increased trade and economic integration of North American countries will be analyzed, including issues related to environmental harmonization among North American countries, the cost and benefits of improved environmental quality, alternative institutional arrangements for addressing oversight capabilities such as the monitoring and enforcement of environmental regulations. Further, **the effects of weather patterns such as El Niño and La Niña on Texas agriculture will continue to be examined.**

   - *International Agribusiness Marketing Technology Evaluation* - New technology has important implications for changing competitive relationships, reducing adverse environmental impacts, and ensuring nutritious and safe food products. Examples of technological issues to be examined include procedures for meeting sanitary and phytosanitary requirements for import/export which are important to the formation of a scientific basis for continued trade, foreign labeling and packaging requirements, **the maintenance of product quality standards**
during international transportation, and the impacts of implementing and compliance with technical barriers to trade.

Trade Policy Administration - Areas of potential conflict in domestic policies between Canada, Mexico, and the United States will be identified. Impacts of potential harmonization strategies will be evaluated. Conduct preliminary analyses of possible anti-dumping and countervailing duty petitions to assess potential impacts on trade.

(2) Training and Education - The Center will develop a broad range of training programs designed to prepare agricultural and agribusiness firms for international marketing opportunities, international strategic alliances, joint ventures, and foreign investment. Procedures for implementing these programs include:

International Agribusiness Marketing Education - Cooperative study and research results will be disseminated through conferences, workshops, seminars, and other training opportunities for agricultural and food producers, agribusiness, and potential exporters with emphasis on export/import operations, establishing joint ventures, multinational sourcing, product/service licensing, establishing foreign production operations, and strategic planning. Primary emphasis will be placed on education for novice, new to export, and other small to mid-size firms involved in value-added product activities.

Dissemination of Applied Research - Training for community-based strategies for integrating trade, sustainable development, and environmental improvement programs will be provided. Provide executive training opportunities for agribusiness leaders and public officials relating to the critical issues for North American agriculture.

University Based Education - Academic training and practical experience provided to undergraduate and graduate students related to resolving the critical issues for North American agriculture will be offered.

Distance Learning - Expanded use of distance learning technology such as compressed interactive video and the World Wide Web in the delivery of training and educational programs discussed above.

(3) Cooperative Study - The Center will develop institutional linkages with internationally recognized agricultural programs in Mexico, Canada, and other countries important to North American agricultural trade. The George Morris Centre, Guelph, Ontario, Canada and the Center for International Agribusiness at the Instituto Technologico de Estudios Superiores de Monterrey (ITESM), Mexico will be included.
Database Formation - Databases of information relating to North American food and fiber production, consumption and trade to support Center programs will be cooperatively built and maintained. Emphasis will be placed on bilateral trade between the United States and Mexico and the United States and Canada. All major agricultural products will be included in the base of information.

Faculty and Student Exchanges - Faculty and students from North American universities will work collaboratively to broaden teaching programs which encompass the international perspective.

Agricultural Systems - The interaction and integration of the economic, trade, institutional, social, cultural, political, environmental, and technological dimensions of the agricultural and food systems of North American countries will be studied;

Progress Report

The Center's strategy of focusing on a limited number of projects has maximized program impacts and enhanced prospects for continuing and expanding programs in subsequent years. Over the past five years, successful projects have been planned and implemented at TAMU, the LSU Agricultural Center (LSUAC), Texas A&M International University (TAMIU), and Texas A&M at Kingsville (TAMUK). The accomplishments are reported under the three program initiatives:

Applied Research and Policy Analysis Initiatives

1. Implemented “AgroInfo Americas,” an Internet based agricultural information system to support private and public decision making in food and agricultural industries of Western Hemisphere countries. Tentative commitments of support have been received from Inter-American Institute for Cooperation with Agriculture (IICA) and Caribbean Latin American Action (CLAA).

2. Developed a database of world meat and fish production, consumption and trade, and used it to analyze North American and world with emphasis on regional and country trends, trade and domestic policies, international markets for meat, and per capita consumption.

3. Designed and instituted a Center for North America Studies publication series in June 1998, and have since published four papers featuring applied research on topics of interest to agribusiness, university faculty, and policy makers throughout North America.

4. Launched an ongoing investigation of technical barriers to trade and their growing use as a replacement to tariffs for the purpose of protecting domestic industry. Resulting was an organized symposium entitled “Technical Barriers to Trade: The New Wave of Protectionism,” conducted at the Southern Agricultural Economics Association annual meetings in February
5. A study was conducted to examine the historical effects of El Niño and La Niña weather events on selected fresh vegetable and melon supplies during the fall and winter season. The analysis was reported in a paper which was presented at the February 1999 Southern Agricultural Economics Association annual meetings in Memphis, Tennessee.

6. Analyzed Mexican livestock, meat, and feed industries and fresh fruit and vegetable trade to determine impacts of North American Free Trade Agreement (NAFTA) on structure of industries resulting from trade liberalization.

7. Assisted Texas rice industry to identify emerging market opportunities in Mexico through the formation of new strategic alliances to allow more efficient marketing of rice. This was part of Agricultural Summit Initiative sponsored by COALS.

8. TAMU faculty continue to analyze the Mexican dairy market potential. Results have been reported at producer association meetings and four conferences in Mexico.

9. Continued analysis of the NAFTA impacts on southern U.S. agriculture, much of which was presented during a symposium on the topic at the Southern Agricultural Economics Association annual meetings in Little Rock, Arkansas on February 4, 1998, at which faculty from land grant institutions presented analyses on livestock, meats, dairy, grains, fruits, vegetables, and forest products. TAMU and LSUAC faculty participated.

10. Provided analytical support for Texas Produce Association to study the impacts of onion imports from Mexico on Texas prices. This analysis assisted industry leaders to identify sources of instability attributable to import surges of commodities important to South Texas agriculture. Further assisted the fresh fruit and vegetable industry through participation on a task force on strategic issues facing the industry in South Texas, and presentation of analysis of international trade impacts on the industry at a June 1998 task force meeting.

11. Developed analytical tools for “Monitoring Agricultural Trade Issues” in support of American Farm Bureau Federation efforts to identify emerging issues critical to agricultural trade negotiations and policy formulation. Study focused on policies restricting trade in major trading nations, including Canada and Mexico.

12. The TAMUK conducted a range management watershed study along both the Mexico and Texas sides of the Lower Rio Grande investigating opportunities to increase water supplies. The study was completed in 1998 and results of the study have been published.
13. TAMUK staff investigated the competitive responses of south Texas food marketers to the North American Free Trade Agreement. This study is nearing completion and an abstract of this work has been accepted for presentation. Study findings indicated that although firms adjacent to the international border experienced greater negative impacts than firms in San Antonio or Corpus Christi, the overall regional net economic effects after NAFTA have been positive.

**Training and Education Initiatives**

1. Conducted a compressed video conference in 1998 entitled “International Marketing Opportunities for the 21st Century,” which featured presentations by USDA/FAS agricultural trade officers and counselors from Chile, China, Japan, Korea and Mexico. Over 100 agribusiness, university and government representatives attended at sites in Texas, Arkansas, Louisiana (LSUAC), Missouri and Oklahoma, with Land Grant institutions in each of these states participated in the two-way interactive video conference.

2. Faculty at TAMU conducted 37 separate seminars/workshops and training programs during 1998 on NAFTA provisions, WTO negotiations, technical barriers to trade, and a free trade area of the Americas affecting agriculture, trade trends, and potential impacts on U.S. producers and agribusinesses. Total attendance was estimated at over 2,600 persons.

3. A class on International Agribusiness Marketing has been developed and presented for TAMU, Prairie View A&M, TAMIU, and TAMUK students. Class lectures and discussions were delivered over compressed video via the Trans-Texas Videoconference Network (TTVN). More than 150 students at four institutions have taken the course.

4. Louisiana agribusiness exporters were assisted with the identification strategies that can be used by firms entering the export market. The firms currently under examination are a rice exporter and a sweet potato exporter.


Featured Project Report:
*International Trade Education and Assistance Survey*

Center for North American Studies staff coordinated an effort to identify programs to better address the international trade education and assistance needs of agribusiness and other rural firms in the mid-continent region of the United States. Representatives of the land grant institutions of Iowa, Kansas, Minnesota, Missouri, Oklahoma and Texas conducted a survey and the analysis of public sector international trade and rural development service providers and private sector users of these services. Each state conducted a needs assessment via focus group sessions, individual interviews, and mail surveys of agribusiness and other firms in non-metro areas. These firms were either directly involved in international markets or interested in becoming involved. The needs assessment was designed to answer questions related to five major areas:

- type of existing international trade services;
- how frequently those services were used;
- how effective the services were at meeting their needs;
- what other services are needed; and
- the relative importance of the other services.

Each state also surveyed the major trade service providers to determine:

- type of services offered to firms;
- how often those services were used;
- how effective the services were at meeting needs;
- that other services might be offered; and
- relative importance of other services.

Eighty agribusiness and other rural firms and twenty-five public sector trade service providers from across the six-state region took part in the survey from November 1997 to February 1998. Results indicated that, while numerous services are indeed available to rural firms wishing to participate in international trade, the availability of these services does not always reach firms in rural areas. Trade constraints identified by the firms contacted in this survey include:

- payment and collection problems with foreign buyers;
- the difficulty of obtaining information and assistance from public sources;
- dealing with U.S. and foreign Customs officials;
- cultural and communications problems;
- legal problems forming joint ventures and strategic alliances in other countries;
- identifying the “right” foreign business partner or customer; and
- difficulty in completing the necessary international trade documentation.

When surveying public sector trade services providers, the following international marketing needs were listed as not being met by current services:
localized trade education programs focused on agricultural market potential and international marketing techniques;
programs which are practical and applied in nature;
convenient access to educational and technical assistance resources;
central data resource center;
knowledge of how to access existing trade assistance; and
one-on-one counseling.

The project group determined that firms could be properly provided trade services through the following functions that private sector firms indicated were crucial to their success and that were identified by current service providers as lacking:

**Education and Mentoring:** Use Extension’s capacity to develop rural, trade-oriented entrepreneurship through cooperation with present leadership centers to encourage more focus on agribusiness and rural extension for international trade. Mentor rural leaders, farmers, small businesses and their organizations, to develop their abilities to compete in international markets. Mentoring will support sustained participation in trade by individual firms, rural communities, and selected sectors of the mid-continental economy. Mentoring will include, but not be limited to alternatives and consequences of specific market entry strategies, methods of payment, finance, transportation and logistics, and documentary requirements for international trade operations.

**Information and Market Intelligence:** Develop rural access to information needed for international agribusiness and market development, including new technologies, trade finance, international business operations, freight forwarding, emerging competition, potential partners, and brokering services. Link present capacity for analysis of market and process feasibility, potential markets, financial solvency, and other studies required by entrepreneurs, using international trade centers, USDA Foreign Agricultural Service, and others. Develop timely, reliable market intelligence tailored to individual firm needs, reflecting analyses of market trends and interpretations of analyses for specific objectives such as exporting, joint venture, or foreign licensing requirements.

**Supply and Demand Networks:** Highly integrated virtual factories and supply systems have become typical of specialty foods and will expand as designer commodities emerge in corn, wheat, soybean, livestock, poultry, and dairy production. Develop new and utilize existing virtual supply and demand resource networks to enable firms to identify markets, buyers, and potential foreign partners and to source products for the international market. Rural firms and agribusinesses will be assisted to organize, maintain, and expand integrated production and distribution systems for international markets.

**Technical Assistance:** Assist rural and agribusiness firms to identify effective trade facilitation services, such as bankers, freight forwarders, customs brokers, export management and trading companies, government support services, and trade organizations and agencies and to evaluate how those services can be most effectively utilized. A practical approach will be used to assist firms to overcome technical barriers which inhibit international marketing. Identify needed adaptation of production, processing, packaging and marketing to meet international demand. Rural communities will be assisted in the proper use of existing and new web-based information and resources.

The results of this project have been integrated into the applied research and extension programs of the Center for North American Studies and throughout the United States.
7. Provided analytical support and training for Texas, New Mexico, and Chihuahua, Mexico producers and business managers at meetings of West Texas-Chihuahua Alliance held in Chihuahua, Mexico on HACCP, international marketing, strategic alliance formation, and using Internet to find trade opportunities and market information, 1994 - 1998.

8. Assisted with 1997 agribusiness conference in Monterrey, Mexico by conducting workshop on “Marketing Organic Products, Strategic Alliances, and Importing into the United States.”

9. Food Logistics Management course was taught via the Trans-Texas Videoconference Network (TTVN) to distant sites in Texas and plans are being made to send course to Monterrey, Mexico.

Cooperative Study Initiatives

1. Sponsorship of the conference entitled “Western Hemisphere Economies in the 21st Century,” hosted by Texas A&M International University in Laredo, Texas on March 23-24, 1998, at which Center for North American Study personnel presented a seminar entitled “Emerging Needs in International Agribusiness Marketing.” This sponsorship built on a cooperative relationship with the Center for the Study of Western Hemispheric Trade, located at TAMIU.

2. Developed cooperative relationships with ITESM and the George Morris Centre for purposes of implementing strategic alliance workshops and performing collaborative research on international marketing of horticultural and agronomic crops. Participated in joint programs for agribusiness graduate and undergraduate students-initial event held at ITESM (Oct. 22-35, 1997) “Agribusiness of the New Millennium”.

3. The CNAS in collaboration with the Center for the Study of Western Hemispheric Trade, the Center for International Business Education (CIBER) at Purdue University, the CIBER at Texas A&M University, and TAMRC co-sponsored the Tri-national Research symposium on “NAFTA and Agriculture: Is the Experiment Working?” in San Antonio, November 1-2, 1996, with 215 participants, of which 100 were from Mexico. The proceedings are available electronically through the Symposium web page on the Internet. The symposium featured presentations by researchers from all three NAFTA countries on the effects of NAFTA on agriculture and agribusiness. The collection of papers will be published as a book.

4. The Office of the Study of U.S.-Mexico Trade Relations (USMTR) at Texas A&M International University has compiled articles related to agriculture issues among the NAFTA partners, Central America, and South America. The number of articles electronically captured for the searchable database is 9,500 as of December 15, 1998. The USMTR is continuously enhancing the source list. The homepage address is http://www.tamiu.edu/coba/usmtr/.
5. The Mexico database maintained by the TAMRC was expanded and updated to include broader, more detailed coverage of supply, utilization, and prices (farm, wholesale, and retail) for livestock (cattle, hogs, poultry), meat (beef, pork, and chicken), feedgrains (particularly sorghum, soybeans, soybean meal, and corn), and fresh vegetables (particularly tomatoes, onions, cucumbers, squash, bell peppers).

6. At TAMU, AgriNet, the WWW hompage, has been expanded to promote North American agribusiness and enhance marketing and collaborative linkages among agribusiness, researchers, and government agencies. AgriNet has developed cooperative linkages with Knowledge Gateway, a similar agricultural information system for Mexico, providing business information and linkages among agribusinesses in all three NAFTA countries. AgriNet also provides North American agribusinesses direct access to Russian agribusinesses, products, and services through the Russian-American Agribusiness Training Partnership.

7. The International Agribusiness Marketing home page also developed at TAMU disseminates NAFTA information to interested producers, county agents, agribusinesses, Congressional staff, and others. This homepage has received approximately 12,000 visits for the period December 1995 - December 1998. A cooperative linkage was developed with Assist International to access trade information on countries important to North American agribusiness. The homepage address is http://agrinet.tamu.edu/intlagmktg/.


**Plan of Work**

In keeping with the multi-national emphasis of the Center, one of the primary goals will be to develop working relationships with collaborators in Canada, Mexico and other countries important to North American agricultural trade. The projects to be undertaken as a part of this annual plan of work are described under the three program initiatives:
Applied Research and Policy Analysis Initiatives

1. North American Competition Studies

Objective: To evaluate the impacts of NAFTA on the competitiveness of key U.S., Mexican and Canadian food and agriculture industries.

Procedures:

a. As a follow up to the Louisiana Agribusiness Export Survey, nine agribusiness firms have been identified in order to conduct case analyses of the effects of NAFTA and the Peso devaluation on Louisiana agribusiness exporters. The selected firms will be examined through a case analysis approach to evaluate their export experiences since the passage of NAFTA. This information will be used to provide suggestions to other agribusiness firms and for dissemination through various refereed and departmental publications. The process will be expanded to include other firms. (LSUAC)

b. Annual time series data for selected foreign processed food markets will be analyzed to determine the best international markets for small to mid-size agribusiness. The results of this analysis in combination with other market research information will be used to publications which will assist small and mid-size agricultural processors succeed in the international market.

c. Reports will be prepared which will estimate the impacts of NAFTA and FTAA on U.S. imports of Mexican fruits and vegetables and the resultant price impacts.

d. Mexican and Canadian agricultural production, consumption and trade will be monitored to determine impacts on U.S. market prices.

e. Mexican beef market segment study to be conducted by faculty and graduate research personnel at TAMUK for the purpose of identifying export opportunities for U.S. beef.

f. TAMUK and TAMU Center staff will conduct an analysis of export market opportunities for Texas citrus in Canada.

2. Analysis of Trade, Agricultural, and Related Policies

Objective: Develop capability to respond to requests from the U.S. Congress and other sources on the impacts of macroeconomic, farm, and trade policy changes on the agricultural economies of Canada, Mexico, the United States, and other countries important to North American agriculture.
Procedures:

a. The potential impacts of the Free Trade Area of the Americas negotiations and resulting agreement and the next round of WTO negotiations will be examined in an effort to better prepare agribusiness and public leaders to better prepare for trade opportunities and competitive pressures created as a result of these potential changes to policy.

b. A previously developed database of weekly U.S. imports of fresh fruits and vegetables from Mexico, including melons, onions, tomatoes and cantaloups, will be analyzed to determine the effects of changing trade policies, domestic polices, and other factors on U.S. fresh fruit and vegetable industries. The data consists of shipment volumes and average weekly prices for the time period beginning 1976 to present.

c. Technical barriers to trade and their growing use as replacement to tariffs and quotas will be analyzed to determine their impacts on agricultural trade flows between both NAFTA and non-NAFTA countries.

d. In response to requests from industry and policy makers, dumping and similar illegal trade claims will continue to be investigated by Center staff, using objective economic analysis techniques, in an effort to assist in better determining the appropriate steps to take in such a situation.

*Training and Education Initiatives*

3. **Training for Agricultural and Agribusiness Firms**

Objective: Develop training programs to provide the latest information and management techniques needed by agricultural firms to participate in expanding trade opportunities and adjust to import competition.

Procedures:

a. A five-state project to bring international trade and marketing extension and education to businesses in rural areas is being developed for the purpose of assisting more agribusinesses enter and succeed in the international market. The five states involved are Texas, Louisiana, Arkansas, Oklahoma, and Missouri, and the primary market focus will be Canada, Mexico and other countries important to North American agricultural trade.

b. Conduct a series of two compressed video workshops on international trade policies and their impacts. Applied research on the next round of WTO and the Free Trade
Area of the Americas and discussion by industry and civic leaders will be the subject matter of two conferences which will include the 13 states in the southern region, West Virginia and North Dakota.

c. In continuation of a program which began in July 1998, presentations of market overviews by USDA/FAS agricultural trade officers via compressed video to private sector audiences in Texas, Louisiana, Oklahoma and one or more other states will occur in Summer 1999.

d. Training programs at TAMU will continue to emphasize trade impacts, opportunities in Mexico, and international marketing operations. New directions will include initiation of activities with Canadian counterparts to analyze agricultural trade disputes and a project to determine market information and intelligence needs for expanding business with Mexico.

e. International marketing training sessions to be conducted via the TTVN tele-video conference network will be held for the purpose of assisting small and mid-size Texas agribusiness firms succeed in the international market. This project is currently being expanded to include firms located in Latin America in cooperation with IICA.

f. LSUAC will present seminars on export decision making by small and mid-size agribusiness firms to private and public decision makers so that these individuals will better understand the processes of making such decisions and their results. The seminars will be presented at state, national and international fora.

4. **Curriculum and Course Development**

Objective: To revise graduate and undergraduate business and agribusiness programs to provide graduates with an increased ability to operate in the emerging interglobal economies of North America.

Procedures:

a. The undergraduate courses, including "International Trade and Agriculture" and "International Agribusiness Marketing," will continue to be offered by TAMU and other cooperators to other sites using compressed video over the TTVN (Trans-Texas Video Network).

b. Existing courses will be revised to ensure appropriate coverage of assessing economic and policy environment, analyzing these factors on business and government decisions,
developing business strategies, and understanding the operational aspects of trade and international business.

**Cooperative Study Initiatives**

5. **Databases on NAFTA and North American Agriculture**

Objective: Develop databases of statistical information and research literature to support analysis, training, and cooperative studies on North American food and agricultural issues.

Procedures:

a. Expand the International Agribusiness Marketing homepage will be expanded to include timely analyses of U.S.-Mexico agricultural trade issues developed by CNAS, trade information, and links to other pertinent sources.

b. Continued development and analysis of a database containing weekly onion, tomato and melon imports from Mexico, including volume and average price for important market windows from 1976 - 1998.

b. Development of a comprehensive database for animal protein production, consumption and trade with an emphasis on regional and major country trends. Commodities covered are beef, pork, poultry, fish, and dairy, and the years covered are 1980 - 1998. A descriptive analysis of the data has already begun and will continue into the coming year.

6. **Cooperative Research and Outreach Between the United States, Mexico and Canada**

Objective: Facilitate cooperative research and programming among of faculty and students from U.S., Mexican, and Canadian universities to broaden educational experiences and enhance cooperation.

Procedures:

Maintain and expand relationships with ITESM and the George Morris Centre to include periodic meetings to review and revise program initiatives such as educational programs on international strategic alliances and cooperative applied research on food and fiber market segments within North America.
Center for North American Studies Contact Information

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Recent Publications and Presentations


