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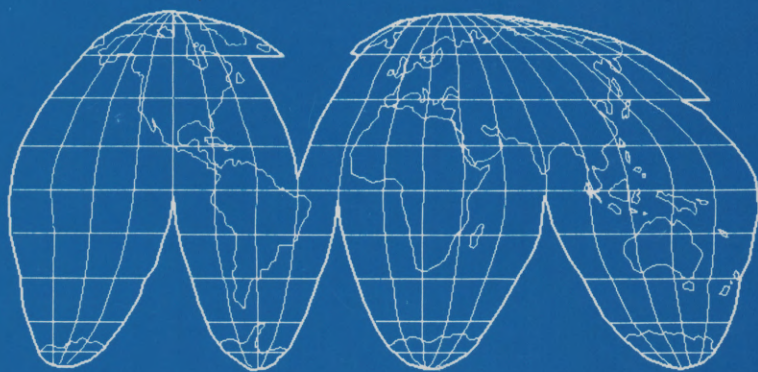
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Commodity Promotion Policy

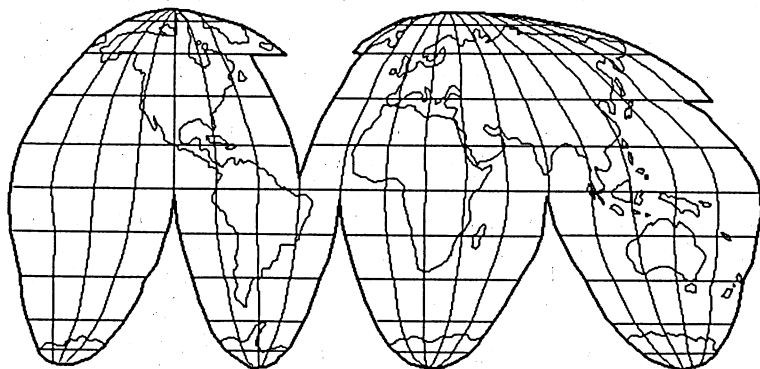


in a
**Global
Economy**

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Commodity Promotion Policy



in a **Global Economy**

EDITED BY

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DISCUSSION SUMMARY: A PROPOSED GENERIC COMMODITY PROMOTION RESEARCH AND EVALUATION CENTER

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Discussion began with the comment that the center proposal was "on the right track." It was suggested the center could serve as a locus for contracts that are let on evaluation. When asked to clarify the center's role in export promotion evaluation, Olan Forker responded that the center would conduct such evaluation, but the focus would be on economic research, not market research *per se*.

Forker was then questioned as to the existence of similar structures in academia. He said that, compared to existing centers focused on other issues, a unique aspect of the one he is proposing is the inclusion of industry financial support as part of its core funding. The questioner then suggested that such a center could develop total research designs to encompass all aspects of commodity programs. He also suggested that NEC-63 do more "market research" to determine the potential demand for the services of such a center. When asked if the center would duplicate activities of other established centers, Forker said it would not.

Regarding funding, it was suggested the center be carefully structured so no public monies are used in evaluating individual commodity's programs. Forker agreed, stating that the challenge will be how to "straddle the line" between private and public contributions and the selection of research projects that serve the needs of both the commodity organization and the public.

At the close of the discussion, an audience member suggested that the Conservation Tillage Information Center, associated with Purdue University, might serve as a good model since it is funded by a combination of government and industry dollars. He also suggested the center should have an advisory group with industry representation.