



NASDA to conduct market research in emerging markets in Southeast Asia

19 December 2022 | News

NASDA will sponsor up to five members on outbound trade missions to the selected countries where they will have discussions with government officials, industry leaders and agricultural producers.



NASDA will sponsor up to five members on outbound trade missions to the selected countries where they will have discussions with government officials, industry leaders and agricultural producers.

The National Association of State Departments of Agriculture (NASDA) has been awarded \$925,000 through the USDA's Foreign Agricultural Service Emerging Markets Program. NASDA will use this funding to conduct market research in emerging markets in Southeast Asia and Africa and organize outbound trade missions for the state department of agriculture leaders to learn about the markets and engage in discussions with relevant parties in each country.

The research will be used to develop reports on the perception of U.S. agriculture, consumer preferences and non-tariff barriers to market access. NASDA will sponsor up to five members on outbound trade missions to the selected countries where they will have discussions with government officials, industry leaders and agricultural producers. The goal is to identify non-tariff barriers, establish partnerships with groups in the region, and strengthen relationships that will increase market access for U.S. agriculture.

The Emerging Markets Program helps organisations promote exports of U.S. agricultural products to developing countries with strong growth potential.

"We are excited for NASDA members to engage in critical discussions to support global market development and strengthen bilateral trade relationships," Ted McKinney, NASDA CEO said.

"NASDA members understand how important it is to spread the message about the value and quality of U.S. products and the benefits of innovation around the world. The first step in earning strong trading partners is establishing open communication

and stewarding international relationships," McKinney said.