

Washington, DC and McLean, VA Trip Report

EXECUTIVE SUMMARY

Name/Title: Rita Kishore
Rosida Nababan
Kent Sisson

Activity #: FAEA Member Funds
(2023 UES Program)

Activity: FAEA Board Meeting and USAEDC
Attache´ Seminar

Begin date: July 10, 2022
End date: July 13, 2023

Destination: Washington, DC and McLean, VA

• **OBJECTIVES OF TRAVEL**

- A. To conduct and participate in the July 11 FAEA Board Meeting
- B. To meet with US Codex office, USTR, FAS/Washington, and FAS/Field staff to discuss FAEA strategies/activities in FAEA target markets

• **KEY OBSERVATIONS AND CONCLUSIONS**

Both of the above objectives were met.

- A. **FAEA Board Meeting:** The Board meeting was held at the Hilton Hotel in McLean, VA on July 11, 2023. The meeting was attended by all members. Representatives from the American Feed Industry Association (AFIA) and Foreign Agriculture Service also participated in the meeting. Most of the time was devoted to reviewing and discussing the FAEA strategic plan. This effort was led by the contractor hired by the FAEA to help develop the strategic plan.
- B. **US Codex Office, USTR, FAS/Washington and FAS/Field Staff Meetings:** FAEA board members along with the FAEA staff met with USTR and FAS senior management to introduce themselves to USTR and the FAS leadership. FAEA staff met with several FAS staff based in Washington and overseas offices. FAS Field staff covered Bangladesh, Cambodia, China, Senegal, and Vietnam.

• **KEY RECOMMENDATIONS:**

A. **FAEA Board Recommendations and Action Items:**

- (1) The strategic plan presentation went well. Revisions were made as a result of the discussions with the Board members. The contractor will update the plan and submit to FAEA by the end of July. FAEA must review the updated plan and decide what steps should be taken to complete the strategic planning process.

- (2) FAEA Executive Director will travel to China in August to assess whether FAEA should re-engage with Chinese regulatory officials to conduct activities there, and also identify potential private sector organizations to collaborate with in China.
- (3) FAEA must issue an RFP to hire a new Executive Director (ED) starting January 1, 2024. The goal is to select the new ED before the next Board meeting in November.
- (4) FAEA must discuss and decide whether to increase member dues at the next Board meeting.

B. Recommendations and Conclusions from meetings with FAS staff:

- (1) FAEA staff will continue to collaborate with FAS on a number of food and feed safety capacity building programs, in particular in Kenya, Nigeria, and Bangladesh.
- (2) FAEA needs to re-engage with Cambodia since the FAS program there has expired, there is a new FAS staff member at the Embassy in Phnom Penh, and Cambodia just passed its new food safety law in June 2022 and could use help in implementing it.



Signature: _____

Date: 9/30/2023

DAILY ACTIVITY

Monday, July 10, 2023

All FAEA team members arrived in McLean, VA on July 10. Mr. Sisson from Bethany Beach, DE; Ms. Nababan, from Fullerton, CA; and Ms. Kishore from Silver Spring, MD. All three stayed at the Hilton McLean Tysons Corner in McLean (the venue for the USAEDC Attache' Seminar)

1. US Codex Office (USCO) meeting with Rita Kishore in the USDA south Building

- The USCO is supportive of FAEA work in Bangladesh. They want Bangladesh to be more active in Codex meetings.
- We discussed the possible visit of Government officials from Cambodia to the US. USCO stated that they would be willing to talk to them.
- USCO informed us that the Government of Nigeria does not lack money but lacks organizational skills.
- USCO will organize a colloquium in Asia, Africa, and Latin America in November 2023
- Pakistan does not attend Codex meetings.

2. FAEA staff meeting with Contractor, Ms. Melissa Kessler in the hotel lobby

The FAEA Executive Director (Mr. Sisson), Program Coordinator (Ms. Nababan), and Codex Coordinator (Ms. Kishore) discussed the strategic plan with the contractor Ms. Melissa Kessler. They visited the meeting room to discuss the seating arrangements and set up the room with materials and props that the contractor will use for her discussion.

Tuesday, July 11, 2023

1. FAEA July Board Meeting

The meeting was conducted at the Hilton McLean Tysons Corner. All members participated either via zoom or in person in this meeting. The meeting started at 7:30 AM and adjourned at 11:30 AM. See Appendix 1 for the Board meeting agenda.

Most of the meeting was devoted to a discussion of the FAEA strategic plan led by Ms. Melissa Kessler who was the consultant hired by FAEA to plan, prepare and draft the plan. Ms. Kessler did an excellent job of leading the Board to fill in some of the gaps of information still needed to complete the plan. She was also successful in getting the Board to develop consensus around some of the key issues including criteria for selecting target markets, the process for selecting FAEA Chair and Vice Chairs. Other issues that will be addressed at the next meeting were identified and it was agreed that more work would need to be made to finalize and begin implementing some of the key elements of the plan. Ms. Kessler will submit a final copy of the plan to FAEA by the end of July with recommendations for next steps. The final copy of the plan accompanies this report as a separate document.

The final hour of the meeting was devoted to the usual Board meeting activity updates, financial situation, and other business including:

- Next steps in Strategic Planning process
- Process and timing for selecting the new FAEA Executive Director
- FAEA Membership Dues
- Process for selection of the FAEA Chair and Vice Chair

A copy of that power point presentation is included as a separate document accompanying this trip report.

2. FAEA Internal Staff Meeting

The FAEA staff spent the afternoon together discussing:

- FAEA website
- Recruiting new members
- FAEA strategic plan
- Potential replacement for the current FAEA executive director.
- Country strategies

Wednesday July 12, 2023

1. Meetings with FAS and USTR (see Appendix 2 for the Meeting Schedule)

a. Meeting with Senior FAS Managers

Attendees

FAS

Mr. Daniel Whitley
Ms. Brook Jamison
Ms. Betsey Baysinger
Mr. Anthony Jones
Mr. Chris Jaquette

FAEA

Mr. Jim Sutter
Mr. Greg Tyler
Ms. Dana Johnson Downer
Ms. Courtney Heller
Mr. Tony Rice
Ms. Ameila Breinig
Mr. Nick Gardner
Mr. Kent Sisson
Ms. Rosida Nababan
Ms. Rita Kishore

- Mr. Whitley welcomed the FAEA representatives to USDA and started the meeting with introductions.
- Mr. Sutter shared general information about FAEA – FAEA has nine members whose organizations represented 51 percent of total US ag exports to the world in 2022.



FOOD & AGRICULTURE EXPORT ALLIANCE

- FAEA is active in Bangladesh, China, Cambodia, Kenya, and Nigeria and monitoring the situation in Vietnam, Ghana, and Pakistan to consider programs there.
- The broad goal of FAEA is to enhance cooperation among commodity groups and private organizations in developing export markets through reduced sanitary and phytosanitary (SPS) constraints for the benefit of U.S. agriculture in general and of the U.S. grain-oilseeds-animal sectors in particular.
- FAEA thanked FAS (Washington and FAS field office staff) for their many collaborations with them and several successes in the FAEA activities over the last few years. FAEA requested continued support and collaboration, specifically for new activities that we are planning for Kenya and Cambodia this year.
- FAEA stated that in Kenya, USTR requested FAEA to stop engagement with the Kenyan Gov't food and feed safety regulatory officials (FAEA has done work with Kenya over the last three years). The reason for this is because USTR is now conducting STIP (Strategic Trade and Investment Partnership) negotiations with Kenya. FAEA proposed to USTR that FAEA engage with the Kenyan private sector in a food safety strategic planning workshop to hear about their challenges with the existing food and feed safety standards and regulations. USTR has not yet responded to this proposal. We'll let FAS know about the outcome of our meeting. FAEA also requested that FAS talk to USTR on our behalf.
- Cambodia- passed a new Law on Food Safety one year ago. Cambodians accepted FAEA offer of two activities to assist them in implementing their new law. The first would be a study tour to Washington, DC in late October for a team of Cambodian regulatory officials. This would include meetings with USTR, USDA, FDA, EPA, and others so the team can learn how the US regulations of food and feed safety. The second activity is a Food Safety Strategic Planning Workshop in Phnom Penh in December. For both these activities FAEA welcomes FAS participation and would appreciate having a point of contact at FAS who would help us coordinate meetings and presentations with the appropriate FAS officials. Mr. Whitley stated that he supports both these activities.

b. Meeting with USTR Senior Officials

Attendees

USTR

Ambassador Doug McKalip
Mr. Ethan Holmes
Mr. Andrew Devine
Ms. Sarah Fasano
Ms. Sarah Morningred
Mr. David Jankowski

FAEA

Mr. Jim Sutter
Mr. Greg Tyler
Mr. Kent Swisher
Ms. Dana Johnson Downing
Ms. Courtney Heller
Mr. Nick Gardner
Mr. Tony Rice
Ms. Trachelle Carr
Mr. Sam Clemence
Mr. Jessie Sevcik
Ms. Ameila Breinig
Mr. Kent Sisson
Ms. Rosida Nababan
Ms. Rita Kishore

Ambassador Doug McKalip welcomed the FAEA team to the USTR. Mr. Jim Sutter gave a brief overview of FAEA activities. Collaboration and support from USTR has been very important to the success of FAEA activities in the past, for example in Kenya and Nigeria. He thanked USTR for their continued support and collaboration during the past years. He also requested continued support and collaboration, specifically for new activities that we are planning for Kenya and Cambodia this year.

- Kenya - USTR requested that FAEA not engage with the Kenyan Gov't food and feed safety regulatory officials that FAEA worked with over the past three years. FAEA proposed engagement with the Kenyan private sector in a food safety strategic planning workshop and requested an USTR response. Ambassador McKalip said that he will discuss it with his staff and get back to the FAEA staff.
- Cambodia - passed a new Law on Food Safety one year ago. Cambodians accepted FAEA offer of two activities to assist them in implementing their new law. For both these activities FAEA welcomes USTR participation and would appreciate having a point of contact at USTR who would help us coordinate meetings and presentations with the appropriate USTR officials. Ambassador Doug McKalip stated that he supports both these activities and David Jankowski will be the USTR point of contact.

2. Meeting with FAS Bangladesh

Ms. Sarah Gilleski

Ms. Gilleski will start her rotation in Bangladesh in August 2023. Mr. Sisson, Ms. Nababan and Ms. Kishore provided her with an overview of FAEA and its activities in Bangladesh.

We told her about the Codex workshop that we conducted with Venture37 in May 2023. Ms. Gilleski stated that once in Bangladesh she will get back to us about any other activities that she thinks would be of interest.

3. Meeting with FAS Senegal

Mr. Thom Wright

Mr. Wright will start his rotation in Senegal in August 2023. Mr. Sisson, Ms. Nababan and Ms. Kishore provided him with an overview of FAEA activities. We also explained that Senegal is an important market to almost all members of the FAEA board. Mr. Wright stated that once he goes to Senegal, he will assess the situation and get back to us to discuss the projects that would be of mutual interest to FAS and FAEA

Thursday, July 13, 2023

1. USAEDC Attache´ Conference

FAEA staff participated in the USAEDC conference on July 14. Refer to the USAEDC agenda in the attached **Appendix 1**.

2. Meeting with FAS/China

Mr. Chris Frederick, Ms. Victoria Dokken, and Mr. Jadon Marianetti

Mr. Sisson, Ms. Nababan and Ms. Kishore provided him with an overview of FAEA activities. Mr. Sisson told them about his upcoming trip to China. He shared his itinerary and made an appointment to meet the FAS team in Beijing. The FAS China team was very supportive of the FAEA visit to China and FAEA meetings with various government and private offices there.

3. Meeting with FAS/Vietnam and Cambodia

Mr. Andrew Anderson-Sprecher and Mr. James Yi

Mr. Anderson-Sprecher will start his rotation in Vietnam in August 2023. The FAS Vietnam office also covers Cambodia. We explained our two proposed projects in Cambodia. Cambodians have accepted the FAEA offer of two activities to assist them in implementing their new law. The first will be a study tour to Washington, DC in late October for a team of Cambodian regulatory officials. This will include meetings with USTR, USDA, FDA, EPA, and others so the team can learn how the US regulates its food and feed safety regime. The second activity is a Food Safety Strategic Planning Workshop in Phnom Penh in December. Mr. Anderson-Sprecher was very supportive of both projects and will get back to us about as soon as he can about the next steps in planning and how he and FAS Cambodia can assist.

Thursday, July 13

1. USAEDC Attache' Conference

FAEA staff participated in the USAEDC Attache Seminar on July 13. Refer to the Attache Seminar agenda in **Appendix 3**.



Appendix 1: FAEA Board Meeting Agenda

**FAEA Board Meeting Agenda
Tuesday, July 11, 2023
7:30 am – 11:30 am Eastern Time**

- Location:** **Stevens Meeting Room
Hilton McLean Tysons Corner
7920 Jones Branch Drive McLean, Virginia 22102**
- 07:30 am** **Continental Breakfast in Stevens Room**
- 08:00 am** **Call to Order** Chairman Jim Sutter
- Introductions & Approval of November 16, 2022 Minutes**
 U.S. Soybean Export Council
 U.S. Grains Council
 USA Poultry and Egg Export Council
 U.S. Dairy Export Council
 National Pork Producers Council
 Elanco
 Merck Animal Health
 U.S. Meat Export Federation
 North American Renderers Association
 Guests (e.g., Tony Jones & Erica Johnston (FAS) and Gina Tumbarello, (AFIA))
- 08:10 am** **FAEA Strategic Plan Discussion** Melissa Kessler
- 10:30 am** **Update on 2023 Activities** Kent Sisson
 Kenya
 Nigeria
 Bangladesh
 Cambodia
 Vietnam
 China
 Codex Rita Kishore
- 10:45 am** **Budget and Financial Situation** Sam Clemence
 MAP/GBI Funds
 Member Funds
 Forecast MAP/GBI and Member Financial Situation Kent Sisson
- 11:00 am** **Overview of 2024 GBI Proposal** Kent Sisson
- 11:15 am** **Other Business** Chairman Jim Sutter
 Process/Timing for selecting new FAEA Executive Director (ED)
 Agenda topics for November: Dues, selection of ED, Chair & Vice Chair
- 11:30 am** **Adjourn** Chairman Jim Sutter

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Appendix 2: FAEA Meeting Agenda

FAEA Meeting Agenda

July 11-14, 2023

Monday, July 10, 2023

| | | |
|----------------------------|---|--------------|
| 3:30 – 4:30 PM (Confirmed) | Codex (Ken Lowery) | USDA office |
| 5:30- ? | FAEA staff meeting Meeting with Mellissa Kessler | Hilton Tyson |

Tuesday, July 11, 2023

| | | |
|-------------------------|---|------------------------------------|
| 07:30 – 11:30 AM | FAEA Board Director Meeting | Hilton Mclean Tysons Corner |
| 7:30-8:00 am | Continental breakfast served in the meeting room | |
| 8:00-10:00 am | Presentation of FAEA Strategic plan by Melissa Kessler. Followed by discussion. | |
| 10:00 -11:30 am | FAEA Board Meeting | |
| 2:00 PM - onwards | FAEA staff Meeting | Hilton Tyson |
| | | |

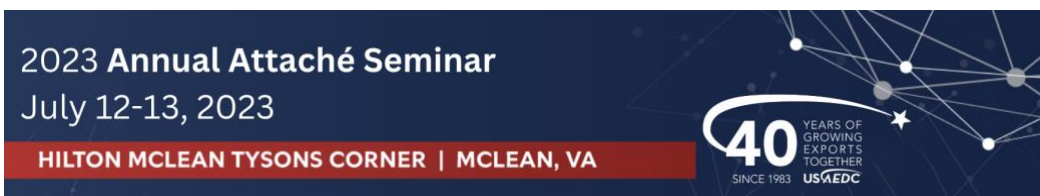
Wednesday, July 12, 2023

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|-----------------------|---|--------------------|
| 08:00 – Noon | USDA | USDA office |
| 08:00-08:45 am | FAS Executives at South Building | |
| 09:00-10:00 am | USDA Executive (e.g., U/S Alexis Taylor) at USDA Admin Building | |
| 10:30-11:30 am | USTR David C. Jankowski - EOP/USTR | USTR Office |
| PM | Meeting with Sarah Gillespie | Tyson Hotel |
| 5:45 pm - 7:00 pm | Meeting with Thom Wright USAEDC Happy Hour | |


Thursday, July 13, 2023

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|-----------------------|------------------|---|--|
| 9:00 am – 4:30 pm | | USAEDC General sessions | |
| 2:00 pm | CONFIRMED | FAS/China Chris Frederick, Victoria Dokken and Jadon Marianetti | |
| 3:30 pm | CONFIRMED | FAS/Vietnam Andrew Anderson-Sprecher (cell : 307 409 1118) and James Yi | |
| Pm | | USAEDC Networking receptions | |
| 5:00 – 7:00 pm | | | |

Appendix 3: USAEDC Attache Seminar Agenda



AGENDA

Tuesday, July 11, 2023

| | | | |
|------------------|--|---------|-----------------|
| 12:00 - 12:45 PM | Strategic Communications Committee Lunch | Stevens | Invitation Only |
| 1:00 - 3:00 PM | Strategic Communications Committee Meeting | Stevens | Invitation Only |
| 3:15 - 5:15 PM | Executive Committee Meeting | Stevens | Invitation Only |

Wednesday, July 12, 2023

| | | | |
|-------------------|---|----------------------|-----------------|
| 8:00 AM - 5:00 PM | Registration & Information Open | International Foyer | |
| 8:30 - 10:00 AM | Industry Immersion & Engagement for Attachés Led by Blue Diamond Growers | Continental Ballroom | Invitation Only |



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|---------------------|--|----------------------|-----------------|
| 10:30 AM - 12:00 PM | Industry Immersion & Engagement for Attachés Led by U.S. Grains Council | Continental Ballroom | Invitation Only |
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|-----------------|-------------------------------|--|--|
| 12:00 - 1:00 PM | Attaché Lunch Sponsored by | | |
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|----------------|---|------------------------|---------------------------|
| 1:00 - 5:45 PM | Attaché & Industry Consultations <i>*Consult your individual schedule*</i> | International Ballroom | Registered Attendees Only |
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| 5:45 - 7:00 PM | 40 th Anniversary Celebration Hosted by | Hilton Innovation Center | |
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2023 Annual Attaché Seminar July 12-13, 2023

HILTON MCLEAN TYSONS CORNER | MCLEAN, VA



Thursday, July 13, 2023

| | | |
|-------------------------|---|--|
| 7:30 AM - 4:00 PM | Registration & Information Open | International Ballroom Foyer |
| 7:30 - 8:45 AM | Continental Breakfast | Atrium |
| 7:30 - 8:45 AM | Board of Directors Meeting | Continental Ballroom |
| 9:00 – 10:40 AM | General Session | International Ballroom |
| 9:00 - 9:05 AM | Welcome Remarks <ul style="list-style-type: none"> □ Jim Sutter, USAEDC Chair | |
| 9:05 - 9:50 AM | Futurecasting - Understanding the Drivers of Consumer Behavior <ul style="list-style-type: none"> □ Liz Moskow, Principal – Bread & Circus Ltd. | |
| 9:50 - 10:30 AM | Global Markets and Policy: Interagency Panel <ul style="list-style-type: none"> □ Moderated by Shawna Morris, SVP, Trade Policy, U.S. Dairy Export Council □ Alexis Taylor, Under Secretary for Trade and Foreign Agricultural Affairs, United States Department of Agriculture □ Doug McKalip, Chief Agricultural Negotiator, Office of the United States Trade Representative | |
| 10:30 – 10:45 AM | FAS Update Daniel Whitley, FAS Administrator | |
| 10:45 - 11:00 AM | Refreshment and Networking Break Visit Sponsor Booths | International Ballroom Foyer & Atrium |
| 11:00 - 11:35 AM | Looking Back, Taking Stock, and Assessing the Future <ul style="list-style-type: none"> □ Moderated by Daniel Whitley, FAS Administrator □ Former FAS Administrator Sue Heinen □ Former FAS Administrator Phil Karsting | |
| 11:40 - 11:50 AM | USAEDC's Strategic Plan <ul style="list-style-type: none"> □ Lorena Alfaro, Executive Director, USAEDC | |
| 11:50 AM - 12:30 PM | War & Sanctions: The Long View <ul style="list-style-type: none"> □ Laura Geller, Agricultural Attaché, FAS, The Hague □ Paul Harrison, Director of the Office of Agricultural Policy, Bureau of Economic & Business Affairs at the U.S. Department of State | |
| 12:30 - 2:00 PM | Round-Robin Luncheon | Atrium, Dallas, and Beverly |

2023 Annual Attaché Seminar July 12-13, 2023

HILTON MCLEAN TYSONS CORNER | MCLEAN, VA



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Africa/Middle East
Beverly

Europe
Dallas

Asia/Pacific
Atrium

Western Hemisphere
Atrium

Secure your seat first and then proceed to the buffet lines

2:00 - 3:15 PM

Breakout Sessions I

| | | |
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| Session A | <p>Teamwork Approach to Logistics & Transportation</p> <ul style="list-style-type: none"> □ Moderated by Eric Wenberg, Executive Director, Specialty Soya and Grains Alliance □ Gene Seroka, Executive Director, Port of Los Angeles □ Brig Skoy, Director, Terminal Development, Savage Services □ Jaeson Dandalides, Director, Trade Project and Agriculture, CMA CGM | International AB |
| Session B | <p>The Drive Toward Sustainability in Food and Packaging</p> <ul style="list-style-type: none"> □ Moderated by Andrew Stephens, Senior Policy Advisor, FAS □ Alex Shenk, Director of Sustainability, Walmart □ Rafael Auras, Ph.D., Michigan State University School of Packaging □ Rebecca Marquez, Director, Custom Research, PMMI The Association for Packaging and Processing Technologies | Continental |
| Session C | <p>Telling Your Story: Re-Envisioning Cooperator Success</p> <ul style="list-style-type: none"> □ Moderated by Corey Pickelsimer, Global Programs, FAS □ Lindsey Huber, International Marketing Manager Washington Apple Commission □ Kurt Shultz, Sr Director of Global Strategies, U.S. Grains Council □ Pam Graviet, Sr. Director Global Programs California Walnut Commission | International C |

3:30 - 4:45 PM

Breakout Sessions II

| | | |
|-----------|---|-----------------|
| Session D | <p>A Roadmap for Expanding into Africa: Perspectives from Cooperators</p> <ul style="list-style-type: none"> □ Moderated by Kelly Ewen, Partner, Rose Research □ Thom Wright, Agricultural Attaché, FAS Dakar □ Hannah Lindoff, Sr Director of Global Marketing & Strategy, Alaska Seafood Marketing Institute □ Greg Tyler, President & CEO, USA Poultry & Egg Export Council □ Kurt Shultz, Sr Director of Global Strategies, U.S. Grains Council | International C |
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| | | |
|-----------|---|------------------|
| Session E | <p>Making Sense of Trade Data</p> <ul style="list-style-type: none"> <input type="checkbox"/> John Miller, Chief Economic Analyst, Trade Data Monitor <input type="checkbox"/> Jade Tate, Director of U.S., Canada & Australia, Trade Data Monitor | Continental |
| Session F | <p>State of US-EU Relations: Challenges & Opportunities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Moderated by Ted McKinney, Executive Director, NASDA <input type="checkbox"/> Lazaro Sandoval, Sr. Agricultural Attaché, FAS Brussels <input type="checkbox"/> Alicia Hernandez, Agricultural Counselor, FAS Warsaw (prior post) <input type="checkbox"/> Roz Leeck, Executive Director, Market Access & Strategy, U.S. Soybean Export Council <input type="checkbox"/> Julie Adams, Vice President, Global Technical & Regulatory Affairs Almond Board of California | International AB |

5:00 - 7:00 PM

Networking Reception

Atrium & International Ballroom Foyer

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