

**EXPORT GROWTH COMMITTEE SCORE SHEET**

**Purpose Statement:** To set priorities for Operating Committee and give direction to contractors to develop Export Market Development Authorization Requests in order to support an increase in demand for U.S. beef in export markets.

**Committee Strategic Initiatives:**

*(Set by Committee at Winter Convention in New Orleans)*

- **Adopt Animal I.D. Traceability Systems**
- **Increase Market Access**
- **Promote Unique Attributes of U.S. Beef**
- **Develop Crises Mangement Plan**

**Check Applicable Box**

<b>Tactic Scoring Information</b>				clearly <b>DOES NOT</b> support	mostly <b>DOES NOT</b> support	<b>SOMEWHAT</b> supports	<b>MOSTLY</b> supports	<b>CLEARLY</b> supports	<b>KEEP THIS SHEET</b>
<i>Does this tactic support the Committee Strategic Initiatives listed above?</i>				1	2	3	4	5	<b>Comments</b>
<b>Tactic #</b>	<b>Tactic Name</b>	<b>Contractor</b>							
1	2140-A	Africa Market Development	USMEF						
2	2140-B	Africa Market Access	USMEF						
3	2140-C	ASEAN Market Development	USMEF						
4	2140-D	ASEAN Market Access	USMEF						
5	2140-E	Caribbean Market Development	USMEF						
6	2140-F	Caribbean Market Access	USMEF						
7	2140-G	Central America Market Development	USMEF						
8	2140-H	Central America Market Access	USMEF						
9	2140-I	China HK Market Development	USMEF						
10	2140-J	China HK Market Access	USMEF						
11	2140-K	Europe Market Development	USMEF						
12	2140-L	Europe Market Access	USMEF						
13	2140-M	Japan Market Development	USMEF						
14	2140-N	Japan Market Access	USMEF						
15	2140-O	South Korea Market Development	USMEF						
16	2140-P	South Korea Market Access	USMEF						
17	2140-Q	Mexico Market Development	USMEF						
18	2140-R	Mexico Market Access	USMEF						
19	2140-S	Middle East Market Development	USMEF						
20	2140-T	Russia CIS Market Development	USMEF						
21	2140-U	Russia CIS Market Access	USMEF						
22	2140-V	South America Market Development	USMEF						

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23	2140-W	South America Market Access	USMEF						
24	2140-X	Taiwan Market Development	USMEF						
25	2140-Y	Taiwan Market Access	USMEF						