

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

Tactic Scoring Information

Does this tactic support the Committee Strategic Initiatives listed above?

| | Tactic # | Tactic Name | Contractor | clearly DOES NOT support | mostly DOES NOT support | SOMEWHAT supports | MOSTLY supports | CLEARLY supports |
|----|----------|------------------------------------|------------|---------------------------------------|--------------------------------------|-----------------------------|---------------------------|----------------------------|
| | | | | 1 | 2 | 3 | 4 | 5 |
| 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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| | Tactic # | Tactic Name | Contractor | 1 | 2 | 3 | 4 | 5 |
| 23 | 2140-W | South America Market Access | USMEF | | | | | |
| 24 | 2140-X | Taiwan Market Development | USMEF | | | | | |
| 25 | 2140-Y | Taiwan Market Access | USMEF | | | | | |