

## USDA Foreign Agricultural Service 2008 Customer Satisfaction Survey FINAL VERSION

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### Introduction

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The USDA Foreign Agricultural Service (FAS) is interested in your feedback and how it can better improve its services to you. The survey questions will cover the three goals of FAS: Creating a level playing field for international trade; Expanding the global agricultural trading system; Reducing technical trade barriers and restrictive SPS (sanitary and phytosanitary) measures. Please take a few moments to respond to our survey, which is being administered by CFI Group, a third-party customer satisfaction research organization.

CFI Group will treat all information you provide as confidential. All information you provide will be combined with others' for research and reporting purposes. Your individual responses will not be released.

This survey will take approximately 15-20 minutes and is authorized by the Office of Management and Budget Control number 1505-0191.

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### Creating a level playing field for international trade

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One of the main goals of FAS is to create a level playing field for U.S. producers and exporters in the international market.

Please rate how well FAS is doing in the following areas that aim to make the playing field level for U.S. producers and exporters. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not familiar with a particular item, or it does not apply to you, please answer "Not Applicable."

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#### *Eliminating Barriers*

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- Q1. Reducing tariffs to allow for better international market access for U.S. producers and exporters
- Q2. Addressing regulations such as sanitary, phytosanitary and technical regulations (such as labeling) that restrict trade expansion
- Q3. Eliminating barriers to trade through negotiation of trade agreements
- Q4. Incorporating U.S. producer and exporter priorities into trade agreements

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#### *Enforcing Trade Agreements*

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- Q5. Providing timely reporting and notifications on monitoring and enforcement activities related to international trade agreements
- Q6. Administering import quotas in an effective manner
- Q7. Providing information regarding trade agreement obligations in an open and transparent manner
- Q8. Implementing international dispute settlement decisions in a timely manner
- Q9. Representing U.S. agricultural interests in the World Trade Organization
- Q10. Enforcing existing trade agreements

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#### *Building International Support*

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- Q11. Developing strategic relationships with foreign governments
- Q12. Advancing issues and positions of U.S. producers and exporters through effective communication
- Q13. Ability of overseas FAS offices to intervene and resolve trade disruptions
- Q14. Building international support for U.S. producers and exporters
- Q15. Building international support in collaboration with U.S. partners, such as U.S. producers and exporters and U.S. Land Grant Colleges and Universities

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## Expanding the global agricultural trading system

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Another goal of FAS is to expand the global agricultural trading system. Please rate how well FAS is doing in the following areas that aim to expand the global agricultural trading system for U.S. producers and exporters. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not familiar with a particular item, or it does not apply to you, please answer "Not Applicable."

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### *Facilitate U.S. commercial trade through trade-related programs, information and overseas offices*

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- Q16. Facilitating the entry of U.S. companies into difficult-to-enter markets through FAS overseas offices
- Q17. Supporting the development of commercial markets in developing countries
- Q18. Initiating and supporting dialogue with U.S. agricultural product processing industry, producers and exporters
- Q19. FAS knowledge of global commodity markets
- Q20. Usefulness of FAS commodity and processed product market analysis to your operations
- Q21. Usefulness of international production estimates to your operations
- Q22. Market analysis supporting export expansion efforts
- Q23. Supporting agricultural export industry trade missions and trade teams
- Q24. Timeliness of the funding reimbursement under market development programs
- Q25. Effectiveness of the operations of the export credit guarantee or the market development programs

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### *Build Trade Capacity in Developing Countries*

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- Q26. Building trade capacity in developing countries
- Q27. Using trade capacity building to further U.S. Government trade policy priorities
- Q28. Using trade capacity building to increase market access for U.S. producers and exporters

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### *Supporting International Economic Development*

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- Q29. Contribution of agricultural reconstruction, stabilization and development activities to international economic development
- Q30. Contribution of country and regional strategies to international economic development
- Q31. Contribution of international bio-fuels initiative to international economic development
- Q32. Supporting international economic development

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## Reducing technical trade barriers and restrictive SPS (Sanitary and Phytosanitary) measures

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Another goal of FAS is to reduce technical trade barriers and restrictive SPS measures. Please rate how well FAS is doing in the following areas that aim to reduce technical trade barriers and restrictive SPS measures. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not familiar with a particular item, or it does not apply to you, please answer "Not Applicable."

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### *Monitor and Enforce International SPS rules and TBT Agreement Commitments*

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- Q33. Enforcing international SPS rules to ensure foreign regulations comply with WTO agreements and are least disruptive to trade

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### *Address SPS and Technical Trade Barriers through Bilateral Discussions*

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- Q34. Eliminating specific SPS barriers in key U.S. export markets
- Q35. Maintaining strong relationships with foreign regulatory officials through overseas attachés
- Q36. Addressing agricultural commodity and product import problems on the ground in a timely manner
- Q37. Coordinating different USDA agencies to effectively respond to overseas problems
- Q38. Facilitating interaction between industry and USDA agencies to respond to overseas problems
- Q39. Coordinating with industry on research and marketing efforts that support USDA SPS objectives
- Q40. Promoting two-way trade

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### *Support Development and Adoption of Science-based International Standards*

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Q41. Supporting the adoption of International Standards

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### *Support Development and Adoption of Science-based SPS Regulatory Framework*

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Q42. Strengthening the establishment and enforcement of a Global SPS regulatory framework

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## Management Initiatives

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Effective management is fundamental to accomplishing the Agency's strategic goals. Please rate how well FAS in doing in the following areas that aim to improve FAS administrative operations. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not familiar with a particular item, or it does not apply to you, please answer "Not Applicable."

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### *Strategic Planning and Alignment*

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Q43. Collaborating with U.S. exporters to develop comprehensive foreign market strategies

Q44. Incorporating industry and exporter priorities into comprehensive foreign market strategies

Q45. Implementing foreign market strategies

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### *Employee Recruitment and Development*

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Q46. Enforcing international SPS rules to ensure foreign regulations comply with WTO agreements and are least disruptive to trade

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### *Operational Excellence*

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Q47. Have you contacted FAS staff recently (e.g. in the past year)?

1. Yes (Continue to intro before Q48)
2. No (Skip to Q56)
3. Don't Know (Skip to Q56)

Please rate the FAS staff on the following areas. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent." If you are not familiar with a particular item, or it does not apply to you please answer "Not Applicable."

Q48. Ease of access to staff

Q49. Professionalism and courteousness of staff

Q50. Knowledge of your industry

Q51. Understanding of your business needs

Q52. Knowledge of foreign markets

Q53. Effectiveness in facilitating interaction with other U.S. Government offices or representatives

Q54. Effectiveness in representing and promoting your business needs

Q55. Follow up provided by staff

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## American Customer Satisfaction Index Questions

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Q56. First, please consider your overall experiences with the USDA Foreign Agricultural Service. Using a 10-point scale on which "1" means "Very dissatisfied" and "10" means "Very satisfied," how satisfied are you with the Foreign Agricultural Service?

Q57. To what extent has the Foreign Agricultural Service met your expectations? Please use a 10-point scale on which "1" now means "Not met your expectations" and "10" means, "Exceeds your expectations."

Q58. Forget about the Foreign Agricultural Service for a moment. Now, imagine the ideal organization that works to improve foreign market access and the competitive position of U.S. agriculture in the global marketplace, and provides food aid and technical assistance to foreign countries.

How well does the Foreign Agricultural Service compare with that ideal? Please use a 10-point scale on which "1" means "Not very close to the ideal" and "10" means "Very close to the ideal."

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## Open-end Comment

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Q59. How can the Foreign Agricultural Service provide you with better service? Please provide any additional comments about USDA Foreign Agricultural Service.

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## Outcomes

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Q60. How likely are you to use the Foreign Agricultural Service again in the future if you need a similar service? Please use a 10-point scale where "1" is "Not very likely" and "10" is "Very likely."

Q61. How confident are you in the services that the Foreign Agricultural Service will provide you with help to meet your business needs? Please use a 10-point scale where "1" is "Not very confident" and "10" is "Very confident."

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## Closing

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Thank you for taking the time to participate in this survey. USDA Foreign Agricultural Service appreciates your input.