

INTRODUCTION

Good (Morning/Afternoon), the Office of Trade Programs, Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA), would like to speak with [person, title, company name].

Your company is included in the *Export Directory of U.S. Food Distribution Companies*. This is a FAS publication that helps foreign buyers find U.S. exporters of mixed containers and grocery products. We are conducting a follow up evaluation with directory participants to learn more about the effectiveness of this service. Your answers will only be included in an overall program analysis and are considered business confidential or proprietary and will not be released or used for any other purpose. An aggregate estimate of sales by all program participants will be included in the Agency's performance measurement plan.

Please be aware that according to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number for this information collection is 0551-0031. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources and gathering and maintaining data needed for completing and reviewing the collection of information.

Questions:

1. In the last year, have you had any inquiries from importers or foreign buyers as a result of your listing in the *Export Directory of U.S. Food Distribution Companies*?

a) Yes -->how many inquiries did you receive? _____

- (1) None
- (2) 1-3
- (3) 4-7
- (4) 8-10
- (5) 11 or more

b) No → **GO TO QUESTION 8.**

2. Where were these buyers located? – (please list the countries)

3. Did importers indicate they saw or obtained your contact information from:

- a) Referral from local FAS office
- b) On the Internet – FASOnline
- c) other _____?

4. As a result of these inquiries, did you negotiate any sales?

- a) Yes
- b) No → **GO TO QUESTION 8.**

5. What was the value of sales negotiated?

- | | | | | | |
|---------------|----|-----------|-----------------|----|---------------|
| (1) \$0 | to | \$50,000 | (4) \$250,000 | to | \$500,000 |
| (2) \$50,000 | to | \$100,000 | (5) \$500,000 | to | \$1 million |
| (3) \$100,000 | to | \$250,000 | (6) \$1 million | to | \$2.5 million |
| | | | (7) more than | | \$2.5 million |

6. Would you be interested in submitting a success story or testimonial about your experience using this program? Stories and testimonials will be used in highlighting program successes to the United States Congress, in the “Exporter Assistance” section of FAS Online to promote the *Export Directory of U.S. Food Distribution Companies*, and in letters to new exporters about the program.

- a) Yes b) No

7. How would you rate the usefulness and value of the *Export Directory of U.S. Food Distribution Companies*?

10	9	8	7	6	5	4	3	2	1
Excellent					Satisfactory				Poor

8. Please identify your company size and ownership.

If the company has two or more owners, please mark a “1” and “2” (or “3”, etc.) in the ownership boxes to indicate the race/ethnicity of each owner. Please check all categories of race/ethnicity that apply to each owner.

Sales	Employees	Ownership
Under \$1 million	10-50 employees	American Indian or Alaska Native
\$1-10 million	50-100 employees	Asian
\$10-50 million	100-250 employees	Black or African American
\$50-250 million	250-500 employees	Hispanic or Latino
Over \$250 million	Over 500 employees	Native Hawaiian or Other Islander
		White

9. Do you have any additional comments or suggestions on ways to improve the *Export Directory of U.S. Food Distribution Companies*?

CLOSING: Thank you for taking the time to complete the evaluation.

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Export Directory Survey – Telephone Interview Script OMB 0551-0031

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