SUPPORTING STATEMENT
USDA Trade Missions and Trade Shows Program

1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.

The primary purpose of information collection from participants in USDA Trade Missions and Trade Shows is to evaluate the effectiveness and value added of USDA support to USDA-endorsed Trade Shows, USDA Agribusiness Trade Missions, and USDA Virtual Trade Events. This program evaluation information will be reported as USDA Key Performance Indicator "Value of agricultural exports resulting from participation in USDA endorsed foreign agricultural trade shows and trade missions".

Authority for these programs falls under:
a) 7 USC §1761 "Foreign Market Development",
b) 7 U.S.C. 5693 "Export Promotion – Foreign Agricultural Service – Functions of the Foreign Agricultural Service," and;
c) 7 U.S.C. 1765b "Functions of the U.S. Agricultural Trade Offices".

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

Participants desiring to participate in the USDA Trade Missions and Trade Shows Program will submit an application to determine eligibility of the applicants to take part in the event. At the conclusion of the event, USDA Foreign Agricultural Service Staff will send out voluntary surveys to the participants regarding their satisfaction with the event and the actual and projected sales data as a result of their participation in the program. Submitted information is used to develop effective programs and assure that program objectives are met.

USDA Foreign Agricultural Service Staff will utilize the information in assessing the performance of USDA-endorsed Trade Shows, USDA Agribusiness Trade Missions or USDA Virtual Trade Events activities that utilize Market Access Program, Emerging Market Program and Country Strategy Statement Funds. The information will be used to measure the outcomes of the activities, participant satisfaction with the activities, and how activities can be improved. Information will be reported as USDA Key Performance Indicator "Value of agricultural exports resulting from participation in USDA endorsed foreign agricultural trade shows and trade missions".

3. **Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also, describe any consideration of using information technology to reduce burden.**

   Claimants will be provided with a digital collection tool and/or will be instructed to submit the required survey to a designated government email address. This method for submitting information is considered the least burdensome.

4. **Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in item 2 above.**

   The information being collected is unique to each of the given activities and not collected elsewhere. The information being collected is proprietary to each participant and not being collected elsewhere.

5. **If the collection of information impacts small businesses or other small entities (Item 5 of OMB Form 83-1), describe any methods used to minimize burden.**

   There is a range in the size of businesses that participate in our events. The method used to obtain information has been minimized to ensure all respondents, including small businesses, will not be burdened. All that is required is to submit a survey either online or via email.

6. **Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden**.

   Evaluation of these programs and activities would be severely impacted and would prohibit evaluation data from being reported as a USDA Key Performance Indicator.

7. **Explain any special circumstances that would cause an information collection to be conducted in a manner:**
   - **requiring respondents to report information to the agency more often than quarterly;**
   - **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
   - **requiring respondents to submit more than an original and two copies of any document;**
   - **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;**
   - **in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**

- **requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**
- **that includes a pledge of confidentiality that is not supported by authority established in statue or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**
- **requiring respondents to submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

There are no other special circumstances.

8. **If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.**

FAS published a 60-day Notice of Proposed Information Collections for public comments in the *Federal Register*, Volume 86; Page 9905-9906 on February 17, 2021. The public was given until April 19, 2021 to submit comments on the proposed information collection. FAS received 1 comment on this proposed collection. No response was provided as the comment did not apply to the actual collection of the information.

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

FAS has also consulted with and continues to consult with participants of each of these programs and has obtained their views on collecting information, to include:

USDA Virtual Trade Events		
Name: Mark Becker Company: Cherry Central Tel: 231-929-5971 Email: mbecker@cherrycentral.com	Name: Andrew Eakin Company: Firestone Pacific Foods Tel: (360) 695 - 9484 #31 Email: Andrew.Eakin@firestonepacificfoods.com	Name: Andressa Ely Company: MEM Fairway Tel: 323-376-3061 Email: trade@memfairway.com

USDA-endorsed Trade Shows		
Name: Anna Zuniga Company: Magic Seasoning Blends Tel: 504.731.3590 Email: ZUNIGA@CHEFPAUL.COM	Name: Jayne Davis Company: Preferred Popcorn, LLC Tel: 308-986-2526 Email: jayne@preferredpopcorn.com	Name: Shaun Akhavan Company: Allied International Corp. Tel: 1- 443 4226144 Email: Shaun@alliedint.com

USDA Agribusiness Trade Missions		
Name: Roy Jorgensen Company: World Trading Nuts Tel: 650-218-8786 Email: jorgensenroy@gmail.com	Name: James Lyons Company: That Crazy Bee Guy! Tel: (614) 806-9234 Email: thatcrazybeeguy@aol.com	Name: Anthony Onwugbenu Company: Bridgepathway LLC Tel: 516 939 2920 Email: **info@bridgepathway.com**

These claimants reported that the burden estimates for this information collection were generally accurate.

Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

This is not applicable because this is a new information collection.

9. **Explain any decision to provide any payment or gift to respondents, other than re-numeration of contractors or grantees.**

This information collection activity involves no payments or gifts to respondents.

10. **Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.**

No additional assurance of confidentiality is provided with this information collection. However, the confidentiality of information is protected under 5 U.S.C. 552a.

11. **Provide additional justification for any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.**

    FAS asks no questions of a personal or sensitive nature.

12. **Provide estimates of the hour burden of the collection of information. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated.**

    - **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burden in Item 13 of OMB Form 83-I.** See Form and Tables attached.

      Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The annual estimated cost is $37,546.20. This estimate is based on 1,530 hours of labor, valued at $24.54 per hour. See Form and Tables attached for additional information.

    Based on data from the Bureau of Labor Statistics for Sales and Office Occupations, a reasonable estimate of $24.54 (which includes benefits of 25%) per hour has been used as the average cost for respondents' program participation. The total annual estimated burden in dollars is $37,546.20.

13. **Provide estimates of the total annual cost burden to respondents or record keepers resulting from the collection of information, (do not include the cost of any hour burden shown in items 12 and 14). The cost estimates should be split into two components: (a) a total capital and start-up cost component annualized over its expected useful life; and (b) a total operation and maintenance and purchase of services component.**

    There is no capital or start-up costs associated with this collection package.

14. **Provide estimates of annualized cost to the Federal government. Provide a description of the method used to estimate cost and any other expense that would not have been incurred without this collection of information.**

    The annual estimated cost to the Federal Government for this collection and is $4,560.93. The Agency will review all responses at 10 minutes per response for a total 153 hours of labor, valued at $29.81 per hour. The hourly cost used in the estimate includes fringe benefits.

15. **Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-I.**

    This is a new collection request.

16. **For collections of information whose results are planned to be published, outline plans for tabulation and publication.**

    FAS has no plans to tabulate or publish the information that is being collected.

17. **If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.**

    FAS will display the information collection information and expiration date.

18. **Explain each exception to the certification statement identified in Item 19 “Certification for Paperwork Reduction Act.”**

    There are no exceptions.

B. COLLECTION OF INFORMATION EXPLOYING STATISTICAL METHODS

The collection of data does not employ statistical methods.