

U.S. - [Country] Agribusiness Trade Mission (ATM) Survey

OMB Control No.: xxxx-xxxx

Expiration Date: xx/xx/xxxx

Please take a few minutes to complete this survey form. As you are aware, [CONTRACTOR] partnered with USDA/FAS in organizing this event. We would like to hear about your experiences associated with the Agribusiness Trade Mission (ATM) to [COUNTRY]. Your feedback will be used to improve future trade missions.

Public Burden Statement

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 control number for this information collection is [Insert OMB control number]. The time required to complete this information collection is estimated to average **15 minutes per response**, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the following address: U.S. Department of Agriculture, Food and Nutrition Services, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314, ATTN: PRA (0584-xxxx*). Do not return the completed form to this address.

* Required

1. Name of Attendee: *

2. Email: *

3. Organization Name: *

4. What is your organization type? *

- ☐ U.S. Company
- ☐ USDA Cooperator
- ☐ State and Regional Trade Group
- ☐ State Department of Agriculture
- ☐ Other

5. How many U.S. companies did you bring and/ or support to this Trade Mission?

6. Did you participate under one of USDA's market promotion programs? Please select the program you participated in.

- ☐ Market Access Program (MAP)
- ☐ Regional Agricultural Promotion Program (RAPP)
- ☐ Not Applicable
- ☐ Other

ATM Results

Trade and sales data supplied on this form is private, secure, and safeguarded and will not be shared with outside sources.

7. Products Exhibited: *

8. How many **products** did you introduce or test market at this Trade Mission? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18
- ☐ 19
- ☐ 20
- ☐ 21
- ☐ 22
- ☐ 23
- ☐ 24
- ☐ 25
- ☐ 26
- ☐ 27

- ☐ 28
- ☐ 29
- ☐ 30
- ☐ 31
- ☐ 32
- ☐ 33
- ☐ 34
- ☐ 35
- ☐ 36
- ☐ 37
- ☐ 38
- ☐ 39
- ☐ 40
- ☐ 41
- ☐ 42
- ☐ 43
- ☐ 44
- ☐ 45
- ☐ 46
- ☐ 47
- ☐ 48
- ☐ 49
- ☐ 50
- ☐ Other

9. How many **business-to-business meetings** did you conduct for the entire Trade Mission? *

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18
- ☐ 19
- ☐ 20
- ☐ 21
- ☐ 22
- ☐ 23
- ☐ 24
- ☐ 25
- ☐ 26
- ☐ 27

- ☐ 28
- ☐ 29
- ☐ 30
- ☐ 31
- ☐ 32
- ☐ 33
- ☐ 34
- ☐ 35
- ☐ 36
- ☐ 37
- ☐ 38
- ☐ 39
- ☐ 40
- ☐ 41
- ☐ 42
- ☐ 43
- ☐ 44
- ☐ 45
- ☐ 46
- ☐ 47
- ☐ 48
- ☐ 49
- ☐ 50
- ☐ Other

10. What were your **on-site sales** in US\$ (contracts signed) at this Trade Mission? *

- ☐ 0
- ☐ 1,000
- ☐ 2,000
- ☐ 3,000
- ☐ 4,000
- ☐ 5,000
- ☐ 6,000
- ☐ 7,000
- ☐ 8,000
- ☐ 9,000
- ☐ 10,000
- ☐ 20,000
- ☐ 30,000
- ☐ 40,000
- ☐ 50,000
- ☐ 60,000
- ☐ 70,000
- ☐ 80,000
- ☐ 90,000
- ☐ 100,000
- ☐ 110,000
- ☐ 120,000
- ☐ 130,000
- ☐ 140,000
- ☐ 150,000
- ☐ 160,000
- ☐ 170,000
- ☐ 180,000

- ☐ 190,000
- ☐ 200,000
- ☐ 210,000
- ☐ 220,000
- ☐ 230,000
- ☐ 240,000
- ☐ 250,000
- ☐ 260,000
- ☐ 270,000
- ☐ 280,000
- ☐ 290,000
- ☐ 300,000
- ☐ 310,000
- ☐ 320,000
- ☐ 330,000
- ☐ 340,000
- ☐ 350,000
- ☐ 360,000
- ☐ 370,000
- ☐ 380,000
- ☐ 390,000
- ☐ 400,000
- ☐ 410,000
- ☐ 420,000
- ☐ 430,000
- ☐ 440,000
- ☐ 450,000
- ☐ 460,000
- ☐ 470,000
- ☐ 480,000

—

- ☐ 490,000
- ☐ 500,000
- ☐ 510,000
- ☐ 520,000
- ☐ 530,000
- ☐ 540,000
- ☐ 550,000
- ☐ 560,000
- ☐ 570,000
- ☐ 580,000
- ☐ 590,000
- ☐ 600,000
- ☐ 610,000
- ☐ 620,000
- ☐ 630,000
- ☐ 640,000
- ☐ 650,000
- ☐ 660,000
- ☐ 670,000
- ☐ 680,000
- ☐ 690,000
- ☐ 700,000
- ☐ 710,000
- ☐ 720,000
- ☐ 730,000
- ☐ 740,000
- ☐ 750,000
- ☐ 760,000
- ☐ 770,000

- ☐ 780,000
- ☐ 790,000
- ☐ 800,000
- ☐ 810,000
- ☐ 820,000
- ☐ 830,000
- ☐ 840,000
- ☐ 850,000
- ☐ 860,000
- ☐ 870,000
- ☐ 880,000
- ☐ 890,000
- ☐ 900,000
- ☐ 910,000
- ☐ 920,000
- ☐ 930,000
- ☐ 940,000
- ☐ 950,000
- ☐ 960,000
- ☐ 970,000
- ☐ 980,000
- ☐ 990,000
- ☐ 1,000,000
- ☐ 1,010,000
- ☐ 1,020,000
- ☐ 1,030,000
- ☐ 1,040,000
- ☐ 1,050,000
- ☐ 1,060,000
- ☐ 1,070,000

- ☐ 1,070,000
- ☐ 1,080,000
- ☐ 1,090,000
- ☐ 1,100,000
- ☐ 1,110,000
- ☐ 1,120,000
- ☐ 1,130,000
- ☐ 1,140,000
- ☐ 1,150,000
- ☐ 1,160,000
- ☐ 1,170,000
- ☐ 1,180,000
- ☐ 1,190,000
- ☐ 1,200,000
- ☐ 1,210,000
- ☐ 1,220,000
- ☐ 1,230,000
- ☐ 1,240,000
- ☐ 1,250,000
- ☐ 1,260,000
- ☐ 1,270,000
- ☐ 1,280,000
- ☐ 1,290,000
- ☐ 1,300,000
- ☐ 1,310,000
- ☐ 1,320,000
- ☐ 1,330,000
- ☐ 1,340,000
- ☐ 1,350,000
- ☐ 1,360,000

- ☐ 1,370,000
- ☐ 1,380,000
- ☐ 1,390,000
- ☐ 1,400,000
- ☐ 1,410,000
- ☐ 1,420,000
- ☐ 1,430,000
- ☐ 1,440,000
- ☐ 1,450,000
- ☐ 1,460,000
- ☐ 1,470,000
- ☐ 1,480,000
- ☐ 1,490,000
- ☐ 1,500,000
- ☐ 1,510,000
- ☐ 1,520,000
- ☐ 1,530,000
- ☐ 1,540,000
- ☐ 1,550,000
- ☐ 1,560,000
- ☐ 1,570,000
- ☐ 1,580,000
- ☐ 1,590,000
- ☐ 1,600,000
- ☐ 1,610,000
- ☐ 1,620,000
- ☐ 1,630,000
- ☐ 1,640,000
- ☐ 1,650,000

- ☐ 1,660,000
- ☐ 1,670,000
- ☐ 1,680,000
- ☐ 1,690,000
- ☐ 1,700,000
- ☐ 1,710,000
- ☐ 1,720,000
- ☐ 1,730,000
- ☐ 1,740,000
- ☐ 1,750,000
- ☐ 1,760,000
- ☐ 1,770,000
- ☐ 1,780,000
- ☐ 1,790,000
- ☐ 1,800,000
- ☐ 1,810,000
- ☐ 1,820,000
- ☐ 1,830,000
- ☐ 1,840,000
- ☐ 1,850,000
- ☐ 1,860,000
- ☐ 1,870,000
- ☐ 1,880,000
- ☐ 1,890,000
- ☐ 1,900,000
- ☐ 1,910,000
- ☐ 1,920,000
- ☐ 1,930,000
- ☐ 1,940,000
- ☐ 1,950,000

- ☐ 1,960,000
- ☐ 1,970,000
- ☐ 1,980,000
- ☐ 1,990,000
- ☐ 2,000,000
- ☐ Other

11. What are your **projected 12-month sales** in US\$ resulting from this Trade Mission? **Please include any on-site sales in your projected 12-month sales.** *

- ☐ 0
- ☐ 50,000
- ☐ 100,000
- ☐ 150,000
- ☐ 200,000
- ☐ 250,000
- ☐ 300,000
- ☐ 350,000
- ☐ 400,000
- ☐ 450,000
- ☐ 500,000
- ☐ 550,000
- ☐ 600,000
- ☐ 650,000
- ☐ 700,000
- ☐ 750,000
- ☐ 800,000
- ☐ 850,000
- ☐ 900,000
- ☐ 950,000
- ☐ 1,000,000
- ☐ 1,050,000
- ☐ 1,100,000
- ☐ 1,150,000
- ☐ 1,200,000
- ☐ 1,250,000
- ☐ 1,300,000
- ☐ 1,350,000

- ☐ 1,400,000
- ☐ 1,450,000
- ☐ 1,500,000
- ☐ 1,550,000
- ☐ 1,600,000
- ☐ 1,650,000
- ☐ 1,700,000
- ☐ 1,750,000
- ☐ 1,800,000
- ☐ 1,850,000
- ☐ 1,900,000
- ☐ 1,950,000
- ☐ 2,000,000
- ☐ 2,050,000
- ☐ 2,100,000
- ☐ 2,150,000
- ☐ 2,200,000
- ☐ 2,250,000
- ☐ 2,300,000
- ☐ 2,350,000
- ☐ 2,400,000
- ☐ 2,450,000
- ☐ 2,500,000
- ☐ 2,550,000
- ☐ 2,600,000
- ☐ 2,650,000
- ☐ 2,700,000
- ☐ 2,750,000
- ☐ 2,800,000

- ☐ 2,850,000
- ☐ 2,900,000
- ☐ 2,950,000
- ☐ 3,000,000
- ☐ 3,050,000
- ☐ 3,100,000
- ☐ 3,150,000
- ☐ 3,200,000
- ☐ 3,250,000
- ☐ 3,300,000
- ☐ 3,350,000
- ☐ 3,400,000
- ☐ 3,450,000
- ☐ 3,500,000
- ☐ 3,550,000
- ☐ 3,600,000
- ☐ 3,650,000
- ☐ 3,700,000
- ☐ 3,750,000
- ☐ 3,800,000
- ☐ 3,850,000
- ☐ 3,900,000
- ☐ 3,950,000
- ☐ 4,000,000
- ☐ 4,050,000
- ☐ 4,100,000
- ☐ 4,150,000
- ☐ 4,200,000
- ☐ 4,250,000
- ☐ 4,300,000

U.S. - [Country] Agribusiness Trade Mission (ATM) Survey

- ☐ 4,350,000
- ☐ 4,400,000
- ☐ 4,450,000
- ☐ 4,500,000
- ☐ 4,550,000
- ☐ 4,600,000
- ☐ 4,650,000
- ☐ 4,700,000
- ☐ 4,750,000
- ☐ 4,800,000
- ☐ 4,850,000
- ☐ 4,900,000
- ☐ 4,950,000
- ☐ 5,000,000
- ☐ 5,050,000
- ☐ 5,100,000
- ☐ 5,150,000
- ☐ 5,200,000
- ☐ 5,250,000
- ☐ 5,300,000
- ☐ 5,350,000
- ☐ 5,400,000
- ☐ 5,450,000
- ☐ 5,500,000
- ☐ 5,550,000
- ☐ 5,600,000
- ☐ 5,650,000
- ☐ 5,700,000
- ☐ 5,750,000

- ☐ 5,800,000
- ☐ 5,850,000
- ☐ 5,900,000
- ☐ 5,950,000
- ☐ 6,000,000
- ☐ 6,050,000
- ☐ 6,100,000
- ☐ 6,150,000
- ☐ 6,200,000
- ☐ 6,250,000
- ☐ 6,300,000
- ☐ 6,350,000
- ☐ 6,400,000
- ☐ 6,450,000
- ☐ 6,500,000
- ☐ 6,550,000
- ☐ 6,600,000
- ☐ 6,650,000
- ☐ 6,700,000
- ☐ 6,750,000
- ☐ 6,800,000
- ☐ 6,850,000
- ☐ 6,900,000
- ☐ 6,950,000
- ☐ 7,000,000
- ☐ 7,050,000
- ☐ 7,100,000
- ☐ 7,150,000
- ☐ 7,200,000
- ☐ 7,250,000

☐ 7,250,000☐ 7,300,000☐ 7,350,000☐ 7,400,000☐ 7,450,000☐ 7,500,000☐ 7,550,000☐ 7,600,000

Trade Mission Feedback

1 Star = Poor

3 Stars = Satisfactory

5 Stars = Excellent

12. As part of our ongoing efforts to showcase success stories from recent Trade Missions, we are compiling quotes from participating companies. Could you please provide a **brief quote highlighting the positive impact that the trade mission had on your business?** Specifically, we are interested in any significant outcomes, partnerships formed, or business growth you experienced as a direct result of participating in the trade mission.

13. Rate your **overall experience** at this Trade Mission. *

☆ ☆ ☆ ☆ ☆

14. Rate the **plenary session and market information** you received.

☆ ☆ ☆ ☆ ☆

15. Did you use the Trade Mission mobile application? *

☐ Yes

☐ No

16. Rate the Trade Mission **mobile application**.

☆ ☆ ☆ ☆ ☆

☐ 8,600,000☐ 8,650,000☐ 8,700,000

17. Rate your **on-site experience** (e.g. transportation, lodging, networking events, etc.).



18. How would you rate the quality of the **business-to-business meetings** and **networking opportunities**?



19. Would you participate in another Trade Mission?

- ☐ Yes
- ☐ No
- ☐ Maybe

20. How did you find out about this Trade Mission? (check all that apply)

- ☐ Notification from USDA/FAS staff
- ☐ U.S. Embassy or AmCham Announcement
- ☐ FAS website
- ☐ Trade/Industry Organization or SRTG Announcement
- ☐ Other

21. Which factor weighed most heavily on your decision to participate in this Trade Mission?

- ☐ Opportunity to network
- ☐ Opportunity to expand sales in the region
- ☐ Opportunity to start business in the region
- ☐ USDA endorsed event
- ☐ SRTG support or sponsorship
- ☐ Other
- ~
- ☐ Other

22. How could your experience during this Trade Mission be **improved**?

- ☐ Better pre-mission information and preparation
- ☐ More networking opportunities
- ☐ Improved logistics and transportation
- ☐ More focused meetings with potential buyers
- ☐ Increased support from trade mission organizers
- ☐ More diverse industry representation
- ☐ Enhanced cultural and market briefings
- ☐ Longer duration for the trade mission
- ☐ More follow-up support post trade mission
- ☐ Other

23. Please list any services that you would like to see in the future.

24. Receive up-to-date information on USDA-sponsored trade events (trade shows, virtual trade events, trade missions)?

- ☐ Yes, opt me in
- ☐ No, not interested

25. Send opt-in also to colleague(s) :

please provide name and email of colleague(s):

Privacy Notice

Subject to disclosures pursuant to your consent, and as required by U.S. law, USDA will protect information provided by you and shared with USDA. USDA does not collect information for commercial marketing. Please note that this platform is operated by Microsoft, and that USDA's representations do not apply to Microsoft. By using this platform to communicate with USDA, you may be providing Microsoft access to your information. Please refer to Microsoft's privacy policy to determine how Microsoft will handle information it may obtain from you via this platform.

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.



Microsoft Forms