



U.S.-Spain Agricultural Policy, Trade and Cooperation

Valencia, February 6, 2014



**Robert Hanson
Agricultural Counselor
U.S. Embassy**

U.S. Agriculture Characteristics



A close-up photograph of a bright yellow sunflower with a dark brown center, positioned on the left side of the slide. The background is a solid brown color.

U.S. Agriculture

- Close collaboration between:
 - U.S. Department of Agriculture
 - Research (universities, public/private partnerships)
 - Private sector (Farmers and food industry)
- Common Objective: increase productivity, safety and profitability of U.S. agriculture
- Research, mechanization and innovation are key factors

U.S. Agriculture

- **Total population:** 300 million
(only 16 percent live in rural areas)
- **Number of farms:** 2.2 million
- Farmers make up **2 percent of workforce**
- **Average size:** More than 100 ha
(10 percent with more than 250 ha)
- **Average age of farmers:** 57 years
(and increasing)

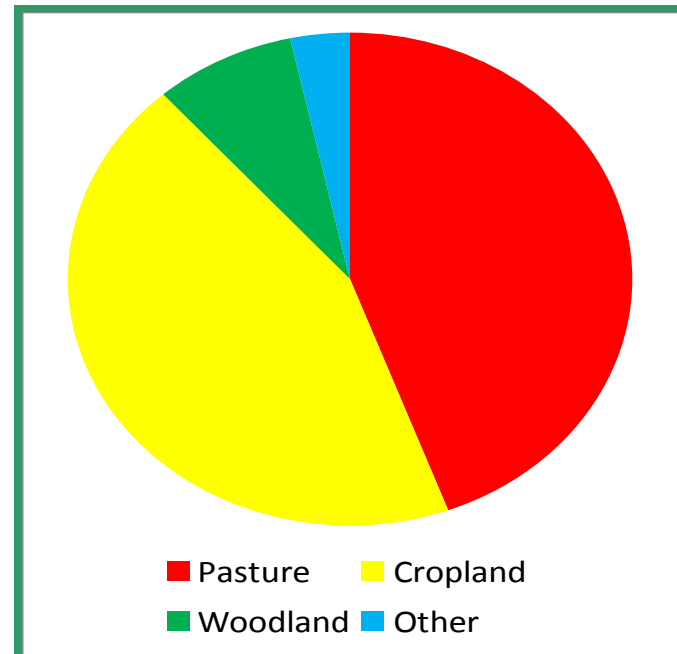
U.S. Agriculture

Diversity of Land Use:

Agricultural Area: 369 million ha.

(40% of total)

- 124 mil ha crops
- 30 mil ha forest
- 164 mil ha pasture



In total, about 12.7 percent irrigated

U.S. Agriculture

Diversity of Land Use:

- More than 300 million hectares of forest – and growing
- 4 million hectares under conservation programs (*agroambientales*)
- More than 1.6 million hectares of organic land

U.S. Agriculture

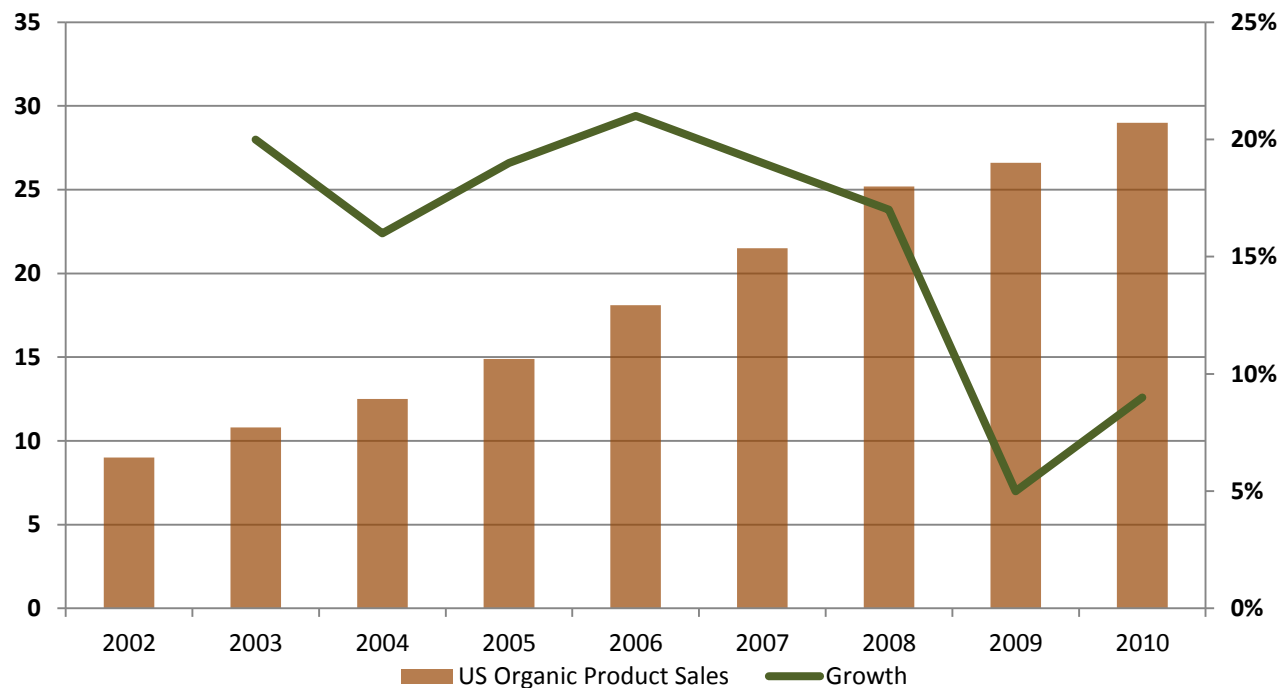
Organic Production:

- More than 16,000 certified organic operators
- More than 14,500 organic farms
- An organic market of 30 billion dollars

Source: Organic Trade Association

U.S. Agriculture

Growth of organic sector:



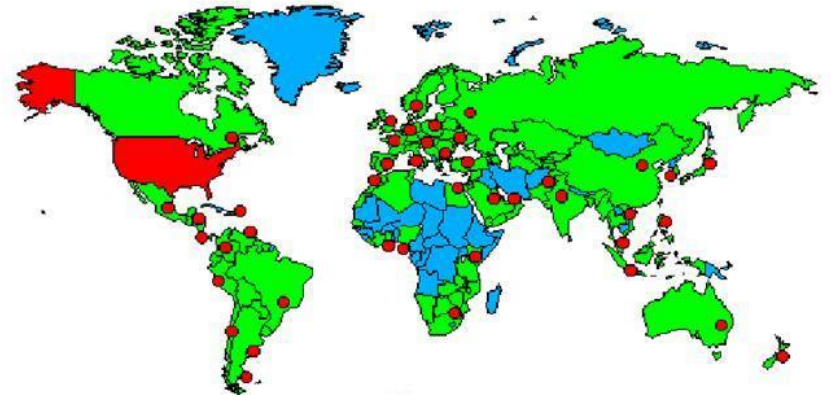
Source: Organic Trade Association

Fundamental Objectives of USDA

- www.usda.gov
- Increase economic opportunities for rural America through innovation
- Promote sustainable agriculture that is better able to feed the world
- Preserve and conserve our natural resources

Foreign Agricultural Service

- One of 17 USDA Agencies
- Created in 1953
- Central Offices in Washington DC
- 96 offices covering 169 countries
- Approximately 170 Foreign Service Officers and 850 total employees.



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Objectives of the Foreign Agricultural Service

- www.fas.usda.gov
- Market Development
- Technical link in support of international food and agricultural trade
- Market access and trade policy
- Market intelligence/statistics/analytical reports

USDA as a Global Reference

Analytical and Market Reports:



USDA Foreign Agricultural Service
GAIN Report
Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT <http://17622004>
POLICY

Whimsy_Public

Date: 4/24/2013
GAIN Report Number: SP1303

Spain

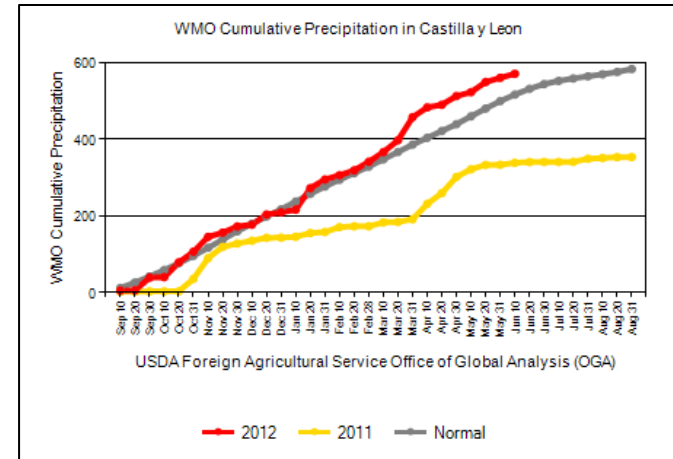
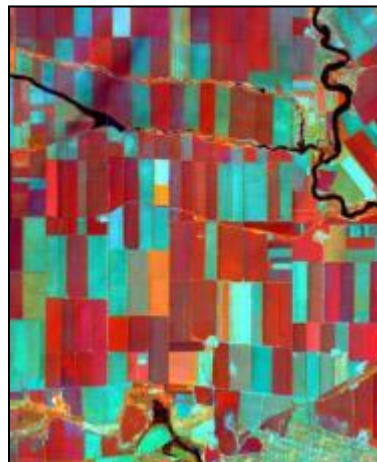
Prod: Mixed
Arable Crops Hold Potential despite Record Precipitation

Report Categories:
Agricultural Situation
Crops and Food
Climate and Production
Energy
Commodities and Products

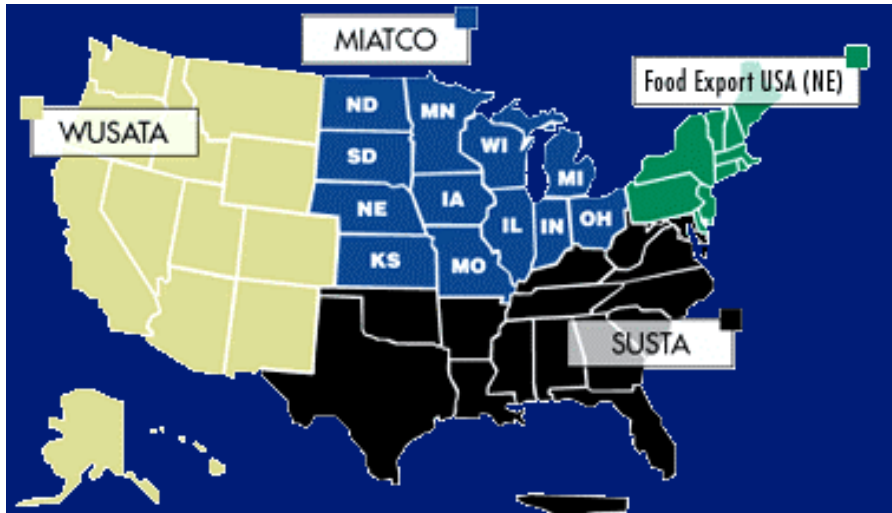
Approved By:
Ruben Rivera, Agricultural Counselor

Prepared By:
Mark Swenson, Agricultural Specialist

Report Highlights:
The heavy precipitation in the winter and early spring throughout Spain creates a dramatic contrast to the long drought that swept across the country during the same period early last year. Continued water and soil conditions, especially in the olive, have already caused losses in some orchards and blueberry groves. Nevertheless, other crops such as grapes and strawberries will hold good yield potential, provided that the end of the spring is not too wet and that temperatures are mild, particularly in southern regions.



USDA International Marketing



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USDA International Focus

Overseas, our offices are a link on technical issues related to food and agricultural trade:

- Animal and Plant Health Inspection Service (APHIS)
- Food Safety Inspection Service (FSIS)
- Agricultural Marketing Service (AMS)
- Collaboration with FDA

Animal and Plant Health Inspection Service



- Regulates and protects U.S. agricultural production from foreign pests and diseases.
- APHIS develops and advances science-based standards for plant and animal products with trading partners.

Food Safety Inspection Service

The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged.



Agricultural Marketing Service

- The U.S. Department of Agriculture's Agricultural Marketing Service administers programs that facilitate the efficient, fair marketing of U.S. agricultural products, including food, fiber, and specialty crops.
- Implements 'Marketing Orders' at the national level in key products (including canned olives).
- Implements the USDA organic program.



U.S. Food and Drug Administration

- The Food and Drug Administration (FDA) is an agency within the U.S. Department of Health and Human Services.
- FDA is responsible for protecting the public health by assuring the safety, effectiveness, quality, and security of human and veterinary drugs, vaccines and other biological products, medical devices, most of our nation's food supply, all cosmetics and dietary supplements.



U.S. – EU Agricultural Trade Relations



Agricultural Trade with the U.S.

U.S exports to Spain:

- Tree nuts – almonds (\$380+ million)
- Soybeans (\$258+ m)
- Seafood (\$125m)
- Wheat (\$135m)
- Vegetable Oils (\$122m)
- Pulses (\$42m)
- Crustaceans (\$40m)
- Hardwoods (\$24m)

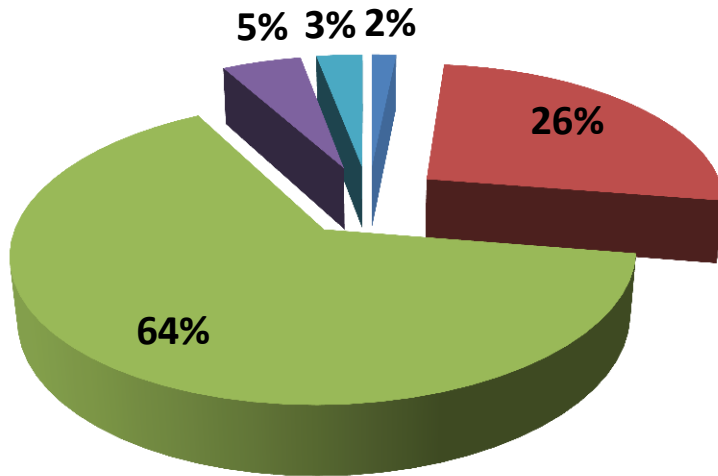
Agricultural Trade with the U.S.

Spain Exports to the U.S.:

- Wine (\$320+ m)
- Processed fruits and vegetables (\$270+ m)
- Olive oil (\$230+ m)
- Snacks foods (\$68m)
- Fresh fruits (\$57m)

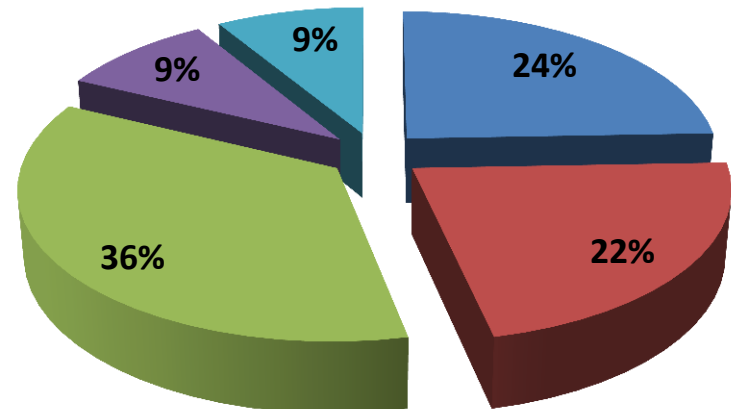
U.S. – EU Agricultural Trade Relations

EU exports to the U.S.



- Bulk
- Intermediate
- Consumer-oriented
- Forest
- Fish and Seafood

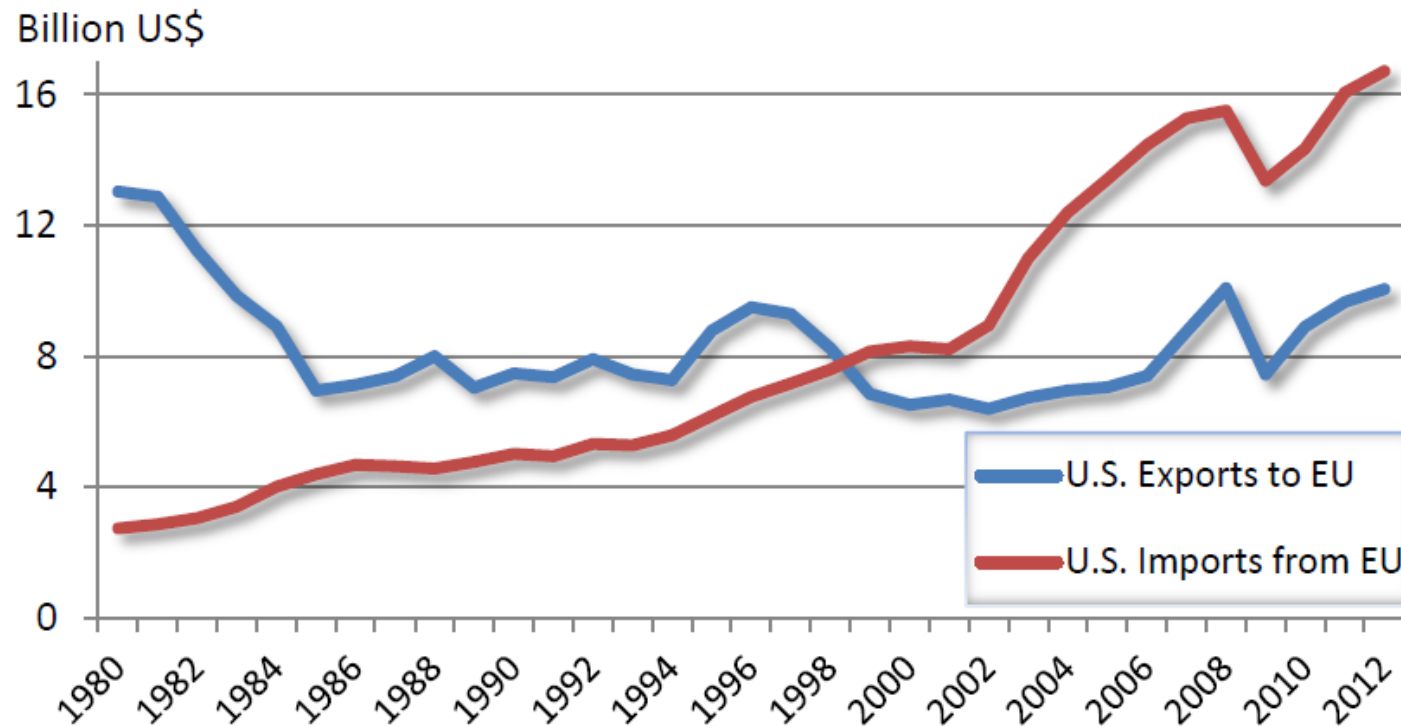
U.S. exports to the EU



Source: Global Trade Atlas

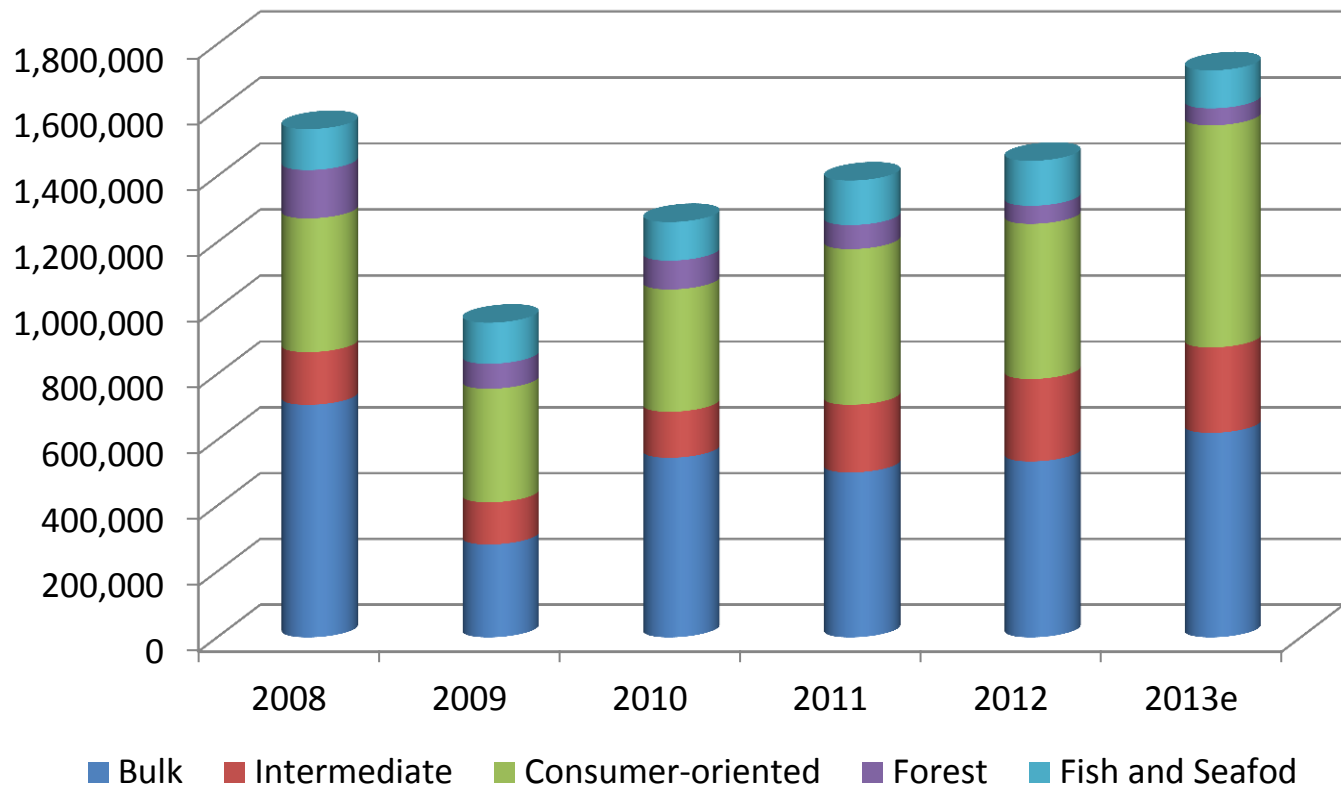
U.S. – EU Agricultural Trade Relations

Bilateral Agricultural Trade with the European Union
CY 1980 - 2012



Bilateral Agricultural Trade

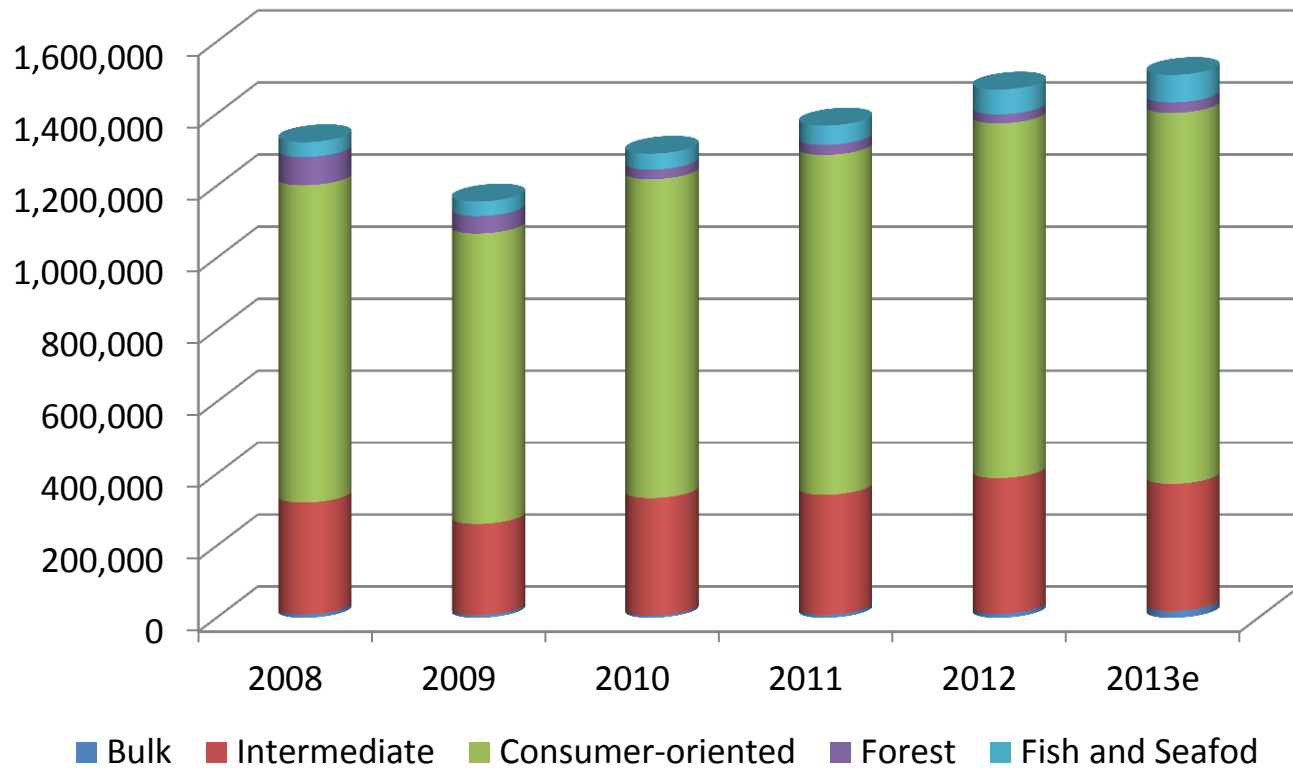
U.S. Exports to Spain



Source: GTAS

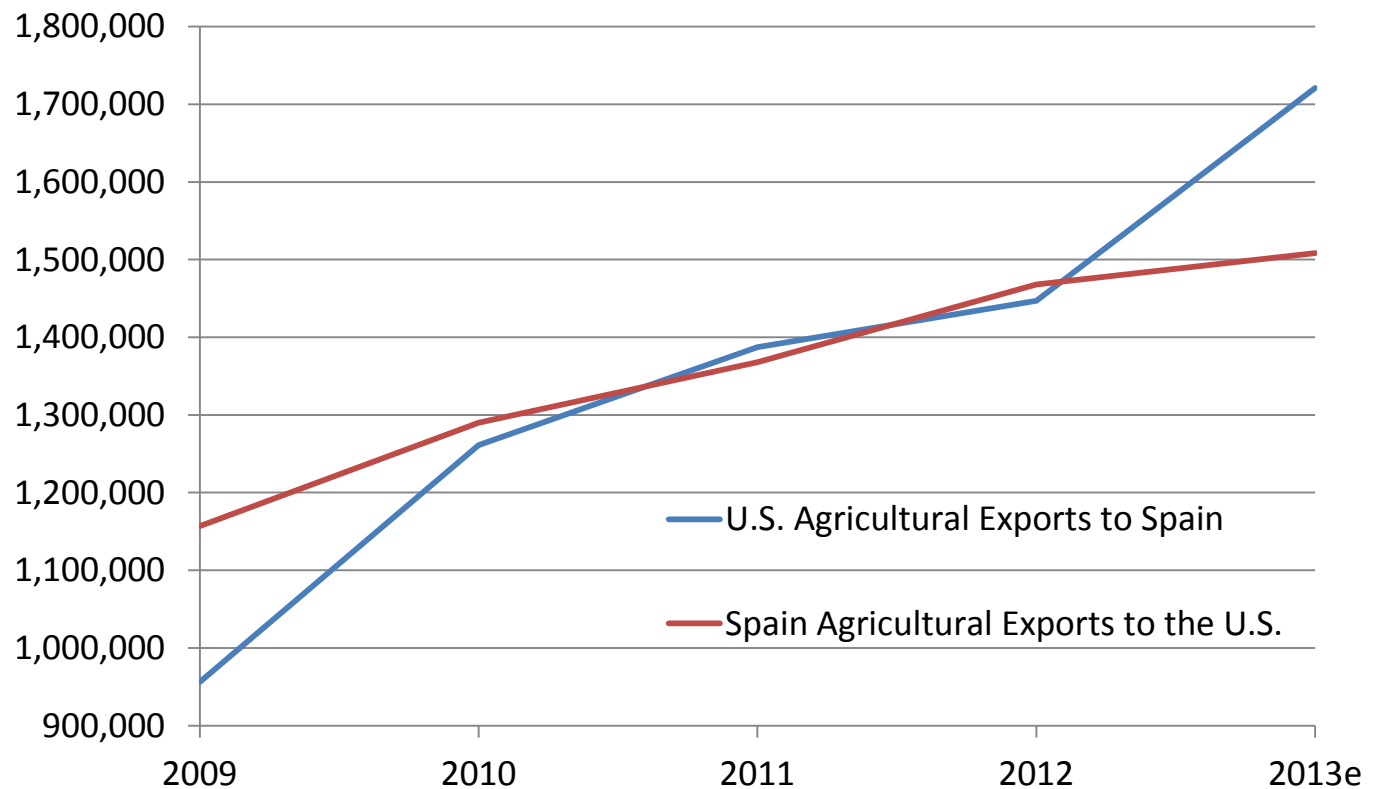
Bilateral Agricultural Trade

Spanish Exports to the U.S.



Source: GATS

Bilateral Agricultural Trade



Source: GATS

U.S. – EU Agricultural Trade Relations

Main bilateral trade issues:

- Biotechnology
- Biofuels
- Beef hormones
- Pathogen reduction treatments in poultry
- Cloning and other new technologies
- Food safety
- PRAs for fruits and vegetables

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U.S. – EU Agricultural Trade Relations

Transatlantic Trade and Investment Partnership:

<http://ec.europa.eu/trade/policy/in-focus/ttip/>

Goal: facilitate investment, improve trade relations and contribute to job creation on both sides of the Atlantic.

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U.S. – EU Agricultural Trade Relations

Transatlantic Trade and Investment Partnership:

- The U.S. promotes free trade of agricultural products.
- The U.S. promotes and defends innovation and the use of technology in agriculture – production and processing.
- The U.S. defends science-based regulations.

Farm Bill 2014 – New Developments

- The Farm Bill, legislation approved every five years, sets national farm and nutrition policy.
- The most recent Farm Bill was approved in 2008 and extended through the end of 2013.
- The House of Representatives and Senate recently completed fairly complicated negotiations and approved significant reforms to U.S. farm policy.

Farm Bill 2014

- Overall, spending will be reduced – approximately \$17 billion over ten years.
- Direct payments are eliminated. Replaced by revenue support and crop insurance.
- Nutrition programs are still largest share of Farm Bill, but faced most significant cuts.



U.S.
SUSTAINABILITY
THIS IS HOW WE GROW



No Till Farming



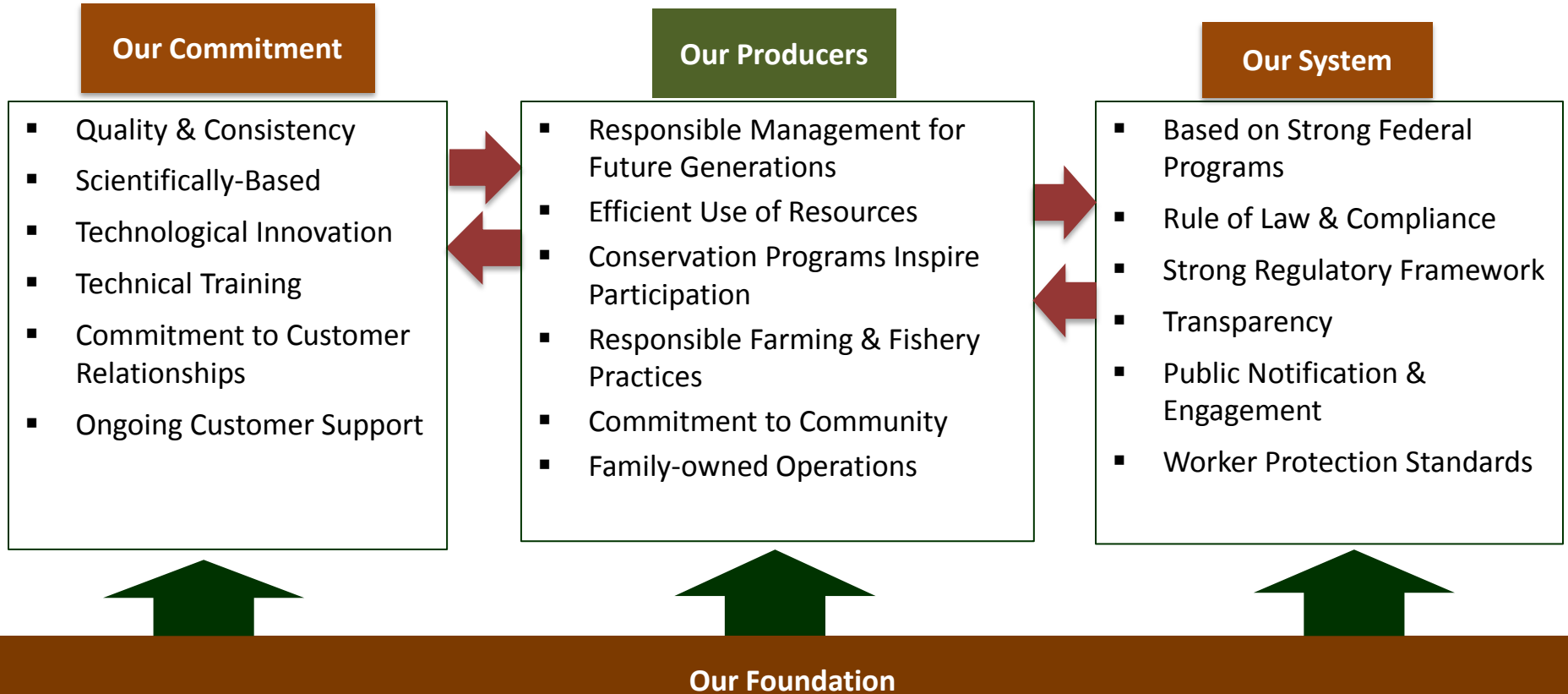
U.S. Sustainable Agriculture

Industry Partners:



U.S. Sustainable Agriculture

Towards the Shared goal of Sustainability:



- Federal Laws
- State Laws
- Voluntary Schemes
- Peer-reviewed studies
- Federal Annual Audits

A century of Regulation and Innovation

1900s

- federal meat inspection required
- early wildlife protection statutes created

1910s

- National Park Service created
- early regulation of pesticides

1930s

- food safety laws expanded
- soil conservation laws created

1940s

- first federal clean water laws established

1950s

- first federal clean air laws developed
- poultry inspection required

1970s

- laws on clean air and clean water expanded
- occupational safety law established
- endangered species protection created

1980s

- environmental stewardship required for farm program benefits
- major new soil conservation programs developed

1990s

- major wetland protection programs developed
- wildlife habitat, other incentive programs created

2000s

- conservation, environmental incentive programs expanded to livestock
- established new clean water regulations for livestock
- major public-private study of livestock air emissions

2010s

- food safety laws greatly expanded

A CENTURY OF U.S. REGULATION AND INNOVATION

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Global Challenge of Sustainability

EU-27 Sustainability Report 2012

| Major Sustainability Certification Programs for Europe's Top 10 Retailers | | | | |
|---|---|--|---|---|
| Program | | Label | Products | Link |
| ASC | Aquaculture Stewardship Council |  | Fish from aquaculture | www.asc-aqua.org |
| Fairtrade | |  | broad variety of products | www.fairtradeusa.org/ |
| FSC | Forest Stewardship Council |  | Forest products, paper | http://us.fsc.org/ |
| GlobalG.A.P. | |  | Fresh produce | www.globalgap.org http://www.globalgap.org/north-america/front_content.php |
| MSC | Marine Stewardship Council |  | Fish | www.msc.org |
| Organic Textile Standard | | | Apparel, textiles | www.global-standard.org |
| PEFC | Programme for the Endorsement of Forest Certification |  | Forest products, paper | www.pefc.org |
| Pro Terra | | | non-gmo soy | http://www.cert-id.eu/certification-programmes/proterra-certification |
| ProPlanet | REWE store brand for sustainable products |  | variety of products | www.proplanet-label.com |
| Rainforest Alliance | |  | bananas, coffee, tea, chocolate, pineapples | www.rainforest-alliance.org |
| RSPO | Roundtable on Sustainable Palm Oil |  | Palm oil | www.rspo.org/en/home |
| RTRS | Round Table on Responsible Soy Association |  | soy | www.responsiblesoy.org |
| Utz certified | |  | Cocoa, cotton, palm oil, tea, | www.utzcertified.org |

Virtual Student Foreign Service



Blaire Bloxom – Princeton University



Margery Magill – UC Davis



Katelyn Vargas – West Hills Community College, California

Educational Opportunities in the United States



United States Department of Agriculture



Spanish Students are Making the Choice to Study in the USA Everyday, and So Can You

- Undergraduate Opportunities
 - Look at exchange programs. Lots of pre-established relationships. Visit your university's international center for more information.
- Graduate Opportunities (Important: Identify your specific specialization.)
 - We've doubled the number of Fulbright scholarships. Check out: <http://eca.state.gov/fulbright>.
 - Upon completion of most graduate programs, students can work in the U.S. without a separate work visa. Excellent work experience.
- Visit <http://www.educationusa.info/> for the best information for international students looking to study in the US.

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General Advice – Be Open! (and do your research)

- Lots of opportunities from the Ivy League to smaller State Colleges to small community colleges.
- English is important, but many universities have special programs for international students to sharpen their English skills before substantive studies. (i.e. English Language Institute at the University of Florida).
- A wide range of financial resources such as scholarships, grants and work-study programs are available, even for international students.

Agricultural Sciences in the U.S.

- There are over 30 possible majors within the Agricultural Sciences in a wide range of schools:
 - The majors: Agricultural Business, Agronomy and Crop Science, Animal Sciences, Plant Sciences, Food Science, Natural Resource Economics, Agricultural Economics, Agricultural Journalism, Dairy Science, Biochemistry, Forest and Wildlife Ecology, Environmental Sciences, Entomology...
 - The Universities: Cornell University, UC Davis, Iowa State, Texas A&M University, University of Wisconsin, University of Illinois, University of Florida, Colorado State, Stanford, University of Minnesota, University of Georgia...

University of California Davis, College of Agricultural and Environmental Sciences

- International Programs:
<http://ip.ucdavis.edu/>
- Fellowships
- Graduate Programs:

UCDAVIS

College of Agricultural and Environmental Sciences



Top-ranked

Research and Education

www.caes.ucdavis.edu

A major land-grant university in California

University of Wisconsin, Madison

- Wisconsin College of Agricultural and Life Sciences:
<http://www.cals.wisc.edu/>



International Programs Office:

<http://ip.cals.wisc.edu/>

A close-up photograph of a bright yellow sunflower with a dark brown center, showing two bees on the disk. The sunflower is positioned on the left side of the slide, partially overlapping a white background.

THANK YOU FOR YOUR ATTENTION!

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