

Appendix

Market Development Instruments and Suggested Scale of Appropriate Use

	MARKETS			COMMODITY SECTORS									
	Developed Industrial Economies	Developing Economies	Centrally Planned	Livestock	Meat/Dairy Animal Prod.	Grains Oilseeds	Pulses Special Crops	Feed	Seed	Hort. Prim.	Hort. Processed	Bakery/Cereal Conf./Misc. Foods	Beverage
Outgoing Trade Mission	6	3	10	5	6	5	6	3	6	6	3	3	3
Incoming Trade Mission	6	3	10	5	6	5	6	4	6	7	3	3	3
Trade Fairs	7	3	10	8	8	1	6	1	7	1	8	8	8
P.E.M.D.	8	2	5	8	8	4	6	3	5	6	6	6	6
Incoming Buyers	8	2	6	7	8	4	5	3	5	6	6	6	6
Promotional Material	8	4	6	9	6	7	8	8	9	9	3	3	3
Technical Seminars	7	4	7	10	1	10	1	9	9	1	1	1	1
Technical Support	7	7	7	10	1	6	1	5	9	7	1	1	1
Technical Assistance	2	10	6	7	5	6	1	6	5	2	2	2	2
Market Maintenance Mech.	8	6	6	3	2	10	3	10	2	2	2	2	2
Solo Food Show	10	2	1	1	10	1	2	1	1	5	10	10	10
Trial Shipments	8	2	4	1	5	6	3	4	7	5	2	2	2

SCALE: 0 = least appropriate
10 = most appropriate