



FAS WORLDWIDE

United States Department of Agriculture
Foreign Agricultural Service

June 2005

An online review of Foreign Agricultural Service initiatives and services

Programs and Opportunities

Edward R. Madigan's Legacy Continues Through Awards Program

The United States is one of the world's leading agricultural exporters, with shipments reaching \$62.3 billion in fiscal 2004. Agricultural exports support 980,000 jobs and help stimulate urban and rural economies across the United States.

Recognizing Excellence in Exporting

The future prosperity of the U.S. economy depends in part on the successful export of U.S. agricultural products. No one understood this concept better than the late Edward R. Madigan, former Illinois Congressman and U.S. Secretary of Agriculture. Hailed as a visionary for recognizing the importance of expanding U.S. exports across the globe, Madigan helped craft the 1985 and 1990 farm bills, reshaping U.S. farm policy so that farmers could respond more effectively to market signals and pursue export trends.

In commemoration of Madigan, who died in 1994, the U.S. Congress established the Edward R. Madigan U.S. Agricultural Export Excellence Award as part of the Federal Agriculture Improvement and Reform Act of 1996. Administered by FAS, the Madigan Award honors entities that have made outstanding contributions to U.S. agriculture's export success. The award is presented for significantly developing or expanding agricultural export markets, developing new products or services for agricultural export markets, or successfully marketing such products or services.

Award Recipients

In December 2000, USDA awarded its first Madigan Award to Trans-World Genetics, Ltd., of Sheboygan Falls, WI. Founded in 1974, Trans-World Genetics distributes and markets products and services related to dairy livestock genetics, specializing in the export of frozen bovine semen and embryos.

The company has major export markets in South America and Europe. It opened the first U.S. artificial insemination center in Europe to ensure that its imported bull semen was free of infectious bovine rhinotracheitis, a virus that causes flu-like symptoms in cattle. This placed Trans-World Genetics well ahead of its competition for the European market.

Trans-World Genetics' expertise and products have enabled dairy producers worldwide to increase the amount and quality of milk production through the use of genetics.

In May 2003, USDA presented the Madigan Award to Graceland Fruit, Inc., of Frankfort, MI, and EP International Corp. of Irvine, CA, for their outstanding entrepreneurial efforts in exporting to foreign markets.

Founded in 1973, Graceland Fruit received the award for successfully developing and marketing infused dried fruit products to Europe and East Asia. The company's success is due in part to its participation in the Market Access

Application Process

Candidates for the Madigan Award must either be nominated by a state governor, or apply in writing to the Board of Evaluators:

Coordinator, Edward R. Madigan
U.S. Agricultural Export
Excellence Award
U.S. Department of Agriculture
Foreign Agricultural Service
Marketing Operations Staff
1400 Independence Avenue, SW
South Building
STOP 1042
Room 4932
Washington, DC 20250

Program, administered by FAS, which helped increase the company's sales exports by 118 percent. Making the most of this program, the fruit and vegetable ingredient producer promoted its products through trade shows, seminars, providing product samplings and other initiatives.

To meet customer demand for vegetables with a longer life span, Graceland Fruit recently unveiled a new line of fresh and dried vegetables that keeps up to three months under refrigeration. The new line retains its flavor, color and texture.

EP International Corp., established in 1989, contracts with U.S. farmers to grow specially developed crops and ships them to customers overseas. EP International received the Madigan Award for expanding sales of U.S. dried legumes, seasonings and processed ingredients to Asian markets. The company's

commitment to expanding exports, developing new products for different consumer tastes, participating in market research initiatives and developing a user-friendly Web site, helped increase its exports by an outstanding 550 percent.

EP International used FAS' services to make its first agricultural sales to South Korea and Hong Kong. The combination of contacts, introductions to importers, and market information provided by FAS staff in those markets helped the company shift from construction exports to food and agricultural exports.

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