**Success Story Template**

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| **Calendar Year**  *(year activity is completed; if not completed, enter latest active year)* |
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| **Cooperator** |
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| **Non-cooperator organization**  *(if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)* |
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| **Organization type: private or public**  *(public means government)* |
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| **FAS program(s) used/funding sources**  *(e.g. MAP, MAP/GBI, EMP, etc)* |
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| **Commodity**  *(if applicable, include if product is fresh, dried, concentrate, etc, like Fresh Sweet Cherries)* |
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| **Country/region**  *(to which you are exporting)* |
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| **HQ State**  *(state where headquarters of cooperator or non-cooperator organization is located)* |
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| **Producing/exporting state(s)**  *(attempt to determine exporting state; if number of states is greater than 5, enter top 5)* |
|  |
| **Export dollars/projected sales**  *(provide the dollar value/projected sales in the current program year and comparable data from previous program year)* |
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| **Congressional district(s)**  *(Example: CA-04; TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; if number of districts is greater than 5, enter top 5)* |
|  |
| **Story type**  *(focus of story: small company, cooperator, FAS/post, program, trade show)* |
|  |
| **For branded, company name, if applicable** |
|  |
| **Success Story most recently updated on:** |

**Write your story here (see next page for guidance):**

**Guidance for FAS Success Stories**

**Goal:** To highlight how FAS programs/personnel work to support U.S. ag exports.

**Audience:** Members of Congress who make decisions on the FAS budget, FAS programs, and important legislation (e.g. Free Trade Agreements); the media; and state and local constituents. The stories may also be shared with the public, so they understand the programs and government activities their money is supporting.

**Key Highlights:**

How did FAS help achieve this success? By using marketing programs (FMD, MAP, etc.) to carve out a new market or increase U.S. market-share, negotiating to remove a trade barrier, connecting an exporter with an importer at a Trade and Investment Mission, etc.

Specifically, how did U.S. agriculture benefit? Tying activities to actual U.S. producers (use company name, city and state) at the farm level has the greatest impact.

Highlight the USDA or FAS program that was used. Be specific on what program was used, how much funding, and how results were evaluated.

Market Access. Quantify benefits of lowered barriers, increased market access or market development through an FTA or other trade agreement. Did FAS help expose a U.S. commodity to a market where it had little or no presence?

Budget Impact and Return on Investment. What is the value of the impact on trade, actual or estimated? How do current exports compare with last year’s exports? How did the gains from the “success” outweigh the resources/costs involved?

Economic Impact of Exports. What is the economic impact of exports in your state or your industry? Providing specifics on the return to the local economy, such as jobs created, tax revenues generated, etc. by export dollars generated makes a valuable story. Example: “An econometric study by University XX showed that for every dollar in exports by the apple industry, $13 were returned to the Washington state economy. There are XX small to medium enterprises involved in apple production and exports, and XX apple industry jobs in the state.”

Time frame. **Please ensure you enter a full explanation of the time frame referenced in the story, including the comparison year and the results over that comparison.** For example, in the STORY TEXT, you write “Following the 2012 EMP-funded research results, the 2013-14 MAP-funded activities moved mango exports to a 30 percent increase from July 2013-June 2014 over July 2012-June 2013.”  This helps the reader understand your achievement clearly.  Note that, above, in the CALENDAR YEAR field in the TEMPLATE, you enter “2014” as that is the latest year you realized benefits, and this story will be picked up as a 2014 story because exports occurred in 2014.  Enter the latest year that results were achieved.

**Other Requirements:** For public distribution, no longer than one page.