

Trade Adjustment Assistance for Firms (TAAF)

Food Supplement Manufacturer

CHALLENGE

Price competition for this manufactured commodity from China and Canada

In the two years prior to starting TAAF:

Sales Change: -7%

Jobs Change: -7%

NWTAAC assisted company to prepare a petition for TAAF



We are competing with China with a commodity product and our sales and market share are growing.

Referred to TAAF by:

NWTAAC Regional Outreach

Food Supplement Company Owner

SOLUTION

NWTAAC worked with management to document a strategy to differentiate in a commodity market through quality, customer service, and product features.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested substantial additional funds to fully implement the strategy.

- Outside Expertise** * Marketing Research with Fish Marketing
- * Product Research with various service providers
- * Plant Improvements with Clydesdale & others

RESULTS

TAAF focused on research to support the company's strategy. The company grew in a world market with few significant producers. The firm employed \$75,000 of TAAF assistance over 3 years.

Results from start of TAAF:

Sales Change: 28%

Jobs Change: -15%

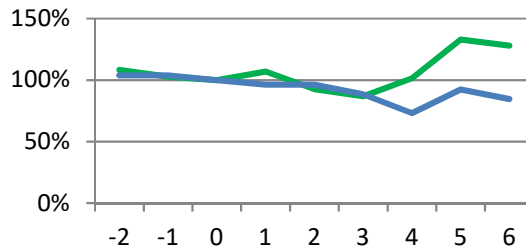
Productivity: +51%

TAAF Usage: Full

Status at Close: Company expanded

Long-term: Continued growth and market share gains

Table: Indexed **SALES** and **JOBS** by program year, TAAF start = 100% and year 0.



*Active for 3 years with 3 years of follow-up

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

over 35 years experience in the Pacific Northwest