

Trade Adjustment Assistance for Firms (TAAF)

Irrigation Parts Manufacturer

CHALLENGE

Competition based on lower costs from China and India



In the two years prior to starting TAAF:

Sales Change: -5%
Jobs Change: 100%

NWTAAC assisted company to prepare a petition for TAAF

Sales of our new products that we increased and exported through TAAF, replaced our former products that were lost to import competition.

Referred to TAAF by:

Local Economic Development Office

Company executive

SOLUTION

NWTAAC worked with management to review and advise on a strategy to shift focus to new water conservation product.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested substantial additional funds to fully implement the strategy.

Outside * Expertise * Export Sales Development with Atlantric

RESULTS

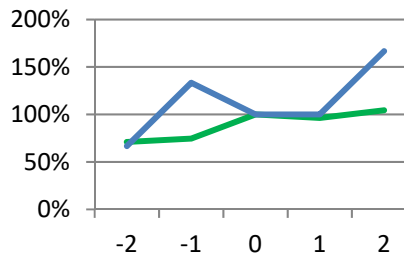
TAAF focused on export sales. Sales of the new proprietary product increased worldwide as sales of standard irrigation components dropped. The firm employed \$22,500 of TAAF assistance over 1 year.

Results from start of TAAF:

Sales Change: 4%
Jobs Change: 67%
Productivity: -37%

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

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Expanding sales of new product



*Active for 1 year with 2 years of ongoing 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

