

Trade Adjustment Assistance for Firms (TAAF)

**Fruit Processor**

**CHALLENGE**

Competition from low cost commodity producers in Chile, China, and Argentina



For commodity producers, a change in currency valuation or the rise of an industry in foreign country will bring a lower price option to the market.

In the two years prior to starting TAAF:

**Sales Change:** -2%  
**Jobs Change:** -3%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Oregon Manufacturing Extension Program

**SOLUTION**

NWTAAC worked with management to document a strategy to expand products and improve packaging.

**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** \* Website Redesign with Central PT Solutions
- \* Lean Manufacturing with OMEP

**RESULTS**

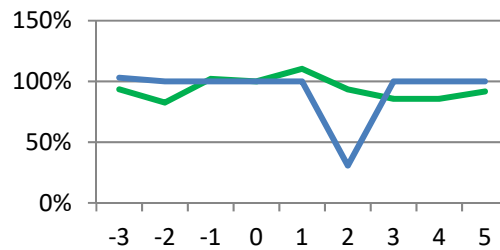
TAAF focused on process improvements and marketing. The company had internal capabilities for many aspects of implementation and employed outside expertise sparingly. The firm employed \$29,750 of TAAF assistance over 5 years.

Results from start of TAAF:

**Sales Change:** -8%  
**Jobs Change:** 0%  
**Productivity:** -8%

**TAAF Usage:** Limited  
**Status at Close:** Company stabilized  
**Long-term:** Continued operation

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



\*Active for 5 years with 1 year 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



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest