



Foreign Agricultural Service
U.S. DEPARTMENT OF AGRICULTURE



**United State Department of Agricultural, Foreign Agricultural Service
FY22 Cochran Fellowship Program**

Project Title: Overview of the U.S. Beer, Wine, and Spirits Sectors for Kenya,
FAS Agreement: FX22CO-10962R005



Final Report

U.S. Collaborators: Andrew Muhammad (PI), Aaron Smith (Co-PI), Hans Goertz (Co-PI), University of Tennessee Institute of Agriculture

July 2023

Program Overview:



Program orientation at the UTIA campus in Knoxville, TN

The training program provided Cochran Fellows with in-depth knowledge of the beer, wine, and spirits sectors in the United States. Specifically, the program exposed the Fellows to production and distribution practices, including manufacturing standards and regulations. Additionally, the program also increased knowledge of the policies and regulations specific to U.S. geographical indication and intellectual property (e.g., Napa Valley Wine, Kentucky Bourbon, and Tennessee Whiskey). The U.S. beer, wine, and spirits sectors have a keen interest in the East African region, particularly Kenya, which is a global entry point for U.S. exports. It is important that these countries have harmonized standards and import regulations consistent with U.S. policy and regulatory structure to limit infringements on U.S. intellectual property. This was achieved, in part, by our immersive program that exposed the Fellows to all aspects of beer, wine, and spirits production, standards, and trade in the U.S.

The training consisted of on-site instruction and trips to several facilities and events in the Southeast (Tennessee, Kentucky, and North Carolina) and Washington, D.C. Tennessee and the Southeast region were particularly suited for this training being the leading distilled spirits producing region and home to two of the largest craft breweries in the United States (Sierra Nevada and New Belgium Brewing). The Fellows gained first-hand experience on production, manufacturing, and distribution and were acquainted with the regulations that govern these activities. The Fellows visited production facilities and had face-to-face interactions with business owners, government officials, industry representatives, producer groups, and researchers in the beer, wine, and spirits sectors. Field trips featured both leading U.S. companies that are already major players in global markets as well as smaller producers in order to provide a comprehensive overview of the operation and composition of these sectors. Fellows attended two major trade shows that familiarized them with leading U.S. companies, particular in the spirits sector. A detailed list of training program activities is provided in *Annex 1*.

Note that the primary expenses (for all six Fellows and the PIs) included: Flights to and from DC; two weeks per diem for all Fellows, two-week 9 passenger van rental; hotel stays in Knoxville, Louisville, and Washington, D.C.; ground transportation in D.C.; and trade show, festival, and site visit entry fees.

Program Participants:



Arrival at the UTIA campus in Knoxville, TN

Six Cochran Fellows and an USDA/FAS Marketing Specialist participated in the training program from Tuesday, September 13 through Tuesday, September 27, 2022:

- Eglay Amakobe Aura, Assistant Laboratory Technician, Kenya Bureau of Standards, Nairobi, Kenya
- Gladys Kattam, Laboratory Analyst, Kenya Bureau of Standards, Nairobi, Kenya
- Mercy Wanjiru Mureithi, Director, WINENJIRU Exclusives, Nairobi, Kenya
- Victoria Mulu-Munywoki, sommelier, consultant, and retailer, Cellar 254, Nairobi, Kenya
- James Kinuthia, CEO, Makkin Limited, Nairobi, Kenya
- Susan Gitu, Liquor Commercial Manager, Naivas Limited, Nairobi, Kenya
- Carol Kamau, Agricultural Marketing Specialist, USDA/FAS, Nairobi, Kenya

Four of the Cochran Fellows came from the private sector, representing retail chains, distributors, and marketing companies engaged in the beer, wine, and spirits subsectors in Kenya. The other two Fellows came from the public sector, where they conduct quality assurance testing on imported beverages for the Kenya Bureau of Standards.

Program Impacts:



Bourbon Festival and Trade Show in Bardstown, KY

At the end of the program, the Fellows indicated that they have a significantly improved understanding of U.S. alcoholic beverage regulations, craft beer production, wine production, and whiskey and other distilled spirits production. Fellows also identified key contacts that they met during the program that they plan to contact for further information and potential business partnerships. These impacts were reflected in the action plans submitted by the Fellows to be implemented upon return to their home countries.

Cochran Fellows completed the following forms to assess program delivery and program impact:

- Cochran Fellowship Program participant pre-training and post-training surveys provided a self-assessment of Fellows' change in knowledge for four Training Objectives as a result of participating in the Cochran Program:
 - Training Objective #1: To increase the general knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.
 - Training Objective #2: To improve understanding of the production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.
 - Training Objective #3: To increase awareness of the practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.
 - Training Objective #4: To increase knowledge of international trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.
- Cochran Fellowship Program evaluation form provided an opportunity for Fellows to evaluate the program in terms of its impact on the Fellow, their home institution, U.S.-Kenya trade, and agricultural systems in Kenya. Fellows also evaluated the delivery of the training program by UTIA across different criteria and provided recommendations for strengthening the overall program.

In addition, each Fellow developed an Individual Action Plan outlining time-bound goals and objectives for professional development, and a strategy for applying the knowledge and leveraging the connections gained through participating in the Cochran program towards achieving their goals and objectives. Fellows were encouraged to consider how their action plans could also advance larger goals for their home-institutions and companies.

Examples of these three completed forms are provided in *Annex 2*.



Tour at Sierra Nevada brewery, Asheville, NC



Tour at Oscar Getz Museum of Whiskey History, Bardstown, KY



Meeting with Katherine Bedard, Director, International Public Policy at the Wine Institute, Washington, D.C.



Meeting with USDA/FAS Administrator Daniel Whitley during visit to UTIA, Knoxville, TN



Meeting and reception with the Distilled Spirits Council, Washington, D.C.

Program Follow-Up:

After the training program, UTIA completed visits to Kenya in January and June 2023 (this travel was not funded by the project). During these visits, a co-PI met with Cochran Fellows to maintain contact and to assess Fellows' progress implementing their Individual Action Plans.



Follow-up meeting with Fellows by co-PI Hans Goertz in Nairobi, Kenya in January, 2023



Follow-up meeting with Fellows by UT delegation in Nairobi, Kenya in June, 2023

Annex 1: Daily Activity Log

Tuesday, September 13

International flight from home country to Washington, DC. Overnight in DC. We met the Fellows in DC and departed for Knoxville on Wednesday, September 14.

Thursday, September 15

Opening remarks from UTK Administrators and PDs, and the following presentations:

- Introductory remarks from UTIA leadership including representatives from the Senior Vice Chancellor's Office, Smith International Center for Sustainable Agriculture, Department of Agricultural and Resource Economics.
- Presentations: Training program and itinerary overview.
 - 1) U.S. beer, wine and spirit sectors (Andrew Muhammad)
 - 2) Beer/hops production in the U.S. and Southeast (David Hughes and Aaron Smith);
- Virtual presentation and Q&A with California Wine Producers familiar with East Africa - Shannon Family of Wines and Bronco Wine Company. Andrew Muhammad

Pre-training questionnaire to determine present knowledge in each of the training objectives.

Friday, September 16

We drove to Bardstown, KY, approximately 4.0 hours from Knoxville and Visited the Oscar Getz Museum of Whiskey History and attended the Kentucky Bourbon Festival and Trade Show (Bardstown, KY)

- The Fellows gained an understanding U.S. and Kentucky Bourbon and American whiskey production. Presentations and tours provided an understanding of large- and medium-scale U.S. production and standards, how large companies engage global markets, and production practices unique to Bourbon and American Whiskey and related to geographical indication and intellectual property policy. At the Festival the Fellows had access to over 60 companies.

Saturday, September 17

We visited the Evan Williams Bourbon Experience and Tour (Louisville, KY) - Presentation and tour provided an understanding of large- and medium-scale U.S. production and standards, how large companies engage global markets, and production practices unique to Bourbon and American Whiskey and related to geographical indication and intellectual property policy.

The Fellow also attended the Bourbon & Beyond Festival and Trade Show (Louisville, KY).

Sunday, September 18

The Fellow attended the Bourbon & Beyond Festival and Trade Show for a 2nd day (Louisville, KY).

Monday, September 19

The Fellow met with Kyle Hensley, BWS Business Development Consultant with the Tennessee Department of Agriculture.

The Fellows also toured Seven Springs Farm Winery (Maynardville, TN)

Tuesday, September 20

We drove to Lynchburg, TN and Shelbyville, TN (approximately 3.5 hours) to visit the Jack Daniel's Distillery Tour and Uncle Nearest Green Premium Whiskey Presentation and Tour.

Tours and presentations provided an understanding of large-scale U.S. production and standards, how large companies engage global markets, and production practices unique to Tennessee and American Whiskey and related to geographical indication and intellectual property policy.

Wednesday, September 21

We Drove to Ashville, NC (approximately 2.0 hours) to attend a 2-hour personal "Beer Geeks" tour and training at Sierra Nevada Brewing Co. (the 3rd largest craft brewer in the U.S.).

The Presentation and tour provided an understanding of large-scale U.S. craft beer, regulatory standards, and how large companies engage global markets.

We also visited Chemist Spirits Distillery to study Gin production.

Thursday, September 22

In the morning, the Fellows worked on their action plans and final reports and toured the University of Tennessee campus and downtown Knoxville, TN.

In the afternoon, the Fellows attended a virtual presentation and Q&A with the U.S. Brewers Association. The presentation provided a general overview of the U.S. craft beer industry (number of breweries over time, business models, style trends, packaging, etc.) and export strategies for the industry. The session was facilitated by Steve Parr, Export Development Program Manager, Brewers Association.

The Fellows also attended a virtual presentation and Q&A with California Wine Producers to gain a better understanding of the California Wine Industry. They met with Leigh Ann Reed with Boisset International, and Abigail Smyth with the Crimson Wine Group.

Friday, September 23

In the morning, the Fellows worked on their action plans and final reports. In the afternoon, the Fellows attended the UTIA International Showcase. This annual event recognizes UTIA faculty, staff, and students engaged in international activities, and features an invited speaker. They also met Foreign Agricultural Service Administrator Daniel Whitley earlier that day.

Saturday, September 24 (Free Day)

Sunday, September 25

We traveled from Knoxville to Washington, DC.

Monday, September 26

We had meetings all day with industry groups and U.S. regulatory agency.

- Wine Institute, Katherine Bedard, Director, International Public Policy
- Distilled Spirits Council of the U.S. (DISCUS) (Washington, D.C.) We meet with leadership on both the marketing and legal team including the CEO of DISCUS. The POC was Robert Maron, Vice President of International Trade.
- Evening Reception hosted by Distilled Spirits Council of the U.S. (DISCUS) with DISCUS and FAS staff.

Tuesday, September 27

In the morning, we met with the USDA/FAS Global Programs team (POC: Tierney, Abigail, International Programs Specialist, Cochran Branch, Global Programs) and the FAS Administrator Daniel Whitley.

Fellows completed the post-training questionnaire to assess knowledge gained in each of the training objectives and completed their action plans and final reports.

Fellows departed for Kenya in the afternoon.

Annex 2: Examples of Completed Program Forms



Cochran Fellowship Program
INDIVIDUAL ACTION PLAN FY 2022

Facilitator: University of Tennessee Institute of Agriculture

Name of Fellow: VICTORIA MULU-MUNYWOKI

Country: «KENYA»

Name of Training Program: “Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy”

Training Dates: September 14-27, 2022

Cochran Fellowship Program Training Specialist: USDA/FAS: Tashon Herndon | Program Manager | Cochran Fellowship Programs | Foreign Agricultural Service – Global Programs; and Abby Tierney | International Program Specialist | Cochran Branch | Fellowship Programs | Foreign Agricultural Service

A **goal** is a broad primary outcome. A **strategy** is the approach you take to achieve a **goal**.
An **objective** is a measurable step you take to achieve a **strategy**.

Objective/Intermediate Result Addressed by Training:

I have Wines & Spirits of USA top of mind during listings, trainings and recommendations to peers, clients and customers. The wealth of knowledge garnered during the training program has instilled a new level of confidence and love for USA wines, spirits and beer.

Goal: (statement of goal)

1. To accelerate awareness, access and appreciation of USA wines in Kenya & East Africa
2. To be a Certified California Wine Ambassador in 2023

Strategy: (How do you plan to achieve your goal? How many people will be affected by this change?)

1. Listings & Trainings on USA wines for the top Hotels, Members' Clubs and restaurants in Kenya
2. To complete the Ambassador Level 4 of the Capstone California Wine Certification Program
3. Educate on USA wines & Spirits on Social Media
4. Organize and curate an Annual Wine Fair focusing on Wines & Spirits of USA

Timeframe:

Immediate - Some action can be taken immediately upon completion of training program and returning to home country. Immediate action should be listed if it can be completed within the first six months of the training program.

Six months - Actions that will require at least six months from the time of the training program and up to eighteen months after the completion of the training program. These should be definable, realistic goals that can be met given adequate resources.

Long Term - This may be defined as the vision or the goal you wish to achieve given the best possible situation. Often this is one goal which may not be reached for several years.

Plan Development:

Action Changes that you plan to make or actions that you plan to take in your company	Anticipated Date of Completion Timeframe?	Resources Available What resources do you currently have available to you that will help you complete this action?	Resources Needed What resources do you still need to complete this action?
Listings & Trainings	Immediate	<ul style="list-style-type: none">• Access to the Ontrade• Existing clients who need wine lists done	<ul style="list-style-type: none">• Latest Maps of USA wine regions• Wine for the trainings
Educate on USA wines & Spirits on Social Media	Immediate	<ul style="list-style-type: none">• Active social media accounts• Smartphone	<ul style="list-style-type: none">• Crash course on how to use social media effectively• Video Editing skills
Ambassador Level 4 of the Capstone California Wine Certification Program	Six months	<ul style="list-style-type: none">• I am WSET wines & Spirits certified which provides me a good knowledge baseline	<ul style="list-style-type: none">• A Scholarship to access the program
Annual USA Wine & Spirits Fair	Long Term	<ul style="list-style-type: none">• Relationships with suppliers of USA wines and Spirits• Media relationships to promote the Fair• Previous experience on organizing wine fair	<ul style="list-style-type: none">• Producers to add gravitas and interest to the fair• Working Capital to get the idea off the ground• Support from UDSA agency and other relevant partners



Cochran Fellowship Program
PROGRAM EVALUATION FORM FY2020

Participant Data

Name: MERCY WANJIRU MUREITHI

Country: KENYA

Name of Program: “Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy”

Dates of Program: September 14-27, 2022

Training Provider: University of Tennessee Institute of Agriculture

Organized by: USDA/FAS: Tashon Herndon | Program Manager | Cochran Fellowship Programs | Foreign Agricultural Service – Global Programs; and Abby Tierney | International Program Specialist | Cochran Branch | Fellowship Programs | Foreign Agricultural Service

- **Training Objective #1:** To increase the general knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.
- **Training Objective #2:** To improve understanding of the production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.
- **Training Objective #3:** To increase awareness of the practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.
- **Training Objective #4:** To increase knowledge of international trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.

Training Program:

1) The Cochran Fellowship Program increased my knowledge of “Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy”

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

2) The Cochran Fellowship Program increased my knowledge of U.S. Government policy regarding “Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy”?

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

3) As a result of the Cochran Fellowship Program, agricultural trade between the United States and Kenya will increase.

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

Note: It’s a real shift for me to classify beer, wines and spirits as agricultural products. While the CFP fellows are influential in their respective roles/careers and the programme has increased awareness on beer, wines and spirits, trade is dependent on a number of factors within the context of the two countries. However, I am sure agricultural trade will increase in the long term.

4) The training received from the Cochran Fellowship will help improve agriculture systems in Kenya?

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

5) The material covered in your training was appropriate for the training program.

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

6a) I will initiate changes in my organization as a result of this training.

1	2	3	4	5	N/A
Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Agree Strongly	Not Applicable

6b) Please list specific examples of changes you will make to your organization upon your return.

1. Complete the Capstone California Wine Course and encourage the sommeliers to enroll as well. Enrol over 100 sommeliers to complete Level 1 and Level 2 of the course.

2. Map out the Kenyan Beer, Wine and Spirits industry and share this information with stakeholders. The CFP programme has provided a framework and detail of how we can do the same for Kenya highlighting regulation, data on production and imports, production, etc. The project had been initiated and cancelled for a client, but can be completed for internal use.

Incorporate storytelling method to provide the details of the various stakeholders

3. Support the creation strong industry associations by supporting the two currently existing ones:

Wine/Importers Association of Kenya and Sommelier Association of Kenya

4. Collaborate with other CFP fellows to execute an American Bourbon, Tennessee Whiskey, Rye and Single Malt event or hospitality trade. Start Small scale with quarterly events, one before the end of the year.

7) What components of your training were the most useful to you and your work?

Networks: We have expanded our networks with key industry individuals and institutions that we can continue to work with from the university and industry

Knowledge: We have expanded our knowledge on a wide range of topics related to our work. We can reinvent our business by increasing our focus areas

Positioning: Involvement in the CFP programme has raised the profile of our organization and positioned us to more opportunities

8) Please list three ways in which your training could have been improved.

1. **Management of expectations of the fellows:** During the recruitment and interview process, we outlined our goals and objectives as per a brief that had been provided. There was variation from that process and what became of the final programme. Perhaps the programme should be communicated in advance and applicants should align themselves to what has already been designed.

2. **Logistics and Planning:** Recommend facilitation of visas at least 6 months before start of programme to allow time to secure reasonably priced flights. Also the tight timelines of the programme called for long hours on the road which may not be suitable for all. We did feel rushed on a number of occasions even though we adapted to the programme.

9) Please list the three most important contacts you have made with American businesses, universities, or other organizations.

1. University of Tennessee's Institute of Agriculture's faculty.
2. Wine Institute and related producers featured on the programme
3. All the Beer Wines and Spirits brands featured on the programme

10) In what way did your opinion of the U.S. products and services change during your training?

Business Environment: I am in awe of the complexities faced by the federal and state institutions and laws. Its mind boggling to understand the various tier systems and laws. I'm empathetic to Kenyans and our own business environment.

American Entrepreneurial Spirit: What a showcase of the American Entrepreneurs! Loved the diversity of it all. Those born into the businesses and those that created the business. Whatever you do, start it and build it.

11) In your opinion, what were the best sections in the course?

I love that each section contributed to the understanding of the rest, each piece of the puzzle that eventually created a beautiful tapestry. The specific company visits and stories were so fascinating! I definitely learn better listening at source!

12) In your opinion, what were the worst sections in the course?

There was no worst section. The long hours were challenging but not insurmountable.

13) Please use this space to include any other comments that you would like for us to about any aspect of your participation in the Cochran Fellowship Training program. This information will be kept confidential.

Stipend: Prefer if stipend amount is communicated at initial stage of the programme to allow for planning. A prospective fellow can then determine if the experience has a suitable Return on Investment for them or their business.

Logistics and Planning: The faculty and co-ordinators went above and beyond. Consider outsourcing some of the logistics eg driving or catering, to allow for more flexibility.

Administrative/Logistical Support

Please any comments or concerns that you had regarding the following services during your training.

Transportation:

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Accommodations:

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Meals:

1	2	3	4	5	N/A
---	---	---	---	---	-----

Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable
----------------	-------------------	---------	-------------	-----------	----------------

CFP Coordinator(s):

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Training Provider:

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Translation/Interpretation Services:

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Additional Services that were not mentioned (please list):

1	2	3	4	5	N/A
Unsatisfactory	Needs Improvement	Neither	Good	Excellent	Not Applicable

Length of Program:

1	2	3	4	5	N/A
Too short		Just Right		Too Long	Not Applicable

For Office Use Only:

Entered into Database	IK(1)	IBT(3)	ILI(6a&b)
Y/N	High – Medium – Low	High – Medium – Low	High – Medium – Low

Cochran Fellowship Program Participant Pre-Training Survey



Name of Cochran Fellowship Program: "Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy"

Dates of Program: September 14-27, 2022

Training Provider: University of Tennessee Institute of Agriculture

Participant Background Data

A: Name: MERCY WANJIRU MUREITHI

B: Country: KENYA

C: Name of organization you work for: WINENJIRU EXCLUSIVES

D: Job title/position: DIRECTOR/LEAD EDUCATOR AND CONSULTANT

E: Number of years in this position: 9 YEARS (SINCE 2014)

F: **Circle One:** Government Official **Private Sector Fellow**

G: **Circle One:** Male **Female**

PRE-TRAINING SURVEY

Dear Cochran Fellow,
Before starting our training, we would like to get an understanding of your current knowledge of the training topics:

- **Training Objective #1:** To increase the general knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.
- **Training Objective #2:** To improve understanding of the production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.
- **Training Objective #3:** To increase awareness of the practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.
- **Training Objective #4:** To increase knowledge of international trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.

Please circle one choice per question.

1.a. I have a very good understanding of “**Training Objective #1:** General knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.b. I have a very good understanding of “**Training Objective #2:** Production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.c. I have a very good understanding of “**Training Objective #3:** Practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.d. I have a very good understanding of “**Training Objective #4:** International trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

2. I have a very good understanding of U.S. Government policy regarding trade regulations and implementation, industry compliance with the laws and regulations, taxation of alcohol products, and advertising, labeling, formulation, and certification regulations and compliance.

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

**Cochran Fellowship Program
Participant Post-Training Survey**



Name of Cochran Fellowship Program: "Assessment of U.S. Beer, Wine, and Spirits for Kenya, Uganda, Tanzania, and Rwanda: A Focus on Production, Regulatory Standards, Trade and Policy"

Dates of Program: September 14-27, 2022

Training Provider: University of Tennessee Institute of Agriculture

Participant Background Data

A: Name: MERCY WANJIRU MUREITHI

B: Country: KENYA

C: Name of organization you work for: WINENJIRU EXCLUSIVES

D: Job title/position: DIRECTOR/LEAD CONSULTANT AND EDUCATOR

E: Number of years in this position: 9 YEARS (SINCE 2014)

F: Circle One: Government Official **Private Sector Fellow**

G: Circle One: Male **Female**

POST-TRAINING SURVEY

Dear Cochran Fellow: Now that you have completed the training, we would like to gain an understanding of your current knowledge of the training topics and perceptions of the training. Please note that your feedback will be used to improve the quality of the program. All feedback is most welcome.

- **Training Objective #1:** To increase the general knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.
- **Training Objective #2:** To improve understanding of the production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.
- **Training Objective #3:** To increase awareness of the practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.
- **Training Objective #4:** To increase knowledge of international trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.

Please circle one choice per question.

1.a. I have a very good understanding of “**Training Objective #1:** General knowledge (e.g., size, products, distribution, and trade) of the U.S. beer, wine, and spirits sectors.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.b. I have a very good understanding of “**Training Objective #2:** Production and labeling practices of the U.S. beer, wine, and spirits sectors and the associated regulatory structure governing these practices.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.c. I have a very good understanding of “**Training Objective #3:** Practices affecting product quality, aroma, and flavor profiles of U.S. beer, wine, and spirits.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

1.d. I have a very good understanding of “**Training Objective #4:** International trade and policies for beer, wine, and spirits and regulations that protect U.S. geographical indication.”

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

2. I have a very good understanding of U.S. Government policy regarding trade regulations and implementation, industry compliance with the laws and regulations, taxation of alcohol products, and advertising, labeling, formulation, and certification regulations and compliance.

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly
Disagree		Agree nor		Agree
		Disagree		

3. As a result of this training I am more likely to purchase products from the U.S.

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly
Disagree		Agree nor		Agree
		Disagree		

4. The training I received from the Cochran Fellowship Program will help improve agriculture systems in my country.

1	2	3	4	5
Strongly	Disagree	Neither	Agree	Strongly
Disagree		Agree nor		Agree
		Disagree		

For the following table, in the first column, please write the person and a brief description of their role (this doesn't have to be the person's actual name, it could be "the lead trainer" or "the team at X company that I would like to buy agricultural inputs from").

Please use the following scale: 1=Not at All Important; 2=Of Little Importance; 3=Moderately Important; 4=Important; 5=Extremely Important

5. Which contacts made during your time in the US for the CFP do you think are most important for your work?	7. How would you rate your interactions with each of these priority contacts? *(please use the scale above this table)
Contact A: University of Tennessee programmatic staff Faculty Lead Coordinators	Contact A: 1 2 3 4 5
Contact B: University of Tennessee administrative staff	Contact B: 1 2 3 4 5

Contact C: Industry institutions Wine Institute DISCUS Craft Beer Association	Contact C: 1 2 3 4 5
Contact D: Wine Producers 805 Wine Crimson Wine Seven Springs Winery	Contact D: 1 2 3 4 5
Contact E: Whiskey Gin Distillers Evan Williams Jack Daniels Uncle Nearest The Chemist	Contact E: 1 2 3 4 5
Contact F: Beer Producer Sierra Nevada	Contact F: 1 2 3 4 5

6. In your opinion, what were the most useful sections or activities of the course?

The company visits were useful to shed light on the faculty and industry presentations.

7. In your opinion, what were the least useful sections or activities of the course?

All activities were useful. However, the tight programme and lengthy time on the road were challenging.

8. How would you rate the overall utility of your participation in the Cochran Fellowship Program for your work?

1	2	3	4	5
Not useful at all	Poor	Satisfactory	Very useful	Extremely useful

9. Is there anything else you would like us to know about the training or your plans, or anything else?

Great experience. Highly recommended.