



Communications Strategy Guide

PROBLEM STATEMENT

Food for Peace operates across foreign markets where U.S. visibility carries operational, diplomatic, and safety risk; across a U.S. domestic audience that needs to understand how the program connects to American farmers and ranchers under an America First framing; and across beneficiary communities who need to recognize the U.S. role consistently with host-country safety constraints. USDA inherits this triangulation problem without an established playbook.

WHY IT MATTERS

Communications missteps in non-traditional operating environments can compromise implementing-partner personnel, foreclose host-government cooperation, and undermine U.S. domestic political support for the program. The risk surface is asymmetric — quiet success is invisible, but visible failures cascade.

HSG'S APPROACH

1. Build a country-by-country branding-risk grid covering visibility tolerance, host-government sensitivity, and personnel-safety implications.
2. Develop the America First framing playbook for domestic audiences — plain-language messaging connecting U.S. agricultural producers, processors, and the American taxpayer to the program's value chain. Structured on the State Department's 31-MOU America First Global Health Strategy template (\$20.6B program total, 38% recipient counterpart share). The House Bellmon Framework feeds the messaging substrate: each donation is articulated humanitarian, U.S.-farmer-supportive, ally-exporter-protective, and strategic-competitor-pressuring — a far stronger framing than 'we are giving away food.'
3. Design the beneficiary recognition framework — mechanisms that ensure beneficiaries recognize American generosity consistently with host-country safety constraints.
4. Build a bridge framework connecting USDA's stakeholder community in U.S. agriculture with traditional Title II stakeholders focused on agricultural development in beneficiary markets.
5. Inventory the body of historical Food for Peace Information Bulletins (FFPIBs) for communications-policy content — carry forward or sunset under USDA-issued equivalents to preserve operational continuity.

EXPECTED DELIVERABLES

- Communications Strategy Guide (PWS Deliverable 3) — month 3
- Country-by-country branding-risk grid
- America First framing message library
- Beneficiary recognition framework
- USDA-to-Title-II stakeholder bridge framework
- FFPIB communications-policy inheritance disposition (per FFPIB)

EXPECTED OUTCOME

USDA staff have a country-by-country framework for FFP visibility decisions, an America First messaging library aligned to the administration's domestic policy framing, and a beneficiary-recognition framework deployable consistently with host-country safety.

ENGAGEMENT TEAM

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