



Country Selection Guide

PROBLEM STATEMENT

FFP country and commodity prioritization runs on different salience than USDA's established non-emergency food-assistance programs. The PWS explicitly calls for a methodology that considers more than just financial inputs and includes a contingency-reserve formula for unforeseen events. USDA inherits the prioritization problem without a transparent reproducible methodology.

WHY IT MATTERS

Country selection drives commodity flow, partner allocation, and U.S. diplomatic engagement across the entire FFP portfolio. A non-transparent methodology invites political capture; a transparent methodology gives USDA defensible decisions in front of Congress, the OIG, and the public.

HSG'S APPROACH

1. Build a multi-factor weighted scoring methodology covering need severity, accessibility, host-government cooperation, U.S. strategic interest, commodity-supply alignment, program-history continuity, and bilateral co-investment readiness (per the administration's America First doctrine and the 31-MOU State Department template).
2. Anchor the methodology in Maurice House's Deputy Administrator role at the FAS Office of Global Analysis (75 analysts) — the same agency-level analytical discipline applied to FFP context — and on Audrey McGuire's capital-markets deal-architecture experience contributing the bilateral co-investment readiness dimension.
3. Apply the ****House Bellmon Framework**** methodological backbone of the country-prioritization decision. The Framework is HSG's proprietary three-tier extension to the statutory Bellmon Analysis: Tier 1 (statutory recipient screen) + Tier 2 (third-country commercial-trade displacement effects) + Tier 3 (U.S. strategic-alignment overlay anchored on Treasury OFAC, State FTA partners, DoD NDS, treaty-ally designations). A donation is now evaluated not only against the recipient's farmers, but also against whether the donation strengthens or weakens U.S. bilateral relationships through its commercial-displacement effects. Kevin Latner's Food for Progress monetization market-assessment experience anchors the Tier 1/2 methodology; Maurice House's 38-year FAS bilateral-trade-policy career anchors Tier 3; Audrey McGuire's capital-markets portfolio-allocation discipline structures the composite scoring.
4. Develop the contingency-reserve formula incorporating historical drawdown patterns, seasonal risk windows, and supply-chain lead times — explicitly more than financial inputs per the PWS.
5. Build the methodology reproducible spreadsheet model USDA can audit, run, and update annually. Working preview live at ffp.housestrategiesgroup.com/demos (Framework 01: Country Selection Scorecard).

EXPECTED DELIVERABLES

- Country Selection Guide (PWS Deliverable 6) — month 2 (earliest substantive deliverable)
- Multi-factor weighted scoring methodology with country score sheets
- Bilateral co-investment readiness scoring sub-methodology
- House Bellmon Framework — three-tier composite scoring methodology (HSG proprietary; statutory Tier 1 + commercial-displacement Tier 2 + strategic-alignment Tier 3)
- Contingency-reserve formula with documented inputs
- Reproducible spreadsheet model for annual update

EXPECTED OUTCOME

USDA can prioritize FFP geographies and commodities with a transparent, defensible, reproducible methodology — usable in Congressional testimony and OIG response.

ENGAGEMENT TEAM

PRIMARY LEAD

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