

USDA Helps Expand Export Markets with Farm Bill Funding

WASHINGTON (USDA) — Agriculture Secretary Tom Vilsack announced today that the [U.S. Department of Agriculture](#) [1]'s (USDA) Foreign Agricultural Service (FAS) awarded funding to more than 60 U.S. agricultural organizations to help expand commercial export markets for American products. The funding was made available through the 2014 Farm Bill. USDA will begin accepting applications for 2015 export development program funding on April 17, 2014.

"Now that Congress has passed the Farm Bill, USDA is moving quickly to implement our trade promotion programs to help open and expand opportunities for farmers, ranchers, and small businesses and build on the past five years of record agricultural exports," said Vilsack. "These programs are an important investment in rural America. Every dollar we invest in trade promotion provides \$35 in economic benefits."

Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities. The program, which focuses on consumer promotion, including brand promotion for small companies and cooperatives, is used extensively by organizations promoting fruits, vegetables, nuts, processed products, and bulk and intermediate commodities. Through MAP, FAS will provide \$171.8 million to 62 nonprofit organizations and cooperatives. Participants contribute an average 171-percent match for generic marketing and promotion activities and a dollar-for-dollar match for promotion of branded products by small businesses and cooperatives.


The Foreign Market Development (FMD) Program focuses on trade servicing and trade capacity building by helping to create, expand and maintain long-term export markets for U.S. agricultural products. Under FMD, FAS will allocate \$24.6 million to 22 trade organizations that represent U.S. agricultural producers. FAS partners with U.S. agricultural producers and processors, who are represented by non-profit commodity or trade associations called cooperators. The organizations, which on average contribute nearly triple the amount they receive in federal resources, will conduct activities that help maintain or increase the demand for U.S. agricultural commodities overseas.

Applications for 2015 export development program funding will be accepted beginning April 17, 2014. In addition to MAP and FMD programs, eligible organizations can apply for funding through the Technical Assistance for Specialty Crops (TASC) Program, Quality Samples Program (QSP) and Emerging Markets Program (EMP). The TASC program funds projects that address sanitary and phytosanitary barriers that prohibit or threaten the export of U.S. specialty crops.

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The 2014 Farm Bill amended the program to allow participants to address technical barriers to trade regardless of whether they are related to a sanitary or phytosanitary barrier. QSP helps agricultural trade organizations provide product samples to potential importers. EMP provides funding for technical assistance activities to promote exports to emerging markets. The programs were authorized as part of the 2014 Farm Bill.

Applicants are encouraged to apply via the Unified Export Strategy online application system. Information is available at <http://www.fas.usda.gov/unified-export-strategy> [2]. Applications can also be emailed to podadmin@fas.usda.gov [3] or hand-delivered to: USDA Foreign Agricultural Service, Office of Trade Programs, 1400 Independence Avenue, SW, Room 6512-S, Washington, D.C. 20250. New applicants are encouraged to email podadmin@fas.usda.gov [3] to request more information. Applicants must have a Dun & Bradstreet (DUNS) number for federal assistance, which can be obtained online at <http://fedgov.dnb.com/webform> [4]  or by phone, (866) 705-5711.

USDA's international market development programs have had a significant and positive impact on U.S. agricultural exports. An independent study released in 2010 found that trade promotion programs like MAP and FMD provide \$35 in economic benefits for every dollar spent by government and industry on market development.

The past five years represent the strongest period for U.S. agricultural exports in the history of the United States. Farm exports in fiscal year 2013 reached a record \$140.9 billion and supported 1 million jobs in the United States.

The following chart summarizes this year's Market Access Program allocations:

Market Access Program - 2014

Allocations

Participant	FY 2014 Allocation
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	\$8,996,182
Alaska Seafood Marketing Institute	\$3,560,749
American Peanut Council	\$2,235,570
American Pistachio Growers/Cal-Pure Pistachios, Inc.	\$1,380,409
American Seed Trade Association	\$229,118
American Sheep Industry Association	\$421,340
American Soybean Association	\$4,523,434
American Sweet Potato Marketing Institute	\$200,000
Blue Diamond Growers/Almond Board of California	\$4,729,064
Brewers Association, Inc.	\$600,895
California Agricultural Export Council	\$1,228,525
California Cherry Marketing and	\$519,189

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Research Board	
California Cling Peach Growers Advisory Board	\$444,892
California Grape and Tree Fruit League	\$428,800
California Pear Advisory Board	\$442,081
California Prune Board	\$2,668,406
California Table Grape Commission	\$3,093,070
California Walnut Commission	\$3,902,619
Cherry Marketing Institute	\$204,115
Cotton Council International	\$15,423,937
Cranberry Marketing Committee	\$1,561,170
Distilled Spirits Council	\$401,630
Florida Department of Citrus	\$3,885,364
Food Export Association of the Midwest USA	\$9,637,643
Food Export USA Northeast	\$8,138,985
Ginseng Board of Wisconsin	\$167,539
Hop Growers of America	\$310,320
Intertribal Agriculture Council	\$642,528
Mohair Council of America	\$45,759
National Association of State Departments of Agriculture	\$3,533,072
National Confectioners Association	\$965,826
National Pecan Growers Council	\$487,035
National Potato Promotion Board	\$3,647,427
National Renderers Association	\$871,872
National Sunflower Association	\$1,119,044
National Watermelon Promotion Board	\$290,367
New York Wine and Grape Foundation	\$484,886
Northwest Wine Promotion Coalition	\$988,092
Organic Trade Association	\$746,912
Pear Bureau Northwest	\$2,926,873
Pet Food Institute	\$1,361,288
Raisin Administrative Committee	\$827,922
Southern United States Trade Association	\$5,874,329
Sunkist Growers, Inc.	\$2,372,577
Synergistic Hawaii Agriculture Council	\$388,412
The Popcorn Board	\$369,806
U.S. Apple Export Council	\$712,727
U.S. Dairy Export Council	\$4,084,503
U.S. Dry Bean Council	\$1,147,741
U.S. Grains Council	\$6,731,882
U.S. Hide, Skin and Leather Association	\$49,548
U.S. Livestock Genetics Export, Inc.	\$1,538,250
U.S. Meat Export Federation	\$14,073,511
U.S. Wheat Associates	\$5,973,322
USA Dry Pea and Lentil Council	\$850,359
USA Poultry and Egg Export Council	\$4,952,183

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USA Rice Federation/U.S. Rice Producers Association	\$2,735,162
Washington Apple Commission	\$4,930,752
Washington State Fruit Commission	\$1,561,810
Welch Foods, Inc.	\$834,411
Western U.S. Agricultural Trade Association	\$8,097,508
Wine Institute	\$6,322,046
Total	\$171,874,788

The following chart summarizes this year's Foreign Market Development Program allocations:

Foreign Market Development Program - 2014 Allocations

Cooperator	FY 2014 Allocation
Almond Board of California	\$125,045
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	\$2,655,416
American Peanut Council	\$533,746
American Seed Trade Association	\$185,722
American Sheep Industry Association	\$123,798
American Soybean Association	\$5,198,548
Cotton Council International	\$3,199,712
Cranberry Marketing Committee	\$153,754
Leather Industries of America	\$210,730
National Renderers Association	\$682,463
National Sunflower Association	\$212,505
North American Millers Association	\$54,594
U.S. Dairy Export Council	\$442,188
U.S. Dry Bean Council	\$100,313
U.S. Grains Council	\$2,439,510
U.S. Hide, Skin and Leather Association	\$91,952
U.S. Livestock Genetics Export, Inc.	\$535,518
U.S. Meat Export Federation	\$1,081,750
U.S. Wheat Associates	\$4,176,733
USA Dry Pea and Lentil Council	\$157,661
USA Poultry and Egg Export Council	\$1,014,940
USA Rice Federation	\$1,267,187
Total	\$24,643,785

Visit www.fas.usda.gov [5] to learn more about the Market Access Program, the Foreign Market Development Program and other FAS programs.

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Links:

[1] <https://twitter.com/USDA>

[2] <http://www.fas.usda.gov/unified-export-strategy>

[3] <mailto:podadmin@fas.usda.gov>

[4] <http://fedgov.dnb.com/webform>

[5] <http://www.fas.usda.gov>