

March 9, 2021

Representative Sanford Bishop, Jr.  
Chairman,  
Subcommittee on Agriculture, Rural Development,  
Food and Drug Administration, and Related Agencies  
Committee on Appropriations  
U.S. House of Representatives  
Washington, D.C. 20515

Representative Jeff Fortenberry  
Ranking Member,  
Subcommittee on Agriculture, Rural Development,  
Food and Drug Administration, and Related Agencies  
Committee on Appropriations  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Chairman Bishop and Ranking Member Fortenberry,

American farmers and small and medium-sized businesses need continued investment in the Market Access Program (MAP) and the Foreign Market Development (FMD) Program. The twin challenges presented by the ongoing COVID-19 pandemic, as well as competitors' export promotion programs, highlight the need for continued investment in these public-private partnerships. We ask that you provide \$255 million for Agricultural Trade Promotion and Facilitation and that within this amount, MAP receive at least \$200 million and the FMD program receive at least \$34.5 million. Working to expand our export markets requires every dollar these programs provide.

The European Commission announced on December 17, 2020 that it will allocate the equivalent of \$222 million to promote European Union agri-food products with promotion programs in countries around the world, including China, Japan, South Korea, Canada, and Mexico. This announcement signals what many of our organizations expect which is intense competition as markets reopen around the world in the wake of the COVID-19 pandemic. MAP/FMD funding is critical to help U.S. farmers, ranchers and food exporters keep pace and to help us make up for lost time after two and half years of trade conflict and retaliatory tariffs.

Fruitful trade partnerships take time, and these funds for such activities as buyers' missions, trade shows, and in-country meetings go a long way toward promoting U.S. agricultural trade. One such example is the growth in U.S. food and agricultural exports to China over the last fifteen years from \$7.7 billion in food and agricultural exports in 2006 to \$28.7 billion in 2020. Numbers only tell part of the story. The investment made by these programs and the corresponding growth has helped small and minority-owned businesses reach international markets that they never thought possible.

The USA Poultry & Egg Export Council (USAPEEC) of Tucker, Georgia used MAP funds last year to resume poultry exports to Mexico following a high path Avian Influenza (HPAI) outbreak in Chesterfield, South Carolina. Following the HPAI outbreak, Mexico banned all poultry exports from South Carolina. Luckily, USAPEEC and its MAP-funded office in Mexico City worked with Mexican and USDA officials to limit the

ban to the county level. As a result, statewide poultry exports to Mexico – worth \$34.2 million per year – were able to resume.

The California Prune Board (CPB) swiftly recognized a shift in consumers' grocery shopping habits due to COVID-19. The CPB initiated a MAP-funded online contest that deployed website and social media ads in its critical Canadian market. The ads generated strong results – nearly 1.5 million impressions – and U.S. prune exports to Canada were maintained at \$11.3 million despite the disruptions of the pandemic. There are also nearly two dozen Nebraska-based companies participating in MAP, among them Midwest Hop Producers, LLC, based out of Plattsmouth, Nebraska. Midwest Hop Producers' area of expertise is in harvesting, drying, milling, pelletizing and the sale of both domestic and international hops to brewers.

MAP and FMD are cost-share programs and continue to showcase examples of effective public-private partnership. Government investment is an important part of this effort; however, industry funds now represent about 73 percent of total annual spending on market development and promotion, up from roughly 45 percent in 1996 and less than 30 percent in 1991. For every dollar invested, our coalition partners return more than \$28 in export gains. And over a decade, these programs are responsible for export growth totaling \$309 billion and 240,000 full and part-time jobs.

This success has occurred even as the real dollar value of the programs has declined. FMD has been funded at the same level for 18 years. For MAP, funding has remained level since 2006 even as sequestration has siphoned funds for almost a decade. We are asking that your subcommittee use discretionary funds to provide \$7 million - less than 3 percent of the program investment - for USDA administrative and operational costs to help reverse this diminished value. With administrative and operational funding assured, the full investment of MAP and FMD can be realized for the intended purpose of U.S. agricultural export promotion and long-term market development.

We are grateful for the work of your subcommittee and its continued investment in these proven programs.

Sincerely,

Coalition to Promote U.S. Agricultural Exports (See attached)

cc: Members, House Appropriations Subcommittee on Agriculture, Rural Development, and Food and Drug Administration, and Related Agencies

## **Organizations Signing Coalition to Promote U.S. Agricultural Exports Letter to House Agriculture Appropriations Subcommittee**

Alaska Seafood Marketing Institute  
Almond Alliance of California  
American Cotton Shippers Association  
American Cranberry Growers Association  
American Feed Industry Association  
American Hardwood Export Council  
American Peanut Council  
American Pistachio Growers  
American Quarter Horse Association  
America Seed Trade Association  
American Sheep Industry Association  
American Soybean Association  
APA-The Engineered Wood Association  
Atlantic Seaboard Wine Association  
Blue Diamond Growers  
Brewers Association  
California Agricultural Export Council  
California Apple Commission  
California Blueberry Association  
California Blueberry Commission  
California Canning Peach Association  
California Cherry Export Association  
California Citrus Mutual  
California Date Commission  
California Farm Bureau Federation  
California Fig Advisory Board  
California Fresh Fruit Association  
California Pear Growers  
California Prune Board  
California Raisin Marketing Board  
California Strawberry Commission  
California Table Grape Commission  
California Walnut Commission  
California Wild Rice Advisory Board  
Cape Cod Cranberry Growers' Association  
Cherry Marketing Institute  
CoBank  
Cranberry Institute  
Distilled Spirits Council of the United States  
Florida Citrus Mutual  
Florida Citrus Packers Association  
Florida Department of Citrus  
Florida Fruit & Vegetable Association  
Florida Peanut Producers Association  
Florida Tomato Exchange  
Food Export Association of the Midwest USA  
Food Export USA – Northeast  
Georgia Poultry Federation  
Ginseng Board of Wisconsin  
Global Food & Nutrition, Inc.  
Hardwood Federation  
Hop Growers of America, Inc.  
Idaho Grain Producers Association  
Illinois Corn Growers Association  
Illinois Farm Bureau  
Indian River Citrus League  
Kansas Livestock Association  
Leather and Hide Council of America  
Michigan Apple Association  
Missouri Corn Growers Association  
National Association of Egg Farmers  
National Association of State Departments of Agriculture  
National Association of Wheat Growers  
National Barley Growers Association  
National Cattlemen's Beef Association  
National Chicken Council  
National Confectioners Association  
National Corn Growers Association  
National Cotton Council  
National Council of Farmer Cooperatives  
National Grange  
National Hay Association  
National Milk Producers Federation  
National Oilseed Processors Association  
National Pork Producers Council  
National Potato Council  
National Sorghum Producers  
National Sunflower Association  
National Turkey Federation  
Nebraska Sorghum Producers Association  
New York Wine & Grape Foundation  
North American Blueberry Council  
North American Meat Institute  
North American Renderers Association  
Northwest Horticultural Council  
Northwest Wine Coalition  
Ocean Spray Cranberries, Inc.

Ohio Corn and Wheat Growers Association  
Olive Growers Council of California  
Oregon Winegrowers Association  
Oregon Wine Board  
Organic Trade Association  
Pet Food Institute  
Rural & Agriculture Council of America  
Softwood Export Council  
Southern Forest Products Association  
Southern U.S. Trade Association  
Sunkist Growers  
Sunmaid Growers of California  
Sunsweet Growers, Inc.  
Texas Cattle Feeders Association  
The Popcorn Institute  
United Egg Producers  
United Fresh Produce Association  
USA Dry Pea and Lentil Council  
USA Poultry & Egg Export Council  
USA Rice Federation  
U.S. Apple Association  
U.S. Apple Export Council

U.S. Cattlemen's Association  
U.S. Dairy Export Council  
U.S. Dry Bean Council  
U.S. Livestock Genetics Export, Inc.  
U.S. Meat Export Federation  
U.S. Peanut Federation  
U.S. Rice Producers Association  
U.S. Wheat Associates, Inc.  
Valley Fig Growers  
Washington Apple Commission  
Washington Association of Wheat Growers  
Washington State Fruit Commission  
Washington State Potato Commission  
Washington Winegrowers  
Welch Foods, Inc., A Cooperative  
Western U.S. Agricultural Trade Association  
Wine Institute  
WineAmerica (The National Association of American Wineries)  
Winegrape Growers of America  
Wisconsin State Cranberry Growers Association