

## Market Access Program

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### July 1999

The Market Access Program (MAP) uses funds from the U.S. Department of Agriculture's (USDA) Commodity Credit Corporation (CCC) to help U.S. producers, exporters, private companies, and agricultural trade organizations finance promotional activities for U.S. agricultural products. The MAP is authorized by Section 203 of the Agricultural Trade Act of 1978, and is administered by the USDA's Foreign Agricultural Service.

The MAP forms a partnership between trade associations, cooperatives, state-regional trade groups and USDA's Commodity Credit Corporation to share the costs of overseas marketing and promotional activities such as consumer promotions, market research, technical assistance, and trade servicing.

**How the program benefits U.S. agriculture:** Each year, MAP activities help launch and expand sales of a wide variety of U.S. agricultural, fish, and forest products overseas. Rural American farmers and ranchers benefit from MAP as the primary suppliers of commodities. All regions of the country benefit from the program's employment and economic effects from expanded agricultural export markets. In 1998, agricultural exports totaled \$53.6 billion, generating 814,720 full-time American jobs, including 513,274 off-farm sector jobs (transporting, processing, packaging, storing, and financing of exports).

More than one million Americans now have jobs that depend on U.S. agricultural exports. USDA economists calculate that each dollar earned from agricultural exports stimulates another \$1.28 in business activity for the economy. For 1998, this business activity is estimated to be valued at \$68.6 billion.

Since 1985, the Market Access Program and its predecessors, the Targeted Export Assistance Program (TEA) and the Market Promotion Program (MPP), have helped boost agricultural exports, resulting in a positive agricultural trade surplus of \$16.6 billion in fiscal year 1998.

**How the program works:** Under the MAP, funds from the USDA's Commodity Credit Corporation are used to partially reimburse program participants conducting approved foreign market development projects for eligible products in specified countries.

Each year USDA announces an application period for participation in the MAP and publishes it in the *Federal Register*. Proposals for the MAP are developed by trade organizations and private firms and submitted to USDA as part of the Unified Export Strategy (UES)-the process that allows applicants to submit a single, consolidated marketing plan and strategy and request funding under various USDA market development programs. MAP regulations (7 CFR 1485), streamlined in 1998 to make it easier for agricultural cooperatives and small companies to participate, define program requirements, including cost-sharing, strategic planning, export goals, reimbursement procedures, records and report requirements, and activity evaluations.

The MAP applications undergo a competitive review process based on criteria spelled out in the announcement in the *Federal Register*. Applicants that submit a clear, long-term agricultural trade strategy by market or product and a program effectiveness time line against which results can be measured at specific intervals using quantifiable product or country goals and present the best opportunities for developing or expanding agricultural export markets are approved for the MAP program. Upon approval, FAS sets a program funding level and signs a program agreement with each participant. All participants must keep an itemized list of expenses incurred during the program year and submit them to FAS for reimbursement. All expenses are subject to audits and participants are held accountable for maintaining proper documentation for the program.

Agricultural cooperatives and small companies are eligible to receive assistance under the brand program. In order to conduct branded product promotion activities, individual companies must provide at least 50-percent funding match; under generic promotion activities, trade associations and others must meet a minimum 10-percent match requirement. Participants are required to certify that federal funds used under the program are used to supplement, and not replace, private sector funds. MAP regulations limit the promotion of branded products in a single country to no more than 5 years.

**What commodities are covered:** USDA has approved MAP proposals to promote a wide variety of U.S. commodities in almost every region of the world. Among those U.S. food and fiber products are: apples, asparagus, canned peaches and fruit cocktail, catfish, cherries, citrus, cotton, dairy products, dry beans, eggs, feed grains, frozen potatoes, grapes, honey, hops, kiwifruit, meat, peanuts, pears, pet food, pistachios, poultry meat, prunes, raisins, rice, salmon, soybeans, strawberries, sunflower seeds, surimi, tallow, tomato products, walnuts, watermelons and wheat.

**Where to get information:** To submit a MAP proposal or to find out how to do so, contact the USDA-FAS Marketing Operations Staff AG Box 1042, 1400 Independence Ave., Washington, DC 20250-1042; Phone: (202) 720-4327; on the Internet: <http://www.fas.usda.gov/mos/programs/mapprog.html> .

Information on all of USDA-FAS programs, trade data, and reports are available by accessing the FAS Home Page at: <http://www.fas.usda.gov/default.htm> .

[MAP success stories](#) are also available.

### Market Access Program Allocations Fiscal Year 1999

<u>TRADE ORGANIZATION</u>	<u>1999 MAP Allocation</u>
Alaska Seafood Marketing Institute	\$2,471,712
American Forest & Paper Association	6,054,002
American Jojoba Association	56,684
American Peanut Council	640,276
American Seafood Institute/Rhode Island Seafood Council	405,940
American Seed Trade Association	77,571
American Sheep Industry Association	145,418
American Soybean Association	1,807,137
Asparagus USA	245,526
Blue Diamond Growers/Almond Board of California	1,246,738
California Agricultural Export Council	546,380
California Cling Peach Growers Advisory Board	659,871
California Kiwifruit Commission	130,471
California Pistachio Commission	835,781
California Prune Board	1,755,985

California Strawberry Commission	520,950
California Table Grape Commission	1,587,808
California Tomato Commission/Florida Tomato Committee	139,310
California Tree Fruit Agreement	757,521
California Walnut Commission	2,197,640
Chocolate Manufacturers Association	703,915
Cotton Council International	7,998,938
*Cranberry Marketing Committee	588,212
Eastern US Agricultural and Food Export Council	2,695,092
Florida Department of Citrus	3,845,930
*Ginseng Board of Wisconsin	65,195
Hop Growers of America	57,749
Intertribal Agriculture Council	349,940
*Michigan Agricultural Cooperative Marketing Association, Inc.	125,359
Mid-America International Agri-Trade Council	5,191,922
Mohair Council of America	66,445
National Association of State Departments of Agriculture	540,412
National Dry Bean Council	586,834
National Grape Co-operative Association, Inc.	256,996
National Honey Board	120,398
National Potato Promotion Board	1,527,669
National Renderers Association	257,508
National Sunflower Association	809,180
National Watermelon Promotion Board	110,344
New York Wine and Grape Foundation	90,748
North American Blueberry Council	84,303
Northwest Wine Promotion Coalition	322,730
Oregon Seed Council	140,579
*Organic Trade Association	75,230
Papaya Administrative Committee	62,198
Pear Bureau Northwest	936,760
Pet Food Institute	891,828
Raisin Administrative Committee	2,078,881
Southern United States Trade Association	2,091,440

Texas Produce Export Association	62,722
The Catfish Institute	281,867
The Popcorn Board	370,364
USA Dry Pea and Lentil Council	426,898
USA Poultry and Egg Export Council	3,297,104
USA Rice Federation/US Rice Producers Association	2,846,777
U.S. Apple Association	415,734
U.S. Dairy Export Council	1,477,861
U.S. Grains Council	3,142,470
U.S. Livestock Genetics Export, Inc.	835,270
U.S. Meat Export Federation	8,315,203
U.S. Wheat Associates	1,044,345
Washington Apple Commission	2,504,995
Washington State Fruit Commission/California Cherry Advisory Board	649,019
Western United States Agricultural Trade Association	5,183,758
Wine Institute	3,190,157
Reserve	1,000,000
TOTAL	90,000,000

\* Represents new applicant in 1999.

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*To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington DC 20250-9410 or call (202) 720-5964 (voice or TDD). USDA is an equal opportunity provider and employer.*