



11-12-09

Sec. Vilsack announces \$234.5 mil. spent to promote ag exports

By Agri-Pulse Staff

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Speaking at the National Association of Farm Broadcasting annual convention Nov. 11, Agriculture Secretary Tom Vilsack announced that 70 U.S. trade organizations received \$234.5 million in Fiscal Year 2009 to help promote American food and agricultural products overseas.

“Agricultural trade is absolutely crucial to the U.S. economy and providing this funding to U.S. organizations during these difficult economic times will help open new global markets for American food products,” Vilsack said.

The funding was allocated under the Market Access Program (MAP) and the Foreign Market Development (FMD) Cooperator Program, both administered by USDA’s Foreign Agricultural Service. The Market Access Program uses funds from USDA’s Commodity Credit Corporation (CCC) to share the costs of overseas market development and promotional activities with U.S. nonprofit agricultural trade organizations, state regional trade groups, and cooperatives. Activities conducted with MAP funding include market research, consumer promotions for retail products, technical capacity building, and seminars to educate overseas customers.

Under the FMD program, USDA’s CCC establishes a partnership with nonprofit U.S. agricultural trade organizations. Funding priority is given to organizations that represent an entire industry or are nationwide in membership and scope. Program activities focus on reducing market impediments, improving the processing capabilities of importers, modifying restrictive regulatory codes and standards in foreign markets, and identifying new markets or uses for U.S. products.

For more information about FAS’s market development programs, contact the Office of Trade Programs at (202) 720-4327, or visit www.fas.usda.gov/mos/marketdev.asp

Fiscal Year 2009 MAP and FMD program allocations

Participant Name	Allocation
Alaska Seafood Marketing Institute	\$4,667,028
American Forest & Paper Association	\$10,950,712

American Peanut Council	\$2,474,731
American Sheep Industry Association	\$483,248
American Soybean Association	\$4,969,565
Blue Diamond Growers/Almond Board of Calif.	\$2,869,947
Brewers Association, Inc.	\$343,653
California Agricultural Export Council	\$1,120,951
California Asparagus Commission	\$138,313
California Cherry Advisory Board	\$701,732
California Cling Peach Advisory Board	\$163,267
Calif. Fresh Tomato Growers/Florida Tomato Com.	\$121,743
California Kiwifruit Commission	\$289,770
California Pear Advisory Board	\$479,327
Calif. Pistachio Export Council/Cal-Pure Pistachios, Inc.	\$950,000
California Prune Board	\$3,499,819
California Strawberry Commission	\$618,693
California Table Grape Commission	\$3,648,818
California Tree Fruit Agreement	\$2,375,233
California Walnut Commission	\$4,604,059
Cherry Marketing Institute	\$268,251
Cotton Council International	\$20,031,257
Cranberry Marketing Committee	\$1,600,751
Distilled Spirits Council of the United States	\$187,191
Florida Department of Citrus	\$4,900,424
Food Export Association of the Midwest USA	\$11,059,831
Food Export USA Northeast	\$8,134,471
Ginseng Board of Wisconsin	\$356,876
Hawaii Papaya Industry Association	\$269,134
Hop Growers of America	\$187,692
Intertribal Agriculture Council	\$793,202
Nat. Association of State Departments of Agriculture	\$2,711,216
National Confectioners Association	\$2,046,440
National Hay Association	\$55,000
National Honey Board	\$232,118
National Potato Promotion Board	\$4,396,371
National Renderers Association	\$839,022
National Sunflower Association	\$1,283,848
National Watermelon Promotion Board	\$194,528
New York Wine and Grape Foundation	\$322,097
Northwest Wine Promotion Coalition	\$952,340
Organic Trade Association	\$367,107
Pear Bureau Northwest	\$3,424,562
Pet Food Institute	\$1,454,177
Raisin Administrative Committee	\$2,905,258
Southern United States Trade Association	\$7,118,677
Specialty Coffee Association of Puerto Rico	\$55,808
Sunkist Growers, Inc	\$2,137,619
Texas Produce Export Association	\$83,086
The Catfish Institute	\$356,325
The Popcorn Board	\$226,049
U.S. Apple Association	\$861,120
U.S. Dairy Export Council	\$4,501,335

U.S. Dry Bean Council	\$1,105,285
U.S. Grains Council	\$8,355,155
U.S. Livestock Genetics Export, Inc.	\$1,137,987
U.S. Meat Export Federation	\$15,925,470
U.S. Wheat Associates	\$6,303,629
USA Dry Pea and Lentil Council	\$883,440
USA Poultry and Egg Export Council	\$5,347,468
USA Rice Federation/U.S. Rice Producers Association	\$4,632,465
Washington Apple Commission	\$4,863,410
Washington State Fruit Commission	\$1,099,468
Welch Foods, Inc.	\$927,934
Western United States Agricultural Trade Association	\$10,782,039
Wine Institute	\$7,171,958
Participant Total	\$198,319,500
Evaluation	\$1,680,500
Grand total	\$200,000,000

Fiscal Year 2009 Foreign Market Development Cooperator Program Allocations

Participant Name	Allocation
American Forest & Paper Association	\$3,336,252
American Peanut Council	\$634,050
American Seed Trade Association	\$228,499
American Sheep Industry Association	\$158,091
American Soybean Association	\$6,653,799
Cotton Council International	\$4,187,329
Leather Industries of America	\$140,165
National Hay Association	\$56,625
National Renderers Association	\$860,410
National Sunflower Association	\$263,372
North American Millers Association	\$57,511
U.S. Dairy Export Council	\$640,575
U.S. Dry Bean Council	\$131,461
U.S. Grains Council	\$4,730,977
U.S. Hide, Skin and Leather Association	\$144,545
U.S. Livestock Genetics Export, Inc.	\$663,100
U.S. Meat Export Federation	\$1,780,090
U.S. Wheat Associates	\$6,658,416
USA Dry Pea and Lentil Council	\$176,735
USA Poultry and Egg Export Council	\$1,468,921
USA Rice Federation	\$1,529,077
Total	\$34,500,000