



USDA allocates \$234.5 mil. in FY '10 export promotion funds

By Agri-Pulse Staff

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Washington, Jan. 26 – Agriculture Secretary Tom Vilsack has announced the allocation of \$234.5 million to 70 U.S. trade organizations to help promote American food and agricultural products overseas. While this total for FY 2010 matches FY 2009's allocation, this year's tally includes \$14.6 million held in reserve rather than earmarked for cooperating organizations.

“In today's highly competitive international markets, we must provide our exporters with the resources they need to compete overseas during the 21st century,” said Vilsack. “When you consider the current global financial crisis, increasing production in key competitor countries and aggressive use of export promotion tools by our competitors, USDA's market development programs are more important than ever.”

The funding announced today was allocated under the Market Access Program (MAP) and the Foreign Market Development (FMD) Cooperator Program, both administered by USDA's Foreign Agricultural Service (FAS). See below for a breakdown of the funding allocations for FY '09 and FY '10.

U.S. Wheat Associates President Alan Tracy told *Agri-Pulse* that despite an apparent cut for U.S. Wheat, “What counts is our budget ceiling, not the allocation. I believe we will actually have slightly more MAP [Market Access Program] funding available this year than last year, counting carry-over funds.”

U.S. Grains Council President and CEO Thomas Dorr explains that an apparent 12.7% cut for USGC is simply a “budgeting approach which does not have any impact on our program dollars for 2010.”

In clear changes from FY '09, the National Honey Board is zeroed out after receiving \$232,118 last year. Similarly, the Specialty Coffee Association of Puerto Rico goes from \$55,808 last year to zero. The one organization added to the list this year is the Mohair Council of America, allocated \$131,018.

USDA Foreign Agricultural Service Public Affairs Director Sally Klusaritz explained that holding reserves is done “to cover evaluation expenses, proposals still under

consideration, and for possible FAS expenses.” She noted that each year “When considering funding levels for applicants, FAS considers, among other things, the quality of the application, the management capabilities of the applicant, industry contributions, previous funding and expenditure levels, the nature of the applicant organization, with greater weight given to those organizations with the broadest base of producer representation; and prior export promotion experience. Occasionally participants drop out of the program or are disapproved based on previous performance, and occasionally new applicants are approved. The National Honey Board withdrew its application for 2010. The Specialty Coffee Association of Puerto Rico’s application was not approved due to the Association’s failure to implement the previous years’ approved activities.”

The MAP 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.

MAP and FMD program allocations

Market Access Program Participant Name	FY 2009 Allocation	FY 2010 Allocation	Change from '09
Alaska Seafood Marketing Institute	\$4,667,028	\$4,560,897	(\$106,131)
American Forest & Paper Association	\$10,950,712	\$8,091,683	(\$2,859,029)
American Peanut Council	\$2,474,731	\$2,136,001	(\$338,730)
American Seed Trade Association		\$28,178	\$28,178
American Sheep Industry Association	\$483,248	\$402,156	(\$81,092)
American Soybean Association	\$4,969,565	\$5,171,415	\$201,850
Blue Diamond Growers/Almond Board of Calif.	\$2,869,947	\$1,543,836	(\$1,326,111)
Brewers Association, Inc.	\$343,653	\$365,655	\$22,002
California Agricultural Export Council	\$1,120,951	\$481,569	(\$639,382)
California Asparagus Commission	\$138,313	\$137,700	(\$613)
California Cherry Advisory Board	\$701,732	\$490,509	(\$211,223)
California Cling Peach Board	\$163,267	\$477,568	\$314,301
Calif. Fresh Tomato Growers/Fla. Tomato Cm'tee	\$121,743	\$900,612	\$778,869
California Kiwifruit Commission	\$289,770	\$297,558	\$7,788
California Pear Advisory Board	\$479,327	\$266,507	(\$212,820)
Cal. Pistachio Export Council/Cal-Pure Pistachios	\$950,000	\$914,804	(\$35,196)
California Prune Board	\$3,499,819	\$2,964,589	(\$535,230)
California Strawberry Commission	\$618,693	\$784,741	\$166,048
California Table Grape Commission	\$3,648,818	\$3,495,424	(\$153,394)
California Tree Fruit Agreement	\$2,375,233	\$2,439,629	\$64,396
California Walnut Commission	\$4,604,059	\$4,550,808	(\$53,251)
Cherry Marketing Institute	\$268,251	\$262,799	(\$5,452)

Cotton Council International	\$20,031,257	\$20,332,612	\$301,355
Cranberry Marketing Committee	\$1,600,751	\$1,632,105	\$31,354
Distilled Spirits Council of the United States	\$187,191	\$187,732	\$541
Florida Department of Citrus	\$4,900,424	\$5,204,718	\$304,294
Food Export Association of the Midwest USA	\$11,059,831	\$10,514,977	(\$544,854)
Food Export USA Northeast	\$8,134,471	\$7,756,283	(\$378,188)
Ginseng Board of Wisconsin	\$356,876	\$159,710	(\$197,166)
Hawaii Papaya Industry Association	\$269,134	\$134,434	(\$134,700)
Hop Growers of America	\$187,692	\$187,399	(\$293)
Intertribal Agriculture Council	\$793,202	\$812,643	\$19,441
Mohair Council of America		\$116,462	\$116,462
National Assn. of State Depts. of Agriculture	\$2,711,216	\$2,336,105	(\$375,111)
National Confectioners Association	\$2,046,440	\$1,385,073	(\$661,367)
National Hay Association	\$55,000	\$36,000	(\$19,000)
National Honey Board	\$232,118		(\$232,118)
National Potato Promotion Board	\$4,396,371	\$5,152,444	\$756,073
National Renderers Association	\$839,022	\$811,588	(\$27,434)
National Sunflower Association	\$1,283,848	\$1,148,294	(\$135,554)
National Watermelon Promotion Board	\$194,528	\$231,688	\$37,160
New York Wine and Grape Foundation	\$322,097	\$355,981	\$33,884
Northwest Wine Promotion Coalition	\$952,340	\$876,220	(\$76,120)
Organic Trade Association	\$367,107	\$371,235	\$4,128
Pear Bureau Northwest	\$3,424,562	\$2,872,385	(\$552,177)
Pet Food Institute	\$1,454,177	\$1,436,875	(\$17,302)
Raisin Administrative Committee	\$2,905,258	\$3,225,033	\$319,775
Southern United States Trade Association	\$7,118,677	\$6,419,114	(\$699,563)
Specialty Coffee Association of Puerto Rico	\$55,808		(\$55,808)
Sunkist Growers, Inc.	\$2,137,619	\$4,011,195	\$1,873,576
Texas Produce Export Association	\$83,086	\$103,746	\$20,660
The Catfish Institute	\$356,325	\$285,002	(\$71,323)
The Popcorn Board	\$226,049	\$245,322	\$19,273
U.S. Apple Export Council	\$861,120	\$871,905	\$10,785
U.S. Dairy Export Council	\$4,501,335	\$4,284,326	(\$217,009)
U.S. Dry Bean Council	\$1,105,285	\$1,062,025	(\$43,260)
U.S. Grains Council	\$8,355,155	\$7,389,253	(\$965,902)
U.S. Hide, Skin & Leather Association		\$106,281	\$106,281
U.S. Livestock Genetics Exports, Inc.	\$1,137,987	\$928,851	(\$209,136)
U.S. Meat Export Federation	\$15,925,470	\$15,679,189	(\$246,281)
U.S. Wheat Associates	\$6,303,629	\$5,487,119	(\$816,510)
USA Dry Pea and Lentil Council	\$883,440	\$907,975	\$24,535
USA Poultry and Egg Export Council	\$5,347,468	\$5,134,174	(\$213,294)
USA Rice Federation/U.S. Rice Producers Assn.	\$4,632,465	\$3,771,169	(\$861,296)
Washington Apple Commission	\$4,863,410	\$4,763,569	(\$99,841)
Washington State Fruit Commission	\$1,099,468	\$1,110,955	\$11,487
Welch Foods, Inc.	\$927,934	\$893,415	(\$34,519)
Western United States Agricultural Trade Assn.	\$10,782,039	\$9,454,075	(\$1,327,964)
Wine Institute	\$7,171,958	\$7,043,762	(\$128,196)
Subtotal	\$198,319,500	\$187,995,056	(\$10,324,444)
2009 Evaluation/ 2010 Reserve	\$1,680,500	\$12,004,944	\$10,324,444
TOTAL	\$200,000,000.00	\$200,000,000	

**Foreign Market Development Program
Participant Name**

**FY 2009
Allocation**

**FY 2010
Allocation**

**Change
from '09**

American Forest & Paper Association	\$3,336,252	\$3,286,753	(\$49,499)
American Peanut Council	\$634,050	\$693,985	\$59,935
American Seed Trade Association	\$228,499	\$214,329	(\$14,170)
American Sheep Industry Association	\$158,091	\$172,932	\$14,841
American Soybean Association	\$6,653,799	\$6,825,849	\$172,050
Cotton Council International	\$4,187,329	\$4,753,847	\$566,518
Leather Industries of America	\$140,165	\$152,789	\$12,624
Mohair Council of America		\$14,556	\$14,556
National Hay Association	\$56,625	\$72,844	\$16,219
National Renderers Association	\$860,410	\$888,947	\$28,537
National Sunflower Association	\$263,372	\$242,286	(\$21,086)
North American Millers Association	\$57,511	\$57,139	(\$372)
U.S. Dairy Export Council	\$640,575	\$704,974	\$64,399
U.S. Dry Bean Council	\$131,461	\$129,550	(\$1,911)
U.S. Grains Council	\$4,730,977	\$4,033,859	(\$697,118)
U.S. Hide, Skin and Leather Association	\$144,545	\$146,322	\$1,777
U.S. Livestock Genetics Export, Inc.	\$663,100	\$719,867	\$56,767
U.S. Meat Export Federation	\$1,780,090	\$1,731,705	(\$48,385)
U.S. Wheat Associates	\$6,658,416	\$3,845,230	(\$2,813,186)
USA Dry Pea and Lentil Council	\$176,735	\$173,750	(\$2,985)
USA Poultry and Egg Export Council	\$1,468,921	\$1,516,601	\$47,680
USA Rice Federation	\$1,529,077	\$1,543,614	\$14,537
Reserve		\$2,578,272	
TOTAL	\$34,500,000	\$34,500,000	

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