

March 11, 2020

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 the food, fiber, and fuel they produce need continued investment in the Market Access Program (MAP) and the Foreign Market Development (FMD) Program. This past year has highlighted that need as our groups have rushed to recover from tariff escalation and reestablish commercial ties with our most valued overseas customers. 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 rebuild our export market share requires every dollar these programs provide.

Since 2017, exports to China, our fourth largest export market have been halved. Growth in global trade overall sank to 1%, down from 4% in 2018 and 6% in 2017. Our formidable global competitors Argentina and Brazil have raced in to replace US suppliers. China's imports from Brazil are up by \$20 billion since 2017. Moreover, Australia and Russia saw exports to China grow by a similar amount.

With the critical investments of FMD and MAP dollars, U.S. agricultural exports have proven resilient and are poised to reclaim this lost ground. We agree with USDA Secretary Perdue when he says, "we need to continue to expand our markets wherever we can to sell the bounty of the American harvest." And these MAP and FMD investments help us do exactly that as we reclaim lost markets and successfully find new ones.

For instance, the Food Export Association of the Midwest utilized MAP funding to help SONPOWER Industries, LLC, located in Ord, Nebraska, attend a Midwest Buyers Mission in Kansas City, MO. Consequently, SONPOWER projects increased sales of \$20,000 to Central and South America. Similarly, Pexim, Inc., a small business located in Duluth, Georgia, has used MAP funds in conjunction with the Southern United States Trade Association to expand their exports of poultry, canned goods, and other grocery items to the Middle East, West Africa, Japan, and The Philippines. Moreover, the U.S. Wheat Associates have used FMD and MAP funding to conduct trade service and technical support in Myanmar

where U.S. wheat exports grew from 26,300 MT in 2017/18 to 65,000 MT in 2018/19 and are expected to increase in the future. These examples highlight how MAP and FMD funds assist small businesses and farmers alike.

Keep in mind MAP and FMD are cost-share programs requiring farmers and participating organizations to contribute as much as a 100 percent match. They continue to be excellent examples of very effective public-private partnerships. While government is an important partner in this effort, industry funds are now estimated to 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. These programs are fueling our nation's food and agriculture engines. With modest increases they could do even more. That's why we're asking that your subcommittee use discretionary dollars to provide \$7 million dollars - - less than 3% of the program investment--- for USDA administrative and operational costs. With administrative and operational funding assured, the full investment of MAP and FMD can be realized for the intended purpose of US agricultural export promotion and long-term market development.

We're grateful for the work of your subcommittee and its continued investment in these proven programs. We look forward to a meeting with you and your staff to discuss this request and to continue our successful collaboration.

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 Senate 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  
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 Dried Plum Board  
California Farm Bureau Federation  
California Fresh Fruit Association  
California Pear Growers  
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 Cattleman'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  
New York Wine & Grape Foundation  
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  
Organic Trade Association  
Pet Food Institute

Softwood Export Council  
Southern Forest Products Association  
Southern U.S. Trade Association  
Sunkist Growers  
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. Cattleman'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. Rice Producers Association  
U.S. Wheat Associations, Inc.  
Washington Apple Commission  
Washington Association of Wheat Growers  
Washington State Potato Commission  
Welch Foods, Inc., A Cooperative  
Western U.S. Agricultural Trade Association  
WineAmerica (The National Association of  
American Wineries)  
Wine Institute  
Wisconsin State Cranberry Growers Association