



*A publication of the RSC Sunset Caucus from co-chairs Kevin Brady (R-TX) and Jason Chaffetz (R-UT)  
Rep. Jim Jordan (R-OH), RSC Chairman*

## **Eliminate the Market Access Program**

*August 2, 2012*

**Program or Item Targeted:** The Market Access Program

**Cost of Program or Item:** [\\$200 million](#) in FY 2013

**Background on Program or Item to Be Sunseted:** Market Access Program (MAP) is a mandatory spending program authorized in the Farm Bill and administered by the Foreign Services Department of the U.S. Department of Agriculture. It uses funds from the U.S. Department of Agriculture's Commodity Credit Corporation to promote the overseas marketing of U.S. agricultural products. MAP funds consumer promotions, market research, trade shows, advertising campaigns, and other programs designed to subsidize the sale of high-value products in foreign markets by private cooperatives, trade associations, and businesses.

**Why This Program or Item Is Wasteful:** The Market Access Program spends millions of taxpayer dollars annually for advertising and promotion to profitable, private companies. Taxpayers should not be forced to pick up the check for this kind of corporate welfare, especially at a time when the nation's deficit is at unprecedented levels of more than [\\$1.2 trillion](#). Amongst other egregious funding, the MAP program has provided \$20 million to create an Indian reality TV show promoting cotton and granted \$3-4 million to Sunkist Growers, Inc. which has over \$1.2 trillion in sales annually, according to [Senator Coburn](#). Moreover, according to [USDA](#) records, MAP has provided millions more to the USA Poultry and Egg Export Council (which includes such profitable companies as Butterball, Tyson, Wampler, and Perdue), the U.S. Grains Council (which includes Monsanto and their [\\$11.8 billion](#) in annual sales). Taxpayers should not be forced to fund advertising costs for these companies.

**MEMBER ACTION ITEM:** RSC Chairman Jim Jordan introduced H.R. 408, the Spending Reduction Act; one of this bill's provisions would repeal and defund the Market Access Program.

RSC Members may also want to consider introducing stand alone legislation to eliminate the Market Access Program. For more information, or if you are interested in introducing stand alone legislation on this topic, please contact Rick Eberstadt at [Rick.Eberstadt@mail.house.gov](mailto:Rick.Eberstadt@mail.house.gov).

If you would like to participate in eliminating wasteful programs with the RSC Sunset Caucus, please e-mail [Rick.Eberstadt@mail.house.gov](mailto:Rick.Eberstadt@mail.house.gov).

Note: Not every item featured in the Waste Action Alerts is necessarily endorsed by the RSC. These Alerts highlight the individual initiatives of members of the RSC Sunset Caucus.

*"The RSC Sunset Caucus uncovers government waste and seeks to eliminate it,  
working to sunset programs that taxpayers shouldn't be paying for."*

