



Market Access Program

The Market Access Program (MAP) uses funds from the U.S. Department of Agriculture's (USDA) Commodity Credit Corporation (CCC) to aid in the development, expansion, and maintenance of foreign markets for U.S. agricultural commodities and products. The MAP is authorized by Section 203 of the Agricultural Trade Act of 1978, and is administered by USDA's Foreign Agricultural Service (FAS).

The MAP forms a partnership between non-profit U.S. agricultural trade associations, non-profit U.S. agricultural cooperatives, non-profit state-regional trade groups, small U.S. businesses, and USDA's CCC to share the costs of overseas marketing and promotional activities, such as trade shows, market research, consumer promotions, technical assistance, trade servicing, and seminars to educate overseas customers.

*Linking U.S. Agriculture
to the World*

How the program benefits U.S. agriculture: Each year, the MAP helps launch and expand sales of U.S. agricultural, fish, and forest products overseas. American farmers, ranchers, and food processors and manufacturers benefit from the MAP. The MAP benefits all regions of the country through increased exports and rural job expansion.

How the program works: The MAP uses funds from the USDA's CCC to cost share foreign market promotion activities with program participants. The Food, Conservation, and Energy Act of 2008, enacted into law in June 2008, set funding for the MAP at \$200 million annually through fiscal year 2012. Each year, USDA announces an application period for participation in the MAP, publishing an announcement in the *Federal Register*. Applicants develop MAP proposals and submit them to USDA as part of the Unified Export Strategy (UES) process, which allows applicants to request funding for various USDA foreign market development programs through a single, strategically coordinated proposal.

MAP applications undergo a competitive review process based on criteria specified in the *Federal Register* announcement. Funds are awarded to applicants that demonstrate effective performance based on a clear, long-term strategic plan. FAS sets a program funding level and signs a program agreement with each participant. Participants must keep an itemized list of expenses incurred during the program year and submit them to FAS for reimbursement. Expenses are subject to audits, and participants are held accountable for maintaining proper documentation.

Agricultural cooperatives and small companies can receive assistance under the brand program. A for-profit firm, other than a cooperative or producer association shall be a small-sized entity that either owns the brand of the agricultural commodity to be promoted or has the exclusive rights to use such brand(s). To conduct branded product promotion activities, individual companies must provide at least 50 percent of funding. MAP regulations limit the promotion of branded products in a single country to no more than five years. For 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 supplement—not replace—private sector funds.

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, 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: For more information about the MAP, contact the Office of Trade Programs at (202) 720-4327, or visit the following Web site at <http://www.fas.usda.gov/mos/programs/map.asp>

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

Fiscal Year 2012 Market Access Program Allocations

Participant	Total FY 2012 Allocation
The American Hardwood Export Council, The Engineered Wood Association, The Softwood Export Council, & The Southern Forest & Paper Association	\$9,116,450
Alaska Seafood Marketing Institute	\$4,076,347
American Biomass Trade Cooperative	\$157,287
American Peanut Council	\$2,360,678
American Pistachio Growers/Cal-Pure Pistachios Inc.	\$844,801
American Seed Trade Association	\$84,029
American Sheep Industry Association	\$175,248
American Soybean Association	\$3,561,523
Blue Diamond Growers/Almond Board of California	\$3,353,582
Brewers Association Inc.	\$400,790
California Agricultural Export Council	\$318,267
California Cherry Advisory Board	\$608,258
California Cling Peach Board	\$446,520
California Fresh Tomato Growers/Florida Tomato Committee	\$265,277
California Pear Advisory Board	\$265,435
California Prune Board	\$2,209,308
California Strawberry Commission	\$920,498
California Table Grape Commission	\$3,505,754
California Walnut Commission	\$4,163,787
Cherry Marketing Institute	\$204,087

Cotton Council International	\$18,953,605
Cranberry Marketing Committee	\$1,514,485
Distilled Spirits Council	\$257,582
Florida Department of Citrus	\$4,590,106
Food Export Association of the Midwest USA	\$11,195,302
Food Export USA Northeast	\$9,362,155
Ginseng Board of Wisconsin	\$200,353
Hawaii Papaya Industry Association	\$198,460
Hop Growers of America	\$175,413
Intertribal Agriculture Council	\$706,364
Mohair Council of America	\$32,421
National Association of State Departments of Agriculture	\$1,090,650
National Confectioners Association	\$1,334,574
National Hay Association	\$16,843
National Pecan Growers Council	\$271,258
National Potato Promotion Board	\$4,767,008
National Renderers Association	\$812,892
National Sunflower Association	\$1,163,220
National Watermelon Promotion Board	\$244,676
New York Wine and Grape Foundation	\$408,255
Northwest Wine Promotion Coalition	\$871,960
Organic Trade Association	\$434,750
Pear Bureau Northwest	\$2,865,896
Pet Food Institute	\$1,345,172
Raisin Administrative Committee	\$2,492,655
Southern United States Trade Association	\$4,817,825
Sunkist Growers, Inc.	\$2,232,043
Texas Produce Export Association	\$97,999
The Catfish Institute	\$279,719
The Popcorn Board	\$343,801
U.S. Apple Export Council	\$963,421
U.S. Dairy Export Council	\$4,161,299
U.S. Dry Bean Council	\$1,129,517
U.S. Grains Council	\$7,341,208
U.S. Hide, Skin & Leather Association	\$76,854
U.S. Livestock Genetics Export, Inc.	\$999,694
U.S. Meat Export Federation	\$19,703,780
U.S. Wheat Associates	\$6,092,625
USA Dry Pea and Lentil Council	\$806,406
USA Poultry and Egg Export Council	\$5,000,948
USA Rice Federation/U.S. Rice Producers Association	\$2,785,132
Washington Apple Commission	\$4,508,858
Washington State Fruit Commission	\$1,550,941

Welch Foods, Inc.	\$845,307
Western United States Agricultural Trade Association	\$9,969,728
Wine Institute	\$6,938,144
Total	\$182,989,230

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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.