



A PROVEN PARTNERSHIP FOR U.S. AGRICULTURE

## FARM BILL REAUTHORIZATION

# COALITION TO PROMOTE U.S. AGRICULTURAL EXPORTS

## ONE PRIORITY

To bolster U.S. international market development efforts, further boost U.S. agricultural exports, and help U.S. agriculture and related businesses in rural America prosper, **the Coalition to Promote U.S. Agricultural Exports strongly believes that Market Access Program (MAP) funding should be increased to \$400 million annually; and Foreign Market Development (FMD) program funding to \$69 million annually.**

## WHY?

### The competitive standing of American agriculture overseas is at stake.

Recent studies show a surge in public agri-food export promotion investment by the European Union and other competitors. China's Belt and Road Initiative states, "We will actively pursue agricultural co-operation and development overseas, establish large-scale offshore centers for farm product production, processing, storage, and transportation, and cultivate internationally competitive multinational agricultural companies."

In January 2022, the Regional Comprehensive Economic Partnership went into effect. The \$200 billion free trade agreement among 15 Asia-Pacific member countries accounts for 30% of the world's population and 30% of the world's GDP and establishes the largest trade block in history. The U.S. isn't included.

For fiscal year 2023 USDA forecasts a \$9 billion U.S. ag trade deficit. This is the first ag trade deficit in generations.

### Our investment has declined even in the face of global challenges and the need to expand and diversify markets.

MAP and FMD are entering a third decade without increase. Adjusted for inflation and for sequestration, the real dollar value of each program continues to diminish. **Fully one-third of MAP funding has been lost to sequestration, inflation, and program administration. FMD hasn't had a raise in 20 years, and MAP hasn't had a raise in 16 years.**

**The return on federal investment in these programs is significant and undisputed. An independent study showed that between 1977 and 2019 these programs that include private funding resulted in:**

- **\$677 billion** of additional revenue
- **\$219.8 billion** increase to farm cash receipts
- **\$58.8 billion** increase to farm income
- 6.1% average annual increase in volume of agricultural products exported
- 13.7% average annual increase in value of agricultural exports
- \$24.50 return for every dollar invested.

"We need to diversify to decrease reliance on any one market."

- Secretary of Agriculture  
Tom Vilsack