

THE COALITION TO PROMOTE U.S. AGRICULTURAL EXPORTS

Ag Export Coalition Welcomes New Funding, Looks Long-Term to Growing Permanent Investments

Members of the Coalition to Promote U.S. Agricultural Exports are grateful to Secretary of Agriculture Tom Vilsack for releasing \$1.3 billion in funding for the Regional Agricultural Promotion Program (RAPP) and to Sens. Stabenow and Boozman for requesting the new funding for export market development.

“Studies indicate and our members know that additional funding for export market development brings additional benefits for American agriculture and our broader economy,” said Robbie Minnich, coalition chair and vice president at the National Cotton Council. “So, we wholeheartedly welcome the new RAPP program. We also know that because developing and maintaining overseas markets requires consistent, long-term efforts, we will continue to advocate for Congress to establish this level of spending in a future Farm Bill budgetary baseline.”

Funding from the Commodity Credit Corporation (CCC) for the Agricultural Trade Promotion (ATP) program helped American agriculture overcome challenges from the temporary loss of the Chinese market and pandemic-related issues. With export promotion work funded under ATP ending by mid-2024 and a new Farm Bill being debated, the Coalition continues to support increased funding for the Market Access Program (MAP), which has not been increased since 2006, and for the Foreign Market Development (FMD) program, which has not seen an increase since 2002.

That is the goal of two bipartisan bills introduced in 2023. The Expanding Agricultural Exports Act (EAEA) of 2023 introduced in the Senate and the Agriculture Export Promotion Act of 2023 (HR 648) introduced in the House of Representatives would double MAP and FMD program funding.

“America is looking at its second agricultural trade deficit in a row while our competitors are spending more and more each year to promote their agricultural products,” Minnich said. “We will invest the RAPP funds to reclaim lost ground in the near-term and continue to look for ways to provide our members with the additional long-term resources, staffing, and infrastructure to compete in and win this long game called export market development.”

The Coalition to Promote U.S. Agricultural Exports is a group of 150 organizations focused on protecting and enhancing U.S. agricultural export promotion programs to help America's agricultural industry reach more consumer and compete in a dynamic global marketplace.

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