

## THE FARM BILL:

# TRADE & EXPORT PROMOTION

## SMALL BUSINESS. INCREASED REVENUE. JOB CREATION.

Farmers and ranchers depend on international trade for to sustain their families, particularly during the current downturn in the farm economy. Through the Market Access Program (MAP), the U.S. Department of Agriculture's Foreign Agricultural Service (USDA FAS) partners with U.S. agricultural trade associations, cooperatives, and small businesses to share the costs of developing commercial export markets for U.S. food and agricultural products.

MAP reaches virtually every corner of the globe, helping to build markets for a wide variety U.S. farm and food products.

## INTERNATIONAL TRADE IN THE NEXT FARM BILL:

With growing global food demand, competitors in foreign countries are beginning to outcompete and invest more in advancing their farmers and ranchers than the U.S. **Congress should bolster U.S. international market development efforts, further boost U.S. agricultural exports, and help U.S. agriculture and related businesses prosper by increasing funding for MAP to \$400 million annually.**

Important public funding for MAP activities is just the beginning of the public-private partnership investment in this critical program. Private-sector groups like NASDA contribute an estimated \$486.7 million annually to further invest in international market development and promotion.

# 28:1




The return on investment for the U.S. taxpayer dollar is huge at \$28 to every \$1 invested by Congress in foreign market development.

## EVIDENCE FOR INVESTMENT:

- The \$150 billion in U.S. agricultural exports in 2014 generated an additional \$190 billion in economic activity for a total of \$340 billion of economic output;
- Those agricultural exports supported 1.1 million full time U.S. civilian jobs, including 800,000 in the non-farm sector (73% of the total employment effect) required to assemble, process and distribute agricultural products for exports;
- This represents 7,550 jobs for every \$1 billion of agricultural export revenue.

Over for more details.



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# MORE ON EXPORT PROMOTION

## LEVERAGING MAP FUNDING:

NASDA uses MAP funding to produce the American Food Fair (AFF) at the National Restaurant Association Show in Chicago, Illinois and the U.S.A. Pavilion at America's Food and Beverage Show in Miami Beach, Florida.

Over 150 small or medium-sized American food and beverage companies exhibit at these shows to expand their footprint to a global audience.

# \$13,800,000

The value of near-term export sales generated by 2016 USA Pavilion exhibitors.

# \$6,900,000

The value of near-term export sales generated by 2016 AFF exhibitors.

# 50%

The number of USA Pavilion exhibitors reporting an export sale to a **new** market in 2015.



## THE FARM BILL IMPACTS EVERYONE.

Agricultural producers, the rural economy, and communities of every size rely upon a forward looking, and fully funded Farm Bill. NASDA calls for enhanced investment in American agriculture that provides producers the tools they need to succeed. The Farm Bill is also vital to providing consumers access to the safest, highest quality and affordable food supply, which is essential for our nation's economy and security.

## OUR FARM BILL PRIORITIES

- Conservation
- Trade Promotion
- Specialty Crops
- Invasive Species
- Animal Diseases
- Research
- Food Safety



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