

# THE COALITION TO PROMOTE U.S. AGRICULTURAL EXPORTS

April 27, 2022

The Honorable Sanford Bishop  
Chairman  
Subcommittee on Agriculture  
House Appropriations Committee  
United States House of Representatives  
Washington, D.C. 20510

The Honorable Andy Harris  
Ranking Member  
Subcommittee on Agriculture  
House Appropriations Committee  
United States House of Representatives  
Washington, D.C. 20510

Dear Chairman Bishop and Ranking Member Harris,

We ask you and your committee colleagues to maintain funding in fiscal year 2023 for essential export promotion and market development funds provided by the Agricultural Trade Promotion and Facilitation programs. Specifically, we request at least \$200 million for the Market Access Program (MAP) and \$34.5 million for the Foreign Market Development (FMD) program. These modest investments, paired with full private-sector cost share, are invaluable as we race to reclaim global export markets shut off during the pandemic and diversify markets amid war and geopolitical unrest.

Following a multi-year trade conflict with China and uncertainty with our North American trading partners, American food and agricultural exporters have answered the challenge to diversify markets to decrease the reliance on any single market. Export growth to Myanmar, the Philippines, and to the Middle East as well as South America all demonstrate American exporters pursuit of new markets even in the face of tariffs leftover from our trade policy of the last three years. This pursuit occurs every day in the face of growing investment and new trade pacts made by international competitors.

This year, the European Commission allocated €185.9 million euros (\$210.6 million USD) for the promotion of European Union agri-food products both globally and in Europe. China's Belt and Road Initiative states, "We will actively pursue agricultural co-operation and development overseas, establish large-scale offshore centres for farm product production, processing, storage, and transportation, and cultivate internationally competitive multinational agricultural companies." And, in January, the Regional Comprehensive Economic Partnership went into effect. This \$200 billion non-U.S. trade agreement among 15 Asia-Pacific member countries establishes the largest trade agreement in history, accounting for 30% of the world's population and 30% of the world's GDP.

At home, U.S. food and agriculture exporters continue to face real challenges. A recent forecast by the U.S. Department of Agriculture Chief Economist noted that U.S. agricultural exports face economic

fallout associated with the Russian invasion of Ukraine and higher containerized shipping rates which make up more than 35% of the value of U.S. agricultural exports. Containerized agricultural exports are saddled with higher U.S.-to-Asia shipping rates and reduced carrier service for key export routes to Southeast and East Asia, with containerized shipment volumes down more than 20% over the second half of 2021. In the last two years container shipping costs have increased between 300-500% meaning lost export value, depending on the product, of 10-40%. Shipping cancellations and delays have cost over 20% in lost food and agricultural export sales.

Full funding of these programs ensures that we can continue to compete and that we don't miss a step moving forward. The success story of American food and agricultural exports continues even as the real dollar value of these programs has declined. MAP has been at the same funding level since 2006, and since that time, fully one-third of MAP funding has been lost to sequestration, inflation, and program administration. FMD hasn't had an increase in 19 years. Therefore, we are asking you and your colleagues to use discretionary funds to provide \$7 million – less than 3 percent of the program investment - for USDA administrative and operational costs to begin reversing this trend of diminished value. With administrative funding in place, the full investment of MAP and FMD can be realized for the intended purpose of U.S. agricultural export promotion and long-term market development.

We're thankful for your work and the work of the Agriculture Appropriations Subcommittee. Please continue the investment in these critically necessary programs.

Sincerely,

The Coalition to Promote U.S. Agricultural Exports (see attached)

cc: Members, House Appropriations Subcommittee on Agriculture, Rural Development, and Food and Drug Administration, and Related Agencies

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*The Coalition to Promote U.S. Agricultural Exports includes over 125 food and agricultural organizations across the nation spanning all segments of food and agriculture.*

## **Organizations Signing Coalition to Promote U.S. Agricultural Exports Letter to House Agriculture Appropriations Subcommittee**

Alaska Seafood Marketing Institute  
American Cranberry Growers Association  
American Farm Bureau Federation  
American Feed Industry Association  
American Forest and Paper Association  
American Hardwood Export Council  
American Peanut Council  
American Pistachio Growers  
American Quarter Horse Association  
America Seed Trade Association  
American Sheep Industry Association  
American Soybean Association  
APA-The Engineered Wood Association  
Atlantic Seaboard Wine Association  
Blue Diamond Growers  
California Agricultural Export Council  
California Apple Commission  
California Association of Winegrape Growers  
California Canning Peach Association  
California Cling Peach Advisory Board  
California Dried Plum Board  
California Farm Bureau Federation  
California Fresh Fruit Association  
California Grain & Feed Association  
California Melon Research Board  
California Olive Commission  
California Strawberry Commission  
California Table Grape Commission  
California Walnut Commission  
California Wheat Commission  
Cape Cod Cranberry Growers' Association  
Cherry Marketing Institute  
CoBank  
Cranberry Institute  
Dairylea Cooperative, Inc.  
Florida Citrus Mutual  
Florida Citrus Packers Association  
Florida Department of Citrus  
Food Export Association of the Midwest USA  
Food Export USA – Northeast  
Florida Fruit and Vegetable Association  
Florida Peanut Producers Association  
Florida Tomato Exchange  
Georgia Poultry Federation  
Ginseng Board of Wisconsin  
Global Food & Nutrition, Inc.  
Gulf Citrus Growers Association  
Hardwood Federation  
Highlands County Citrus Growers Association, Inc.  
Hudson Pecan Company  
Idaho Grain Producers Association  
Illinois Corn Growers Association  
International Fresh Produce Association  
Kansas Grain Sorghum Producers Association  
Kansas Livestock Association  
Kentucky Distillers' Association  
Kentucky Thoroughbred Association  
Land O'Lakes, Inc.  
Louisiana Cotton and Grain Association  
Michigan Apple Association  
Missouri Corn Growers Association  
Mohair Council of America  
National Association of State Departments of Agriculture  
National Association of Wheat Growers  
National Cattlemen's Beef Association  
National Chicken Council  
National Confectioners Association  
National Corn Growers Association  
National Cotton Council  
National Council of Farmer Cooperatives  
National Farmers Union  
National Grange  
National Hay Association  
National Milk Producers Federation  
National Oilseed Processors Association  
National Peanut Buying Points Association  
National Pork Producers Council  
National Potato Council  
National Sorghum Producers  
National Sunflower Association  
National Turkey Federation  
North Carolina Sweet Potato Commission  
Nebraska Corn Board  
Nebraska Grain Sorghum Board  
New York Apple Association

New York Wine & Grape Foundation  
North American Association of Food Equipment  
Manufacturers  
North American Meat Institute  
North American Renderers Association  
Northwest Horticultural Council  
Ohio Corn and Wheat Growers Association  
Oregon Wine Board  
Oregon Winegrowers Association  
Organic Trade Association  
Pear Bureau Northwest  
Pet Food Institute  
Softwood Export Council  
South Dakota Association of Cooperatives  
Southeastern Lumber Manufacturers  
Association  
Southern U.S. Trade Association  
Sunkist Growers  
Synergistic Hawaii Agriculture Council  
Texas Cattle Feeders Association  
Texas Grain Sorghum Association  
Texas Pecan Growers Association  
Texas Quarter Horse Association  
The Popcorn Institute  
USA Dry Pea and Lentil Council

USA Poultry and Egg Export Council  
USA Rice Federation  
U.S. Apple Association  
U.S. Apple Export Council  
U.S. Cattlemen's Association  
U.S. Dairy Export Council  
U.S. Dry Bean Council  
U.S. Meat Export Federation  
U.S. Rice Producers Association  
U.S. Wheat Associations, Inc.  
Washington Apple Commission  
Washington Association of Wheat Growers  
Washington Grain Commission  
Washington Hop Commission  
Washington State Fruit Commission  
Washington State Potato Commission  
Washington Winegrowers Association  
Washington Wine Institute  
Watson Green LLC  
Western Growers  
Western U.S. Agricultural Trade Association  
WineAmerica – National Association of  
American Wineries  
Winegrape Growers of America  
Wine Institute