

U.S.-Cuba Trade and Economic Council, Inc.

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USDA (FAS) Information For FMD & MAP

3 August 2018: From the United States Department of Agriculture (USDA): “Per the 2019 MAP NOFA (Federal Register Notices attached), All applications must be received by 5 p.m. Eastern Daylight Time, on Friday, June 8, 2018. Applications received after this date will not be considered. FAS anticipates that the initial funding selections will be made by the end of October 2018, with the initial award dates estimated to be by the end of December 2018. Hence, groups are not able to submit additional applications. Groups can request to make changes to their Unified Export Strategy in order to reallocate funding from one approved project to another. These modifications are routine and groups work with their FAS Marketing Specialist to submit changes for approval.”

Current Country Restrictions For FMD And MAP

https://www.fas.usda.gov/sites/default/files/2018-06/map18002_program_notice_list_of_restricted_countries_homepage_06.06.2018_0.pdf

Foreign Market Development (FMD) Program Information

<https://www.fas.usda.gov/programs/foreign-market-development-program-fmd>

Electronic Code of Federation Regulations (as of 1 August 2018) For FMD

<https://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&SID=1323360713d785917988c1ca05a85e2e&rgn=div5&view=text&node=7:10.1.2.3.34&idno=7>

2019 NOFA FMD

<https://static1.squarespace.com/static/563a4585e4b00d0211e8dd7e/t/5b648508aa4a990dbaebec74/1533314313186/2019+NOFA+FMD.pdf>

Market Access Program (MAP) Information

<https://www.fas.usda.gov/programs/market-access-program-map>

Electronic Code of Federation Regulations (as of 1 August 2018) For MAP

<https://www.ecfr.gov/cgi-bin/retrieveECFR?gp=1&SID=3891aad92d2a95a8f7f3949e6e99fb33&ty=HTML&h=L&n=7y10.1.2.3.35&r=PART>

2019 NOFA MAP

<https://static1.squarespace.com/static/563a4585e4b00d0211e8dd7e/t/5b6484f5562fa7b498b36146/1533314293633/2019+NOFA+MAP.PDF>

MAP/FMD Program Application Process

<https://www.fas.usda.gov/unified-export-strategy>

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What Are FMD & MAP?

For Fiscal Year 2018, the United States Department of Agriculture (USDA) allocated US\$26,484,947.00 in taxpayer funds to twenty-three (23) cooperators under the Foreign Market Development Program (FMD), an average of US\$1,021,084.00 per distribution.

<https://www.fas.usda.gov/programs/foreign-market-development-program-fmd/fmd-funding-allocations-fy-2018>

FMD: “The Foreign Market Development (FMD) Program, also known as the Cooperator Program, helps create, expand and maintain long-term export markets for U.S. agricultural products. Under the program, FAS partners with U.S. agricultural producers and processors, who are represented by non-profit commodity or trade associations called “*cooperators*,” to promote U.S. commodities overseas.

The FMD program focuses on generic promotion of U.S. commodities, rather than consumer-oriented promotion of branded products. Preference is given to organizations that represent an entire industry or are nationwide in membership and scope.

FMD-funded projects generally address long-term opportunities to reduce foreign import constraints or expand export growth opportunities. For example, this might include efforts to: reduce infrastructural or historical market impediments, improve processing capabilities, modify codes and standards, or identify new markets or new uses for the agricultural commodity or product.

Each year, FAS announces the FMD application period and criteria in the Federal Register. Organizations apply for the FMD program through the Unified Export Strategy (UES) process, which allows applicants to request funding from multiple USDA market development programs through a single, strategically coordinated proposal. FAS reviews the proposals and awards funds to applicants that demonstrate the potential for effective performance based on a clear, long-term strategic plan.”

FMD Cooperator	FY 2018 Allocations
Almond Board of California	\$207,256
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	\$2,608,762
American Peanut Council	\$510,490
American Seed Trade Association	\$283,967
American Sheep Industry Association	\$122,260
American Soybean Association	\$6,037,923
Cotton Council International	\$3,736,561
Cranberry Marketing Committee	\$136,466
Leather Industries of America	\$349,094
Mohair Council of America	\$4,600
National Renderers Association	\$603,821
National Sunflower Association	\$195,113
North American Millers Association	\$62,979
U.S. Dairy Export Council	\$578,750
U.S. Dry Bean Council	\$90,436
U.S. Grains Council	\$3,055,078
U.S. Hide, Skin and Leather Association	\$135,947
U.S. Livestock Genetics Export, Inc.	\$390,329
U.S. Meat Export Federation	\$1,077,124
U.S. Wheat Associates	\$3,649,140
USA Dry Pea and Lentil Council	\$142,420
USA Poultry and Egg Export Council	\$998,981
USA Rice Federation	\$1,507,450
Total	\$26,484,947

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For Fiscal Year 2018, the USDA allocated US\$173,802,447.00 in taxpayer funds to sixty-six (66) participants [see list at end of analysis or use link] under the Market Access Program (MAP), an average of US\$2,633,370.00 per distribution.

<https://www.fas.usda.gov/programs/market-access-program-map/map-funding-allocations-fy-2018>

MAP: “Through the Market Access Program (MAP), FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.

MAP reaches virtually every corner of the globe, helping to build markets for a wide variety U.S. farm and food products. FAS provides cost-share assistance to eligible U.S. organizations for activities such as consumer advertising, public relations, point-of-sale demonstrations, participation in trade fairs and exhibits, market research and technical assistance. When MAP funds are used for generic marketing and promotion, participants must contribute a minimum 10-percent match. For promotion of branded products, a dollar-for-dollar match is required.

Each year, FAS announces the MAP application period and criteria in the Federal Register. Applicants apply for MAP through the Unified Export Strategy (UES) process, which allows eligible organizations to request funding from multiple USDA market development programs through a single, strategically coordinated proposal. FAS reviews the proposals and awards funds to applicants that demonstrate the potential for effective performance based on a clear, long-term strategic plan.”

MAP Participant	FY 2018 Allocation
Alaska Seafood Marketing Institute	\$4,111,924
American Hardwood Export Council, APA - The Engineered Wood Association, Softwood Export Council, and Southern Forest Products Association	\$8,288,044
American Peanut Council	\$2,476,322
American Pistachio Growers/Cal-Pure Pistachios, Inc.	\$1,727,107
American Seed Trade Association	\$439,432
American Sheep Industry Association	\$466,163
American Soybean Association	\$5,392,595
American Sweet Potato Marketing Institute	\$194,616
Blue Diamond Growers/Almond Board of California	\$5,007,111
Brewers Association, Inc.	\$706,138
California Agricultural Export Council	\$1,012,453
California Cherry Marketing and Research Board	\$565,952
California Cling Peach Growers Advisory Board	\$469,696
California Fresh Fruit Association	\$405,160
California Olive Committee	\$100,000
California Pear Advisory Board	\$318,604
California Prune Board	\$2,910,225
California Strawberry Commission	\$147,671
California Table Grape Commission	\$3,285,343
California Walnut Commission	\$3,910,766
Cherry Marketing Institute	\$234,853
Cotton Council International	\$14,589,833
Cranberry Marketing Committee	\$1,798,288
Distilled Spirits Council of the United States	\$409,021
Florida Department of Citrus	\$3,461,630
Florida Tomato Committee	\$253,358
Food Export Association of the Midwest USA	\$8,871,605
Food Export USA Northeast	\$9,021,600
Ginseng Board of Wisconsin	\$438,487
Hop Growers of America	\$369,840
Intertribal Agriculture Council	\$733,553

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Mohair Council of America	\$139,525
National Association of State Departments of Agriculture	\$1,028,595
National Confectioners Association	\$1,333,406
National Pecan Growers Council	\$621,033
National Potato Promotion Board	\$3,921,841
National Renderers Association	\$1,020,021
National Sunflower Association	\$948,994
National Watermelon Promotion Board	\$165,094
New York Wine and Grape Foundation	\$407,303
Northwest Wine Promotion Coalition	\$1,085,226
Organic Trade Association	\$754,464
Pear Bureau Northwest	\$2,828,072
Pet Food Institute	\$1,290,038
Raisin Administrative Committee	\$2,814,486
Southern United States Trade Association	\$6,214,587
Sunkist Growers, Inc.	\$1,720,822
Synergistic Hawaii Agricultural Council	\$294,888
The Popcorn Board	\$346,164
U.S. Apple Export Council	\$442,243
U.S. Dairy Export Council	\$4,626,400
U.S. Dry Bean Council	\$823,183
U.S. Grains Council	\$8,580,035
U.S. Hide, Skin and Leather Association	\$313,788
U.S. Highbush Blueberry Council	\$196,540
U.S. Livestock Genetics Export, Inc.	\$1,201,241
U.S. Meat Export Federation	\$13,184,296
U.S. Wheat Associates	\$5,509,991
USA Dry Pea and Lentil Council	\$845,486
USA Poultry and Egg Export Council	\$4,040,925
USA Rice Federation/US Rice Producers	\$2,488,228
Washington Apple Commission	\$4,856,069
Washington State Fruit Commission	\$1,722,370
Welch Foods, Inc.	\$705,706
Western U.S. Agricultural Trade Association	\$9,687,573
Wine Institute	\$5,526,424
Total	\$173,802,447