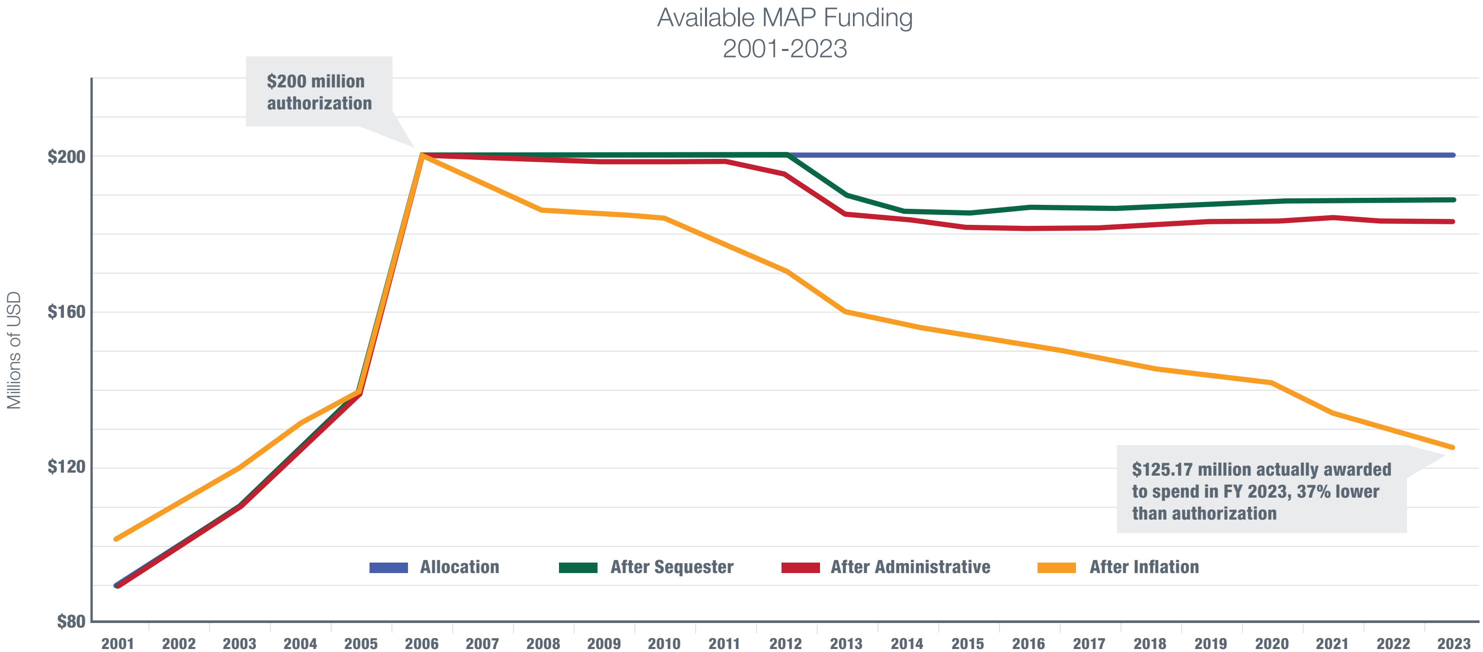
Comparing Market Development Programs

	FOREIGN MARKET DEVELOPMENT (FMD) PROGRAM	MARKET ACCESS PROGRAM (MAP)	AGRICULTURAL TRADE PROMOTION (ATP) PROGRAM	FARMER/INDUSTRY DOLLARS
Funds are typically used for...	longer-term trade servicing and technical assistance - i.e. salaries, rent, office expenses.	shorter-term promotion programs, including consumer- and retail-focused efforts.	marketing to counter tariff impacts.	“matching” money that qualifies an organization for FMD/MAP/ATP funds.
Authorization level	$34.5 million annually as of 2018 Farm Bill	$200 million annually as of 2018 Farm Bill	$300 million over two tranches awarded in 2019	varies by commodity and organization; private-sector contributions of an estimated $657.8 million in 2021 to match MAP/FMD
Authorized/ allocated by	farm bills	farm bills	trade aid package	checkoffs, farmer organizations and private industry
Number of participating organizations	21 in FY2022	67 in FY2022	59	varies by cooperator organization

MAP Funds Have Eroded Over Time

The Market Access Program (MAP) has been authorized by farm bills to spend $200 million per year for more than two decades. In that time, the buying power of the program has been eroded by sequestration, administrative costs and inflation.



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