USDA ANNOUNCES FUNDS TO PROMOTE U.S. FOOD AND AGRICULTURAL PRODUCTS OVERSEAS

WASHINGTON, June 17, 2004 – Agriculture Secretary Ann M. Veneman today announced fiscal year 2004 allocations totaling $161,267,500 to 71 U.S. trade organizations to promote U.S. agricultural products overseas under the Foreign Agricultural Service's (FAS) Market Access Program (MAP), Foreign Market Development (FMD) Cooperator program and Quality Samples Program (QSP).

"These market development efforts are effective in building markets for U.S. products overseas," said Veneman. "Increased trade opportunities for American agriculture benefit not only the food and agriculture sectors, but the economy as a whole. U.S. agricultural exports for 2004 are forecast to be a record $61.5 billion."

MAP uses funds from USDA's Commodity Credit Corporation (CCC) to enter into agreements with U.S. agricultural trade organizations, state regional groups and cooperatives. The CCC funds are used to share the costs of overseas marketing and promotional activities for both brand and generic promotions targeting marketing constraints and opportunities. Activities conducted with MAP funding include consumer promotions for retail products, seminars and workshops to educate overseas customers about agricultural biotechnology and food safety, training and assistance to foreign processors and manufacturers on the utilization of U.S. product ingredients and market research.

Under the FMD Cooperator program, USDA establishes a trade promotion partnership with nonprofit U.S. agricultural trade organizations. Funding priority is given to organizations that represent an entire industry or are nationwide in membership and scope. Program activities focus on reducing market impediments, improving the processing capabilities of importers, modifying restrictive regulatory codes and standards in foreign markets and identifying new markets or uses for U.S. products. The 50-year-old program has supported market development activities in more than 100 countries worldwide.

QSP funds help create export sales by promoting awareness of U.S. agricultural products among new foreign buyers. The program provides samples of agricultural commodities to foreign importers so that U.S. agribusinesses can develop new business partnerships overseas.

For more information on these market development programs, call the FAS Marketing Operations Staff at (202) 720-4327 or visit the FAS Web site at http://www.fas.usda.gov/mos/default.htm.

Fiscal year 2004 allocations for each program are attached.

Market Access Program Allocations

Fiscal Year 2004

MAP Participant	Allocation

Alaska Seafood Marketing Institute	$2,969,653
American Forest & Paper Association	$7,147,112
American Peanut Council	$1,265,673
American Seafood Institute	$94,354
American Sheep Industry Association	$285,358
American Soybean Association	$4,230,302
Association of Brewers	$101,607
Blue Diamond Growers/Almond Board of California	$1,515,075
California Agricultural Export Council	$1,014,110
California Asparagus Commission	$237,383
California Cling Peach Growers Advisory Board	$344,917
California Kiwifruit Commission	$125,814
California Pistachio Commission	$892,327
California Prune Board	$2,162,873
California Strawberry Commission	$627,309
California Table Grape Commission	$2,276,479
California Tomato Commission/Florida Tomato Committee	$548,825
California Tree Fruit Agreement	$1,571,463
California Walnut Commission	$2,971,836
Cherry Marketing Institute	$135,420
Cotton Council International	$9,899,373
Cranberry Marketing Committee	$745,726
Distilled Spirits Council	$62,276
Florida Department of Citrus	$4,776,799
Food Export USA Northeast	$5,578,103
Ginseng Board of Wisconsin	$5,418
Hawaii Papaya Industry Association	$9,435
Hop Growers of America	$90,448
Intertribal Agriculture Council	$415,415
Mid-America International Agri-Trade Council	$7,145,583
Mohair Council of America	$67,114
National Association of State Departments of Agriculture	$1,587,075
National Confectioners Association	$1,205,523
National Dry Bean Council	$519,638
National Honey Board	$116,285
National Potato Promotion Board	$2,705,406
National Renderers Association	$364,691
National Sunflower Association	$867,957
National Watermelon Promotion Board	$133,952
New York Wine and Grape Foundation	$181,007
North American Export Grain Association	$95,022
Northwest Wine Promotion Coalition	$465,848

Organic Trade Association	$250,063
Pear Bureau Northwest/California Pear Advisory Board	$1,688,041
Pet Food Institute	$912,048
Raisin Administrative Committee	$1,988,790
Southern United States Trade Association	$4,951,225
Sunkist Growers, Inc.	$1,996,471
Texas Produce Export Association	$73,239
The Catfish Institute	$305,895
The Popcorn Board	$258,792
U.S. Apple Association	$376,931
U.S. Dairy Export Council	$2,661,598
U.S. Grains Council	$5,036,065
U.S. Highbush Blueberry Council	$96,509
U.S. Livestock Genetics Export, Inc.	$909,483
U.S. Meat Export Federation	$10,674,318
U.S. Wheat Associates	$2,507,098
USA Dry Pea and Lentil Council	$461,235
USA Poultry and Egg Export Council	$3,167,558
USA Rice Federation/U.S. Rice Producers Association	$2,972,700
WA State Fruit Commission/CA Cherry Advisory Board	$884,823
Washington Apple Commission	$2,565,044
Welch's Food	$590,557
Western United States Agricultural Trade Association	$7,063,750
Wine Institute	$4,101,783
Evaluation	$950,000
Total Allocation	$125,000,000

Foreign Market Development Cooperator

Program Allocations

Fiscal Year 2004

FMD Cooperator	Allocation
American Forest & Paper Association	$3,099,560
American Peanut Council	$577,979
American Seed Trade Association	$364,516
American Sheep Industry Association	$219,928
American Soybean Association	$7,042,656
California Agricultural Export Council	$9,694
Cotton Council International	$3,300,900

Leather Industries of America	$162,947
Mohair Council of America	$15,055
National Dry Bean Council	$103,856
National Hay Association	$39,764
National Renderers Association	$1,065,624
National Sunflower Association	$288,867
North American Millers Association	$28,638
U.S. Dairy Export Council	$811,981
U.S. Grains Council	$5,726,662
U.S. Hide, Skin and Leather Association	$127,833
U.S. Livestock Genetics Export, Inc.	$710,777
U.S. Meat Export Federation	$1,558,894
U.S. Wheat Associates	$5,923,424
USA Dry Pea and Lentil Council	$178,377
USA Poultry and Egg Export Council	$1,424,661
USA Rice Federation	$1,717,409
Total Allocation	$34,500,000

Quality Samples Program Allocations

Fiscal Year 2004

QSP Participant	Allocation
Alaska Seafood Marketing Institute	30,000
Almond Board of California	30,000
American Forest &Paper Association	180,000
American Sheep Industry Association	330,000
California Agricultural Export Council	45,000
California Table Grape Commission	45,000
California Walnut Commission	75,000
Cherry Marketing Institute	30,000
Cranberry Marketing Committee	22,000
Florida Department of Citrus	10,000
Hop Growers of America	40,000

Mohair Council of America	98,000
National Dry Bean Council	60,000
National Potato Promotion Board	170,000
U.S. Dairy Export Council	12,000
U.S. Grains Council	139,000
U.S. Livestock Genetics Export, Inc.	56,000
U.S. Wheat Associates	320,500
USA Rice Federation/U.S. Rice Producers Association	75,000
Total Allocation	$1,767,500

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