

# ASA Earns Nearly \$12 Million In New USDA Funding For Export Promotion

WASHINGTON, D.C.

Agriculture Secretary Tom Vilsack announced the allocation of \$234.5 million to 70 U.S. trade organizations to help promote American food and agricultural products overseas. For FY 2010, the American Soybean Association (ASA) was awarded a total of \$11,997,264 in new money including \$5,171,415 from the Market Access Program (MAP), and \$6,825,849 from the Foreign Market Development (FMD) Program, which was the highest amount allocated to any FMD program participant. This amount, added to carryover of \$508,491, increases ASA's total FMD budget ceiling to \$7,334,340, which brings the combined total up to \$12,505,755 of MAP and FMD funding for FY 2010. Both programs are administered by the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). ASA invests these funds with the U.S. Soybean Export Council, which implements program activities to expand U.S. soybean and soy product exports that have reached record-breaking levels in recent years.

"In today's highly competitive international markets, we must provide our exporters with the resources they need to compete overseas during the 21st century," said Vilsack. "When

you consider the current global financial crisis, increasing production in key competitor countries and aggressive use of export promotion tools by our competitors, USDA's market development programs are more important than ever."

The MAP uses funds from USDA's Commodity Credit Corporation (CCC) to share the costs of overseas market development and promotional activities with U.S. nonprofit agricultural trade organizations, state regional trade groups, and cooperatives. Activities conducted with MAP funding include market research, consumer promotions for retail products, technical capacity building, and seminars to educate overseas customers.

Under the FMD program, USDA's CCC establishes a 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. Δ



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