



**U.S. Department of Agriculture (USDA)
Foreign Agricultural Service (FAS)**



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Linking U.S. Agriculture to the World



United States Department of Agriculture



Who is FAS?



United States Department of Agriculture

USDA's Foreign Agricultural Service

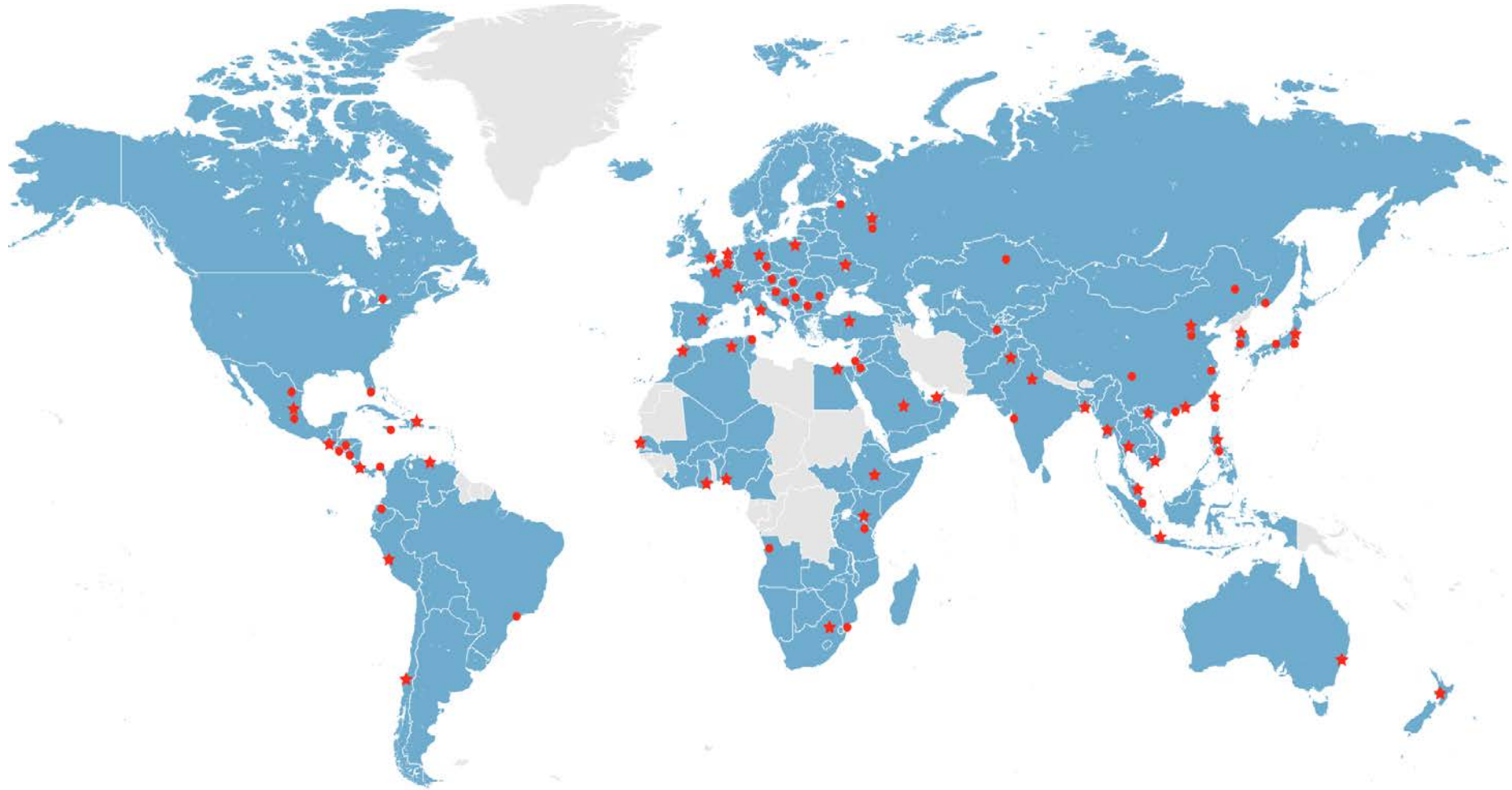
- Chartered in 1953
- Plays critical role in promoting the prosperity of the U.S. food and agriculture sector through international trade
- Supports international economic development, trade capacity building, and food security



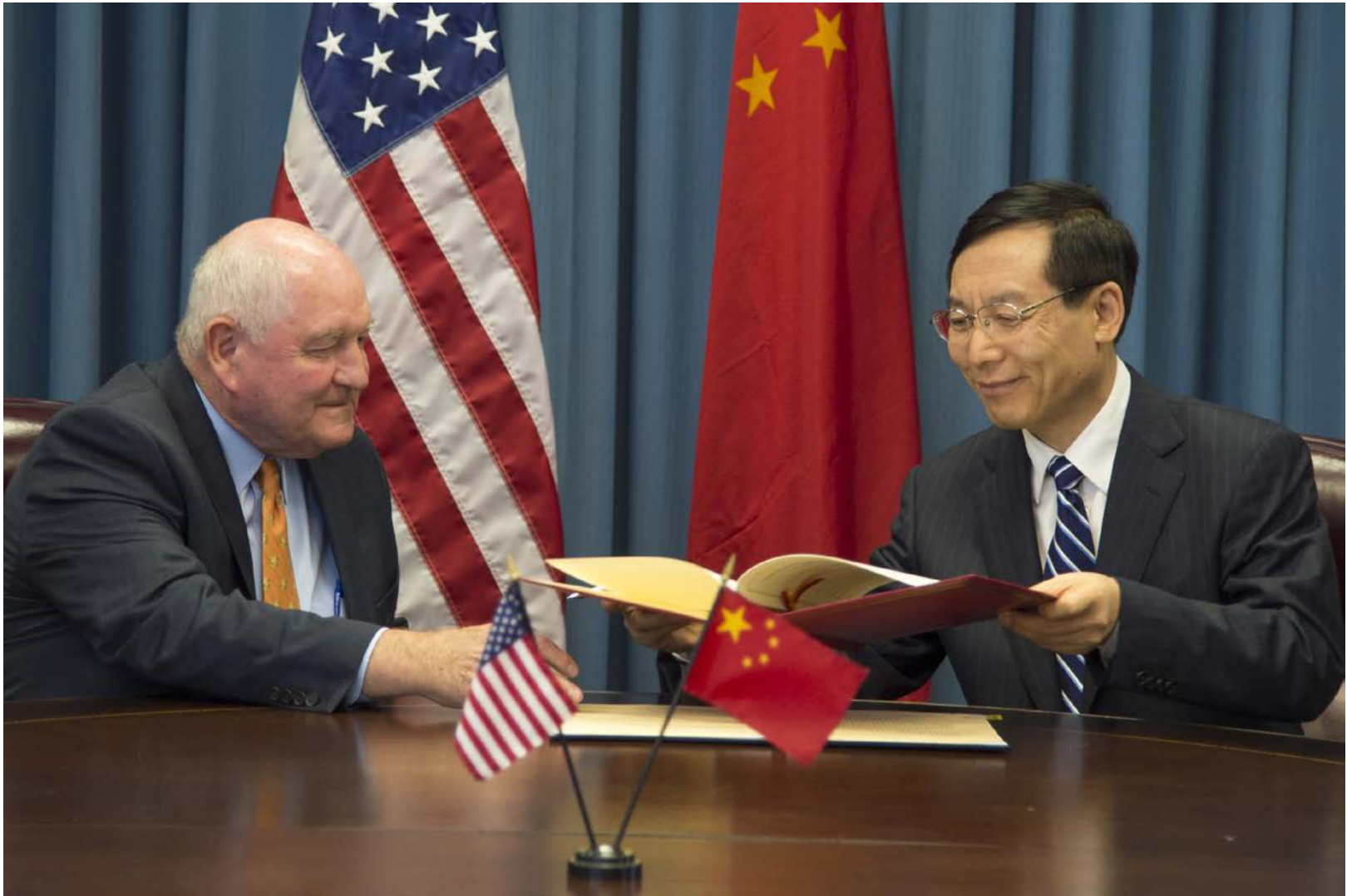
Where is FAS located?



FAS has 93 offices covering 171 countries



What does FAS do?



Trade Promotion Agency

- Policy (Agreements, Scientific Affairs, Country Affairs)
- Marketing (Trade Programs)
- Capacity Building and Food Aid
- Market Intelligence (Global Analysis)



Why is this work important?



Global Demand for Consistent Supply of High-Quality Food



The U.S. Economy – From Transport to Processing to Packaging

- Each \$1 billion in exports support approximately 8,100 jobs, both on- and off-farm
- Each \$1 in exports generate an additional \$1.28 in economic activity





Office of Trade Programs Overview

- Administers 16 - 20 trade promotion and import policy programs (for NOW)
- Manages \$5.5 billion in credit guarantee programs and \$450 million in market promotion programs
- 90-100 employees
- Deputy Administrator:
 - Mark Slupek
- Assistant Deputy Administrators:
 - Marianne McElroy
 - William Bomersheim



The Creation Story

- Post WWII ag surpluses
- Congress and the Eisenhower Administration recognized a need to increase U.S. agricultural exports and created:
 - The Foreign Agricultural Service, and
 - The Foreign Market Development Cooperator Program



Annual Market Development Programs

- Market Access Program* (\$200 million)
- Foreign Market Development Cooperator Program* (\$34.5 million)
- Technical Assistance for Specialty Crops Program* (\$9 million)
- Emerging Markets Program* (\$8 million)
- Quality Samples Program (\$2.5 million)
- Section 108 Program (\$5 million +/-)
- Country Strategy Support Fund (\$4-8 million)



Broad Benefits (MAP, FMD, ATP)

- USDA's policy is to ensure that benefits generated by program agreements are broadly available throughout the relevant agricultural sector and that no single entity gains an undue advantage.
- USDA also endeavors to enter into agreements covering a broad array of agricultural commodity sectors.



Foreign Market Development Program (FMD)

- Creates, expands, maintains long-term markets for U.S. agricultural products
- Cost sharing between USDA and U.S. producer organizations (Cooperators)
- Overseas promotional focus on trade servicing/technical assistance for generic commodities vs. consumer or branded products
- Funding of \$34.5 million in FY2019



Technical Assistance for Specialty Crops Program (TASC)

- Funds projects that address current or potential sanitary, phytosanitary and technical barriers that prohibit or threaten the export of U.S. specialty crops
 - defined as cultivated plants but not wheat, feed grains, oilseeds, cotton, rice, peanuts, sugar, tobacco
- Examples of fundable projects: Workshops, study tours, field surveys, and pest & disease control
- Universities can apply
- Funding of \$9 million in FY2019



Emerging Markets Program (EMP)

- Principal purpose to assist U.S. organizations to improve market access by developing, maintaining, and enhancing U.S. exports to low- and middle-income countries
- Support exports through generic (not branded) activities
- Market research and technical assistance (not projects targeting end-user consumers)
- Travel
- Universities can apply
- Funding of \$8 million in FY2019



Quality Samples Program (QSP)

- Introduces potential customers around the world to the quality and benefits of U.S. agricultural products
- Participants provide customers with guidance on how to use samples
- Funds the costs of procuring and transporting the samples
- Funding of \$2.5 million in FY2019



Country Strategy Support Fund (CSSF)

- Used by FAS Field Offices to carry out activities that help achieve strategic trade expansion goals of FAS and USDA
- Activities include market development, market access, market knowledge, and strategic communications



MAP/FMD Partners



美国肉类出口协会





FAS Partners on Trade Promotion

- 70+ associations represent a cross-section of the U.S. food and agricultural industry
- Unique private/public sector partnership has been very successful in expanding U.S. agricultural exports around the globe
- Independent economic study by Informa Economics IEG showed MAP and FMD add \$12.5 billion annually to U.S. food and agricultural export value



Export Credit Guarantee Program (GSM-102)

- Provides up to \$5.5 billion in credit guarantees to U.S. exporters to encourage financing of agricultural exports to importers in developing countries
- Guarantees credit extended by U.S. exporter or private financial sector to approved foreign financial institutions using letters of credit to purchase U.S. food and agricultural products by foreign importers
- Reduces risk for foreign lenders so importers in those countries can afford to buy U.S. products



Facility Guarantee Program (FGP)

- Designed to boost U.S. exports to countries where demand may be limited due to inadequate logistics capabilities – subset of GSM-102
- Provides credit guarantees to encourage financing of goods and services in emerging markets to improve handling and distribution of agricultural commodities



Trade Show Results CY 2018

- 18 endorsed Trade Shows
- \$314 million reported on-site sales
- \$2.1 billion projected 12-month sales
- Number of exhibitors: 816
- New products displayed: Almost 29,000
- Number of serious business contacts: 14,613



Agribusiness Trade Missions (ATMs)

- 26 ATMs since 2010 with over \$300 million in sales
- Recent Missions
 - Taiwan
 - Korea
- Upcoming Missions
 - Colombia
 - Canada
 - Mexico
 - Vietnam
 - Ghana
 - China



ATMs are exciting!!





Agricultural Trade Promotion Program

- The ATP is a program designed to provide funding to U.S. agricultural industries impacted by tariffs to conduct activities that promote U.S. agricultural commodities in foreign markets.
- Similar to MAP, but not identical
- Total funding – \$200 million – one shot deal



ATP Allocations

- Funds were directed to activities that:
 1. Have a Positive Return on Investment (1-2 year);
 2. Diversify Markets and Customers;
 3. Are in Markets with High Growth Potential;
 4. Are Creative;
 5. Have Reasonable Budgets and Implementation Plans;
 6. Include Well-Developed Plans to Measure Impact;
 7. Are Likely to Impact Industry Positively; and
 8. Are Submitted by Organizations with Sufficient Administrative Capacity.



Market Access Program (MAP)

- Creates a public-private partnership, including cost-sharing, between USDA and U.S. producer, exporters, private companies, and trade organizations
- Funds promotional activities such as market research, educational seminars and consumer promotions
- Overseas promotional focus on U.S. high value, consumer-ready branded and generic products
- Funding of \$200 million in FY2019



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State Regional Trade Groups

- The State Regional Trade Groups (SRTGs)
 - Southern United States Trade Association (SUSTA)
 - Western U.S. Agricultural Trade Association (WUSATA)
 - Food Export Association of the Midwest USA
 - Food Export USA Northeast
- SRTGs assist companies in creating and expanding export markets for value-added products
- Services offered
 - Exporter training and education
 - Analysis of export markets and opportunities
 - Support for international marketing campaigns and activities, such as trade shows and buying missions
 - Market development coordination with FAS posts
 - Cooperator development