



FAS Trade Programs

Mark Slupek
Deputy Administrator
Office of Trade Programs
September 20, 2017

OFFICE OF TRADE PROGRAMS

Mark Slupek, Deputy Administrator
Marianne McElroy, Assistant Deputy Administrator
William Bomersheim, Assistant Deputy Administrator
Mary Ponomarenko, Senior Advisor
Ingrid Mohn, Assistant to the Deputy Administrator

Program Monitoring & Evaluation Staff

Trade Services Staff
Shane Danielson, Director
Tim Powers, Dep. Director

Program Operations Division

Curt Alt, Director

MAP & FMD Branch
Ben Chan, Chief

Grant Programs Branch
Lona Powell, Chief

Cooperator Programs Division

Corey Pickelsimer, Director
Zack Henderson, Dep. Director

Field Crops & Forest Products Branch
Angel Gonzalez, Chief

Horticultural Crops Branch
Nancy Hubbell, Chief

Livestock & Seafood Products Branch
Chris Jacquette, Chief

Processed Products Branch
Elle O'Flaherty, Chief

Credit Programs Division

Mark Rowse, Director
Amy Slusher, Dep. Director

Risk & Asset Management Branch
Rita Carleton, Chief

Registrations & Operations Branch
Daniele Swain, Chief

Planning & Analysis Branch
Jon Doster, Chief

Import Policies and Export Reporting Division

Ron Lord, Director

Sugar & Dairy Branch
Teresa McKeivier, Chief

Export Sales Reporting Branch
Pete Burr, Chief



Office of Trade Programs Overview

- Administers 17 trade promotion and import policy programs
- Manages \$5.5 billion in credit guarantee programs and \$250 million in market promotion programs
- 100+/- employees



Market Development and Grants Programs Authorized Funding

- Market Access Program (MAP) - \$200m
- Foreign Market Development Cooperator Program (FMD or Cooperator Program) - \$34.5m
- Emerging Markets Program (EMP) - \$10m
- Technical Assistance for Specialty Crops Program (TASC) - \$9m
- Quality Samples Program (QSP) - \$2.5m
- Export Credit Guarantee Program (GSM-102) - \$5.5b
 - Facility Guarantee Program (FGP) - TBD



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 FY2017



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 FY2017



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)
- Funding of \$10 million in FY2017



Technical Assistance for Specialty Crops Program (TASC)

- Funds projects that address 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
- Funding of \$9 million in FY2017



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 FY2017



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
- Funded at \$3.5 million for FY 2017



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



MAP/FMD Partners



美国肉类出口协会





State Regional Trade Groups

- The State Regional Trade Groups (SRTGs) are:
 - Western U.S. Agricultural Trade Association (WUSATA)
 - Southern United States Trade Association (SUSTA)
 - 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



Posts' Role In Trade Shows

- Recommends optimal trade events to include in the USDA-endorsed Trade Show Plan
- Partners with OTP's Trade Services Staff to oversee services being provided by USA Pavilion organizer
- Organizes FAS value-added services such as market briefings, distributor/buy lists, trade receptions, new product showcases, and VIP visits
- Provides market support and show analysis



Trade Show Results CY 2016

- 21 endorsed Trade Shows
- \$172 million reported on-site sales
- \$1.37 billion projected 12-month sales
- Number of exhibitors: 961
- New products displayed: 7,470
- Number of serious business contacts: 16,180



Agribusiness Trade Missions (ATMs)

- USDA senior leadership lead ATMs to countries that demonstrate strong economic growth, lower barriers to trade or other relevant market conditions that support U.S. agricultural exports
- ATMs establish a U.S. footprint in the targeted countries by encouraging partnerships between foreign companies and U.S. agribusiness companies
- First-hand education to U.S. businesses and State Department of Agriculture representatives about local business, economic and regulatory conditions
- 20 ATMs since 2010 with more than \$104m in reported sales