

# Comparing Market Development Programs

	FOREIGN MARKET DEVELOPMENT (FMD) PROGRAM	MARKET ACCESS PROGRAM (MAP)	AGRICULTURAL TRADE PROMOTION (ATP) PROGRAM	FARMER/INDUSTRY DOLLARS
<b>Funds are typically used for...</b>	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.
<b>Authorization level</b>	\$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
<b>Authorized/ allocated by</b>	farm bills	farm bills	trade aid package	checkoffs, farmer organizations and private industry
<b>Number of participating organizations</b>	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.

