

Federal Trade—Market Access Program

Funding authorization for MAP will expire on September 30, 2018, and must be extended and increased in the upcoming Farm Bill

The Market Access Program (MAP) uses funds from the Commodity Credit Corporation, which is funded under the annual Agricultural Appropriations Act, to provide grants for marketing and promotion to develop, maintain or expand commercial export markets for U.S. agricultural products, including wine/winegrapes. MAP is administered by the U.S. Department of Agriculture (USDA) Foreign Agricultural Service. Funding authority for MAP is provided in the 2014 Farm Bill. This authorization expires in September 2018. If MAP funds are cut or eliminated, there would be a significant reduction in the industry's ability to influence foreign wine markets.

MAP funding has been provided to the Northwest Wine Promotion Coalition, which is comprised of the Washington Wine Commission and Oregon Wine Board. The Northwest Wine Promotion Coalition uses MAP funding to promote wine from Washington and Oregon. MAP funding is matched on a one-to-one basis with industry dollars and it is used to get Washington wines in front of buyers around the world through large-scale trade tastings, participation in major international trade shows, and hosting events for media and trade representatives. As a result of these efforts, Washington wine exports have doubled over the past five years.

The California Wine Institute and Washington Apple Commission have also been major recipients of MAP funding.

The funding authorization for MAP has been set at \$200 million per year since 2006. A bill introduced by Rep. Dan Newhouse, H.R. 2321, the Cultivating Revitalization by Expanding American Agricultural Trade and Exports Act (CREAATE Act) would incrementally increase the funding authorization for MAP, starting in 2019 to \$400 million annually by 2023. Rep. Newhouse has requested that this funding increase be included as part of the MAP reauthorization in the 2018 Farm Bill.

MAP has come under attack by The Heritage Foundation and by Taxpayers for Common Sense as “wasteful corporate welfare”.

What is Winegrowers doing for you?

Winegrowers is participating with other Washington, California, and national organizations and coalitions to support reauthorization and increased funding limits for MAP in the upcoming Farm Bill. Winegrowers has sent joint letters to the House Agriculture Committee and key senators advocating for Congress to extend and expand authorization. Winegrowers will continue advocacy efforts into 2018, monitor the issue, and keep its membership informed.

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