MAP, FMD & INDUSTRY CONTRIBUTIONS HAVE EXPORT IMPACT

$9.6 BILLION
Export revenue increased by an average of $9.6 billion a year, $1.5 billion above the 2016 study level and total nearly $414 billion from 1977 to 2019.

13.7% LIFT
$9.6 billion translates into 13.7 percent of total ag exports attributed to market development programs.

$1 = $24.5
Each dollar invested returned an average $24.5 from 1977-2019, consistent with past studies and above the average BCR of about $11 across a range of studies on commodity export promotion programs.

$12.2 BILLION
to farm cash receipts.

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The U.S. economy benefits from export development investment adding annually:

- **$45 BILLION** in economic output.
- **$22.3 BILLION** to the U.S. gross domestic product.
- **$11.7 BILLION** in labor income.
- **225,800 JOBS** average annual increase of jobs created.

**ACROSS THE ENTIRE ECONOMY FROM 2002 TO 2019.**
IMPACTS FROM

AGRICULTURE TRADE PROMOTION

The Agricultural Trade Promotion (ATP) program provided $300 million to participating organizations, that added $90 million in contributions.

Between 2019 and 2026, these investments are projected to generate:

- **$11.1 BILLION** in additional agricultural export revenue over the entire period.
- **$6.44 BILLION** in farm cash receipts, about $810 million annually.
- **$11.2 BILLION** added to the U.S. gross domestic product (GDP).
- **14,780 JOBS** added annually on average.

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MARKET DEVELOPMENT INVESTMENT

SIGNIFICANTLY CONTRIBUTES TO

AGRICULTURAL EXPORTS + ECONOMIC GROWTH

A study by IHS Markit analyzed the impact of market development investment in bulk/intermediate and high-value/consumer-oriented products.

“The results support the conclusions of previous studies that USDA Export Market Development programs are highly effective at generating an extremely high return on investment and account for a high percentage of the level of U.S. agricultural exports.”

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