



United States Department of Agriculture

**ASI Annual Convention**  
**January 28-31, 2026**  
**Reno, NV**

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## Agenda

- FAS Overview
- FAS Leadership
- Cooperator Programs  
Division:
  - Unified Export Strategy (UES)
  - Market Access Program (MAP)
  - Foreign Market Development (FMD)
  - Regional Agricultural Promotion Program (RAPP)
  - America First Trade Promotion Program (AFTPP)
  - Supplemental Agricultural Trade Promotion Program (SATPP)
- Program Operations  
Division:
  - Other Market Development Programs
    - Quality Samples Program (QSP)
    - Emerging Markets Program (EMP)
- Agribusiness Trade Missions (ATMs)
- Questions



## Foreign Agricultural Service

- Trade Policy
- **Market Development and Export Assistance**
- Data and Analysis
- Food Security



## FAS Leadership

- Daniel B. Whitley - Administrator
- Jennifer Mack - Associate Administrator and General Sales Manager
- Jason Hafemeister - Acting Associate Administrator
- **Mark Slupek - Deputy Administrator, Global Programs**
- Erich Kuss - Deputy Administrator, Foreign Affairs
- Jonn Slette/Daniel Williams - Acting Deputy Administrator, Trade Policy and Geographic Affairs
- Birgit Meade/Ryan Scott - Acting Deputy Administrator, Global Market Analysis



# **Global Programs**

## **Cooperator Programs Division (COPD)**

- Structure – 1 Senior Director, 3 Branch Directors, 3 Team Leads
- FCFP, HC, HVP (75 Cooperators)
- HVP Cooperators (26)
  - HVP Marketing Specialists (5)
  - ASI Marketing Specialist – ME!

## **Unified Export Strategy (UES)**

- An integrated planning system used by U.S. agricultural trade groups to apply to FAS market development and export promotion programs
- UES online system simplifies the application process and expedites the application review



## Market Access Program (MAP)

- FAS partners with U.S. agricultural trade associations, cooperatives, state regional trade groups and small businesses to share the costs of overseas marketing and promotional activities
- Helps build markets for a wide variety U.S. farm and food products
- Activities include consumer advertising, public relations, point-of-sale demonstrations, participation in trade fairs and exhibits, market research, and technical assistance
- Requires at least 10% contribution from participant/industry
- Duration: 1 year
- Not less than \$200 million each year



## Foreign Market Development Program (FMD)

- Helps create, expand and maintain long-term export markets for U.S. agricultural products
- Focuses on generic promotion of U.S. commodities, rather than consumer-oriented promotion of branded products
- Preference is given to organizations that represent an entire industry or are nationwide in membership and scope
- Addresses long-term opportunities to reduce foreign import constraints or expand export growth opportunities
- Requires at least 50% contribution from participant/industry
- Duration: 1 year
- Not less than \$34.5 million each year



## Regional Agricultural Promotion Program (RAPP)

- Diversifies and expands market opportunities for U.S. food and agricultural products beyond the traditional top customers
- Focuses on enhancing U.S. exports to new markets in parts of the world including South and Southeast Asia, Latin America, the Middle East and Africa
- Ineligible markets: China, Canada, Mexico, EU (2024); China, Canada, Mexico (2025)
- Requires at least 10% contribution from participant/industry
- Duration: 5 years (ending September 30, 2029, and September 30, 2030, respectively)
- \$300 million awarded in 2024, \$300 million awarded in 2025



# America First Trade Promotion Program (AFTPP)

- Announced in September 2025 as a part of Secretary Brooke Rollins' and Under Secretary Lindberg's three-point trade plan:
  - AFTPP
  - Trade Reciprocity for U.S. Manufacturers and Producers (T.R.U.M.P.) Missions
  - Revitalize Export Finance (GSM-102)
- Helps exporters leverage market opportunities and ensure continuity of relationships and trust
- Complements USDA's other export promotion programs
- Application deadline: January 23, 2026
- Ineligible market: China
- Requires at least 10% contribution from participant/industry
- Duration: 2+ years (ends on September 30, 2028)
- \$285 million will be awarded



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# **Supplemental Agricultural Trade Promotion Program (SATPP)**

- The One Big Beautiful Bill Act authorized an additional \$285 million per year for trade promotion programs beginning in fiscal year (FY) 2027
- Other details TBD



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# **Global Programs Program Operations Division (POD)**

## **Other Market Development Programs**



## Quality Samples Program (QSP)

- Enables potential customers to discover the quality and benefits of U.S. agricultural products
- Program focuses on processors and manufacturers rather than consumers
- Projects should focus on developing a new market or promoting a new use for the U.S. product
- Cost share is required, but no minimum or maximum stated
- Duration: 1 year
- \$2.5 million each year



## Emerging Markets Program (EMP)

- Helps U.S. organizations promote exports of U.S. agricultural products to countries that have or are developing market-oriented economies and that have the potential to be viable commercial markets
- FAS provides cost-share funding for technical assistance activities such as feasibility studies, market research, sectorial assessments, orientation visits, specialized training and business workshops
- Supports exports of generic U.S. agricultural commodities
- Cost share is required, but no minimum or maximum stated
- Duration: 1 to 3 years
- Not more than \$8 million each year



## **Agribusiness Trade Missions (ATMs)**

- Purpose is to open doors and deliver results for U.S. exporters
- Opportunity to forge relationships with potential customers, gather market intelligence, and generate sales.
- Jakarta, Indonesia: February 2026
- Manila, Philippines: April 2026
- Istanbul, Turkey: May 2026
- Australia and New Zealand: August 2026
- Saudi Arabia: September 2026
- Vietnam: November 2026

# Questions?

