

MARKET DEVELOPMENT INVESTMENT

SIGNIFICANTLY CONTRIBUTES TO



**AGRICULTURAL
EXPORTS**



**ECONOMIC
GROWTH**

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



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“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.”

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.



A PROVEN PARTNERSHIP FOR U.S. AGRICULTURE

MAP, FMD & INDUSTRY CONTRIBUTIONS MAKE

ECONOMIC IMPACT

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.