Eliminate the Market Access Program (MAP)

SAVINGS IN MILLIONS OF DOLLARS

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Heritage Recommendation:
Eliminate the U.S. Department of Agriculture’s (USDA’s) Market Access Program (MAP). This proposal saves $186 million in 2016, and $1.8 billion over 10 years.

Rationale:
The USDA’s Foreign Agricultural Service runs several market development programs, including MAP, that are designed to help industry promote exports overseas.

MAP subsidizes trade associations, businesses, and other private entities to help them market and promote their products overseas. Under MAP, taxpayers have recently helped to fund international wine-tastings, organic hair products for cats and dogs, and a reality television show in India. It is not government’s role to advance the marketing interests of certain industries or businesses. Taxpayers should not be forced to subsidize the marketing that private businesses should do on their own.

Additional Reading:

Calculations: