

Eliminate the Market Access Program (MAP)

SAVINGS IN MILLIONS OF DOLLARS

2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2016-2020	2016-2025
\$186	\$186	\$187	\$175	\$175	\$176	\$176	\$176	\$176	\$176	\$909	\$1,789

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:

- Daren Bakst, “Addressing Waste, Abuse, and Extremism in USDA Programs,” Heritage Foundation *Backgrounder* No. 2916, May 30, 2014, <http://www.Heritage.org/research/reports/2014/05/addressing-waste-abuse-and-extremism-in-usda-programs>.
- Daren Bakst, “Animated Squirrels, Prunes, and Doggie Hair Gel: Your Tax Dollars at Work,” *The Daily Signal*, July 25, 2013, <http://dailysignal.com/2013/07/25/animated-squirrels-prunes-and-doggie-hair-gel-your-tax-dollars-at-work/>.
- Senator Tom Coburn, “Treasure Map: The Market Access Program’s Bounty of Waste, Loot and Spoils Plundered from Taxpayers,” June 2012, http://www.coburn.senate.gov/public/index.cfm?a=Files.Serve&File_id=5c2568d4-ae96-40bc-b3d8-19e7a259f749.

Calculations:

Savings based on CBO projections of program cost, as found on page 4 of “CBO’s April 2014 Baseline for Farm Programs,” April 14, 2014, <http://www.cbo.gov/sites/default/files/cbofiles/attachments/44202-2014-04-USDA.pdf>. The CBO’s estimates include the period 2013–2024. For 2025, Heritage analysts assumed the same level of savings of \$176 million as estimated by the CBO for 2021–2024.