

USA Dry Pea & Lentil Council
Policy Positions 2012
Market Promotion

The US pea, lentil and chickpea industry consists primarily of small, family-owned businesses that provide value-added jobs in rural and export communities. Over 60% of these legumes are exported overseas. In order to keep our rural economies strong, we need the Federal Government to join with our industry to aggressively promote our product. Congress and the Administration need to increase funding for market promotion for US farm commodities. Last year the pea, lentil and chickpea industry contributed over \$475,000 to MAP and FMD market promotion activities.

1. Market Access Program (MAP) \$300 million. MAP is an effective program for the US pea, lentil and chickpea industry. Strong market promotion programs are critical to increasing the demand for our commodities around the world. MAP promotional efforts also resulted in increased sales to India, Latin America, Asia and Europe. The USADPLC fully supports the continuation of MAP. Effective market promotion programs are critical to the long-term financial health of US farmers. ***The USADPLC requests an appropriation of \$300 million (authorized at \$200 mil.) in FY 2013 to fully fund the Market Access Program (MAP).***

2. Foreign Market Development (FMD) Program \$69 million. The USADPLC has been a USDA Foreign Ag Service (FAS) Cooperator since the late 1960s. This market development program is jointly funded between the industry and the Federal Government to provide technical and trade service assistance to our overseas customers. FMD funds have been used effectively to develop new markets for dry peas, lentils and chickpeas in Asia Pacific, Europe, the Indian Sub-continent and Latin America. ***The USADPLC requests an appropriation of \$69 million (authorized at \$34.5 mil.) in FY 2013 to fully fund the Foreign Market Development (FMD) program.***

3. Food Aid Funding \$2.5 billion. P.L. 480 is a food aid program designed to assist those in need around the world. The American people have a long history of sharing their wealth with those facing natural disasters and economic hardship. The program builds goodwill and strengthens the relationship between the US and developing countries. Peas, lentils and chickpeas provide a cheap source of protein, vitamins and minerals to those P.L. 480 recipients facing food shortages. The USADPLC strongly supports the P.L. 480 program for humanitarian purposes and as a tool for developing future markets for US commodities. We should not forget that India, Brazil, Colombia, South Korea, Taiwan and Greece were P.L. 480 countries not so many years ago. Today, each of these countries is a regular commercial buyer of US peas, lentils and chickpeas. In 2010, Congress appropriated \$1.69 billion for P.L. 480 Title II and \$199.5 million for McGovern-Dole for a total of \$1.89 billion. ***The USADPLC requests an appropriation of \$2.5 billion in FY 2013 to fund P.L. 480 Title II & McGovern-Dole food aid programs.***

4. Free Trade Agreements. The USADPLC supports free and fair trade between countries. Over 60% of the peas and lentils produced in the US are exported overseas. Reducing trade barriers is vital to the continuing growth of our industry. ***The USADPLC strongly supports ratification of the FTA with Viet Nam. The USADPLC supports the current WTO negotiation if the result is an agreement that puts US agriculture on an equal playing field with other countries.***

5. Trade Barriers. The USADPLC will continue to work toward its goal of reducing and/or eliminating unfair trade barriers. The following are of top priority: a) Eliminating the phytosanitary impediments in China and India and b) the elimination of all trade barriers with Cuba.

6. Country of Origin Labeling. The USADPLC recommends that food packagers list the product's country of origin on their labels.