Halstrom-AFTPP-V1

SPEAKERS
John Herath, Dan Halstrom

John Herath 00:00
USDA has announced details of a new funding program for promotion of agricultural exports. U.S. Meat Export Federation President and CEO, Dan Halstrom, has the details.

Dan Halstrom 00:09
The name of it will be the America First Trade Promotion Program, and this is another effort by the administration to really focus on agricultural export market development. So we're very appreciative of the opportunity to put an application in. Like I said, it was just released here in the last few days, and this will be 2026 to the 2028 marketing year where we'll be able to implement these programs.

John Herath 00:36
The program first announced by USDA Secretary Brooke Rollins in late September, includes $285 million in funding to enhance exports of U.S. beef, pork and lamb and other agricultural products. It's designed to enhance existing programs such as the Market Access Program and Foreign Market Development Program. It also offers funding to defend some key markets.

Dan Halstrom 00:55
Most of the world is available to invest in, including Mexico, which was not included in some of the previous programs. So, yeah, I really think the efforts put forth to maximize the potential expansion of markets outside the U.S., the international market expansion, a real focus of this, of the Trump administration, and you look across all the whole agricultural chain that there's a lot of business to be had.

John Herath 01:20
While initial release of the program was held up by the government shutdown, USDA staff worked to quickly get the application process started.

Dan Halstrom 01:27
This is another example of of USDA really supporting American agriculture and the fact that they're back from their shutdown - you know, the shutdown only was lifted last week, so USDA pivoted. The support of USDA FAS in particular has just been phenomenal, and we give a real good shout out to these folks for their support.

John Herath 01:49
For more, please visit USMEF.org. For the U.S. Meat Export Federation, I'm John Herath.

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