

To: ASMI International Marketing Committee

Date: May 7, 2026

From: Nicole Alba, International Marketing Director

Re: Federal Funding Update

Until FY2019, the ASMI International Program was funded by a single annual USDA-FAS grant under the Farm Bill, the Market Access Program (MAP). Since first participating in USDA export promotion programs, ASMI has relied on approximately \$4.4-\$4.6M in annual MAP awards.

In 2019, the Agricultural Trade Promotion Program (ATP) was established, and ASMI was awarded \$7.5 million in multi-year funding. This large injection of funding enabled ASMI to target new markets for processing and consumption, specifically allowing ASMI to explore opportunities for Alaska seafood exports in emerging markets in South America and Southeast Asia. With ATP funding, ASMI International opened a program in Southeast Asia and expanded ASMI's presence in South America. From FY2019 to FY2024, ASMI International programs were funded through an annual MAP award and through the ATP allocation. The ATP program sunset at the end of FY24.

Upon the sunset of the ATP program, the Regional Agricultural Promotion Program (RAPP) was announced. RAPP was launched as a \$1.2 billion export promotion program to be issued in five tranches, each with a five-year program period. So far, two tranches of RAPP funding have been allocated. ASMI was awarded \$4,041,000 under the first tranche of funding, which was used to fund program years FY25 and FY26. Soon after Tranche 1 awards were made, RAPP Tranche II was issued. ASMI applied and was awarded more than double the initial award, with an \$8.5 million multi-year award currently funding ASMI International this fiscal year and into FY30.

In September 2025, the USDA announced a new export promotion grant program that shares similarities with RAPP but is officially named the America First Trade Promotion Program (AFTPP). The notice of funding opportunity was announced in late 2025, and the ASMI international team spent December and most of January developing a strong proposal that aligned with America First Trade Policy priorities and emphasized sales results, as required. The application was submitted in mid-January 2026. ASMI's AFTPP award, announced in late April, is \$6,000,000. This \$6 million program will support ASMI International during FY27 and FY28.

In addition to these multi-year, 'one-off' programs, the U.S. agricultural community has advocated for decades for a doubling of Market Access Program funding. MAP funding has remained stagnant at \$200M for the total program since its inception. The recently passed tax and policy bill, The One Big Beautiful Bill, effectively doubles MAP funding for U.S. agricultural export-promotion programs beginning in federal fiscal year 2027. However, additional funding is currently earmarked for a new program, called the Supplemental Agricultural Trade Promotion Program (SATPP), until a future Farm Bill can reallocate those funds to the MAP program. ASMI awaits the issuance of the MAP/SATPP Notice of Funding Opportunity (NOFO). While many details remain unknown, we expect MAP/SATPP to be permanent funding with a one-year program period – just like the traditional MAP program.

All grant funding requires an industry match, with most programs requiring a minimum 10% match. ASMI, thanks in part to SDPR and industry contributions, matches at a relatively high total percentage. ASMI's RAPP Tranche II proposal commits ASMI to a 28% match, while we committed to a 10% match for the AFTPP proposal. FAS considers industry match, among other criteria, when allocating awards.

Beginning in FY27, on July 1, 2026, ASMI's International Marketing Program will be funded by four separate grant programs: AFTPP, MAP, RAPP TII, and EMP.