

# ATP HELPS BUILD LONG-TERM GRAIN MARKETS

The U.S. Grains Council was allocated \$20.8 million from the Agriculture Trade Promotion (ATP) program to be used between 2019 and 2024 to develop new markets and mitigate the adverse effects of other countries' tariff and non-tariff barriers.

While the Council has used ATP funds in dozens of markets across all of its commodity products, this infusion of dollars has allowed broad and forward-looking investments specifically in ethanol promotion and market development programs in Sub-Saharan Africa, South Asia and Southeast Asia.

## Ethanol



Fifty percent of the Council's ATP allocation has been focused on global ethanol promotion. Prior to the influx of ATP funds, the Council was only able to spend \$1.3 million from MAP and FMD on its global ethanol engagement. ATP funds allowed the Council to increase ethanol promotion funding by nearly \$11 million, rapidly expanding its global ethanol engagement in seven of the Council's international offices.

## Sub-Saharan Africa



ATP programming has allowed the Council to engage in the growing markets of East and West Africa, aiming to link emerging feed industries in both regions with U.S. feed grain suppliers. This has included:

- introducing corn co-products into West Africa for the first time.
- conducting trials in East Africa with U.S. sorghum.
- working with the feed industry in Kenya to develop a long-term industry development roadmap.

## South and Southeast Asia



The Council has expanded its regional footprint by:

- accelerating ethanol promotion programs in potential markets including India, Indonesia and the Philippines.
- building feed grain promotion programs in new areas such as Bangladesh and Sri Lanka.
- adding new specialists for aquaculture, ethanol and the dairy sector.

# NEAR-TERM COUNCIL WINS WITH ATP FUNDS

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## OPENING JAPAN FOR U.S.

**ETHANOL:** USGC used MAP and ATP funds to promote U.S. ethanol in Japan, helping to produce policy changes that created new demand for **143 million gallons** of U.S. ethanol (50.7 million bushels of corn equivalent). Japan is a market with the potential to use **1.3 billion gallons (460.8 million bushels of corn equivalent)** of ethanol at an E10 blend.

2

## SHOWING THE VALUE OF

**U.S.-ORIGIN CORN:** using ATP funds, USGC commissioned an industrial starch milling analysis, comparing U.S. corn to corn from competing origins. The results of this work will open opportunities with industrial starch plants around the globe. The Council has already used it to produce sales of four vessels of U.S. corn to a starch miller in Egypt, valued at **\$60 million.**

3

## BRINGING ETHANOL BUYERS

**TOGETHER:** more than 330 potential buyers of ethanol from 38 countries convened at a virtual conference to learn and to develop commercial relationships with U.S. exporters. A survey of U.S. participants after the event showed **\$55 million in sales** were attributed to it, with potential for longer-term buying relationships because of participants' engagement.

4

## PRESERVING U.S. ETHANOL'S

**ACCESS TO PERU:** USGC used ATP funds to help defend U.S. ethanol against a countervailing duties (CVD) case in Peru, maintaining access to a 39 million gallon **(13.8 million bushels of corn equivalent)** ethanol export market, valued at **\$65 million per year.**



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COUNCIL**

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