

USAEDC Applauds Strategic Investment in U.S. Agricultural Export Growth

April 16, 2026, Washington, DC – The U.S. Agricultural Export Development Council (USAEDC) today welcomed the U.S. Department of Agriculture’s (USDA) announcement of award allocations under the America First Trade Promotion Program (AFTPP), highlighting the program as a major investment in the competitiveness of U.S. farmers, ranchers, and agricultural producers in global markets.

AFTPP represents a significant, targeted investment in helping USAEDC members compete effectively in global markets. By supporting organizations dedicated to advancing demand for U.S. food and agricultural products, the program unlocks growth in emerging markets and reinforces the commercial momentum essential for long-term export success. These allocations enable USAEDC members to pursue progressive market strategies, adapt to evolving trade conditions, and deepen commercial engagement, ultimately strengthening the international position of U.S. agriculture.

Karen Horan, Chair of the USAEDC Board, said, “In today’s trade environment, export success depends on timely engagement, strategic focus, and the ability to move quickly where demand is emerging. With AFTPP, U.S. agricultural exporters will be better equipped to respond to new opportunities and challenges, helping position American products and suppliers for sustained relevance in global markets.”

“These allocations highlight the pivotal role USAEDC members have in turning global demand into real-world results for U.S. agriculture,” said Steve Sothmann, Executive Director of USAEDC. “AFTPP will empower our members with greater flexibility to implement growth-focused market strategies, address competitive challenges, and build commercial momentum that leads to lasting export success.”

[View award allocations](#)