

WHY IT MATTERS TO INDIAN COUNTRY

- A growing number of Tribes are engaged in trade of food and agriculture products.
- There is increased global interest in American Indian trademarked products
- Title III illustrates how Tribal producers can access significant trade opportunities in international markets through USDA programs like the Market Access Program (MAP)

Despite the potential economic benefits of engaging in international trade, accessing international markets for any product is a challenging and complex process. This is especially true for food products. With resources and technical assistance that USDA programming can provide through Trade Title programs, the number of Tribal nations and Tribal producers accessing these profitable international markets can increase, improving economic realities across Indian Country.

Current MAP funding still reflects 2014 Farm Bill levels; MAP funding needs to be increased to support the expansion of Tribal products in overseas markets.

INDIAN COUNTRY PRIORITIES

- Expand the MAP to increase opportunities and access to overseas markets
- Promote Tribal parity in the MAP
- Include more Tribal producers in trade missions
- Support unique Tribal foods and fighting Native food fraud
- Increase interdepartmental coordination to support Tribal trade

INDIAN COUNTRY SUCCESS STORIES

\$88,000 first-time export sales

Red Lake Nation Foods recorded \$88,000 of first-time export sales by using the MAP to market overseas.

\$5,000 immediate export sales

When Séka Hills of the Yocha Dehe Wintun Nation received the MAP funding, they reported immediate sales of \$5,000 while also projecting \$30,000 for the next 12 months.

ONLY 0.2% OF ALL MAP FUNDING GOES TO INDIAN COUNTRY

The Intertribal Agriculture Council is the leader in supporting Tribal producers in their export endeavors, yet they only receive **0.2%** of all MAP funding.

Trade Title programs represent a significant opportunity for Indian Country producers and Tribally owned food businesses. Native-produced foods are often seen as highly desirable and financially lucrative niche products.

CHECK OUT THE NATIVE FARM BILL COALITION'S REPORT [GAINING GROUND](http://www.nativefarmbill.com/gaining-ground) TO FIND MORE INFORMATION ON INDIAN COUNTRY'S PRIORITIES: www.nativefarmbill.com/gaining-ground.



The Native Farm Bill Coalition (NFBC) brings together the voices of Tribes, intertribal organizations, other Native organizations and non-Native allies around the country to advocate with a strong, unified voice in Washington, D.C., to advance investments in Native agricultural production, rural infrastructure, economic development, conservation, and forestry.