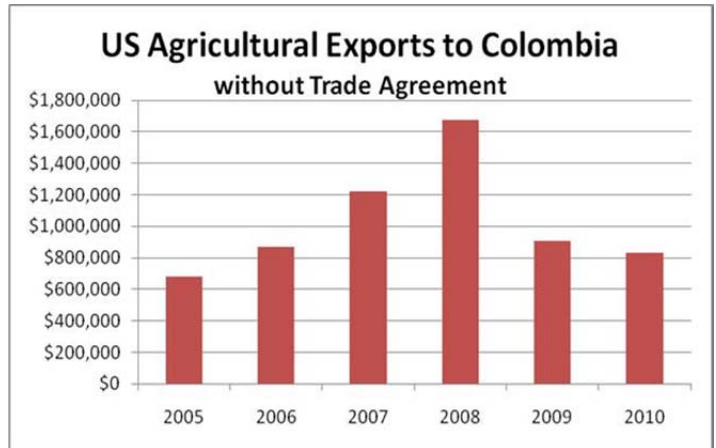


***Opening World Markets: Increasing U.S. Agriculture
Competitiveness and Market Share
March 1, 2011***



Source: USDA



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With 95 percent of consumers of U.S. agricultural products living outside the United States, the future prosperity of American agriculture depends largely on the ability to sell to foreign markets. We must continue to seek new markets for commodities and value-added products. To prevent erosion of U.S. market share, the United States must aggressively open markets and increase U.S. agricultural export competitiveness.

- **U.S. agriculture has seen significant growth in countries that have partnered with the United States on trade deals.** U.S. agricultural exports to Mexico and Canada have tripled since implementation of the North American Free Trade Agreement, from almost \$10 billion combined in 1995 to over \$31 billion in 2010. Or with new partners like Peru, where U.S. agricultural exports reached \$737 million, up 258 percent since 2006.
- **Unfortunately U.S. agriculture has seen the effects of what happens when the United States drags its feet on trade.** U.S. market share of wine exports fell from 17 percent in 2001 to just over 10 percent in 2009, while Chilean market share rose during that same time period from 2 percent to over 21 percent due to the wine tariff being eliminated under the Chile-Korea trade agreement. The same has happened to U.S. agriculture overall in Colombia where market share went from almost 40 percent in 2005 to roughly 20 percent in 2010. During this same period Argentina's market share rose from 7 percent to almost 30 percent due to their trade agreement with Colombia.
- **Opening world markets is not only important to the bottom line of America's farmers and ranchers, but to the economic health of our rural communities and the overall U.S. economy.** The Agriculture Department estimates that every billion dollars in agricultural exports supports 9,000 U.S. jobs. There is a long supply chain made up of American workers who get products from the farm gate to our foreign customers. They are transportation workers, processors, packers, longshoremen, sales and marketing employees, and administrative and clerical staff. A decline in our exports means a decline in work for those that are a part of that supply chain.

**Opening markets means increased competitiveness and market share.
Inaction means loss of market share and forfeiture of economic growth.
U.S. Agriculture chooses open markets!**

The Trade and American Competitiveness Coalition is made up of U.S. business enterprises that support policies and legislation that will enhance U.S. competitiveness in the international economy to promote growth and prosperity for America's businesses, workers and consumers.