Strengthening America's Specialty Crops Sector

To diversify demand for U.S. agricultural products, USDA in recent years has launched programs to support agricultural producers as they expand or enter new markets. One such effort, announced in late 2024, is the Marketing Assistance for Specialty Crops (MASC) initiative, which provides eligible fruit, vegetable, tree nut, and other growers with funding to help them expand the existing markets for their crops or develop new ones.



$2.65B

Invested through MASC to help specialty crop growers expand markets for their crops



$24.6B

Value of U.S. specialty crops exported in FY2023 alone



13.8%

Of all U.S. agricultural exports are specialty crops



239K+

Specialty crop farms produced citrus, berries, almonds, Christmas trees, maple syrup, and more



Boosting Specialty Crops

These growers play a critical part in U.S. agriculture but face higher costs and additional market barriers than other producers. As a result, USDA supports the specialty crop sector in several ways, including:

- **Launching** the Assisting Specialty Crop Exports initiative, which provides $65 million for projects to help the specialty crop sector increase global exports and expand to new markets.
- **Providing** a combined $145.8 million in grant funding in 2022 and 2023 for the Specialty Crop Block Grant Program, which funded innovative projects designed to bolster the competitiveness of the specialty crop sector.

