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Specialty Crops to Receive \$1.3 Billion in Second Round of USDA Initiative

WASHINGTON, D.C. (April 29, 2025) – The Specialty Crop Farm Bill Alliance (SCFBA) issued the following statement today in response to the U.S. Department of Agriculture’s announcement of a second round of payments through the Marketing Assistance for Specialty Crops (MASC) program.

“The USDA’s MASC program is an important step in providing urgently needed assistance to specialty crop growers who are confronting a host of unprecedented challenges. Rising input costs, limited access to labor, unfair trade practices, disruptions to foreign markets, and natural disasters ranging from flood to drought all impede their global competitiveness.

We are grateful to Secretary Brooke Rollins and the USDA team for continuing to acknowledge the critical work our farmers do each and every day to produce the fruits, vegetables, tree nuts, and horticultural products that enhance the lives of all Americans.

Although the MASC program is providing our growers with a vital lifeline today, we must also remember that this is just a downpayment on the long-term investments specialty crop growers from across the United States deserve. We hope that Congress will come together to enact a comprehensive bipartisan farm bill at the earliest opportunity that includes our recommendations to enhance the competitiveness of America’s specialty crop growers.”

The SCFBA is co-chaired by **Cathy Burns, CEO of the International Fresh Produce Association; Mike Joyner, President of the Florida Fruit & Vegetable Association; Dave Puglia, President and CEO of Western Growers; and Kam Quarles, CEO of the National Potato Council.**

First announced in December 2024, MASC authorized \$2 billion in Commodity Credit Corporation funds to assist specialty crop growers with rising input costs and aid in the expansion of domestic markets. In January 2025, in response to stakeholder feedback and program demand, funding for MASC was increased to \$2.65 billion. The MASC application period closed on Jan. 10, 2025.

The USDA’s Farm Service Agency (FSA) delivered just under \$900 million in first round payments to eligible producers.

SCFBA

The Specialty Crop Farm Bill Alliance is a national coalition of more than 150 organizations representing growers of fruits, vegetables, dried fruit, tree nuts, nursery plants and other products. The Alliance was established to enhance the competitiveness of specialty crop agriculture and improve the health of Americans by broadening the scope of U.S. agricultural public policy. For more information, visit farmbillalliance.com.