

Marketing Assistance for Specialty Crops (MASC)

On December 9th USDA announced the Marketing Assistance for Specialty Crops (MASC) program to provide financial assistance to specialty crop producers to help expand domestic markets and develop new markets for their crops.

MASC Eligibility

- Specialty Crops that qualify locally: Dry Beans, Dry Peas, Potatoes, Honey and Grass Seed
- Growers must have grown a specialty crop in 2023 or 2024. Growers that did not grow a specialty crop in either 2023 or 2024 but are planning on growing a specialty crop in 2025 are also eligible.
- Growers must also certify they will be growing a qualifying specialty crop in 2025.

Applying for MASC

- **Established specialty crop growers** must certify their **gross specialty crop sales** in either **calendar year** 2023 or 2024. Additionally, crop insurance indemnities can be included as revenue but must be included in the **crop year** they were generated, regardless of when the payment was received. The year with the highest amount of gross revenue (from specialty crops) will result in a higher payment.
- **New Producers or Producers without a complete year of sales** will certify their expected 2025 calendar year sales for the specialty crops by providing contracts or verifiable records to certify their expected sales.
- **Application deadline:** January 8th, 2025

Program Payments & Calculations

- Final payments and payment rates will not be finalized until the application period closes (January 8, 2025). Payment rates will change based on the volume of applications submitted.
- Payment Limitations - \$125,000 Per producer (May be lowered if applications Exceed Funding)
- It is estimated that payment rates will be between 5-10% of gross sales