



Agricultural Marketing Service

Be a Voice for Your Industry

Diversity of Thought & Shared Expertise Brings Success to Agri-Businesses through Councils, Committees & Boards

The U.S. Department of Agriculture’s Agricultural Marketing Service (AMS) provides American agriculture with valuable tools and services that help create marketing opportunities. One of the ways that AMS serves America’s diverse agricultural industry is through the coordination and oversight of research and promotion programs, federal advisory committees and marketing order boards and councils.

Having transparency and objectivity within these organizations to guide USDA is crucial to the long-term success of the industries we serve. By leveraging expertise from the private sector to identify best practices and overcome challenges, the boards, committees and councils help shape and ensure the future of American agriculture.

By serving on an advisory committee, research and promotion board or marketing order council, you can help keep your industry moving in a positive direction.

www.ams.usda.gov



Federal Advisory Committees (FACA)

Since the earliest days of our nation, advisory councils have played an important role in shaping the programs and policies of the Federal government.

USDA relies on FACAs to bring together knowledgeable and diverse representatives from across the industry, helping to ensure transparency and objectivity in the work we do.

Advisory Committee on Universal Cotton Standards

The committee physically reviews freshly prepared sets of Universal Cotton Standards for conformity with the existing standards. They also make recommendations regarding the establishment or revision of cotton standards.

The committee meets every four years to physically review the Universal Cotton Grade Standards for American Upland cotton. They also make recommendations for revising the Universal Cotton Standards.



Fruit and Vegetable Industry Advisory Committee

This committee meets twice a year to examine the full spectrum of issues faced by the fruit and vegetable industry and offer the Secretary of Agriculture advice on how USDA can tailor its programs to better meet the fruit and vegetable industry’s needs. The exchange of views and information between the industry and government improves our understanding of how USDA programs impact the industry.

Find out more about the committee’s work by visiting www.tinyurl.com/AMSfviac.

National Organic Standards Board (NOSB)

The NOSB provides recommendations to USDA about which substances should be allowed or prohibited in organic farming and processing, based on criteria described in the Organic Foods Production Act. The NOSB also advises USDA on other aspects of the USDA organic regulations.

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NOSB members participate in subcommittee conference calls once or twice a month. Subcommittee proposals are published by the USDA with requests for public comment. During public meetings twice a year, NOSB members listen to public comments, and then discuss and vote on proposals.

To learn more about the NOSB, visit www.ams.usda.gov/NOSBHome.

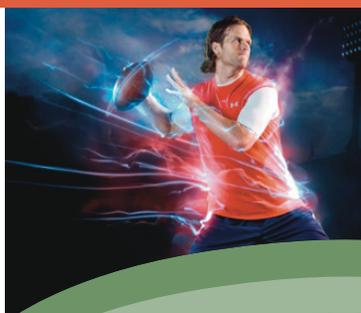
Plant Variety Protection (PVP) Board

The Plant Variety Protection Act (PVPA) provides legal protection in the form of intellectual property rights to developers of new varieties of plants.

The PVP board is a group of experts that advise the Secretary on the rules and regulations of the PVPA, advises the Secretary on all appeals and any other matters that fall under the scope of the PVPA.

Learn more by visiting www.ams.usda.gov/PVPOAdvisoryBoard

To see a list of all USDA FACAs, visit <http://tinyurl.com/USDAfacas>.



Marketing Order Oversight

Marketing agreements and orders are initiated by industry to help establish the grade, size, maturity, quality, or prices of goods. They help provide stable markets for dairy products, fruits, vegetables and specialty crops.

Each marketing order or agreement includes a framework for industry oversight through a council, committee or board made up of appointees from within the industry.

For more information on dairy marketing orders, visit www.ams.usda.gov/FederalMilkMarketingOrders.

Learn more about fruit and vegetable marketing orders by visiting www.ams.usda.gov/FVMarketingOrderLandingPage.



Research and Promotion (R&P) Programs

R&P programs are coordinated programs of research, marketing activity and consumer outreach that improve, maintain and develop opportunities for agricultural products. R&P programs are run by a board or council whose members are nominated by the industry and appointed by the Secretary of Agriculture. Members represent all facets of the industry—from producers to processors, manufacturers to importers—and reflect the diversity of the stakeholders they serve.

There are over 20 National R&P programs serving several commodity industries.

- U.S. Highbush Blueberry Council
- Cattlemen’s Beef Promotion and Research Board
- Cotton Board
- National Dairy Promotion and Research Board



- American Egg Board
- National Processed Raspberry Council
- Hass Avocado Board
- National Honey Board
- American Lamb Board
- National Mango Board
- Fluid Milk Processor Promotion Board
- Mushroom Council
- National Peanut Board
- Paper and Paper-Based Packaging Program
- Popcorn Board
- National Pork Board
- U.S. Potato Board
- Softwood Lumber Board
- United Sorghum Checkoff Program
- United Soybean Board
- National Watermelon Promotion Board

For more information on research and promotion programs, visit www.ams.usda.gov/ResearchandPromotion.

If you are interested in being a voice for your industry, visit www.ams.usda.gov for more information or contact the AMS Office of Outreach at 202-690-0487.

Page 1: cotton field courtesy Kimberly Vardeman; asparagus photo courtesy Gunnar Magnussen; Page 2: potato farm photo courtesy Gunnar Magnussen; Tom Brady courtesy Cotton, Inc; pepper plant and Got Milk photos by USDA