



Specialty Crops Program



Research & Promotion Programs

What are Research and Promotion Programs?

Agricultural commodities can establish an orderly program for developing, financing and carrying out an effective, continuous and coordinated program of generic promotion, research and information regarding agricultural commodities designed to:

1. Strengthen the position of agricultural commodity industries in the marketplace;
2. Maintain and expand existing domestic and foreign markets and uses for agricultural commodities;
3. Develop new markets and uses for agricultural commodities; or
4. Assist producers in meeting their conservation objectives.

How are Research and Promotion Programs Authorized?

Research and promotion programs have been established under commodity specific legislation or under the Commodity Promotion, Research and Information Act of 1996 (7 U.S.C. 7411-7425), commonly known as the “Generic Act.”

Who Finances a Research and Promotion Program?

Research and promotion programs are funded by mandatory assessments, usually through deductions from sales by producers, marketers and/or importers. USDA’s Agricultural Marketing Service (AMS) provides oversight, paid for by industry assessments, which helps ensure fiscal accountability and program integrity.

Who Manages Research and Promotion Programs? The U.S. Secretary of Agriculture appoints individuals from industry nominations to serve on the boards who hire staff to manage the day-to-day operations of these programs. The boards according to their respective orders, may be composed of producers, handlers, importers, processors and manufacturers as well as others in the marketing chain. AMS policy is that diversity of the boards, councils and committees it oversees should reflect the diversity of their industries in terms of the experience of members, methods of production and distribution, marketing strategies and other distinguishing factors, including but not limited to individuals from historically underserved communities, that will bring different perspectives and ideas to the table.

Would You Like to Serve on a Board? Contact the board that you are interested in and learn more about the nomination opportunities and their meeting schedule. A list of all boards is available online at www.ams.usda.gov/rules-regulations/research-promotion. Additionally, AMS publishes Notices to Trade for boards seeking nominees that describes the open positions and qualifications, which are available at www.ams.usda.gov/notices. It's a great opportunity to shape the future of agriculture.

How Do You Start a Research and Promotion Program? The process begins with an industry or commodity group contacting the USDA-AMS Market Development Division (MDD). MDD works with the industry to develop the proposal for a new program. The process to formulate a new program is transparent and generally takes 18 to 24 months. Additional guidance on how to propose a new research and promotion program is available on the agency's website at www.ams.usda.gov/rules-regulations/research-promotion/how-to-propose.

For more information, visit our website at www.ams.usda.gov/rules-regulations/research-promotion or phone (202) 720-8085.