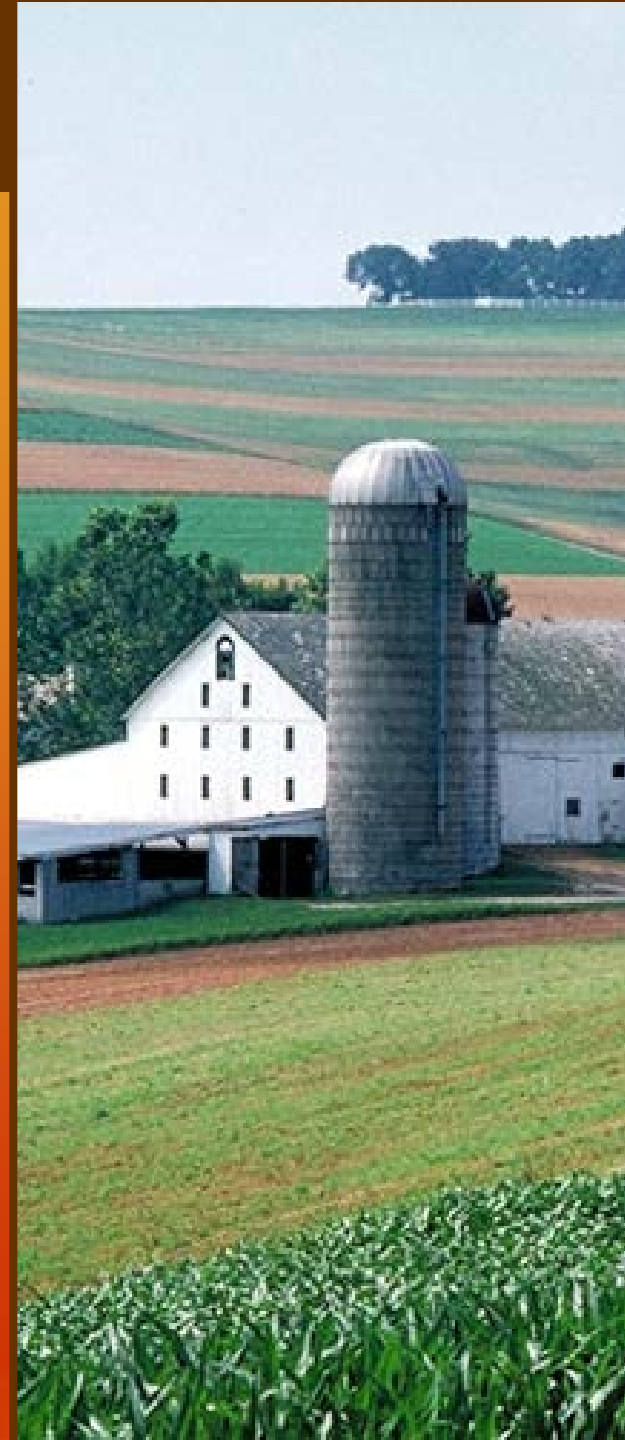




# Agricultural Marketing Service

# AMS Mission

- Facilitate the strategic marketing of agricultural products in domestic and international markets
- Producer to consumer



# AMS Services

- Marketing Agreements and Orders
- Commodity Procurement
- Quality Standards, Grading, Certification, Auditing, and Inspection
- Market News
- National Organic Program
- Plant Variety Protection
- Research and Promotion
- Seed Regulatory and Testing Services
- Laboratory Approval and Testing Services
- Perishable Agricultural Commodities Act



# Commodity Standards

- Describe product quality attributes
- Provide a common language of trade for buyers and sellers
- >500 U.S. and international standards in effect:
  - Cotton
  - Dairy products
  - Fruits and vegetables
  - Livestock , meat and seed
  - Poultry and eggs
  - Tobacco
- Utilized in grading and market news reporting



# Quality Verification Programs

- Voluntary third-party services
- Support/protect buyers and sellers in commercial transactions
- Basis for product and/or production are commodity standards
- USDA seal is especially important in international markets



# Grading & Product Certification Services

- Facilitate marketing of commodities
- Provide impartial evaluation of product quality
- Voluntary fee-supported services



# Process Verification Programs

- Provides producers and marketers the opportunity to assure customers of their ability to provide consistent quality products by having written production and manufacturing processes confirmed through independent, third party audits
- Uses the International Organization for Standardization's ISO 9000 series
- Includes producers and marketers of:
  - Livestock and seed products
  - Fresh and processed fruit and vegetables
  - Poultry and poultry products
  - Eggs



# Feed, Feed Stuffs, and Pet Food

- FDA/AMS Agreement
  - Facilitation of the Agreement
  - Products covered under the Agreement
  - What this means for industry
- <http://www.ams.usda.gov/AMSV1.0/AMSFeed>





# Feed, Feed Stuffs, and Pet Food

- FDA/AMS Agreement
  - Current Situation
  
- <http://www.ams.usda.gov/AMSV1.0/AMSFeed>



# For more information

- Website: <http://www.ams.usda.gov>
- Phone: 202-720-3100

