



# Agricultural Marketing Service

# AMS & LPS Overview

§ Mission: Facilitate the strategic marketing of agricultural products in domestic and international markets

§ Producer to consumer

§ Vision: We envision a marketing system that quickly and efficiently moves wholesome, affordable agricultural products from the farm to the 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



# Services segment value differences throughout the supply chain



Auditing quality management systems for unique marketing claims



Reporting on the markets



Adding value through grading and certification

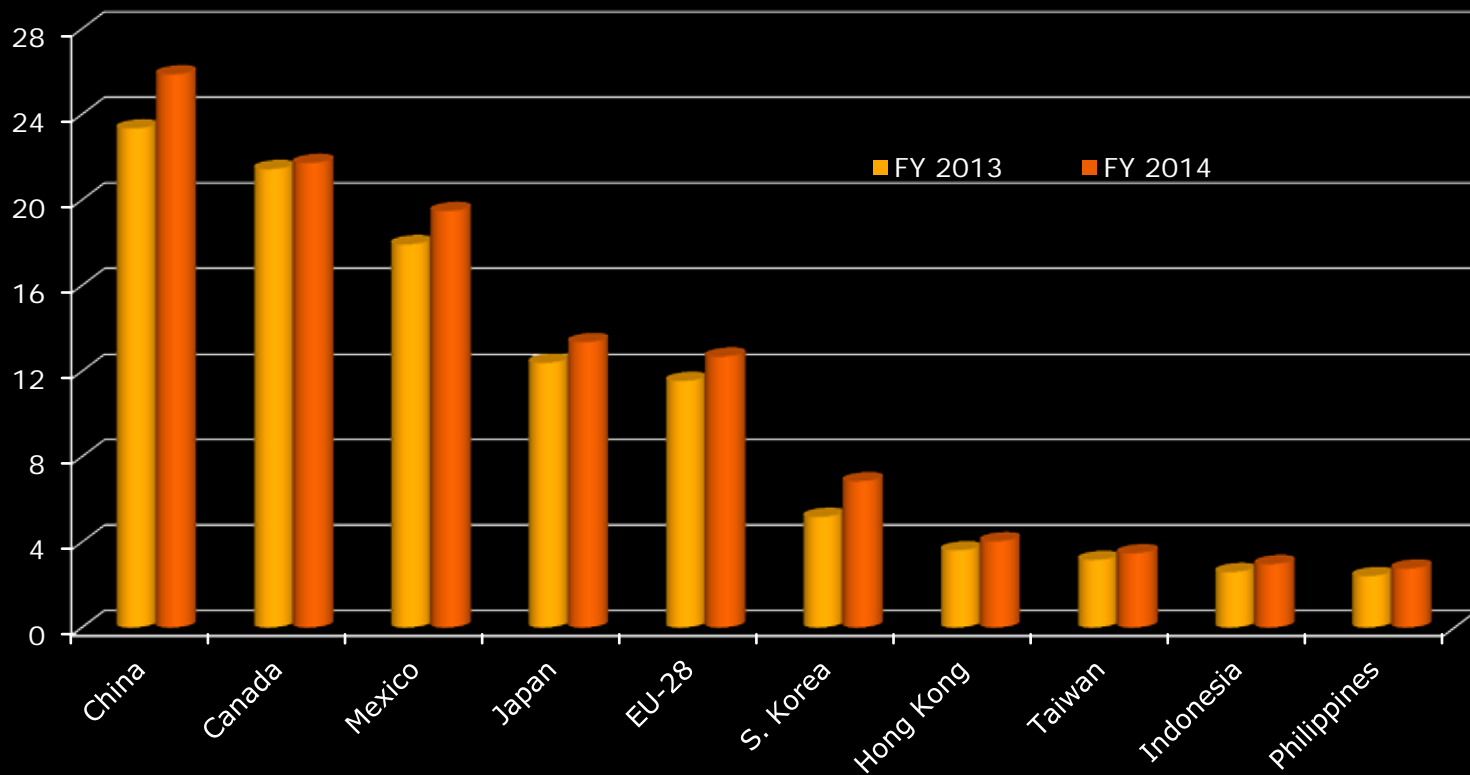


Helping convey quality attributes to the consumer



# U.S. TRADE

Top 10 U.S. Agricultural Export Markets  
October - September



# Grading & Product Certification Services

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



# 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



# 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, 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>



# Questions and Contact

Will Stone  
Livestock, Poultry and Seed

202-720-3100 or [william.stone@ams.usda.gov](mailto:william.stone@ams.usda.gov)

*...or visit us on the Web at:  
<http://www.ams.usda.gov/LPS>*

**Thank you!**

