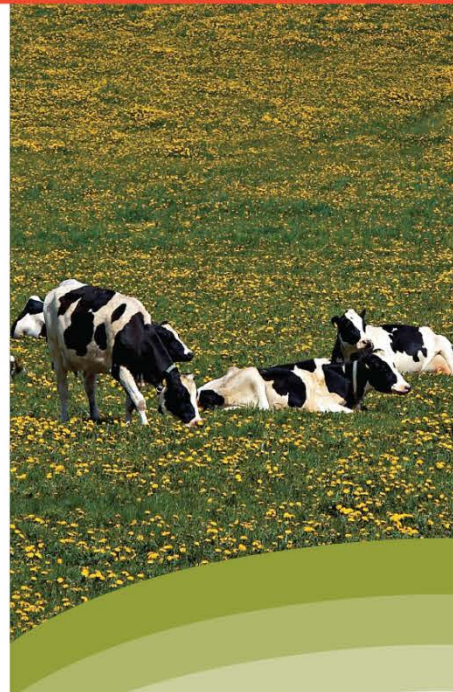
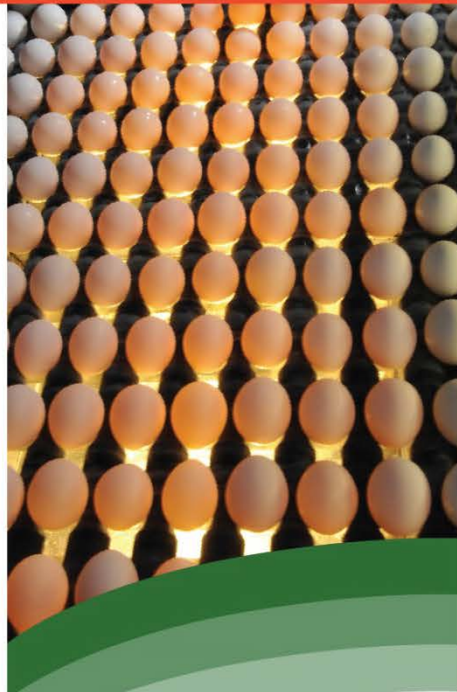


Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses





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Research & Promotion Boards:

Opportunities to Serve

Agricultural Marketing Service

Creating Opportunities for Farmers and Businesses



milk life



What are R&P Programs?

- Industry-funded, self-help programs designed to develop and strengthen markets for specific commodities
- R&P programs are implemented based on requests of industry or through specific legislation
- Funding is provided through assessments collected on individual commodities
- R&P programs allow commodity groups to pool resources for the conduct of promotion, market research, nutrition education and new product development programs
- Overseen by USDA for fairness and appropriateness

What are R&P Boards?

- Commodity specific group of stakeholders appointed by the Secretary to administer specific R&P programs
- Provide strategic direction on how industry assessments are spent to enhance overall demand
- Size of Board ranges from less than 10 to over 100 members

Who is Eligible for Nomination on R&P Boards?

- Diverse eligible individuals representing various aspects of their industry
- Individuals representing the changing face of agriculture based on:
 - Gender
 - National origin or race
 - Operational size
 - Geographic location
 - Production methods
 - Marketing strategies
 - Age

R&P Board's Opportunities to Serve – Current Openings

15 R&P Boards are currently or will be soliciting for nominees in the next 3 months:

- American Lamb Board
- Cattlemen's Beef Board
- Mushroom Council
- National Honey Board
- National Fluid Milk Processor Promotion Board
- National Mango Board
- National Peanut Board
- National Pork Board
- National Watermelon Promotion Board
- Popcorn Board
- Processed Raspberry Council
- United Sorghum Board
- United Soybean Board
- U.S. Highbush Blueberry Council
- Softwood Lumber Board

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>American Lamb Board</p>	<p>The American Lamb Board consists of 13 members, including 6 producer representatives, 3 feeder representatives, 3 first handlers, and 1 seedstock producer. Members serve 3-year terms. No Board member may serve more than 2 consecutive 3-year terms. Approximately one-third of the Board is appointed each year. A nominee to the Board must be a lamb producer or first handler who has paid the mandatory assessment.</p>	<p>Nominations to the Board are accepted from Certified Nominating Organizations (CNO) representing U.S. producers and first handlers. The eligibility of CNOs is determined by USDA and is based on provisions in the Lamb Promotion, Research, and Information Order. CNOs representing producers, feeders, first handlers, and seedstock producers submit to the Secretary of Agriculture at least 2 nominees for each vacancy on the Board.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>Cattlemen's Beef Board</p>	<p>The Cattlemen's Beef Promotion and Research Board, usually referred to as the Cattlemen's Beef Board, consists of 100 members (94 producers and 6 importers), including domestic beef, dairy and veal producers, as well as importers of live cattle or beef and beef products. All board members serve 3-year terms. No board member shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year. A nominee to the Cattlemen's Beef Board must be a domestic beef producer or importer of cattle, beef or beef products and must pay the mandatory assessment.</p>	<p>Nominations to the Board are accepted from certified eligible organizations representing producer and importer organizations. The eligibility of State cattle or general farm organizations or associations is determined by USDA and is based on provisions defined in the Beef Promotion and Research Act. Within each State and for importers, these certified organizations may caucus to jointly nominate persons or they may nominate persons on their own. Certified organizations are asked to submit two nominees for each vacant position.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>Mushroom Council</p>	<p>The Mushroom Council consists of 9 members -- 8 producers (by Regions) and 1 importer. All Council members serve a 3-year term. No council member shall serve more than two consecutive 3-year terms. Approximately one-third of the Council is appointed each year. Producers are nominated by producers and importers are nominated by importers.</p>	<p>Nominations are made at regional caucuses of producers (or importers) or by mail ballot. To be eligible to be a producer or importer member nominee, a person must produce or import on average, over 500,000 pounds of mushrooms per year. The candidate with the highest number of votes is the first choice nominee for a position, and the candidate with the highest volume of production voted is the second choice nominee for a position. If a proposed nominee receives both the highest number of votes cast and the highest volume of production or imports voted, then the proposed nominee with the second highest number of votes cast is included as the second choice nominee</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Honey Board</p>	<p>The National Honey Board consists of 10 members and alternates (3 first handlers, 2 importers, 1 importer-handler, 3 producers, and 1 marketing cooperative). All board members and alternates serve a 3-year term. No member or alternate may serve more than two consecutive terms. Producer representatives must produce a minimum of 150,000 pounds. Importer-handler representatives must import at least 75 percent of the honey or honey products they market in the U.S. and handle at least 250,000 pounds annually.</p>	<p>Nominations for first handlers, importers, producers and marketing cooperatives are made by qualified national organizations that are certified by the Department of Agriculture. If necessary, certified organizations will caucus to submit a single slate of nominees for each vacant position.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Fluid Milk Processor Promotion Board</p>	<p>The National Fluid Milk Processor Promotion Board, usually referred to as the Fluid Milk or MilkPEP Board, consists of 20 members (15 representing geographic regions of fluid milk processing operations of differing sizes and 5 at-large members, including 3 fluid milk processors and at least one member of the general public). No fluid milk processor shall be represented on the Board by more than three members. Except for the non-processor member or members from the general public, nominees appointed to the Board must be active owners or employees of a fluid milk processor. All board members serve 3-year terms. No board member shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year. The 15 Board members representing geographic regions are each selected from the 15 regions, as dictated in the Fluid Milk Order.</p>	<p>Nominations to the Board are accepted from individual fluid milk processors and other interested parties, including eligible organizations. Fluid milk processors and other interested parties may submit nominations for positions on the Board for regions in which they are located or market fluid milk, and for at-large members. An eligible organization is determined by the Fluid Milk Order and must be a nonprofit organization of the Internal Revenue Code, be governed by a board comprised of a majority of fluid milk processors, and represents fluid milk processors on a national basis whose members process more than 50 percent of the fluid milk products processed and marketed within the United States.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Mango Board</p>	<p>The National Mango Board consists of 18 members (8 importers, 1 first handler, 2 domestic producers, and 7 foreign producers). All members shall serve 3-year terms. No board member shall serve more than 2 consecutive 3-year terms. Approximately one-third of the Board is appointed each year. Importers, first handlers and domestic producers will be nominated by their respective group and placed on a ballot for a vote by said group.</p>	<p>Nominations for the importer seats are made by U.S. importers, nominations for first handlers are made by first handlers, and nominations for the domestic producer seats are made by domestic producers. After all of the nominations are received, mango importers, first handlers, and domestic producers vote on their respective candidates by mail ballot to identify their preferred nominees. Two nominees are submitted for each importer, first handler and domestic producer positions. Nominees for the foreign producer seats are solicited from organizations of foreign mango producers, and foreign mango producers can also self-nominate. Each country's organization may submit up to two nominees for each vacant foreign producer position.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Peanut Board</p>	<p>The National Peanut Board consists of 12 members and their alternates. All members shall serve 3-year terms. No board member shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year. Producers are nominated by certified peanut producer organizations.</p>	<p>The Order requires the Board to issue a call for nominations by March 1. The Board sends packages to each of the State Certified Peanut Producing Organizations (CPPO), notifying them of the requirement to hold nomination meetings. Eligible peanut producer organizations within each State nominate qualified individuals for each open position. In order to identify the industry's preferred candidates, the nominees are then voted upon at open meetings of peanut producers eligible to serve on the Board.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Pork Board</p>	<p>The Pork Promotion, Research, and Consumer Information Order is authorized by the Pork Promotion, Research, and Consumer Information Act of 1985 [7 U.S.C. 4801-4819]. The Act was passed as part of the 1985 Farm Bill. The program became effective on September 5, 1986, and assessments began November 1, 1986. The National Pork Board is comprised of 15 members consisting of producers representing at least 12 States or importers appointed by the Secretary from nominations submitted the National Pork Producers Delegate Body. All board members serve 3-year terms. No board member shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year.</p>	<p>A slate of nominees is developed by a Nominating Committee comprised of National Pork Producer Delegate Body members. Nominees must be from a minimum of 12 States or importers and not less than one and one-half persons (rounded up to the nearest person) for each vacancy on the Board that requires nominations thereafter. Each nomination shall be by a majority vote of the Delegate Body voting in person.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>National Watermelon Promotion Board</p>	<p>The National Watermelon Promotion Board, often referred to as the Watermelon Board, consists of 37 members composed of 14 producers, 14 handlers, 8 importers, and 1 public member. All board members serve a 3-year term. No board members shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year. For the purpose of nominations, the production area is divided into seven districts of approximately equal production. Each district is represented by two handlers and two producers on the Board. Producer members are nominated by producers and handler members are nominated by handlers. Producers and handlers are nominated through conventions held in each of the respective districts. Importer members are nominated by importers by mail ballot or nomination convention. The public member is nominated by the Board. To be nominated, producers must grow 10 acres or more; handlers must handle watermelons; and importers must import watermelons, and they must pay the mandatory assessment.</p>	<p>The Watermelon Research and Promotion Plan (Plan) requires nomination conventions to be held in each of the respective Districts. Nominations for importers are made by ballot, nomination convention, or other means. The public member is nominated by the other Board members. In accordance with the Plan, nominations are conducted at district conventions in each district with vacancies, and the Board calls and opens all district conventions.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
Popcorn Board	The Popcorn Board consists of 5 members. All members shall serve 3-year terms. No board member shall serve more than 2 consecutive 3-year terms. Approximately half of the Board is appointed every two out of three years. Popcorn processors (members) shall be appointed by processors.	To be eligible for nomination, an individual must be either an officer or an employee of a popcorn processor who processes and distributes over 4 million pounds of popcorn in the market per year. No more than one officer or employee of a processor may serve as a Board member at the same time. All processors may participate in submitting nominations.

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>United Sorghum Board</p>	<p>The United Sorghum Checkoff Program Board, consists of 13 sorghum producer members with provision to add importers. All board members serve 3-year terms. No board member shall serve more than two consecutive 3-year terms. Approximately one-third of the Board is appointed each year. A nominee to the Sorghum Board must be a sorghum producer or importer of sorghum.</p>	<p>Nominations to the Board are accepted from certified nominating organizations representing producer and importer organizations. The eligibility of organizations is determined by USDA and is based on provisions defined in the Sorghum Promotion, Research, and Information Order. Within each State and for importers, these certified organizations may caucus to jointly nominate persons or they may nominate persons on their own. Certified organizations are asked to submit two nominees for each vacant position.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>United Soybean Board</p>	<p>The United Soybean Board has 70 members representing 29 States and 2 combined regional units. Board members serve for 3-year terms. The Secretary of Agriculture appoints approximately one-third of the Board each year. Board members must be U.S. soybean producers who have paid the mandatory assessment.</p>	<p>Nominations to the Board are submitted by Qualified State Soybean Boards (QSSB) from each of the 29 States and 2 combined regional units. The QSSBs must submit 2 nominees, who must be U.S. producers, for each vacancy on the Board. For States having only 1 allocated Board member, they may submit to the Secretary for approval the names of alternate members in the event the appointed Board member cannot attend Board meetings.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>U.S. Highbush Blueberry Council</p>	<p>The U.S. Highbush Blueberry Council consists of 16 members and alternates (10 producers, 3 importers, 1 exporter, 1 first handlers, and 1 public member). All Council members and alternates serve a 3-year term. No council member or alternates shall serve more than two consecutive 3-year terms. A member may serve as an alternate during the years the member is ineligible for a member position. Nominations and appointments take place in two out of every three years. Producer members are nominated by producers. Importers, exporter, first handler, and public member positions are nominated by the Council.</p>	<p>Nominations for the State or Regional producer seats are submitted by State blueberry commissions or marketing order committees. In States where no commission or order is in place (such as Michigan), nominations are solicited by Council staff from the specific state. Names are then placed on a ballot that is sent to producers in the State for a vote. The person with the highest number of votes is the member nominee, the person with the second highest vote is the alternate nominee, and the individuals with the third and fourth highest number of votes cast are designated as additional nominees for consideration by the Secretary. Importer and handler member nominees are recommended by the Council. From the nominations submitted, the Secretary selects the member and alternate members of the Council.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>Softwood Lumber Board</p>	<p>The Softwood Lumber Board consists of 19 members -- 12 domestic manufacturers (3 regions) and 7 importers (3 regions). All board members serve a 3-year term. No board members shall serve more than two consecutive 3-year terms. Approximately one-third of the board is appointed each year.</p>	<p>To be eligible to serve, domestic manufacturers and importers must manufacture and domestically ship or import to the United States 15 million board feet or more of softwood lumber annually. The Board conducts outreach to all segments of the softwood lumber industry to solicit nominations. Eligible persons may nominate themselves or other eligible persons for a seat on the Board. The Board then conducts an election by mail ballot in each region. The votes are tabulated by region, with the nominee receiving the highest number of votes at the top of the list in descending order. The top two candidates for each position are submitted to the Secretary.</p>

R&P Board's Opportunities to Serve – Future Openings

Board/Council	Requirements for Membership on Board	Process for Accepting Nominees to the Board
<p>Processed Raspberry Council</p>	<p>The National Processed Raspberry Council consists of 13 members and alternates (7 producers, 3 importers, 2 foreign producers, and 1 at-large). All Council members and alternates serve a 3-year term. No council member or alternates shall serve more than two consecutive 3-year terms. A member may serve as an alternate during the years the member is ineligible for a member position. Nominations and appointments take place in two out of every three years. Producer members are nominated by producers. Importers are nominated by importers; foreign producers nominated by foreign producers, and the at-large member is nominated by the Council.</p>	<p>Nominations for producers shall come from State raspberry commissions or committees, if there are none, the Council will seek nominations from State Departments of Agriculture. Nominations for importers and foreign producers shall be from qualified national organizations representing importers or foreign producers, respectively, or individuals who have paid their assessments may submit their name to the council. Nominations for at-large members and alternates shall be made at the council meeting.</p>

For More Information:

- Contact AMS Office of Outreach at (202) 690-0487
- Web site: www.ams.usda.gov/researchandpromotion
- Call-to-Action Flyer
- AMS R&P Board Contacts
- R&P Boards Contact List

The flyer features a green background with a white speech bubble containing the title and a call to action. It includes a list of benefits for board members and a section explaining the program's purpose. The flyer is decorated with circular photos of diverse individuals and the USDA logo at the top.

USDA United States Department of Agriculture
Agricultural Marketing Service

Shape the Future of Agriculture
Be a Voice For Your Industry by Serving on a Research and Promotion Program Board

Join a group that represents all facets of your industry—from producers to processors, manufacturers to importers—and help strengthen the future of American agriculture.

As a Board Member, You Will:

- On average, attend 2-6 meetings per year (6-15 days)
- Receive reimbursement for travel costs
- Help direct how assessment money is spent
- Build consumer confidence and protect the industry's reputation
- Collaborate and network with stakeholders and board members from across the industry
- Develop leadership and communication skills

Contact the AMS Office of Outreach at 202-690-0487 to find out how you can get involved.

What is a Research and Promotion Program?
Research and Promotion programs focus on nutrition, research, marketing, and consumer outreach efforts that improve, maintain, and develop opportunities for agricultural commodities and products.

The programs allow stakeholders across an industry to pool their expertise and resources. Research and promotion programs are administered by a board or council whose members are nominated by the specific industry and then appointed by the U.S. Secretary of Agriculture.

There are over 20 national research and promotion programs serving a variety of commodity industries.

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Questions?