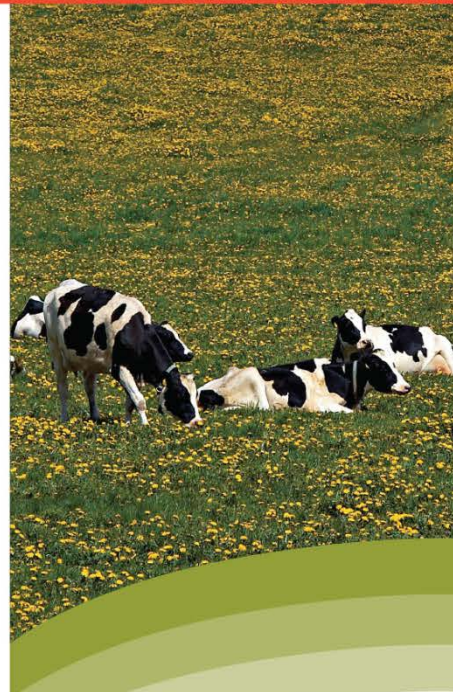
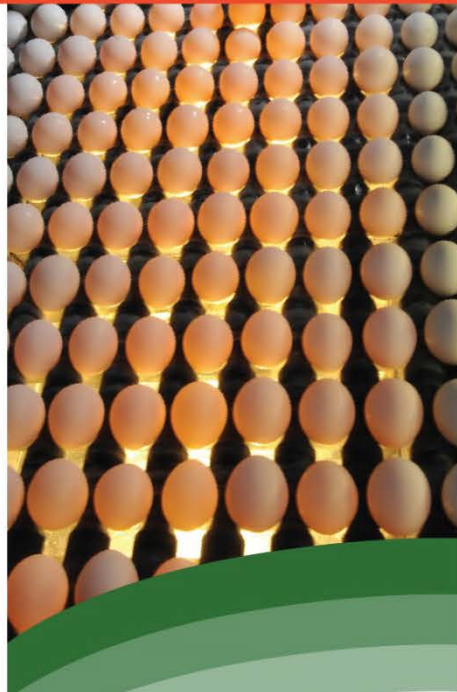


# Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses





# **Agricultural Marketing Service**

Creating Opportunities for American Farmers and Businesses

## **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

# For More Information:

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

The flyer features the USDA logo and the text 'United States Department of Agriculture' at the top. Below this is the 'Agricultural Marketing Service' header. The main title 'Shape the Future of Agriculture' is enclosed in a white speech bubble. The subtitle reads 'Be a Voice For Your Industry by Serving on a Research and Promotion Program Board'. The flyer includes several circular photographs of diverse individuals. A green speech bubble on the right contains contact information: 'Contact the AMS Office of Outreach at 202-690-0487 to find out how you can get involved.' The bottom left section, titled 'As a Board Member, You Will:', lists five benefits with checkmarks: attending meetings, receiving travel reimbursement, directing assessment money, building industry reputation, and developing leadership skills. The bottom right section, 'What is a Research and Promotion Program?', explains the program's focus on nutrition, research, and marketing, and notes that there are over 20 national programs. The footer includes the date 'April 2014', the website 'www.ams.usda.gov/ResearchAndPromotion', and the statement 'USDA is an equal opportunity employer and provider.'

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.

April 2014 [www.ams.usda.gov/ResearchAndPromotion](http://www.ams.usda.gov/ResearchAndPromotion)  
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Questions?