

USDA Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

The U.S. Department of Agriculture's Agricultural Marketing Service (AMS) provides the agriculture industry with valuable tools and services that help create marketing opportunities. AMS ensures the quality and availability of wholesome food and agricultural products for consumers in domestic and export markets. Nearly 4,000 AMS professionals work every day to support agriculture, from individual farmers to international businesses, helping American agriculture remain competitive in a global marketplace. AMS' services and grant investments also create opportunities by supporting economic development in small towns and rural communities that stand as the backbone of American values.

Summary

The USDA Agricultural Marketing Service has a number of programs and services available to help small and beginning farmers, including the following:

- **Farmers Markets and Local Food Marketing** -- *Technical Assistance*

- Food Hubs and Distribution Infrastructure

- Wholesale Markets

- Farmers Market Design and Assessment

- Research on Direct Farm Marketing and Local Food

- Transportation Reports

- USDA Market News Reports and Information

- **Added Value Programs**

- Organic Certification – National Organic Program

- Good Agricultural Practices (GAP) Certification

- Quality Verification Programs (*USDA seal of approval*)

- Process Verification Programs

- **Regulatory Programs to Protect Farmers**

- Perishable Agricultural Commodities Act (PACA)

- Quality Standards, Grading, Certification, Auditing, and Inspection Services

- Laboratory Approval and Testing Services

- Country of Origin Labeling

- **AMS Grant Programs**

- Local Food Promotion Program (LFPP)

- Farmers Market Promotion Program (FMPP)

Federal-State Marketing Improvement Program (FSMIP)
Specialty Crop Block Grant Program (SCBGP)
National Organic Cost Share Program

■ **Commodity Purchases** – *How can I sell my product to the government?*

■ **A Call To Action: How Can YOU Get Involved?**

Research and Promotion Program board membership
Marketing Order Committee membership

■ **Questions for Committee Members**

Have you ever had difficulty receiving a particular service from AMS?

If you had difficulty, how could we have made it better for you?

How can AMS better utilize current programs to help small farmers and ranchers?

Are there partnership projects that you feel would help small farmers and ranchers?