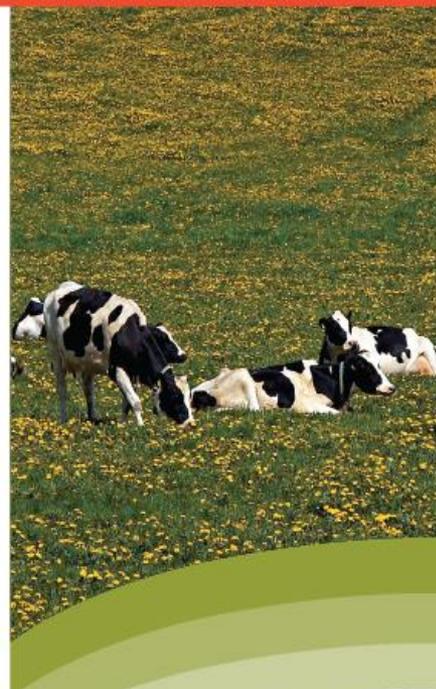
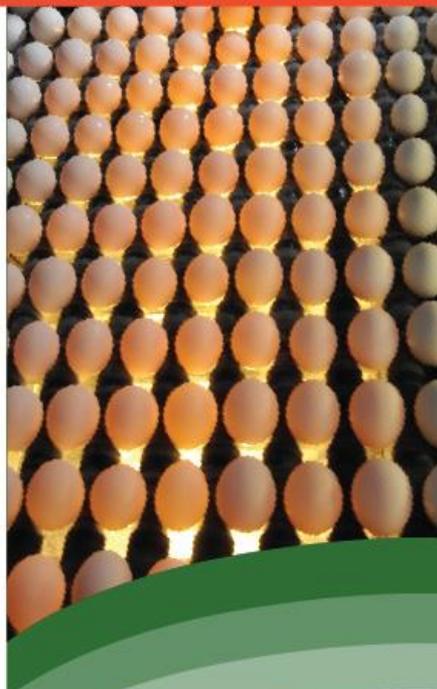




United States Department of Agriculture

Agricultural Marketing Service

Creating Opportunities for Farmers and Businesses





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**NATIONAL
RESEARCH & PROMOTION
PROGRAMS**

(Check-offs)

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National Peanut Board™





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The Goal of Check-off Programs

**To maintain and expand domestic and
foreign markets for agricultural
commodities**



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Overview

- **USDA delegated oversight authority by Congress**
- **Formed at the request of industry**
- **Funded by industry assessments**
- **Producer, handler, processor, manufacturer or others in the marketing chain, and, in some cases, importer participants**



R&P PROGRAM ANNUAL ASSESSMENT REVENUE - 2018

Commodity	Assesment Revenue
Dairy	\$334.1M
Soybeans	\$102.8M
Fluid Milk	\$90.0M
Cotton	\$90.1M
Pork	\$73.2M
Hass Avocados	\$48.0M
Beef	\$42.5M
Paper & Packaging	\$17.9M
Eggs	\$24.0M
Potatoes	\$13.5M
Softwood Lumber	\$9.9M
Peanuts	\$10.0M

Commodity	Assesment Revenue
Honey	\$6.2M
Blueberries	\$6.7M
Mangoes	\$7.0M
Sorghum	\$6.3M
Mushrooms	\$4.2M
Watermelons	\$3.4M
Lamb	\$2.5M
Christmas Trees	\$1.5M
Raspberries	\$1.4M
Popcorn	\$0.6M
TOTAL	\$895.8



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AUTHORITY

FEDERAL LEGISLATION

- **Commodity Promotion, Research and Information Act of 1996 (Generic Act)**
- **Individual Statute Specific to the Commodity (such as Hass Avocado Promotion, Research and Information Act)**



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CREATING A CHECK-OFF PROGRAM INDUSTRY STEPS

- **Clarify goals, develop concept**
- **Garner industry consensus**
- **Develop proposal and justification**
- **Submit proposal to USDA**

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KEY DECISIONS





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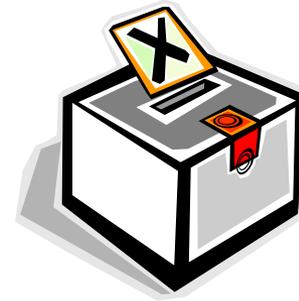
- **What product will be covered?**
- **Who will pay assessments and how much?**
- **What types of activities will be conducted?**
- **How will the Board be structured?**

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- **Will small entities be exempt from payment?**
- **How will referendum be conducted?**

- **Up-front or Delayed?**



- **Voting by Number, Volume or Both?**



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USDA STEPS

- **Meet with industry to discuss proposal; analyze completeness of proposal**
- **Publish proposal for comments**
- **Analyze comments; publish final proposal and referendum procedures**



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USDA STEPS (*cont'd*)

- **Conduct referendum (if up-front)**
- **Appointment of Board members**



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Appointments

- **Nomination process developed by industry**
- **Voluntary/not paid positions**
- **All segments represented**
- **3-year terms**

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Role of the Board

- **Select officers and design committee structure**
- **Administer the program; hire staff**
- **Develop strategic plan**
- **Align programs and funding with strategic plan**
- **Develop and implement plans, projects, budgets, contracts, bylaws, policies**





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Role of USDA

- **Oversight**
- **Review and approve budgets and programs**
- **Rulemaking and referendum activities**
- **Appointment of Board members**
- **Compliance activities**



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Prohibited Activities

- **Any action that would be a conflict of interest**
- **Promotions must be generic and not disparage another agricultural commodity**
- **Using funds to lobby/influence government decisions**
- **Not a “pass through” to fund other organizations**



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User Fees

- **Agricultural Marketing Service**
- **Office of the General Counsel**
- **U.S. Customs Service (possible if imports are assessed)**



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<http://www.ams.usda.gov/rules-regulations/research-promotion>