



Agricultural Marketing Service

Creating Opportunities for Farmers and Businesses

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>