Agricultural Marketing Service
AMS Mission

- Facilitate the strategic marketing of agricultural products in domestic and international markets
- Producer to consumer
AMS Services

- Marketing Agreements and Orders
- Commodity Procurement
- Quality Standards, Grading, Certification, Auditing, and Inspection
- Market News
- National Organic Program
- Plant Variety Protection
- Research and Promotion
- Seed Regulatory and Testing Services
- Laboratory Approval and Testing Services
- Perishable Agricultural Commodities Act
Commodity Standards

- Describe product quality attributes
- Provide a common language of trade for buyers and sellers
- >500 U.S. and international standards in effect:
  - Cotton
  - Dairy products
  - Fruits and vegetables
  - Livestock, meat and seed
  - Poultry and eggs
  - Tobacco
- Utilized in grading and market news reporting
Quality Verification Programs

- Voluntary third-party services
- Support/protect buyers and sellers in commercial transactions
- Basis for product and/or production are commodity standards
- USDA seal is especially important in international markets
Grading & Product Certification Services

- Facilitate marketing of commodities
- Provide impartial evaluation of product quality
- Voluntary fee-supported services
Process Verification Programs

- Provides producers and marketers the opportunity to assure customers of their ability to provide consistent quality products by having written production and manufacturing processes confirmed through independent, third party audits.

- Uses the International Organization for Standardization’s ISO 9000 series.

- Includes producers and marketers of:
  - Livestock and seed products
  - Fresh and processed fruit and vegetables
  - Poultry and poultry products
  - Eggs
Feed, Feed Stuffs, and Pet Food

- FDA/AMS Agreement
  - Facilitation of the Agreement
  - Products covered under the Agreement
  - What this means for industry

- http://www.ams.usda.gov/AMSv1.0/AMSFeed
Feed, Feed Stuffs, and Pet Food

- FDA/AMS Agreement
  - Current Situation

- http://www.ams.usda.gov/AM Sv1.0/AMSFeed
For more information

- Website: http://www.ams.usda.gov
- Phone: 202-720-3100