MARKETING ORDERS

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History

Great Depression of the 1930’s and overburdened markets:

→ Drop in farm prices

→ Agricultural Marketing Agreement Act of 1937 (AMAA) Establish & maintain orderly marketing conditions for agricultural commodities in interstate commerce → Higher prices for farmers

Today’s situation:

- 28 marketing orders
- 60,000 commercial growers
- > $13 billion value of production
Definition

Marketing orders are ...

Industry driven programs that help fruit, vegetable and specialty crop producers and handlers achieve marketing success. By working together, industry members leverage their own funds to design and execute programs that they would not be able to do as individuals.
Purposes

- Stabilize market conditions for fruit, vegetable and specialty crop producers
- Allow farmers and handlers to solve marketing problems together
- Balance the supply of quality product with the demand by consumers
- Improve returns to producers
Marketing Order Tools

- Promotion and Advertising
- Research and Development
- Quality Regulation
- Pack and Container Requirements
- Marketing Information Collection
- Quantity Regulation
- Import Quality Regulation
Marketing Order Approval Process

- Initiated by producers
  - Handlers pay assessments
  - Voluntary programs
  - Federal oversight

- Formal rulemaking procedure
  - Hearing and referendum
  - 2/3 of growers voting
    - Number
    - Volume
  - Secretary of Agriculture has final approval

- Informal rulemaking procedure (comment period)
## Fruit and Veg under Marketing Orders

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<td>Almonds</td>
<td>Grapes</td>
<td>Pistachios</td>
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<td>Apricots</td>
<td>Hazelnuts</td>
<td>Plums/Prunes:</td>
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<td>• California</td>
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<td>Avocados</td>
<td>Kiwifruit</td>
<td>Potatoes:</td>
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<td>• Idaho-E. Oregon</td>
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<td>• Virginia-North Carolina</td>
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<td>Cherries:</td>
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<td>Citrus:</td>
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<td>Cranberries</td>
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<td>• Oregon-Washington</td>
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<td>Dates</td>
<td>Pecans</td>
<td>Walnuts</td>
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Conclusions

• Marketing orders are voluntary programs that give a legal framework for certain specialty crop producers and handlers to organize and exercise some influence over their markets.

• Marketing orders are not static and don’t constitute price controls.

• Producers and handlers only can take the initiative and fund their marketing order.
Thank you!

Contact info: 
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Find more information at: 
https://www.ams.usda.gov/rules-regulations/moa