



1400 Independence Avenue, SW
Room 2055-S, STOP 0201
Washington, D.C. 20250-0201

January 24, 2023

TO: Specialty Crops Industry

SUBJECT: Nominations

At the center of each Research and Promotion or Marketing Order Program is the board or committee members that strengthen the position of the commodity and maintain and expand their markets and uses. The U.S. Department of Agriculture (USDA), through its Agricultural Marketing Service (AMS), provides oversight of these programs to help ensure fiscal accountability and program integrity.

Many of our programs still report limited industry participation in the nomination process. Therefore, I want to encourage all industry members to consider taking a more active role, whether that is: being nominated as a member or alternate; submitting a nomination; volunteering for a subcommittee; or attending a meeting for the first time.

It is AMS' policy to ensure that diversity of the boards, councils and committees we oversee reflect the diversity of industry in terms of: the experience of members; methods of production and distribution; marketing strategies; and other distinguishing factors including, but not limited to, individuals from historically underserved communities that will bring different perspectives and ideas to the table. Throughout the entire nomination process, programs must conduct extensive outreach paying particular attention to the knowledge, skills, and abilities of the members to represent the interest of a diverse population within the industry and the population served.

Detailed information concerning the nomination process is available to you from your program staff or USDA's marketing specialist. You can also learn more about our programs and find contacts at: <https://www.ams.usda.gov/rules-regulations/research-promotion> or <https://www.ams.usda.gov/rules-regulations/moa>.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Summers". The signature is fluid and cursive, with a large loop at the end.

Bruce Summers
Administrator