

Directive 930.1
3/16/84

ACTION BY: Divisions With Market News Responsibilities, AMS

Contents of Market News Reports

I PURPOSE

This Instruction defines and limits the type of information to be gathered and disseminated by the market news service and provides standard guidelines for all commodity services in lieu of individual Division instructions and guidelines.

II APPLICATION

This Instruction applies to all Federal and Federal-State market news operations. It should be used as an introductory chapter in the market news handbooks or included in the procedure manuals of the various commodity divisions.

III AUTHORIZATION AND PURPOSE OF MARKET NEWS

- A The Agricultural Marketing Act of 1946, under which marketing services activities were consolidated, contains this statement of duties concerning market news activities: ". . . to collect, and disseminate marketing information . . ." and ". . . to collect, tabulate, and disseminate statistics on marketing agricultural products, including, but not restricted to statistics on market supplies, storage, stocks, quantity, quality, and condition of such products in various positions in the marketing channel, utilization of such products, and shipments and unloads thereof."
- B The purpose of the market news service is to collect and disseminate, on a current, unbiased, and factual basis, price and related information that is necessary to producers, marketers, and suppliers in arriving at intelligent marketing decisions.

IV CONTENTS OF MARKET NEWS REPORTS

Contents of market news reports shall be limited to the following:

- A Information collected and assembled by market news reporters such as prices, contract terms, supply, demand, quality, receipts, shipments, transportation rates, and related data.
- B Trading data on prices and volume from terminal markets, auction markets, direct marketing sources, shipping points, and commodity exchanges.
- C Summaries of marketing information, including factors affecting commodity prices during the time period reported.
- D Data related to the marketing of specific commodities from USDA purchase, sale, or program announcements.
- E Data released by the Department, other Federal agencies, and foreign government agencies which directly affects the marketing of specific commodities.
- F Statistics released by trade organizations concerning the marketing of specific commodities, provided that permission is granted for use in market news reports, the source is identified in the report, and the issuing office is satisfied with the accuracy of the data.

V DISSEMINATION OF MARKET NEWS

- A Responsibility. Division market news personnel shall assure that only information conforming to Section IV, above, is disseminated by the market news service. This applies to all means of dissemination, such as: mailed reports; bulletin boards; print and broadcast media (radio and television stations, newspapers, wire services, trade journals, farm magazines, etc.); telephone answering devices; "live" or delayed broadcasts by market news personnel; and transmissions to "individual-connection subscribers" on the leased wire network.
- B Restrictions.
- 1 Dissemination of nonmarket news information or endorsement of a market news sponsor's product is prohibited.
 - 2 Report only marketing facts.
 - 3 Transmittal by market news facilities of excerpts from or summaries of speeches, statements to the press, or similar material is prohibited.
 - 4 Employees may make broadcasts or telecasts before or after working hours provided the basic information presented therein is otherwise available to the general public. If the release is presented during a commercially sponsored program, the employee must not endorse the sponsor, the product, or service. Broadcasts or telecasts which are conducted before or after duty hours as a result of unusual or emergency conditions, and which are on a "one-time" basis to explain how such situations may affect various commodities, the market, etc., are considered as "official duties." However, the employee shall not receive other than Federal remuneration for the time involved. If remuneration is to be received, the broadcast is considered as outside work, and prior approval is required.

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