

Directive 160.3  
2/13/85

RECOGNITION OF CONTRIBUTIONS TO MARKETING SERVICES  
BY STATE DEPARTMENTS OF AGRICULTURE

I.  
PURPOSE

This Directive:

- A. Calls attention to the contributions of State Departments of Agriculture to marketing service programs.
- B. Prescribes how such contributions are to be recognized by the Agricultural Marketing Service (AMS).

II.  
REPLACEMENT  
HIGHLIGHTS

This Directive replaces AMS Instruction 160-3, Rev. 1, Recognition of Contributions to Marketing Services by State Departments of Agriculture, dated 2-10-84.

III.  
RECOGNITION  
OF  
CONTRI  
BUTIONS

A. General. The marketing service responsibilities and objectives of the U.S. Department of Agriculture and State Departments of Agriculture are similar in substance. Often programs of both Federal and State agencies supplement and complement each other.

1. Generally, the Federal Department provides services and information that exert a regional or national influence.

2. The State Departments provide comparable information and services to citizens of their States. But this is in a more localized and detailed form best suited to meet conditions and needs within the particular State.

B. Information Going to the Public. It is essential that contributions made by State Departments of Agriculture be fully reflected, to the extent appropriate, in all information going to the public. For example, credit should be given in speeches, radio and television broadcasts, news releases, exhibits, reports or publications that discuss any AMS programs conducted cooperatively with State Departments of Agriculture.

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