

■ **Are all checkoff programs the same?**

No. Although all checkoff programs do have a similar goal and purpose – to increase commodity demand and long-term economic growth for their respective industries – they all accomplish this in different ways that are best suited for the market structure of each commodity.

Delivering safe, nutritious and convenient food and fiber products for today's global consumers.

## Any more questions?

For more information about individual checkoffs, contact any one of the national agricultural checkoff programs, such as one of these organizations listed below:

American Egg Board  
[www.aeb.org](http://www.aeb.org) ■ (847) 296-7043

American Lamb Board  
[www.americanlambboard.org](http://www.americanlambboard.org) ■ (888) 450-LAMB

Cattlemen's Beef Board  
[www.beefboard.org](http://www.beefboard.org) ■ (303) 220-9890

Cotton Board  
[www.cottonboard.org](http://www.cottonboard.org) ■ (901) 683-2500

Hass Avocado Board  
[www.avohq.com](http://www.avohq.com) ■ (949) 341-3250

Mushroom Council  
[www.mushroomcouncil.com](http://www.mushroomcouncil.com) ■ (408) 432-7210

National Dairy Promotion and Research Board  
[www.dairycheckoff.com](http://www.dairycheckoff.com) ■ (847) 803-2000

National Fluid Milk Processor Promotion Board  
[www.milkpep.org](http://www.milkpep.org) ■ (202) 737-0153

National Mango Board  
[www.mango.org](http://www.mango.org) ■ (866) 852-5309

National Honey Board  
[www.honey.com](http://www.honey.com) ■ (800) 553-7162

National Peanut Board  
[www.nationalpeanutboard.org](http://www.nationalpeanutboard.org) ■ (866) 825-7946

National Pork Board  
[www.pork.org](http://www.pork.org) ■ (515) 223-2600

National Watermelon Promotion Board  
[www.watermelon.org](http://www.watermelon.org) ■ (877) 599-9595

Popcorn Board  
[www.popcorn.org](http://www.popcorn.org) ■ (877) POPALOT

Softwood Lumber Board  
(240) 644 6681

United Soybean Board  
[www.unitedsoybean.org](http://www.unitedsoybean.org) ■ (800) 989-USB1

United States Potato Board  
[www.uspotatoes.com](http://www.uspotatoes.com) ■ (303) 369-7783

United Sorghum Checkoff Program  
[www.sorghumcheckoff.com](http://www.sorghumcheckoff.com) ■ (806) 687-8727

U.S. Highbush Blueberry Council  
[www.blueberry.org](http://www.blueberry.org) ■ (916) 983-0111



# Facts

*about*

# Checkoff Programs

**Your guide to understanding national agricultural commodity promotion and research programs.**

Prepared by the National Commodity Checkoff Boards and Councils

## Straight answers to the most frequently asked questions about national checkoff programs.

### ■ **What is a checkoff program?**

A checkoff program is an industry-funded generic marketing and research program designed to increase domestic and/or international demand for an agricultural commodity. This can be done through promotion, research and new product development, and a variety of other marketing tools. These programs are similar to businesses funded by shareholders (producers, processors, handlers, importers, etc.) with a board of directors that is accountable to the shareholders.

### ■ **Who pays into the checkoff program?**

Each checkoff program is supported entirely by its respective industry, which could include U.S. producers, processors, handlers and importers. *No taxpayer or government funds are involved.* Contribution rates vary with the different checkoffs, but they are always based on a percentage of net sales and/or assessed at a set rate per production unit. Each checkoff program participant contributes at the same rate, no matter where their operation is located.

### ■ **How do checkoff programs benefit U.S. producers, processors, handlers or importers?**

The fundamental goal of every checkoff program is to increase commodity demand, thereby increasing the potential long-term economic growth of all sectors of the industry.

### ■ **Do checkoff programs benefit consumers?**

Yes, checkoff programs benefit consumers by providing:

- *Product information to help make informed choices.*
- *Research to create new and improved products that meet consumer quality, safety and nutritional expectations.*

### ■ **Who directs checkoff programs?**

Checkoff programs are directed by industry-governed boards, appointed by the U.S. secretary of agriculture. These boards are responsible for allocating funds and approving business plans and programs. Checkoff program participants have the right to retain or discontinue their respective programs.

### ■ **Do checkoff programs receive government assistance?**

No. Checkoff programs are funded entirely by their respective industries, NOT by taxpayers or government agencies.

### ■ **How is the federal government involved in checkoff programs?**

Checkoff programs were established by acts of Congress. USDA's Agricultural Marketing Service (AMS) has primary oversight responsibilities. USDA's Foreign Agriculture Service (FAS) provides additional oversight responsibilities for checkoff program activities in global markets.

Expanding market opportunities for U.S. producers, processors, handlers and importers.