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<b>Responsible Office:</b>	<a href="#">Office of the Associate Vice President</a>
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**Note:** For links to referenced documents  
see Section VI, *Related Information* below.

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## **I. POLICY SUMMARY**

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- A. This policy is intended to provide an orderly mechanism for engaging with the various state and federally-recognized marketing programs, including, but not limited to, marketing orders, commissions, boards, councils, agreements, etc. (hereafter referred to as marketing programs), that fund research pursuant to the California Marketing Act or other arrangements.<sup>1</sup>
- B. The California Marketing Act, established in 1937, enables the Secretary of Food and Agriculture to establish marketing orders. Further, the Secretary has authority to make assessments on producers, processors and/or handlers of a commodity subject to a marketing order, in order to fund advertising, education and research programs. The enabling language in the California Marketing Act is broad in nature and permits marketing orders to engage in many activities.
- C. Specific to this policy is Section 58892 of the state Food and Agriculture Code (see link in Section VI, *Related Information* below). Section 58892 states that marketing orders may carry out research studies in the production, processing, or distribution of any commodity represented by the marketing order, and may expend funds for these purposes. Further, for any research in production or processing carried out pursuant to Section 58892; the University of California (UC) and individual marketing order advisory boards shall cooperate in selecting the research to be done.
- D. The rationale for placing UC Agriculture and Natural Resources (UC ANR) in this research and advisory role is that UC has a multi-disciplinary group of research scientists and Cooperative Extension specialists and advisors working on agricultural, natural resources, related-human resources and environmental problems. For purposes of this policy, the provisions of Section 58892 of the Food and Agriculture Code are broadly interpreted to include all state and federally-recognized marketing programs, including, but not limited to, marketing orders.

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## **II. DEFINITIONS**

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Not used; see Section IV., *Compliance/Responsibilities* and Section V., *Procedures* below.

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<sup>1</sup> Go to the CDFA Marketing Branch website and the USDA Agricultural Marketing Services websites (links available in Item VI, *Related Information* below) respectively, for a comprehensive list of state and federal programs covered by this policy.

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### **III. POLICY TEXT**

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- A. California Commodity Committee
1. Regular communication and discussion between state and federally-recognized marketing programs and UC ANR related to this policy, including formulation and revision of operational policies and procedures governing research funded by marketing programs, shall take place through meetings of the California Commodity Committee. California Commodity Committee membership includes chairs and/or managers of marketing programs that fund research through assessments on producers, processors and/or handlers of a commodity.
- B. Liaison Officers and Research Advisory Committees
1. To make the best use of research funds made available through marketing programs, and to ensure consistency in soliciting and ranking research proposals, the Director of the Agricultural Experiment Station (AES), or their designee, shall appoint a liaison officer to each marketing program that funds UC research. Liaison officers will be assisted in most cases by research advisory committees, appointed by the commodity boards, and will consist of UC ANR academics and staff with expertise in the research needs of individual marketing programs.
  2. Responsibilities of liaison officers and research advisory committees include, but are not limited to:
    - a. Providing and maintaining coordination between marketing programs and UC ANR personnel on research to be funded by marketing programs, including notification of calls for proposals and development of procedures to assist in the selection of research proposals.
    - b. Working with marketing programs to establish, and modify as appropriate, priorities, objectives and goals for research to be funded by the programs.
    - c. Providing guidance to UC ANR academics and staff in the development of research proposals that meet the needs of marketing programs, while being consistent with UC ANR program objectives and priorities.
    - d. Assisting marketing programs in identifying, reviewing and recommending for funding, those proposals with the greatest potential for achieving the research priorities, goals and objectives of the program.
    - e. Assisting marketing programs in evaluating progress on research

projects and, where appropriate, recommending projects for continued funding.

- f. Advising marketing programs on appropriate mechanisms/methods for reporting the results of funded research to their research advisory boards and membership.
- g. Being generally knowledgeable of research underway in other universities, and in the public and private sectors, pertinent to the research priorities, objectives and goals of their assigned marketing program. When appropriate and useful, share this information.

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#### **IV. COMPLIANCE / RESPONSIBILITIES**

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A. Vice President

As the Director of the Agricultural Experiment Station (AES), the Vice President is responsible for the overall implementation of this policy.

B. Associate Vice President

The Vice President has re-delegated the overall responsibility for implementation of this policy to the Associate Vice President.

C. Liaison Officers and Research Advisory Committees

The liaison officers and research advisory committees are responsible for assuring that all research proposals are evaluated in a fair and impartial manner. Liaison officers and members of research advisory committees who are submitting proposals for review should recuse themselves from discussing or ranking their proposal.

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#### **V. PROCEDURES**

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A. The implementation and long-term success of this policy is enhanced by the appointment of liaison officers and research advisory committees, with responsibility for working with marketing programs. Following is a summary of operational guidelines to assist liaison officers and research advisory committee members.

B. Liaison Officers

- 1. Liaison officers represent UC ANR by fostering coordination, providing regular communication, and serving as points of contact between marketing programs and the UC ANR research community.
- 2. Liaison officers work directly with managers of marketing programs to

establish schedules for developing research proposals, conduct meetings of research advisory committees, prepare reports to marketing programs on completed projects, and review the guidelines and general operational needs of research programs for which they are responsible.

3. In addition, liaison officers disseminate information to UC ANR deans, Vice Provosts, program leaders and other individuals in UC on research opportunities, work with them in soliciting proposals and disseminating research progress reports, and keep researchers informed of funding opportunities available through marketing programs. Liaison officers often serve as chairs of research advisory committees.

C. Research Advisory Committees

1. The UC ANR research advisory committees, with guidance from liaison officers, work with marketing programs to establish priorities, objectives and goals for research funded by these programs. They alert UC ANR personnel to calls for proposals issued by marketing programs, assist in reviewing proposals generated by UC ANR personnel for consistency with marketing order and UC ANR program priorities, objectives and goals, and make recommendations for the proposals to be submitted to marketing programs for funding consideration.
2. It is the responsibility of the members of the research advisory committees and the liaison officers to be familiar with research needs of their respective marketing programs and, in general, with research underway in other universities, and in the public and private sectors, pertinent to the research priorities, objectives and goals of their assigned marketing program.

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## **VI. RELATED INFORMATION**

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- [California Department of Food and Agriculture Marketing Branch](#)
- [United States Department of Agriculture Agricultural Marketing Service](#)
- [State Food and Agriculture Code Section 58892](#)

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## **VII. FREQUENTLY ASKED QUESTIONS**

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Not used.

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## **VIII. REVISION HISTORY**

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**November 2017:**

Format updated.

**March 2020:**

Content reviewed and verified; minor formatting edits incorporated.