



## Agricultural Marketing Service

# In the Market for Data

Objective, Transparent Market Information and Analysis Provides More than a Century of Insight

The Agricultural Marketing Service (AMS) has a long history of providing tools and services that help create opportunities for American farmers and businesses. One of the tools we provide—free of charge—is in-depth market information and analysis.

Price, volume, values, weather impacts, supply, and demand—the market and all of the economic factors surrounding it can be complex to track and understand. From the smallest farmer to the largest grocery store chain, all of American agriculture is impacted by the trends and prices within the marketplace. Having the right information at the right time is key to achieving success.

Our goal is to provide timely and unbiased market insight that helps American farmers and businesses understand these trends and make informed decisions about the marketing, sale, and delivery of their products.



### USDA Market News

For 100 years USDA Market News has provided free, unbiased price and sales information to farmers, ranchers and businesses across the globe.

Each year, Market News issues thousands of reports providing the industry with key wholesale, retail, and shipping data. The reports give farmers, producers, and other agricultural businesses the information they need to evaluate market conditions, identify trends, make purchasing decisions, monitor price patterns, evaluate transportation options, and accurately assess product movement

Whether through daily pricing reports or customized views of specific commodities, USDA Market News covers cotton, fruits, vegetables, biofuels, organic crops, dairy, livestock, poultry, eggs, tobacco, grain, hay and more.

USDA Market News is the definitive source for daily, weekly, monthly, and annual agricultural market information.

### The Application and Impact of USDA Market News:

- Ensures equal access to market information across all sectors of American agriculture
- Helps shape wholesaler/retailer contracts
- Informs commodity traders, including the Chicago Mercantile Exchange (CME) and the Minneapolis Grain Exchange, who use our data to create pricing indexes
- Provides insight for policy decisions both domestically and abroad
- Reports the market value of agricultural products, which is used by insurance companies, financial institutions, and government agencies to underwrite policies and determine payment amounts

For more information, visit <http://marketnews.usda.gov>.

**USDA Market News reports give farmers and businesses the information they need to evaluate market conditions and make informed decisions.**



### Agricultural Analytics Division (AAD)

The AAD conveys context and meaning to agricultural data, in support of American farmers and businesses.

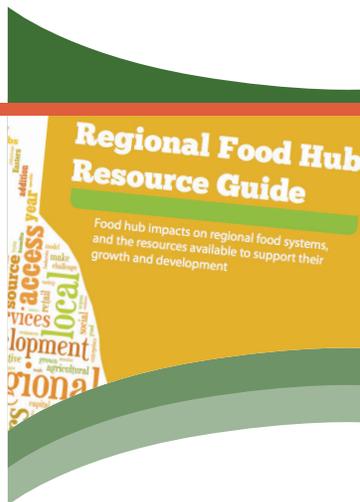
With the combined expertise of economists, market analysts, scientists, and statisticians, the AAD provides a wide range of econometric, statistical, analytical, and process assessment services to support informed decision-making.

The AAD releases periodic informational and analytical reports that compile and organize vast amounts of data into streamlined and user-friendly resources that explore the long- and short-term effects of various factors within the marketplace.

#### The Application and Impact of AAD Analytics:

- Helps agribusinesses measure, anticipate, and react to market trends, as well as plan for future demand
- Explores the impact of weather and other factors within the marketplace
- Identifies consumer preferences and retail promotional trends
- Informs policy decisions

For more information or to subscribe to AAD digital reports, call 202-690-3145 or email Michael.Sheats@ams.usda.gov.



### Local/Regional Market Research and Analysis

AMS spearheads USDA's efforts to support local and regional food systems. Part of this effort includes examining the challenges faced by small- and medium-sized producers and studying local food systems, including farmers markets.

Through comprehensive market surveys, case studies, and research partnerships, AMS provides insight into emerging food system models, direct-marketing trends, and consumer needs.

Whether developing resources for food hubs or maintaining the National Farmers Market Directory, AMS is working to identify trends and develop market opportunities for local/regional foods.

#### The Application and Impact of Local/Regional Market Analysis:

- Improves opportunities for small and mid-sized producers through a combination of applied research, technical services, and grant support
- Helps market planners, managers, and community stakeholders understand the evolving influences on market performance and profitability
- Informs policy decisions and service development
- Identifies the factors and opportunities for growth in existing food systems

Learn more at [www.ams.usda.gov/WholesaleAndFarmersMarkets](http://www.ams.usda.gov/WholesaleAndFarmersMarkets).



### Transportation Services Division

The AMS Transportation Services Division (TSD) serves as the definitive source for economic analysis of agricultural transportation from farm to market.

TSD experts support domestic and international agribusinesses by providing market reports, economic analysis, transportation disruption reports, technical assistance, and outreach to various industry stakeholders.

Tracking developments in truck, rail, barge, and ocean transportation, TSD provides information and analysis on the four major modes of moving food from farm to table, port to market.

#### The Application and Impact of TSD Analysis:

- Identifies transportation trends and costs for U.S. agricultural products

Photos: Front left, a map showing produce movement into the U.S.; front right, a screenshot of the Market News boxed beef dashboard. Above, starting from left: Super Snacking excerpt from the February Economic Landscape report; cover of the Regional Food Hub Resource Guide; Biofuel maps tracking production and distribution in the U.S.; screenshot from a Dairy Market News report



- Informs and assists agricultural shippers and government agencies in the development of decisions and services
- Represents the interests of the U.S. agricultural shippers by providing comments to other Federal agencies on rail, truck and ocean shipping regulatory issues.
- Evaluates the impact of weather and other natural disasters when they significantly disrupt the transportation of agricultural goods
- Provides critical insight for Congress and agricultural stakeholders in the ongoing *Study of Rural Transportation Issues*

To learn more, visit [www.ams.usda.gov/AgTransportation](http://www.ams.usda.gov/AgTransportation).

**Through comprehensive market surveys, case studies, and research partnerships, AMS provides insight into direct-marketing trends and emerging food system models.**

USDA is an equal opportunity employer and provider.