

# Growing a Specialty Crop Industry

The Role of Trade Associations



# Purpose of Trade Association or Commodity Group

Advocacy

Legislative and Regulatory Influence

# Industry Representation

Public Relations

Reputation of Industry and  
Producers

# Education

Improving Product  
Training New Producers

# Affinity Programs

Insurance/Purchasing Plans  
Cooperative Opportunities

# Research

Supporting University  
Cooperate with Related Industries



# Grant Opportunities

Specialty Crop Block Grant  
Value Added Grant, Others

# Promotion

Business to Business

Support Efforts of Craft Brewing  
Industry

# Food for Thought....

“Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”

- *Theodore Roosevelt*

Questions?

Thank you!