

## **FARMER-TO-CONSUMER DIRECT MARKETING ACT OF 1976**

[Public Law 94–463, October 8, 1976]

[As Amended Through P.L. 115–334, Enacted December 20, 2018]

【Currency: This publication is a compilation of the text of Public Law 94-463. It was last amended by the public law listed in the As Amended Through note above and below at the bottom of each page of the pdf version and reflects current law through the date of the enactment of the public law listed at <https://www.govinfo.gov/app/collection/comps/>】

【Note: While this publication does not represent an official version of any Federal statute, substantial efforts have been made to ensure the accuracy of its contents. The official version of Federal law is found in the United States Statutes at Large and in the United States Code. The legal effect to be given to the Statutes at Large and the United States Code is established by statute (1 U.S.C. 112, 204).】

### TABLE OF CONTENTS<sup>1</sup>

- Sec. 1. Short title.
- Sec. 2. Purpose.
- Sec. 3. Definition.
- Sec. 4. Survey.
- Sec. 5. Direct marketing assistance within the States.

AN ACT To encourage the direct marketing of agricultural commodities from farmers to consumers.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That* 【7 U.S.C. 3001 note】 *this Act may be cited as the “Farmer-to-Consumer Direct Marketing Act of 1976”.*

### PURPOSE

SEC. 2. 【7 U.S.C. 3001】 It is the purpose of this Act to promote, through appropriate means and on an economically sustainable basis, the development and expansion of direct marketing of agricultural commodities from farmers to consumers. To accomplish this objective, the Secretary of Agriculture (hereinafter referred to as the “Secretary”) shall initiate and coordinate a program designed to facilitate direct marketing from farmers to consumers for the mutual benefit of consumers and farmers.

### DEFINITION

SEC. 3. 【7 U.S.C. 3002】 For purposes of this Act, the term “direct marketing from farmers to consumers” shall mean the marketing of agricultural commodities at any marketplace (including,

<sup>1</sup> This table of contents is not part of the Act but is included for user convenience.

**Sec. 4 FARMER-TO-CONSUMER DIRECT MARKETING ACT OF 1976****2**

but not limited to, roadside stands, city markets, and vehicles used for house-to-house marketing of agricultural commodities) established and maintained for the purpose of enabling farmers to sell (either individually or through a farmers' organization directly representing the farmers who produced the commodities being sold) their agricultural commodities directly to individual consumers, or organizations representing consumers, in a manner calculated to lower the cost and increase the quality of food to such consumers while providing increased financial returns to the farmers.

**SURVEY****SEC. 4. [7 U.S.C. 3003]**

(a) **IN GENERAL.**—The Secretary shall provide, through the Economic Research Service of the United States Department of Agriculture, or whatever agency or agencies the Secretary considers appropriate, an annual survey of existing methods of direct marketing from farmers to consumers in each State.

(b) **AUTHORIZATION OF APPROPRIATIONS.**—There are authorized to be appropriated such sums as are necessary to carry out this section.

**DIRECT MARKETING ASSISTANCE WITHIN THE STATES**

**SEC. 5. [7 U.S.C. 3004]** (a) In order to promote the establishment and operation of direct marketing from farmers to consumers, the Secretary shall provide that funds appropriated to carry out this section be utilized by State departments of agriculture and the Secretary for the purpose of conducting or facilitating activities which will initiate, encourage, develop, or coordinate methods of direct marketing from farmers to consumers within or among the States. Such funds shall be allocated to a State on the basis of the feasibility of direct marketing from farmers to consumers within that State as compared to other States and shall be allocated within a State to the State department of agriculture and to the Secretary on the basis of the types of activities which are needed in the State, as determined by the Secretary. The activities shall include, but shall not be limited to—

(1) sponsoring conferences which are designed to facilitate the sharing of information (among farm producers, consumers, and other interested persons or groups) concerning the establishment and operation of direct marketing from farmers to consumers;

(2) compiling laws and regulations relevant to the conduct of the various methods of such direct marketing within the State, formulating drafts of enabling legislation needed to facilitate such direct marketing, determining feasible locations for additional facilities for such direct marketing, and preparing and disseminating practical information on the establishment and operation of such direct marketing; and

(3) providing technical assistance for the purpose of aiding interested individuals or groups in the establishment of arrangements for direct marketing from farmers to consumers.

(b) **DEVELOPMENT OF FARMERS' MARKETS.**—The Secretary shall—

**3 FARMER-TO-CONSUMER DIRECT MARKETING ACT OF 1976 Sec. 5**

---

(1) work with the Governor of a State, and a State agency designated by the Governor, to develop programs to train managers of farmers' markets;

(2) develop opportunities to share information among managers of farmers' markets;

(3) establish a program to train cooperative extension service employees in the development of direct marketing techniques; and

(4) work with producers to develop farmers' markets.

(c) In the implementation of this section, the Secretary shall take into account consumer preferences and needs which may bear upon the establishment and operation of arrangements for direct marketing from farmers to consumers.