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Specialty Crops Welcome New USDA Initiative

WASHINGTON, D.C. (Nov. 19, 2024) – The Specialty Crop Farm Bill Alliance (SCFBA) issued the following statement in response to the [USDA’s Marketing Assistance for Specialty Crops initiative](#) announced today.

“The last four years have been turbulent for the specialty crop industry due to skyrocketing costs of production inputs, especially labor, as well as competition from imports with lower input costs.

This week’s USDA announcement is in direct response to these challenges that have roiled producers and is a step in the right direction. This vital assistance will help growers recover from some of this economic battering, and we are encouraged to see USDA recognizing the unique needs of the specialty crop industry and its role in American agriculture.

While this new initiative is welcome news, we also encourage Congress to enact supplemental relief for growers devastated by the effects of natural disasters and continue to urge the passage of a bipartisan five-year farm bill that includes key, long-term investments for specialty crops. The status quo is not sustainable, and the comparatively modest investments we’ve requested for the farm bill would be transformational to the specialty crop industry.”

SCFBA is a national coalition of more than 200 specialty crop organizations representing growers of fruits, vegetables, dried fruit, tree nuts, nursery plants and other products. In early 2023, the alliance released a set of key policy priorities as part of its [Farm Bill recommendations](#). Specialty crop production, including fruits, vegetables, tree nuts, nursery and greenhouse commodities, contributes significantly to the U.S economy, [accounting for \\$64.7 billion in farm gate value and 30 percent of farm cash receipts for crops](#).

The SCFBA is co-chaired by **Cathy Burns, CEO of the International Fresh Produce Association; Mike Joyner, President of the Florida Fruit & Vegetable Association; Dave Puglia, President and CEO of Western Growers; and Kam Quarles, CEO of the National Potato Council.**

SCFBA

The Specialty Crop Farm Bill Alliance is a national coalition of more than 200 organizations representing growers of fruits, vegetables, dried fruit, tree nuts, nursery plants and other products. The Alliance was established to enhance the competitiveness of specialty crop agriculture and improve the health of Americans by broadening the scope of U.S. agricultural public policy. For more information, visit farmbillalliance.com.