

THE PRODUCT CENTER
For Agriculture and Natural Resources
POLICY STATEMENT ON
OPEN SERVICE PROVISION AND LIMITS TO ADVOCACY
Adopted April 11, 2005

Open Service Provision

The policy of the Product Center is to work with any and all entrepreneurs or existing businesses that are interested in pursuing new ventures, either new businesses or new products and services, related to agriculture, food or natural resource industries. Our programs and services are available to all without regard to race, color, gender, religion, national origin, political persuasion, sexual orientation, marital status, disability, height, weight, veteran status, age or familial status.

We work with entrepreneurs and businesses without regard to scale of operation, method of operation, or type of product as long as within these characteristics the relevant venture is based on sound business, economic, and scientific principles, and legal and ethical operations.

To further our mission of client service, we will develop a broad portfolio of programs that may be tailored, in part, to the needs of particular types of businesses and entrepreneurs, including but not limited to programs tailored to scale, product type, or production method. However, such tailored programs in no way constitute an endorsement of such types of businesses and entrepreneurs to the exclusion of other types.

Limits to Advocacy and Endorsement

In order to maintain an open door to the full range of potential businesses and entrepreneurs in agriculture, food and natural resources, we do not engage in any advocacy on behalf of particular methods or scales of production, forms or types of products or services, or any special characteristics or traits of a venture to the exclusion of others. The exception to this advocacy limit is that we do encourage any venture to be based on sound business, economic, and scientific principles, and legal and ethical operations. In this regard, we do advocate, on behalf of clients and our own operations, both public and private policies and strategies that support sound business and product innovation, and effective entrepreneurship and new venture management. In so doing, this advocacy should not breach client confidentiality.

By university policy, we cannot endorse the products or services of any client.

Application of Policy

All direct Product Center staff and all representatives of the Product Center (in their roles as Innovation Counselors or Faculty Subject-Matter Advisors) are expected to adhere to and promote open provision of service. In addition, when performing their Product Center roles, staff and representatives should not engage in advocacy or endorsement that violates this policy.