



Stakeholder Toolkit

USDA Releases Nationwide Farmer, Rancher and Forest Manager Prospective Customer Survey

The U.S. Department of Agriculture (USDA) announced a nationwide feedback survey targeting farmers, ranchers, and forest managers. USDA hopes to reach a new audience of prospective customers specifically, those who don't know about us or have yet to work with us, and those who were unable to participate in the past. Existing USDA customers can also take the survey and provide valuable feedback.

This vital data collection will assist USDA's agencies that deliver farm programs, including the Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS) and Risk Management Agency (RMA) in learning about way to enhance support and improve programs and services, increase access and advance equity for new and existing customers.

We Need Your Help. This toolkit is meant for FSA, NRCS and RMA partners and stakeholder groups to easily share and promote information in their networks about the nationwide survey. By sharing the survey in your networks, your vital contribution is aiding government in helping the people that grow our Nation's food, fiber and fuel. It includes:

- Key messages
- Sample email from stakeholder organization to network
- Sample stakeholder organization newsletter article
- Sample stakeholder organization social media posts
- Survey outreach poster to print, post and share

If you have any questions, please contact us at FPAC.BC.Press@usda.gov.

Key Messages

- USDA want all farmers, ranchers and forest managers to take the survey; we hope to specifically hear from prospective customers, so we can learn about their interests and experiences to improve our services and make government agricultural programs more accessible, equitable and easier to use.
- This survey will provide USDA with critical data to inform how we can best meet America's agricultural needs, now and in the future. Responding to this survey will directly enhance customer experience at FSA, NRCS and RMA. These agencies support farmers, ranchers and forest managers to protect and enhance the natural resources vital to our nation.

Sample Email from Stakeholder Organization to Network

Email Subject: Farmers, Ranchers, Forest Managers: USDA needs your vital feedback through a quick survey!

November <INSERT DATE>, 2022

Dear <INSERT "PARTNERS" OR KEY NAMES>,



America's farmers, ranchers and forest managers, please share your vital feedback by taking a very important nationwide USDA survey by March 31, 2023!

Please visit www.farmers.gov/survey or scan the QR code to the left to access the survey online in multiple languages! The survey will take approximately 10 minutes to complete, and responses are anonymous.

Background. USDA's Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS) and Risk Management Agency (RMA) works to support agriculture by helping America's farmers, ranchers and forest managers leverage natural resources and mitigate the significant risks of farming through crop insurance, conservation programs, farm safety net programs, lending and disaster programs. From helping farmers recover after natural disasters and market fluctuations, to providing financial and technical assistance to improve operations through voluntary conservation, FSA, NRCS and RMA work together in partnership with private landowners and agricultural partners, like <INSERT YOUR STAKEHOLDER ORGANIZATION NAME> to protect and enhance the natural resources vital to our Nation.

Feedback Benefits. USDA works to improve services, making government agricultural programs more accessible, equitable and easier to use. Survey feedback will assist USDA in learning about ways to enhance support and improve programs and services, increase access and advance equity for new and existing customers. This year's survey is unique; USDA hopes to reach a new audience of prospective customers: specifically, those who don't know about FSA, NRCS or RMA or have yet to work with these agencies, and those who were unable to participate in the past. Existing USDA customers can also take the survey and provide valuable feedback.

Act Now. We really need your help! Please take the survey yourself, and share the link or QR code with other farmers, ranchers and forest managers you know.

Thank You. By taking the time to share your feedback through the survey, you are aiding government in helping all farmers, ranchers and forest managers secure the future of American agriculture. Thank you for your continued partnership!

Sincerely,

<INSERT NAME AND STAKEHOLDER CONTACT INFO>



Newsletter Article

USDA Releases Nationwide Farmer, Rancher and Forest Manager Prospective Customer Survey

As a farmer, rancher or forest manager, your on-the-ground contribution to American agriculture is vitally important. Your efforts are key to the Nation's production of food, fuel and fiber, and your feedback is essential in helping the U.S. Department of Agriculture (USDA) improve government programs and services to support you. Please consider taking this very important nationwide farmer, rancher and forest manager survey by March 31, 2023.



USDA has released a nationwide survey asking for feedback from all farmers, ranchers, and forest managers. USDA would like to hear from existing customers, and they hope to also reach a new audience of prospective customers, specifically those that don't know about USDA, have yet to work with USDA, and those who were unable to participate in the past.

Please visit www.farmers.gov/survey or scan the QR code to the left by **March 31, 2023**, to access the survey online in multiple languages! The survey will take approximately 10 minutes to complete, and responses are anonymous.

Background. USDA works hand in hand with farmers, ranchers, forest managers, and agricultural partners to help mitigate the risks of farming through crop insurance, conservation programs, farm safety net programs, lending, and disaster programs. From helping farmers recover after natural disasters and market fluctuations, to providing financial and technical assistance to improve operations through voluntary conservation, USDA's Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS), and Risk Management Agency (RMA), work together to protect and enhance the natural resources vital to our Nation.

Feedback Benefits. USDA works to improve services, making government agricultural programs more accessible, equitable and easier to use. Survey feedback will assist these agencies, specifically the FSA, NRCS and RMA, in learning about ways to enhance support and improve programs and services, increase access and advance equity for new and existing customers. One of the ways the USDA works to engage landowners to improve services is by regularly asking for their valuable input. USDA takes that feedback and works directly with agencies to streamline processes, programs, paperwork and much more, making it easier for customers to access programs and services. Your input will help shape FSA, NRCS and RMA policies and programs going forward. The more participation, the better data USDA will have to inform future agency and program decisions to benefit the nations producers and landowners.

Act Now. USDA really needs your help! If you are a farmer, rancher or forest manager, don't delay! Please take the survey now, and share the link or QR code with farmers, ranchers and forest managers you may know, and in farmer networks you have access to. USDA looks forward to hearing your feedback!



Stakeholder Social Media and Graphics

Twitter

#Farmers and #ranchers – we want to hear from you! Tell us your experiences with USDA #commodity, #conservation, and #disaster assistance programs so we can improve. Please give us feedback by taking a quick survey at www.farmers.gov/survey [+ graphic option below]

#Farmers, #ranchers, #forestmanagers, have you applied for USDA commodity, conservation, loan, or disaster assistance? Take a quick survey to help USDA improve programs and services: www.farmers.gov/survey [+ graphic option below]

Are you a #farmer, #rancher or forest manager? #USDA needs your vital feedback to improve programs and services! Take the survey at www.farmers.gov/survey today! [+ graphic option below]

Facebook

Announcement text: Are you a farmer, rancher or forest manager? Share your vital feedback with USDA by taking a nationwide survey at farmers.gov/survey! The survey is completely anonymous, will take about 10 minutes to complete, is available in multiple languages, and will be open until March 31, 2023. [+ graphic option below]





Survey Outreach Poster

[Link to PDF poster to print and post.](#)

USDA
U.S. DEPARTMENT OF AGRICULTURE

Are you a Farmer, Rancher or Forest Manager?
LET YOUR VOICE BE HEARD



The U.S. Department of Agriculture needs your vital feedback!

Scan the QR Code and share your opinions with us to create a better customer experience and improve government programs and services, making them more accessible to you. This voluntary, anonymous survey will take about 10 minutes and asks about your interactions and general views on working with the Farm Service Agency, Natural Resources Conservation Service and Risk Management Agency.



Scan the code



Take the survey



Help us improve!

September 2022
USDA is an equal opportunity provider, employer, and lender.

USDA's Farm Service Agency, Natural Resources Conservation Service, and Risk Management Agency works to support agriculture by helping America's farmers, ranchers and forest managers leverage natural resources and mitigate the significant risks of farming through crop insurance, conservation programs, farm safety net programs, lending and disaster programs. From helping farmers recover after natural disasters and market fluctuations, to providing financial and technical assistance to improve operations through voluntary conservation, these agencies work together in partnership with private landowners and agricultural partners to protect and enhance the natural resources vital to our Nation.

By offering your feedback, you are directly contributing to securing the future of American agriculture. For more information or to access the survey in multiple languages online, visit www.farmers.gov/survey or scan the QR code.

