



A new online resource for farmers, by farmers.

In February 2018, the USDA's Farm Production and Conservation mission area released **farmers.gov** - a dynamic, mobile-friendly public website combined with an authenticated portal where customers can apply for programs, process transactions, and manage accounts.

Features built around customer feedback.

The vision of farmers.gov is to provide farmers, ranchers, and forest stewards with online self-service applications, educational materials, engagement opportunities, and business tools to increase efficiency and productivity while preserving and fostering long-held traditional relationships between local USDA offices and producers.

With feedback from customers and field employees who serve those customers, farmers.gov delivers self-service applications, education, engagement, and tools around their needs and ideas through a streamlined, farmer-centered approach – bringing the most usable information together in a new way.

View the **Farmers.gov Playbook** (<https://www.farmers.gov/playbook>) to learn about the farmers.gov vision, farmer-centered design principles, and features. The playbook, published publicly for full transparency, tracks progress on the farmers.gov features and displays metrics about ongoing accomplishments.

Features available now.

A few current features built *for farmers, by farmers* include:

- The new **Market Facilitation Program application** for customers available in the farmers.gov portal - the first true self-service functionality within farmers.gov.
- The **Disaster Assistance Discovery Tool** on the farmers.gov website. The discovery tool walks each producer through five simple questions – in a turbo-tax type experience – for a personalized list of USDA disaster assistance programs that might meet their business needs.
- A **farmers.gov blog** and **FarmersGov Twitter, YouTube, Instagram, Facebook, and Flickr social media channels** to deliver usable stories *for, by, and about* farmers, ranchers, and forest stewards.

These and other farmer-focused features are being built through an agile, iterative process to deliver the greatest immediate value to America's agricultural producers – helping farmers and ranchers *do right, and feed everyone*.

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