



Socially Disadvantaged Farmers and Ranchers Program

30-Second PSA 1:

FEMALE VOICE: When Jim died, I wondered if I would be able to keep the farm. Then I heard about the USDA's loan program for socially disadvantaged farmers and ranchers. It's for women and minorities who may be having trouble getting credit. Once I was approved, the USDA's Farm Service Agency helped me get the credit I needed. Now I don't have to sell, and I can pass the farm down to my kids, the way Jim's dad passed it down to him. I know he'd like that.

ANNOUNCER: Contact your local USDA Service Center or visit www.fsa.usda.gov.

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30-Second PSA 2:

MALE VOICE: It wasn't easy, moving out to the country to start a dairy operation. Thank goodness for the USDA's loan program for socially disadvantaged farmers and ranchers. It's for women and minorities who may be having trouble getting credit. Once I was approved, the USDA's Farm Service Agency helped me get the credit I needed. I love it out here, especially on nights when my wife and I can sit here, looking at the stars. (Chuckle) Can't do that in the city!

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30-Second PSA 3:

MALE: It was like a “perfect storm.”

FEMALE: ...everything happening at once, and none of it good.

MALE: All in one year, we had to replace the combine, a tractor...

FEMALE: I’d been warning you for years about that combine.

MALE: Then I heard about that USDA loan program for socially disadvantaged farmers and ranchers. Once we were approved, the USDA’s Farm Service Agency helped us get the credit we needed, and we kept our heads above water.

FEMALE: It was my idea to call them.

MALE: What *would* I do without you—and FSA?

FEMALE: It’s a scary thought.

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