

For: National, State, and County Offices

Underserved Producers

Approved by: Acting Administrator



1 Overview

A Background

The terms underserved and SDA are often used interchangeably when employees conduct outreach, marketing, and communication activities. Some stakeholders of the groups identified as SDA have expressed displeasure of being referred to as SDA. Underserved is defined in 22-AO as “individuals, groups, populations, or communities that USDA Agencies have not effectively protected, supported, or promoted in the delivery of programs and services on a fair and equitable basis. Historically, the underserved are minority and women farmers and/or ranchers, farm workers, and land owners and/or operators that have limited resources; other minority groups including Native American and Alaska Natives; persons under the poverty level, and persons that have disabilities”.

FSA is often required, by statute, to provide targeted loan funding, reduced or waived fees, or increased benefits, for selected FSA programs to groups that may include the following:

- SDA members who are more fully identified as American Indians or Alaskan Natives, Asians, Blacks or African Americans, Native Hawaiians, or other Pacific Islanders, Hispanics, and Women
- limited resource producers
- beginning farmers

Note: FSA programs may address none, some, or all of the groups in this subparagraph.

Disposal Date	Distribution
June 1, 2015	State Offices; State Offices relay to County Offices

1 Overview (continued)

B Purpose

This notice:

- introduces the new term “targeted underserved”
- provides guidance on the appropriate times and conditions to use the terms “underserved” and “targeted underserved” in outreach activities and communications.

C Contact

If there are questions about this notice:

- County Offices shall contact State Outreach Coordinators
- State Offices shall contact Linda Cronin, Outreach Program Manager by:
 - e-mail at linda.cronin@wdc.uds.gov
 - telephone at 202-690-1299.

2 Terms

A Targeted Underserved Groups

Targeted underserved groups are American Indians or Alaskan Natives, Native Hawaiians or other Pacific Islanders, Asians, Blacks or African Americans, Hispanics, and Women.

B Outreach

Outreach means activities planned to raise awareness of FSA programs initiated at the National, State, or county level conducted beyond the normal course of business, and outside the initiating FSA office.

C Targeted Program Outreach

Targeted program outreach is a process that provides and expands technical assistance, training and delivering FSA programs and services to an ever-growing and diverse customer base, including, but not limited to, youth, women, new and/or beginning, Black or African American, Native American, Alaska Native, Hispanic American, Asian or Pacific Islander, farm workers, limited resource, persons under the poverty level, veterans and disabled farmers and ranchers.

3 Guidance

A Using Underserved

For outreach and marketing activities, the term underserved should be used:

- in speeches at outreach meetings, informal publications, and webinars
- in public service announcements (PSA) and other oral communications
- when issuing press releases, fact sheets and other communication materials.

Example: At a StrikeForce informational meeting, the term “underserved” should be used.

B Using Targeted Underserved

For identifying statutorily a defined group of beginning farmers, limited resource or SDA producers, the term targeted underserved groups shall be used when:

- referring to targeting funds
- referring to reduced and/or fee waivers
- referencing COC Elections.

Example: In a fact sheet specific to targeted FLP funding, “targeted underserved groups” should be used.

Note: For applications and other internal documents, SDA will continue to be used.