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

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California

Producers can now take a nationwide survey to help the U.S. Department of Agriculture (USDA) improve and increase access to its programs and services for America's farmers, ranchers, and forest managers. The survey includes new and existing customers. USDA encourages all agricultural producers to take the survey, especially those who have not worked with USDA previously. The survey gathers feedback on programs and services available through USDA's Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS) and Risk Management Agency (RMA).

The survey is available online at farmers.gov/survey, and producers should complete by March 31, 2023. Stakeholder organizations are also encouraged to share the survey link through their networks. The survey is available in 14 different languages including Arabic, Chinese, English, French, Hmong, Korean, Navajo, Punjabi, Somali, Spanish, Tagalog, Thai, Urdu and Vietnamese.

"A robust survey response that includes the perspectives of all of our customers, including underserved producers, will help USDA better understand the unique needs of both existing and prospective customers, while identifying opportunities to enhance government programs and services. Please take the survey, especially if we haven't worked with you before," said Robert Bonnie, USDA's Under Secretary for Farm Production and Conservation (FPAC). "This survey will provide USDA with critical data to help USDA serve all of agriculture."

In addition to the online survey, the FPAC Business Center, which is administering the survey, will also mail 11,000 printed surveys to various local state stakeholder organizations and farmers markets.

The survey is an Office of Management and Budget requirement supported by the Biden-Harris President's Management Agenda (PMA), which identified FSA and NRCS as High-Impact Service Providers. These agencies provide critical customer-facing services and are expected to use the survey data to make targeted improvements.

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