Lydia's Journey to Feed Her Family

Learn

1. Learn About Healthy Eating at Home
   - After a family health scare, Lydia visits the library to find tips on eating healthy and staying active.

2. Learn About Food Safety at Work
   - As a cafeteria worker, Lydia takes precautions to make sure the food she serves students is safe.

Shop

3. Get Affordable Groceries From Superstores
   - To save time and money, Lydia does the bulk of her grocery shopping at a supermarket.

4. Buy Fresh Produce From Farmers Markets
   - Lydia takes her kids to a farmer's market that accepts SNAP and offers incentives to buy fresh produce.

Prepare

5. Make Her Home Cooking Go Further
   - Lydia visits local food banks and enrolls her kids in school breakfast and lunch programs.

6. Prepare Family Meals
   - Lydia takes pride in preparing healthy, delicious meals for her family.

OneUSDA

Loving Parent

Age: 32
Occupation: Cafeteria Worker
Location: Springfield, AL

A single mom who understands the importance of a healthy meal, but needs financial assistance to buy food for her rural town. She takes pride in providing for her family.

Note: Lydia is a customer persona representing the use case of USDA employees and customers with unique insight into food safety and nutrition, and was inspired by USDA websites to visualize how each agency provides its programs and services to its customers. Contact your local USDA office to discover your customer’s needs with USDA’s own resources.

Why This Was Created

To tell a visual narrative of the Federal Ecosystem and how USDA agencies might improve customer experiences through collaboration. This effort was informed by the Center of Excellence mapped how USDA directly and indirectly benefits a particular customer (Lydia) to explain how large of a role USDA plays in the customer journey. USDA agencies might improve customer experiences. The service blueprint shows you how USDA affects the journey of a particular customer (Lydia) as she tries to provide healthy meals for her family. This service blueprint highlights how USDA affects the journey of a particular customer (Lydia) as she tries to provide healthy meals for her family. Lydia directly interacts with USDA by...

- Finding recipes and garnishing it to make this dish healthy.
- Asking for healthy options while dining on-the-go.
- Connecting with local farmers and volunteers to meet with USDA KC.
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DIRECT

Lydia directly interacts with USDA by...

- Requesting SNAP benefits to feed her family.
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INDIRECT

DIRECT

Behind the scenes, USDA promotes Food Safety across the supply chain:

- USDA's Food Safety and Inspection Service (FSIS) ensures that all meat and poultry products are safe and wholesome.
- FSIS's Office of Public Health and Science (OPHS) conducts research and develops food safety guidelines to protect public health.
- FSIS's Office of Production and Program Support (OPPS) provides leadership and guidance to ensure the safe production of meat and poultry products.

INDIRECT

Behind the scenes, USDA keeps supermarkets stocked with affordable, safe, and reliable products:

- The USDA Food and Nutrition Service (FNS) administers food assistance programs such as SNAP, which provides food assistance to low-income families.
- FNS's Office of Food Assistance (OFA) ensures that all SNAP benefits are distributed in a timely manner.
- OFA's Office of Nutritional Services (ONS) provides guidance and resources to help states and territories comply with SNAP rules.

For more information, visit https://www.usda.gov.

Note: USDA is the U.S. government’s department responsible for ensuring a safe, adequate, and nutritious food supply for all Americans through programs that support farmers and consumers and address food safety risks. USDA is composed of 10 major agencies.

Direct Investments:

- FAS: The Foreign Agricultural Service supports the export of U.S. agricultural products and facilitates access to international markets.
- NASS: The National Agricultural Statistics Service conducts surveys and research to produce timely and accurate data on agricultural production, supply, and demand.
- RMA: The Risk Management Agency provides crop insurance to farmers to help manage risk.
- FSA: The Farm Service Agency assists farmers in obtaining loans and other financial assistance.
- RUS: The Rural Utilities Service provides financial and technical assistance to rural areas.
- NIFA: The National Institute of Food and Agriculture supports research, education, and extension programs in agriculture.

Indirect Investments:

- ARS: The Agricultural Research Service conducts research to improve agricultural production and sustainability.
- ERS: The Economic Research Service provides economic research to support federal policy decisions.
- FSA: The Farm Service Agency provides financial and technical assistance to farmers.
- RUS: The Rural Utilities Service provides financial and technical assistance to rural areas.
- NIFA: The National Institute of Food and Agriculture supports research, education, and extension programs in agriculture.

Follow Lydia on each step of her journey to understand how agencies work together to help her provide safe and healthy meals for her family.

The behind-the-scenes actions raise awareness of how large of a role USDA plays in the customer journey, which may not be visible to the customer or even to USDA as actions are happening, but they’re fundamentally shaping her journey.