OneUSDA

Meeting Customers Where They Are



Our Customers

USDA serves over 900 unique customer types, from all walks of life with a diverse range of needs. The following people represent the top 10 customer types that USDA serves. Understand who they are and you can serve them better.





Environmental Scientist As a scientist in the private sector, her foodborne pathogen research helps keep the food system safe. Producers, manufacturers, and USDA use her findings to drive quality innovation and maintain high safety standards.







public and private sectors like **Sunali the Scientist** competitive U.S. food and fiber system, strengthening



American consumers trust that the food sold at local grocery stores, farmers markets, and restaurants is safe. Some consumers like **Caesar the Citizen** check for special certifications like organic, freerange, or antibiotic-free.



Processing Facilities

Laborers, scientists, packers, and business people like Frank the Facility Owner keep domestic and international animal and plant products free of diseases and pests. Top-tier facilities like Frank's aim for AMS quality certifications.



Sunali the Scientist



Kid

Fourth-Grade Student at a Public Elementary School A student who dreams of being a veterinarian. Learns about healthy eating at school through the lunch program. He wants to help out at home by cooking more.



Frank the **Facility Owner**

Processing Facility Owner Owns a facility that imports and processes poultry. Works with producers and USDA to ensure his processing methods are safe, effective, and humane.

Farm Production and Conservation

Farm Service Agency (FSA) Natural Resources Conservation Service (NRCS) Risk Management Agency (RMA)

Food, Nutrition, and Consumer Services Food and Nutrition Service (FNS)

Find your agency on this map to see who you serve, where USDA plays a role, and what other agencies serve alongside you.

USDA is made up of 29 agencies and offices with nearly 100,000 employees serving at more than 4,500 locations worldwide. The people illustrated below represent USDA's top 10 customers according to customer data analyzed from an in-depth audit of messaging on agency websites, budget reports, and employees' perspectives. Each building

Community Centers

Rural Development grants help to build municipal buildings that can be used as community gathering places. People like **Candice the Community Leader** use these spaces to host after-school programs, farmers markets, and life skills classes.

Food Establishments



Homes

Parents like Lydia the Loving Parent use SNAP benefits to purchase food and use FNS and FSIS resources to safely prepare homemade meals. They might use RHS, RUS, and NRCS resources to own and maintain their home and land.

FSA NRCS FNS FSIS AMS RHS RUS



Candice the Community Leader

Small Business Owner and Nonprofit Leader A strong advocate for self-sufficiency and an empathetic and involved leader, she fights for equity in her community. She is involved in managing community events, and she teaches a home gardening class at the community center.



Designer and Urban Resident A second-generation American who has developed an interest in high quality, locally-sourced food after recently losing weight. He is an avid technology user.



Patrick the Producer

Producer and Family Farm Owner A family man and second-generation farmer in rural America. He needs a farm loan so that he can keep his business up and running while keeping food on the table.

Food Safety

Food Safety and Inspection Service (FSIS)

Marketing and Regulatory Programs Agricultural Marketing Service (AMS) Animal and Plant Health Inspection Service (APHIS)

Natural Resources and Environment Forest Service (FS)

Research, Education and Economics Agricultural Research Service (ARS) Economic Research Service (ERS) National Agricultural Statistics Service (NASS) National Institute of Food and Agriculture (NIFA)



corresponds to a customer, and represents an industry or area that might benefit from USDA services. Listed beside each building are the agencies offering services in this space. Conduct your own research and uncover your customers' needs with USDA's user research templates found at https://www.usda.gov/digital-strategy/tools.

Public Lands

FS works to prevent damage to natural resources and the environment, implement conservation initiatives, and promote good land management. This enables Ava the Adventurer to connect with nature.



Schools

RBCS RUS FAS

Children like **Ken the Kid** get consistent hot meals at school, learn about balanced diets through MyPlate, discover nature with Smokey Bear, and enjoy a variety of vegetables from the school garden.

Farms and Ranches

Through crop insurance, loans, pricing data, and more, USDA provides wraparound support to help farmers, ranchers, and land stewards like **Patrick** the Producer expand their operations and stay profitable.

FSA	NRCS	RMA	AMS	APHIS	FS	ARS	ERS
NASS	NIFA	RBCS	RUS	FAS			





Recreator and Adventurer A conservation-conscious college student who hikes in National Forests to escape the hustle of her demanding curriculum and experience nature. She shares her adventures online.



Preston the People's Advocate

Local Government and Community Member A savvy people-person who left his corporate job to be the people's champion in his local government. He fights for rural farmers' rights and health care access.

Rural Development

Rural Business-Cooperative Service (RBCS) Rural Housing Service (RHS) Rural Utilities Service (RUS)

Trade and Foreign Agricultural Affairs

Foreign Agricultural Service (FAS)



Executive Operations

Note: While not included in the graphic above, Departmental Administration and Executive Operations play an integral role in enabling all agencies to serve customers.

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