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.

Universities

- Students, faculty, and researchers like Adam the Academic get grants to conduct cutting-edge research of all generations and publish their findings for the agriculture sector to use in their work.

Municipal Buildings and Public Utilities

- Federal and local government champions like Preston the People’s Advocate use USDA data to inform their policies, and help their communities get access to reliable utilities and broadband, food, and government-funded services.

Processing Facilities

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

Food Establishments

- American consumers trust that the food sold at street grocery stores, farmers markets, and restaurants is safe. Some consumers like Lydia the Loving Parent check for special certifications like organic, freerange, or antibiotic-free. Foodborne pathogen research helps keep the environment, implement conservation initiatives, and ensure foods are safe, effective, and humane.

Community Centers

- People like Candid the Community Leader use these spaces to host community-based events, inform their policies, and help their communities, families, and youth.

Food and Nutrition Service (FNS)

- Cafeteria worker and single mother like Lydia the Loving Parent use SNAP benefits to purchase food and use FSIS resources to safely prepare homemade meals. They might use RHS, RUS, and NRCS resources to save and maintain their home and land.

Community College Students

- Students, fellows, professors, and researchers like Preston the People’s Advocate use USDA data to inform their policies, and help their communities get access to reliable utilities and broadband, food, and government-funded services.

Farms and Ranches

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

Public Lands

- Federal and local government champions like Preston the People’s Advocate use USDA data to inform their policies, and help their communities get access to reliable utilities and broadband, food, and government-funded services.

Schools

- Children like Caesar the Citizen 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.

Local Government and Community Member

- Local government and community member like Preston the People’s Advocate use USDA data to inform their policies, and help their communities get access to reliable utilities and broadband, food, and government-funded services.

Rural Development

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

Departmental Administration

- Departmental Administration like Executive Operations play an integral role in enabling all agencies to serve customers.

Note:
- While not included in the graphic above, Departmental Administration include Executive Operations, which oversee the budget and financial management of each agency in enabling all agencies to serve customers.

OneUSDA is made up of 29 agencies and offices with nearly 50,000 employees around the world. The people illustrated below represent USDA’s top 10 customers and how it contributes data and content from an in-depth audit of messaging on agency websites, budget reports, and management perspectives. Each illustration corresponds to a customer, and represents an industry or area that might benefit from USDA services, noted in front of each building are the agencies offering services, in PHF’s space. Conduct your own research and uncover your customers’ needs with USDA’s pair research templates found at https://www.usda.gov/digital-strategy/tools.