



# NATIONWIDE FARMER, RANCHER, AND FOREST MANAGER PROSPECTIVE CUSTOMER SURVEY RESULTS

## INTRODUCTION

The Customer Experience Division (CXD) within the U.S. Department of Agriculture's (USDA's) Farm Production and Conservation (FPAC) Mission Area administered a Nationwide Farmer, Rancher, and Forest Manager Prospective Customer Survey (PCS) from November 2022 to March 2023. Analysis took place in partnership with the Federal Research Division, Library of Congress, from March 2023 to July 2024.

The survey aimed to understand why farmers, ranchers, and forest managers have yet to participate in FPAC agency programs offered through the Farm Service Agency, Natural Resources Conservation Service, and Risk Management Agency. The PCS collected information from respondents and evaluated their awareness of and access to programs offered by the FPAC agencies. This feedback assists FPAC agencies in learning about ways to enhance support, improve program and service delivery, increase access, and advance equity for new and existing customers.

## SURVEY HIGHLIGHTS

- Any farmer, rancher, or forest manager was able to complete the survey online or on paper.
- CXD leveraged multiple avenues to release the survey, including distributing 13,400 paper surveys and unlimited digital surveys to 9,000 local, state, regional, and national agricultural stakeholder organizations and select farmers' markets.
- CXD issued press releases to local, state, regional, and national print, digital, radio, and broadcast agricultural media to publicize the PCS.
- The survey was made available online in English, Arabic, Chinese, French, Hmong, Korean, Navajo, Punjabi, Somali, Spanish, Tagalog, Thai, Urdu, and Vietnamese. Paper surveys were also made available in English and Spanish.

## FAST FACTS

**9,000**

THE NUMBER OF AGRICULTURAL STAKEHOLDER ORGS AND FARMERS MARKETS WHO RECEIVED THE SURVEY TO SHARE WITHIN THEIR NETWORKS.

**7,452**

THE NUMBER OF INDIVIDUAL SURVEY RESPONSES COLLECTED ACROSS THE COUNTRY. (7,207 DIGITAL, 245 PRINT)

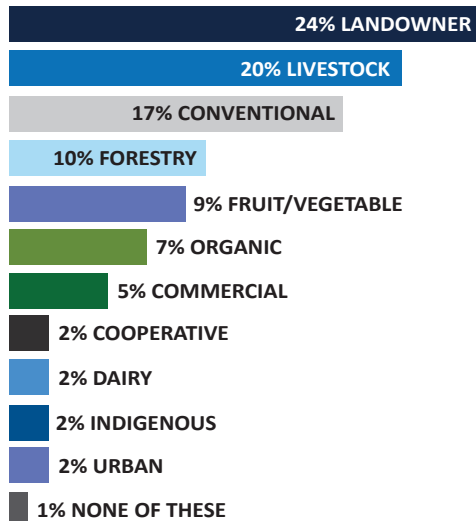
**20,878**

THE NUMBER OF OPEN TEXT RESPONSES COLLECTED THROUGH PCS QUESTIONS.

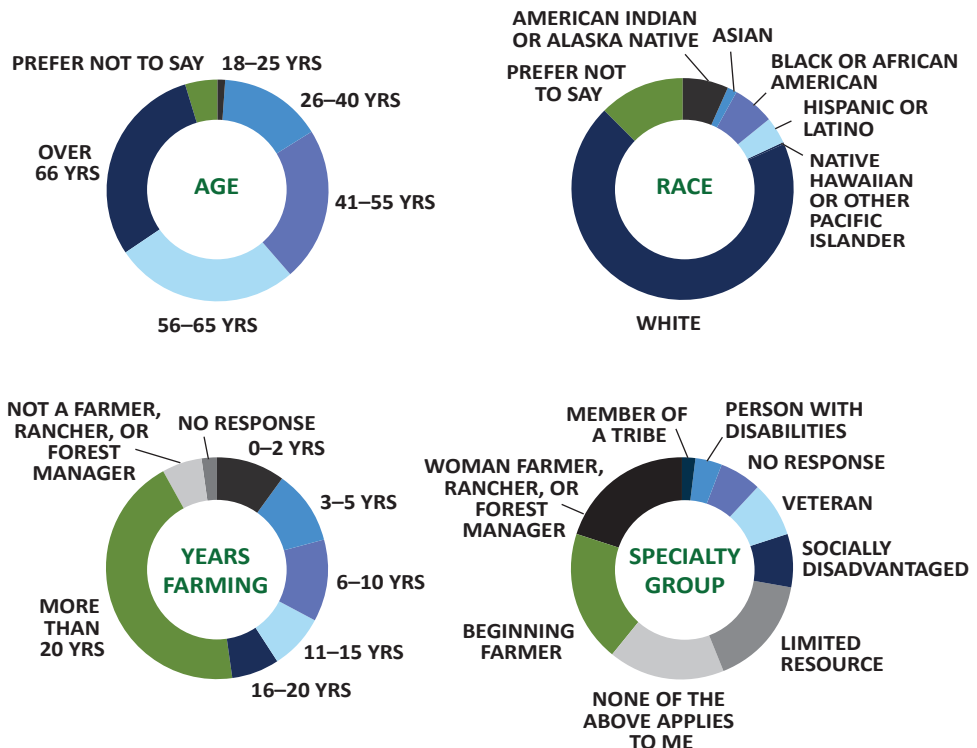
**14**

THE NUMBER OF LANGUAGES THE PCS SURVEY WAS AVAILABLE IN ONLINE. THE PCS WAS AVAILABLE IN HARD COPY IN ENGLISH AND SPANISH.

## RESPONDENT FARMING TYPE OR GROUP

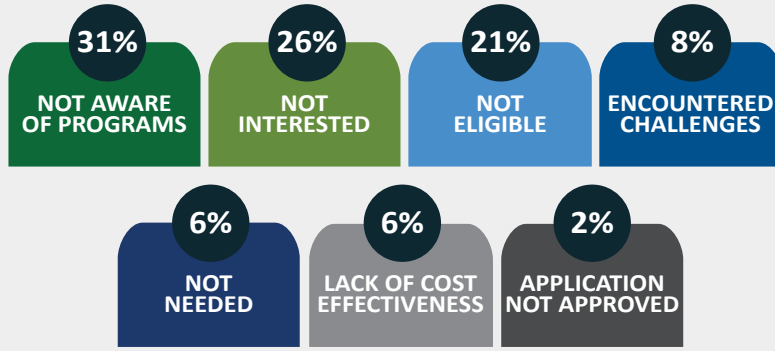


## RESPONDENT DEMOGRAPHICS



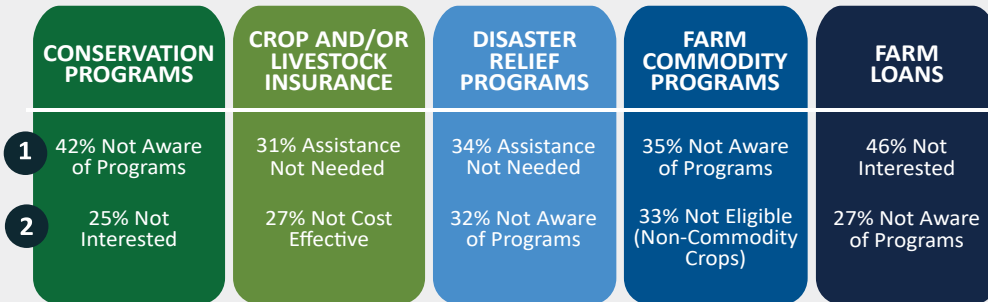
## PAIN POINTS AND NON-PARTICIPATION OVERALL

Below are the top PCS respondent pain points leading to non-participation overall in FPAC programs.



## PAIN POINTS AND NON-PARTICIPATION BY PROGRAM

Below are top two PCS respondent pain points leading to non-participation by FPAC program area.



## FOCUS FORWARD

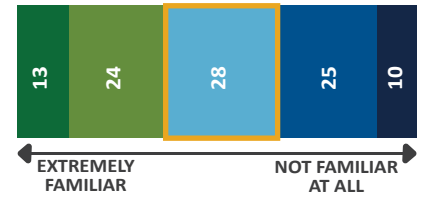
Based on the information collected and analysis completed as part of the PCS, it is recommended that FPAC focus on the following actions going forward.

- 01 INCREASE VISIBILITY AND ENGAGEMENT**  
 INCREASE VISIBILITY OF FPAC PROGRAMS IN COMMUNITIES TO MAKE THEM BETTER KNOWN TO NEW AND PROSPECTIVE CUSTOMERS, INCLUDING IN-PERSON VISITS TO FARMS AND HOMESTEADS, IF POSSIBLE.
- 02 GREATER FLEXIBILITY**  
 RE-EVALUATE PROGRAM ELIGIBILITY CRITERIA TO ALLOW FOR GREATER FLEXIBILITY AND TO MAKE ASSISTANCE AVAILABLE TO A WIDER RANGE OF CUSTOMERS.
- 03 SIMPLIFY APPLICATION**  
 SIMPLIFY APPLICATION PROCESSES: ACCESSIBILITY, TRANSPARENCY, AMOUNT OF PAPERWORK, AND COMPLEXITY. EXPAND PROGRAM REQUIREMENTS TO INCLUDE MORE INDIVIDUALS WHO ARE INELIGIBLE.
- 04 INCREASE STAFFING AND AVAILABILITY**  
 INCREASE STAFFING AND AVAILABILITY AT LOCAL OFFICES TO IMPROVE THE CUSTOMER EXPERIENCE WHILE ALSO INCREASING STAFF TRAINING TO GAIN FURTHER AGRICULTURAL EXPERTISE.
- 05 SUPPORT COMMUNITIES**  
 CONTINUE REACHING OUT TO AND SUPPORTING VULNERABLE COMMUNITIES AND HISTORICALLY UNDERSERVED GROUPS.

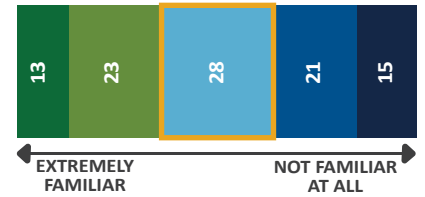
## DATA HIGHLIGHTS

### RESPONDENTS FAMILIARITY WITH FPAC AGENCY (PERCENT)

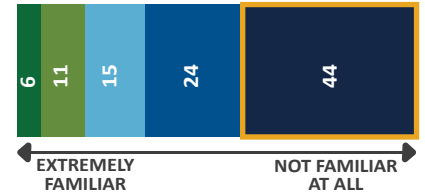
#### FARM SERVICE AGENCY



#### NATURAL RESOURCES CONSERVATION SERVICE



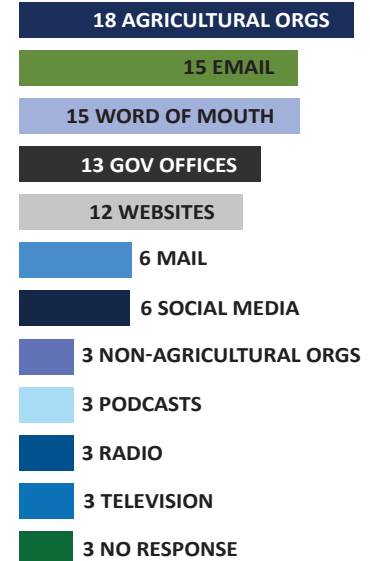
#### RISK MANAGEMENT AGENCY



#### KEY

- EXTREMELY FAMILIAR
- VERY FAMILIAR
- MODERATELY FAMILIAR
- SLIGHTLY FAMILIAR
- NOT FAMILIAR AT ALL

### HOW RESPONDENTS PREFER TO FIND AGRICULTURAL INFORMATION (PERCENT)



## LEARN MORE

Please reach out to the FPAC Business Center's Customer Experience Division with any further questions about the survey results by emailing the team at [FPAC.CustomerExperience@USDA.gov](mailto:FPAC.CustomerExperience@USDA.gov).

