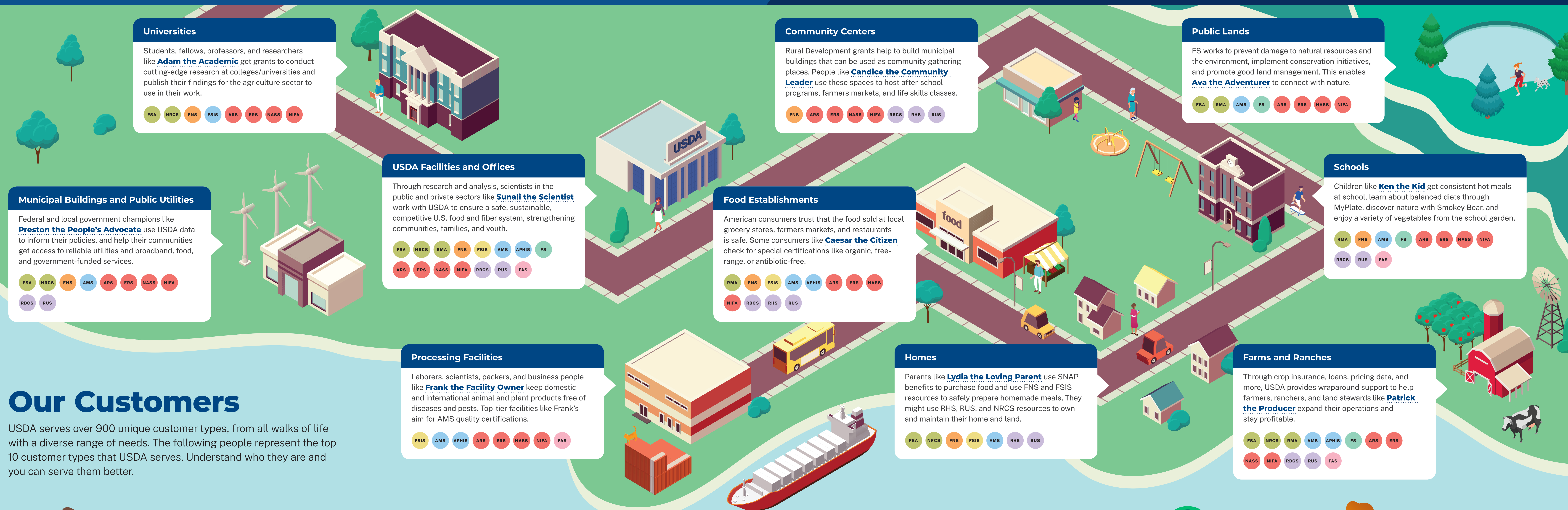


OneUSDA Meeting Customers Where They Are

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

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>.



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.



Lydia the Loving Parent

Cafeteria Worker and Single Mother
A low-income mom who understands the importance of a healthy meal, but needs financial assistance to buy food in her rural town.



Adam the Academic

Land-Grant University Professor and Researcher
USDA grants help fund his research. His findings enable producer decisions and inform globally used agricultural statistics and yield forecasts.



Sunali the Scientist

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.



Ken the 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.



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.



Caesar the Citizen

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.



Ava the Adventurer

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.



- 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)

- 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)

- Rural Development**
Rural Business-Cooperative Service (RBCS)
Rural Housing Service (RHS)
Rural Utilities Service (RUS)
- Trade and Foreign Agricultural Affairs**
Foreign Agricultural Service (FAS)

- Departmental Administration**
- 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.