



Natural Resources Conservation Service  
210 Walnut Street, Room 693  
Des Moines, IA 50309-2180

September 24, 2012

IOWA BULLETIN NO. IA230-12-10

SUBJECT: EOP - HISPANIC/WOMEN FARMER RANCHER CLAIMS PROCESS  
OUTREACH

**ACTION REQUIRED BY: ONGOING UNTIL MARCH 2013**

PURPOSE. To provide a plan to be followed for Hispanic/Women Farmer Rancher (HWFR) Claims Process Outreach.

EXPIRATION DATE. September 30, 2013

The enclosed joint letter signed by the Farm Service Agency (FSA), and the Natural Resources Conservation Service (NRCS) explains the importance of conducting HWFR outreach. The enclosed Plan explains what outreach efforts should be conducted during this process. The remaining enclosures are communication tools to be used during the outreach process.

For more information regarding this Plan or if you have questions about the expectations being explained, please direct them to Laura Crowell, State Public Affairs Specialist, at 515/323-2207 or by email at [laura.crowell@ia.usda.gov](mailto:laura.crowell@ia.usda.gov).

/s/

Jon Hubbert  
Acting State Conservationist

Enclosures

E

## Hispanic/Women Farmer Rancher Claims Process Outreach Plan

Outreach efforts for the Hispanic/Women Farmer Rancher claim process is a top priority for USDA Secretary Tom Vilsack. Each agency is responsible for conducting outreach to help ensure information about the claims process reaches as many of our customers as possible. We are required to provide weekly reports about the outreach conducted in the state.

We are expected to conduct this outreach throughout the claims process. USDA will open the Claims Process on September 24 and it will remain open for 180 days.

Our agencies are expected to conduct outreach efforts until the end of those 180 days. Each of our offices will complete outreach activities until the claim submission process is closed.

The Public Affairs Staffs of each agency worked together to develop an outreach plan for Iowa USDA offices. Each office is expected to follow this plan and report its progress according to the procedures of each agency.

Here are the activities required for NRCS offices.

- 1. Poster Distribution:** USDA has produced a flyer/poster announcing details about the claims process. Each USDA office is expected to distribute this poster throughout the county. Distribution sites include, but are not limited to: churches, libraries, community colleges, ethnic businesses, community bulletin boards, extension offices, elevators, drug stores, banks, dollar stores, fabric and craft stores, etc. Offices should divide the county to evenly distribute the workload. Each office should report the number of posters distributed in each community as well as the date the distribution was completed. Progress reports on this action items are due weekly. (***NRCS staff is strongly encouraged to enlist the assistance of an Earth Team volunteer for distributing posters.***)
- 2. Newsletter Article:** A standard newsletter article is enclosed. Progress should be reported when item is published in newsletter and/or on the website. Total number of newsletters distributed, and date of distribution, should be included in the progress report. This newsletter article should be shared with local partners for inclusion in their newsletters.
- 3. Meeting/Special Event Outreach:** When attending public meetings, USDA employees should bring a supply of HWFR claim process documents to have available at key locations (i.e. sign in or registration table.) If presenting at a meeting, please try to incorporate a brief mention of the claims process. Talking points and instructions for handling claims process outreach during meetings are enclosed. Progress should be reported after each meeting. Please include name, date and location of meeting, and estimated attendance.

**Timing/Due Date**

To ensure an even distribution of activities throughout the reporting period, each Assistant State Conservationist for Field Operations will be asked to set a weekly schedule for their offices. This will ensure NRCS will have activities to report each week. Each ASTC-FO will communicate the reporting schedule for the field offices in his or her area.

**Progress Reporting**

Please email the requested progress information to Laura Crowell, [laura.crowell@ia.usda.gov](mailto:laura.crowell@ia.usda.gov) by noon each Tuesday. If you know of upcoming outreach activities, please include those in your weekly report using the attached table. Please include your phone number in your email.

**Media Inquiries**

Do not speak to any media about the HWFR claims process. All media inquiries need to go to Stephanie Chan, [Stephanie.Chan@oc.usda.gov](mailto:Stephanie.Chan@oc.usda.gov) at the USDA Office of Communications.

**Summary**

These outreach items are the minimum expectations for each USDA office. As opportunities develop, each employee is encouraged to participate in additional outreach activities. FSA, NRCS and RD are required to provide weekly reports to USDA on our state's outreach activities.