

Prepared by SC NRCS State PAS/Outreach Coordinator Amy O. Maxwell

South Carolina NRCS Outreach Plan FY 2009

Objective: To improve outreach to special emphasis/socially disadvantaged/traditionally underserved groups throughout South Carolina in pursuit of equitable delivery of NRCS programs and technical/financial assistance.

1. **Goal: Increase knowledge of target population demographics,** including number of farm operators, type of farm operation, locations by county. Data indicate growth in number of Hispanic owner/operators in South Carolina, and increased number of Hmong fresh market vegetable growers.
 - a. Work with USDA-NASS (Ag. Statistics office) to keep up-to-date on farm operator populations and where they are concentrated. Share this info. with field offices/watershed teams.
 - b. Develop/update factsheets targeted at special emphasis groups to highlight geographic distribution of general population and farmer demographics. Distribute to all staff for Civil Rights folders and Outreach planning, post on website.
 - c. Work with sister agencies as part of the SC Outreach Council to share information on reaching out to SC-based special emphasis groups. Discuss possibility of hosting outreach workshops in 2009.

2. Goal: Provide Outreach Resources/Opportunities to SC NRCS Field Offices

- a. Update Outreach webpage on SC NRCS public website on a quarterly basis: www.sc.nrcs.usda.gov/Outreach_liasion.html
- b. Update checklist of mandatory posters for field offices, and post on website, as needed.
- c. Produce annual **SC Outreach Report** to highlight outreach projects, success stories, and innovative partnerships.

3. **Goal: Target outreach/conservation message to specific audiences.**
 - a. **Direct Mail Campaign:** Develop letters to inform targeted audiences about NRCS programs and services. Utilize NASS mailing lists and other mechanisms to disseminate information on NRCS programs and services.
 - b. **Exhibits and Presentations**
 - i. Research opportunities to exhibit at county fairs, ethnic observance festivals, etc.
 - c. **Publications (print and electronic):** Target conservation messages to specific audiences based on their needs/resources/knowledge, etc.
4. **Federally Recognized/Non-federally recognized Tribal Outreach:** Work with SC Commission for Minority Affairs Native American Liaison to enhance communications and relations with Catawba Indian Nation (SC's only federally recognized tribe), as well as non-federally recognized tribes throughout the state.
 - a. Meet regularly with NRCS tribal liaisons to identify organizational issues and proposed solutions.
 - b. Attend meetings of the SC Native American Affairs Council.
 - c. Provide guidance to Tribal Liaisons (Farm Bill sign-up/eligibility info., etc.).
5. **Goal: Assist new and beginning farmers, and limited resource with information to help them utilize NRCS technical assistance and new farm bill programs**
 - a. Work with United Farmers, USA, Sea Island Small Farmer Cooperative, and other groups to target socially disadvantaged/underserved groups.
 - b. Continue efforts to strengthen and provide economic viability for small farmers involved with the Small Farmer Wholesale Auction Market in Jasper County.
 - c. Publicize Beginning Farmer features of new Farm Bill when available .