

People, Partnerships, and Communities

The purpose of the People, Partnership, and Communities series is to assist The Conservation Partnership to build capacity by transferring information about social science related topics.

USDA Natural
Resources
Conservation
Service

Social
Sciences
Team

Social Profile

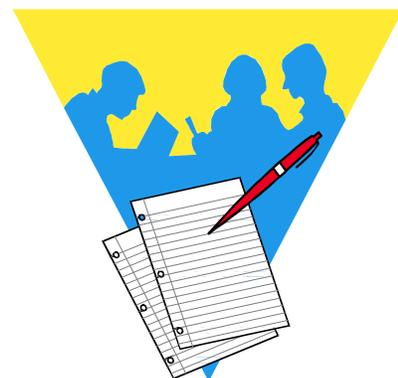
WHAT is a social profile?

A social profile is a summary of personal and community characteristics within a given geographical area. A social profile presents a clear, concise and easy to understand “snapshot” of who and what currently exists at a particular place, whether that place is a farm/ranch or a community. This “snapshot” describes social information using a table containing statistical data along with a brief narrative. Where appropriate, the social information is compared to state, regional, and/or national data.

Why do you want to develop a social profile?

A social profile:

- gives you background information that can tell you how many small scale producers are in a particular geographical area.
- helps you to group producers with similar characteristics in order to develop effective and efficient communication strategies.
- assist you in establishing goals and measurable objectives for the adoption of conservation.
- enables you to evaluate your progress on your performance-based goals and objectives.
- helps to ensure that small scale producers are equitably represented in locally led activities.
- can be used to identify partners as a source for obtaining secondary data and/for assisting you in designing and implementing an outreach plan.
- assists in the identification of barriers and strategies associated with the adoption of conservation practices/systems.



(continued on next page)

What social information is included in a social profile?

(Secondary and Primary Sources are listed on the next page)

Social Information	Secondary Source	Primary Source
HISTORY - of the area as it relates to agricultural development, origin of farming population, and current conditions.	1 and/or 2, 6	9
POPULATION - By racial and ethnic backgrounds - Operators by ethnic backgrounds - Female Operators - full time or part time	4	
NUMBER of farms	4	
TENURE on farm - as owner - as renter	4	
SIZE of farm - number acres owned - number acres rented	4	
TYPE of operation - crops - livestock	4	
GROSS FARM SALES *	4,5	
NON METROPOLITAN MEDIAN HOUSEHOLD INCOME *	5	
AGE of operators	4	
EMPLOYMENT - as full time operator - as part time operator	4	
PARTICIPATION IN NRCS ACTIVITIES - Conservation Plan (yes or no) - participation in locally led activities (yes or no) - demonstration farms and/or pilot projects in study area - List on Conservation partners (other government agencies, non profit organizations, etc.)	7 7	9 10

* this social information should be compared to the State and National information

What social information is included in a social profile?

Social Information	Secondary Source	Primary Source
PRIMARY LANGUAGE spoken at home	3	
EDUCATION	3	
AGE OF OPERATOR	4	

Where do you get the information that is to be included in the social profile?

SECONDARY SOURCES

1. Local Libraries
2. Historical Societies
3. U.S. Census of Population and Housing (many web sites have this information, see for example: <http://govinfo.kerr.orsu.edu/> and <http://people.nrcs.wisc.edu/customdata/>)
4. Census of Agriculture (many web sites have this information, see for example <http://people.nrcs.wisc.edu/customdata/> and <http://govinfo.kerr.orsu.edu/>)
5. Process for Identifying Limited Resource Farmers and Technical Note
6. Maps from historical records
7. NRCS and/or FSA records

PRIMARY SOURCES

8. Visits to the local field office and/or Field Service Center
9. Contacts with agricultural staff members at 1862 and 1890 land grant universities and/or non-profit organizations
10. Personal interviews with long time residents

Who would want to use a social profile?

All conservation planners and outreach coordinators could benefit from developing a social profile.

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