

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

2011 Explanatory Notes

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DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

Purpose Statement

The Office of Advocacy and Outreach (OAO) office was established by Section 226B of the Department of Agriculture Reorganization Act of 1994 (Reorganization Act) (7 U.S.C. 6934), as added by section 14013 of the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), P.L. 110-246. OAO's purpose is to improve access to USDA programs and enhance the viability and profitability of small farms and ranches, beginning farmers and ranchers, and socially disadvantaged farmers and ranchers. Through these actions, OAO will support the Department's commitment ensuring that all USDA constituents, including historically underserved groups, have the opportunity to participate in and benefit from the programs offered by the Department.

OAO serves as an advocate for underserved constituents and as an avenue for them to have input into programmatic and policy decisions to improve their viability and profitability.

OAO was established in October 2009 and is located in Washington, D. C.

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

Available Funds and Staff Years
2009 Actual and Estimated 2010 and 2011

Item	2009		2010		2011	
	Actual		Estimated		Estimated	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Salaries and Expenses.....	--	--	\$1,700,000	10	\$7,009,000	18
Outreach for Socially Disadvantaged Farmers and Ranchers <u>a/</u>	--	--	20,000,000	6	20,000,000	6
Subtotal, Appropriated.....	--	--	21,700,000	16	27,009,000	24
<u>Obligations under Other</u>						
<u>USDA appropriations:</u>						
Reimbursements:						
1890 Liaison Program.....	--	--	2,474,000	5	2,474,000	5
1994 Program.....	--	--	692,000	4	692,000	4
HSI Program.....	--	--	1,973,000	15	1,973,000	15
Office of Small Farm Coordination.....	--	--	185,000	1	185,000	1
Beginning Farmers and Ranchers Advisory Committee.....	--	--	80,000	1	80,000	1
2281 Grants Program <u>b/</u>	--	--	5,200,000	--	--	--
Farm Worker Program <u>c/</u>	--	--	4,000,000	3	--	--
Subtotal, Reimbursement.....	--	--	14,604,000	29	5,404,000	26
Total, OAO.....	--	--	36,304,000	45	32,413,000	50

a/ Funds are transferred from CCC and functions were transferred from NIFA to OAO in FY 2010.

b/ The \$5.2 million was a one-time unobligated balance transferred to OAO as part of the P.L. 110-28 Farm Bill.

c/ Funds are being requested as a part of direct appropriation in FY 2011.

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Permanent Positions by Grade and Staff Year Summary
2009 Actual and Estimated 2010 and 2011

Grade	2009 Washington, D.C.	2010 Washington, D.C.	2011 Washington, D.C.
ES.....	--	2	2
GS-15.....	--	5	6
GS-14.....	--	10	12
GS-13.....	--	16	18
GS-11.....	--	7	7
GS-10.....	--	4	4
GS-5.....	--	1	1
Total Permanent Positions.....	--	45	50
Unfilled Positions end-of-year.....	--	--	--
Total, Permanent Full-Time Employment, end-of-year.....	--	45	50
Staff Year Estimate.....	--	45	50

Positions shown above are appropriated and reimbursement.

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Appropriation Language

For necessary expenses of the Office of Advocacy and Outreach, [\$1,700,000] \$7,009,000.

Lead-off Tabular Statement

Appropriations Act, 2010.....	\$1,700,000
Budget Estimate, 2011.....	<u>7,009,000</u>
Increase in Appropriation.....	<u>+5,309,000</u>

Summary of Increases and Decreases
(On basis of appropriation)

<u>Item of Change</u>	<u>2010 Estimate</u>	<u>Pay Costs</u>	<u>Program Changes</u>	<u>2011 Estimate</u>
Office of Advocacy and Outreach.....	\$1,700,000	+\$9,000	+\$5,300,000	\$7,009,000

Project Statement
(On basis of appropriation)

	<u>2009 Actual</u>		<u>2010 Estimated</u>		<u>Increase or Decrease</u>	<u>2011 Estimated</u>	
	<u>Amount</u>	<u>Staff Years</u>	<u>Amount</u>	<u>Staff Years</u>		<u>Amount</u>	<u>Staff Years</u>
Office of Advocacy and Outreach.....	---	---	\$1,700,000	10	\$5,309,000	\$7,009,000	18

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

Justification of Increases and Decreases

An increase of \$5,309,000 for the Office of Advocacy and Outreach consisting of:

- a) An increase of \$9,000 to fund increased pay costs.

This increase is needed to maintain the current level of staffing to ensure that OAO can carry out its full range of responsibilities and agency priorities.

- b) An increase of \$1,300,000 and 5 staff years to fund operational needs.

This increase is needed to fund additional employees and operational needs of this office to improve the ability to provide sufficient access to USDA programs and enhance the viability and profitability of small farms, ranchers, beginning farmers and ranchers, and socially disadvantaged farmers. Funding will allow the new employees to be responsible for:

- Overseeing the Advisory Committee on Minority Farmers and the Advisory Committee for Beginning Farmers and Ranchers. Through these advisory committees, OAO will work with the affected constituencies to gather public input on ways the Department can support minority and beginning producers;
- Consulting with the National Institute of Food and Agriculture (NIFA) on the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Competitive Grants Program (2501 Program). Through this program, OAO will make funding available to organizations providing outreach and technical assistance to improve the viability of socially disadvantaged producers;
- Assisting in the administration of Farm Labor Housing Grants Program with Rural Development to ensure that small farms, and beginning and socially disadvantaged producers are made aware of the program and are able to participate if they are building or buying housing for their laborers; and
- Overseeing the activities of the Office of Small Farms Coordination. Through this office, OAO will carry out consultation and communications activities with small farms to keep them apprised of developments in USDA programs and make them aware of funding opportunities.

- c) An increase of \$4,000,000 and 3 staff years to fund the Farm Worker Program.

This increase is needed to fund a grant program aimed at improving the supply, safety, and training of the United States (US) agricultural labor force. Grants will be provided to eligible entities for use in providing services to farm workers who are US citizens as a mean of ensuring agricultural jobs remain domestic. In 2010, the funding for this program was appropriated to the Rural Housing Service.

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Geographic Breakdown of Obligations and Staff Years
2009 Actual and Estimated 2010 and 2011

	2009		2010		2011	
	Amount	Staff Years	Amount	Staff Years	Amount	Years
District of Columbia	--	--	\$1,700,000	10	\$7,009,000	18

Classification By Objects
2009 Actual and Estimated 2010 and 2011

	<u>2009</u>	<u>2010</u>	<u>2011</u>
Personnel Compensation:			
Washington, D.C.	--	\$738,000	\$1,667,000
11.1 Total personnel compensation.....	--	738,000	1,667,000
12.1 Personnel benefits	--	230,000	575,000
Total pers. comp. & benefits.....	--	968,000	2,242,000
Other Objects:			
21.0 Travel	--	160,000	200,000
22.0 Transportation of things	--	200	500
24.0 Printing and reproduction.....	--	100,000	108,000
25.2 Training	--	10,000	10,000
25.2 Contractual services	--	324,800	287,500
25.3 Purchases of goods and services from Government Accounts (Green Book).....	--	125,000	146,000
26.0 Supplies and materials.....	--	3,000	4,000
31.0 Equipment	--	9,000	11,000
41.0 Grants, Contracts, etc.	--	0	4,000,000
Total other objects.....	--	732,000	4,767,000
Total direct obligations	--	1,700,000	7,009,000
Position Data:			
Average Salary, ES positions	--	\$175,200	\$177,000
Average Salary, GS positions.....	--	\$89,880	\$94,936
Average Grade, GS positions	--	13.1	13.2

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH
STATUS OF PROGRAM

The Office of Advocacy and Outreach (OAO) was established by section 14013 of the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), P. L. 110-246, which amended Section 226B of the Department of Agriculture Reorganization Act of 1994 (Reorganization Act) (7 U.S.C. 6934). OAO's purpose is to improve access to USDA programs and enhance the viability and profitability of small farms and ranches, beginning farmers and ranchers, and socially disadvantaged farmers and ranchers. Ensuring that the government and its programs are open and transparent is a priority for USDA. The Department is committed to ensuring that all USDA constituents, including historically underserved groups, have the opportunity to participate in and benefit from the programs offered by the Department.

The OAO serves as an advocate for underserved constituents and as avenue for them to have input into programmatic and policy decisions to improve their viability and profitability. Activities of OAO include the following advocacy and outreach functions within the Department:

- Oversee the Advisory Committee for Beginning Farmers and Ranchers;
- Oversee the operations of the Office of Small Farms Coordination;
- Administer section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279), except for authorities related to the Census of Agriculture and economic studies in subsection (h) of that section;
- Establish and oversee the Minority Farmer Advisory Committee pursuant to section 14008 of 2008 Farm Bill;
- Administer the low-income migrant and seasonal farmworker grants program under section 2281 of the Food, Agriculture, Conservation, and Trade Act of 1990 (42 U.S.C. 5177a);
- Consult with appropriate entities regarding integration of farmworker interests into Department programs, including assisting farmworkers in becoming agricultural producers or landowners, and research, program improvements, and agricultural education opportunities for low-income and migrant seasonal farmworkers;
- Administer the grants program under section 14204 of 2008 Farm Bill (7 U.S.C. 2008q) to improve the supply, stability, safety, and training of the agricultural labor force;
- Administer and coordinate a USDA outreach program in collaboration with USDA agencies;
- Administer section 2501A of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279-1), including the authority to coordinate Department policy for the issuance of receipts under subsection (e) of that section;
- Provide strategic planning and performance measurement, coordinate outreach activities, monitor goals and objectives, and evaluate Department programs and activities involving small farms or ranches and beginning or socially disadvantaged farmers or ranchers;
- Administer the USDA/1994 Land Grant Institutions (Tribal Colleges) Programs;
- Administer the USDA/1890 Liaison Officer Program;
- Administer the Hispanic Serving Institutions National Program;
- Establish requirements and procedures for reporting agency outreach status and accomplishments under section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279); and
- Make grants and enter into contracts and other agreements for outreach and technical assistance to socially disadvantaged farmers and ranchers (7 U.S.C. 2279(a)(3)).

Current Activities of the Office of Advocacy and Outreach:

OAO was officially established within the Department of Agriculture in October 2009. To date, an interim director is in place and has developed and begun implementing a staffing and operating plan for fiscal year 2010. The above activities are in the process of being transferred from various USDA agencies to the new office.

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OFFICE OF ADVOCACY AND OUTREACH

Transfer of Section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279). In fiscal year 2010, this grant program was transferred from the National Institute of Food and Agriculture (NIFA). This program helps African American, Tribal, Hispanic and other minority farmers and ranchers from socially disadvantaged groups participate in specific USDA loan, conservation, technical assistance, and related programs. The program enhances the ability of minority farmers and ranchers to operate farms and ranches independently and to produce income adequate to service debt, maintain operations, and provide a reasonable lifestyle. The program provides grants to educational institutions and community-based organizations to encourage and assist socially disadvantaged farmers and ranchers to own and operate farms and ranches, to participate in USDA agricultural programs, and to become an integral part of the agricultural community.

Examples of Recent Progress for the Office of Advocacy and Outreach:

Establishment of the Advisory Committee on Minority Farmers. The charter for the committee has been developed and signed. The committee will advise the Secretary of Agriculture on the administration of the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Competitive Grants Program; how to increase participation of socially disadvantaged farmers and ranchers in USDA programs, and civil rights activities of USDA as such activities affect USDA programs. Members shall be appointed by the Secretary for 2-year terms. A Federal Register notice is being developed to recruit public members for this committee. The committee shall be composed of not more than 15 members and shall include:

- Not less than four socially disadvantaged farmers or ranchers;
- Not less than two representatives of nonprofit organizations with a history of working with socially disadvantaged farmers or ranchers;
- Not less than two civil rights professionals;
- Not less than two representatives of institutions of higher education with demonstrated experience working with socially disadvantaged farmers or ranchers;
- Such other persons as the Secretary considers appropriate; and
- The Committee Chair, who shall be the Assistant Secretary for Administration.

As a result of outreach activities at the University of California, small-scale growers, many of whom speak Spanish, Hmong, or Chinese as their primary language, gained access to results of applied research on specialty crops, business management skills, relevant market analysis, and irrigation/water quality management in agriculture. Information was disseminated through ongoing personal consultations, workshops, classes, field days, radio and printed newsletters and other printed materials. The diversity of information delivery means that small-scale producers in the five regions covered by the Small Farm Program gained access to one-on-one consultation when necessary. Workshops and classes typically attracted between 20 and 60 producers, while field days and conferences reached 100 or more producers during this period.

University of Arkansas at Pine Bluff assisted approximately 20 individuals with developing financial plans for their farm operations. This resulted in eight producers using their plans to obtain \$763,000 in USDA Operating Loans; six producers restructured their debts, and five producers developed plans to determine the feasibility of adding different alternatives to their operation. Many of these producers were assisted in determining crop insurance premium cost, breakeven prices, and in developing marketing plans for their grain crops. Using conservation programs in central Arkansas, approximately eight environmental quality incentive program contracts were awarded to socially disadvantaged producers for a total of \$683,575. The producers utilize this support mostly to level land to improve drainage and increase irrigation efficiency.

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

Summary of Budget and Performance
Statement of Goals and Objectives

The Office of Advocacy and Outreach (OAO) was established as an office under the Food, Conservation, and Energy Act of 2008, Section 14013, P.L. 110-246. The Director of OAO reports to the Assistant Secretary for Administration under the Departmental Management organization.

The mission of OAO is to increase access to programs of the Department, and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

USDA Strategic Goal	Agency Strategic Goal	Agency Objectives	Programs that Contribute	Key Outcome
OAO supports all of the USDA strategic goals.	Goal 1: Increase access to programs of the Department, and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.	<u>Objective 1:</u> Ensure the Department and its programs are open and transparent.	OAO	<u>Key Outcome 1:</u> Increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

Selected Accomplishments Expected at the FY 2011 Proposed Resource Level:

This office was officially established within the Department of Agriculture in October 2009.

Establishment of the Advisory Committee on Minority Farmers. The charter for the committee has been developed and signed. The committee will advise the Secretary of Agriculture on the administration of the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Competitive Grants Program; how to increase participation of socially disadvantaged farmers and ranchers in USDA programs, and civil rights activities of USDA as such activities affect USDA programs. Members shall be appointed by the Secretary for 2-year terms. A Federal Register notice is being developed to recruit public members for this committee. The committee shall be composed of not more than 15 members and shall include:

- Not less than four socially disadvantaged farmers or ranchers;
- Not less than two representatives of nonprofit organizations with a history of working with socially disadvantaged farmers or ranchers;
- Not less than two civil rights professionals;
- Not less than two representatives of institutions of higher education with demonstrated experience working with socially disadvantaged farmers or ranchers;
- Such other persons as the Secretary considers appropriate; and
- The Committee Chair, who shall be the Assistant Secretary for Administration.

DEPARTMENTAL MANAGEMENT
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Transfer of Section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279). This grant program was transferred from the National Institute of Food and Agriculture (NIFA). A notice of funds availability was posted in December on Grants.gov. This grant provides that participants may receive up to \$400,000 each year with a maximum of 3 years per project. Through this program, OAO will make funding available to organizations providing outreach and technical assistance to improve the viability of socially disadvantaged producers.

Summary of Budget and Performance
Key Performance Outcomes and Measures

Strategic Goal: Increase access to programs of the Department, and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

Key Outcome 1: Increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

Key Performance Measure: Increase the number of minority, underserved, socially disadvantaged persons served by key programs.

Key Performance Targets:

Performance Measure	2006 Actual	2007 Actual	2008 Actual	2009 Actual	2010 Target	2011 Target
Performance Measure #1						
Increase the number of Minority, underserved, socially disadvantaged persons served by key programs						
a. Units	N/A	N/A	N/A	N/A	Est. Baseline	TBD
b. Dollars	0	0	0	0	\$1,700	\$7,009

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

Summary of Budget and Performance
Full Cost by Strategic Goal

Strategic Goal: Increase access to programs of the Department, and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

(Dollars in Thousands)

	<u>2009</u>	<u>2010</u>	<u>2011</u>
Administrative Costs (Direct)	--	\$1,700	\$7,009
FTE	--	10	18
Performance Measure:			
Number of minority, underserved, socially disadvantaged persons served by key programs.	--	Est. Baseline	TBD