

Sarah Evans: Small Family Farmer



“The flood water destroyed the majority of my vegetable plantings.

Beans, lettuce, corn, all gone...

I might lose the farm.

Can anyone help?”

Sarah lives and works on the 25 acres of farmland in Texas she inherited from her grandparents. She supplements her income by maintaining a small freelance graphic arts business.

Although Sarah comes from a family with a history in agriculture, she is new to farming. The other members of the cooperative are a great support and source of information.

Sarah brings a deep knowledge of and comfort with digital information from her past career as a graphic designer. She continues to serve her client base, especially during the off-season.

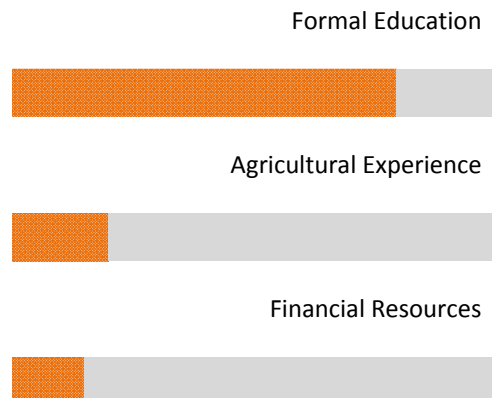
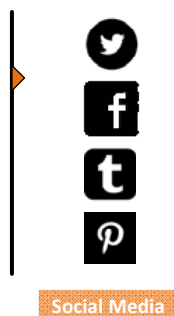
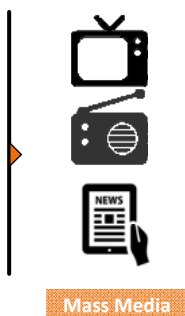
The only things that Sarah knows about disaster-preparedness and the flood-related services offered by the U.S. Department of Agriculture come from the other members of her farm cooperative.

Program Most Likely to be Needed:

**Noninsured Crop Disaster Assistance Program
USDA Farm Service Agency**

http://www.fsa.usda.gov/Internet/FSA_File/nap_2015_subsqnt_yrs.pdf

How Often Does She Check These Sources For Information?



Daniel Miller: Mid-Size Rancher



“The flood took out about a quarter of my herd.

Where can I get financial help?

Daniel owns a 400-acre farm and raises beef cattle, vegetables, grain and hay.

He lives on the farm with his wife. All three of his children are grown and are pursuing careers outside of agriculture.

He is proud of the fact that he is a first-generation farmer who is not reliant on bank or government loans.

This is the first major disaster of his career.

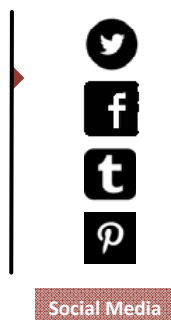
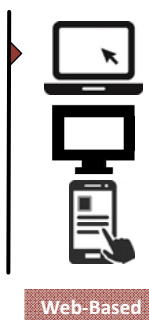
Daniel does not consume much major media, but is very plugged into web resources and social media.

Program Most Likely to be Needed:

**Livestock Indemnity Program
USDA Farm Service Agency**

http://www.fsa.usda.gov/Internet/FSA_File/lip_long_fact_sht_2014.pdf

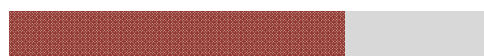
How Often Does He Check These Sources For Information?



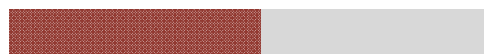
Formal Education



Agricultural Experience



Financial Resources



Christina Martin: Rural Consumer



**My house is flooded.
Everything is gone.**

**I have to find food
to feed my family.**

What am I going to do?

Christina is young wife and mother who works as an administrative assistant in a large physical therapy practice.

While she and her husband both have steady incomes, the financial resources on which they can draw are limited.

The flood destroyed all of the furnishings and food in their rented house.

Christina, her husband, and one child are staying with her mother until they can find somewhere else to live.

No one in her family has ever received SNAP benefits, so she has no prior knowledge of this USDA program: how to apply, how to use a EBT card, or where to find SNAP-eligible retailers.

Christina is a heavy user of social media and tends to watch television with her mother, especially local news.

Programs Most Likely to be Needed:

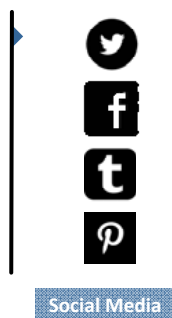
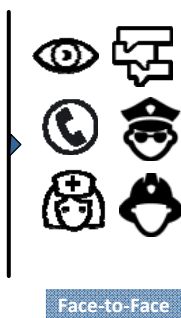
1. Disaster Supplemental Nutrition Assistance Program (D-SNAP)
USDA Food and Nutrition Service

http://www.fns.usda.gov/sites/default/files/D-SNAP_Disaster.pdf

2. Supplemental Nutrition Assistance Program (SNAP) Retailer Locator
USDA Food and Nutrition Service

<http://www.fns.usda.gov/snap/about-snap-retailer-locator>

How Often Does She Check These Sources For Information?



Formal Education



Agricultural Experience



Financial Resources

