

For: State and County Offices

NAP Outreach

Approved by: Acting Deputy Administrator, Field Operations



1 Overview

A Background

The Agricultural Act of 2014 (2014 Farm Bill) amended NAP, which is administered by FSA. NAP now provides, in addition to catastrophic (CAT) level crop coverage, buy up levels of coverage. NAP has been authorized to provide eligible producers this additional buy up protection for the 2015 through 2018 crop years. There are incentives for: targeted underserved, limited resource and beginning farmers and ranchers. NAP now allows for yield and price adjustments for organic and direct market crops. These options are dependent upon the availability of acceptable yield and price data.

With the expansion and improvements in the program it is critical that all potential customers be aware of the opportunities both for additional coverage as well as the other enhancements of the program.

B Purpose

This notice provides State and County Offices:

- outreach requirements for NAP
- various public facing tools that are available for outreach.

C Action

All employees shall:

- review this notice
- be familiar with the tools made available
- use and share opportunities with customers and stakeholder organizations.

Disposal Date	Distribution
January 1, 2017 4-6-16	State Offices; State Offices relay to County Offices

Notice AO-1650

1 Overview (Continued)

D Contact

If there are questions about program administration, communications or outreach, County Offices shall contact the State Office.

State Offices shall contact for:

- NAP programs and policies, Seth Cross, Disaster Branch Outreach Specialist by either of the following:
 - e-mail at **seth.cross@ne.usda.gov**
 - telephone at 402-437-5888
- communications,

Michael Booth, Public Affairs Specialist by either of the following:

- e-mail at **michael.booth2@wdc.usda.gov**
- telephone at 202-690-4585

outreach,

Linda Cronin, Lead Outreach Program Manager by either of the following:

- e-mail at **linda.cronin@wdc.usda.gov**
- telephone at 202-690-1299.

2 Outreach Requirements

A SED

SED shall monitor and ensure the requirements of this notice are met.

B State Outreach Coordinator (SOC), Communications Coordinator (CC) and NAP Specialist

SOC, CC and NAP specialist shall identify barriers to participation, opportunities to increase awareness and enhance the NAP outreach strategy for the State.

SOC shall ensure that the outreach tools are made available to all employees in the State including but not limited to:

- staff meetings
- DD's meetings
- conference calls and state wide training
- notices, SharePoint, webinars or other communication means used within the State.

Notice AO-1650

2 Outreach Requirements (Continued)

B State Outreach Coordinator (SOC), Communication Coordinator (CC) and NAP Specialist (Continued)

Each State Office shall conduct outreach events with State, regional and other various stakeholder organizations including but not limited to:

- meeting with grant and cooperative agreement recipients
- roundtable discussions with stakeholders
- webinars with stakeholders
- producer meetings and events
- collaborating with other USDA agencies to help promote NAP.

Note: Outreach activities shall be reported in the Outreach Tracking and Information System (OTIS) as required in 22-AO.

C DD's

DD's shall:

- share barriers with SOC and NAP specialists to ensure successful implementation of NAP programs in their district
- ensure CED's and FLM's are encouraging participation in NAP
- monitor activities to make sure that each Service Center meets the applicable outreach requirements
- help identify opportunities to improve participation.

D County Office Outreach Coordinator

Each Service Center at a minimum shall perform at least two outreach activities to improve awareness of stakeholders including but not limited to:

- stakeholder meetings
- speak at producer meetings and events
- collaborate with other USDA agencies in the Service Center area.

Note: Outreach activities shall be reported in the OTIS as required in 22-AO.

3 Tools

A NAP Outreach and Education Tools

Various tools have been developed to assist offices in their outreach and education development. These tools can be found on the FSA Outreach SharePoint site at <https://sharepoint.fsa.usda.net/mgr/DAFO/Outreach/default.aspx> and the DAFP SharePoint site at <http://fsaintranet.sc.egov.usda.gov/DAFP/>.

Examples of the documents included are:

- NAP cross training slides
- outreach postcard
- NAP outreach slides
- NAP info cards
- crop production ledger
- NAP recordkeeping requirements with sample spreadsheet.

B 2015 Accomplishments

To help States identify program participation and outreach efforts the following have been provided:

- NAP participation levels for FY15 (Exhibit 1)
- NAP outreach activities according to the DAFO Farm Bill Reporting SharePoint site. (Exhibit 2)

State	2015 Participation as of 10/23/15	2015 LR/SDA/BFR as of 10/23/15	2015 Crops Covered as of 6/16/15
Alabama	1,158	313	1,308
Alaska	2	1	3
Arizona	92	14	94
Arkansas	4,488	1,956	4,621
California	1,904	372	2,315
Colorado	2,052	365	2,351
Connecticut	69	17	73
Delaware	34	11	35
Florida	780	339	878
Georgia	1,200	412	1,317
Guam	14	13	35
Hawaii	385	358	394
Idaho	593	123	612
Illinois	65	5	74
Indiana	174	29	195
Iowa	114	37	122
Kansas	864	99	966
Kentucky	440	293	490
Louisiana	334	57	348
Maine	56	24	62
Maryland	50	10	54
Massachusetts	229	123	246
Michigan	804	218	887
Minnesota	285	73	299
Mississippi	358	134	419
Missouri	1,480	574	1,540
Montana	1,479	312	1,588
Nebraska	1,746	306	1,984
Nevada	255	47	329
New Hampshire	89	54	95
New Jersey	142	43	158
New Mexico	3,009	1,717	3,135
New York	445	116	505
North Carolina	765	296	956

State	2015 Participation as of 10/23/15	2015 LR/SDA/BFR as of 10/23/15	2015 Crops Covered as of 6/16/15
North Dakota	868	207	989
Ohio	556	151	573
Oklahoma	7,113	2,153	7,641
Oregon	519	108	606
Pennsylvania	90	10	100
Rhode Island	28	8	30
South Carolina	484	107	511
South Dakota	3,525	923	3,941
Tennessee	463	147	502
Texas	8,207	1,701	9,272
Utah	538	108	576
Vermont	340	75	356
Virginia	579	318	527
Virgin Islands	11	11	47
Washington	336	49	348
West Virginia	135	139	139
Wisconsin	199	82	205
Wyoming	810	124	887
American Samoa	25	25	25
Northern Mariana Islands	29	29	52
Puerto Rico	987	992	1,029
TOTAL	25,489	16,328	56,844

FY 2015 FSA State NAP Outreach Events

State	NAP Outreach Events
Alabama	5
Alaska	3
Arizona	4
Arkansas	14
California	26
Colorado	44
Connecticut	23
Delaware	3
Florida/Virgin Islands	9
Georgia	2
Hawaii/Western Pacific Territory	3
Idaho	4
Illinois	4
Indiana	1
Iowa	4
Kansas	27
Kentucky	6
Louisiana	1
Maine	9
Maryland	4
Massachusetts	14
Michigan	27
Minnesota	7
Mississippi	5
Missouri	30
Montana	7
Nebraska	10
Nevada	14
New Hampshire	9
New Mexico	4
New York	18
North Carolina	58
North Dakota	6
Ohio	51
Oklahoma	29
Oregon	33
Pennsylvania	2
South Carolina	1

FY 2015 FSA State NAP Outreach Events

State	NAP Outreach Events
South Dakota	14
Tennessee	5
Texas	13
Utah	1
Vermont	3
Virginia	37
Washington	10
Wisconsin	13
Wyoming	8
Total	625