# Know Your Farmer, Know Your Food: "Compass Map" Overview Guide

User Map Description (Version 1) February 2012

#### **KYF2 Compass Map Goal and Objectives**

- The KYF2 Compass Map augments and compliments the Compass Report. The initiative leverages geospatial capabilities to illustrate USDA resources, services, and competencies, and facilitate improved information exchange supporting local food systems. Frequent refresh of map content allows rapid dissemination of best practices, enables search, fosters joint ventures, and so forth, to build collaborative solutions. A key criteria for success is stakeholder community economic growth opportunities and network development, expressed in stories from the field. Stakeholders include partners and participants...
- Examples of KYF2 Partners and Participants:
  - Farmers/Ranchers
  - Business People
  - Citizen Consumers
  - Academic/Research
  - Primary/Secondary Schools

- Sustainability Advocates
- Hunger and Health Advocates
- Rural/Urban Communities
- Innovators
- Agriculture Entrepreneurs

### **KYF2 Compass Map Structure and Capabilities**

- Structure of Map Information: map information is organized as data layers. Double-click on a particular area on the map to zoom to a closer view, or use the slide bar to zoom down to an area of interest.
- **Selecting Data Layers:** "Legend" tab shows Compass Themes related to Compass Report; by clicking on the "Data" tab in the navigation bar on the left, you can choose to display projects by theme, type of recipient, or USDA program.
- Finding Project Data: where multiple projects are located in the same location, the map pin, once selected, will pop-up a window that includes a scroll arrow with the number of pages. This arrow is found toward the right in the top of the popup window.
- Zoom to See More: Some data layers only show up at a state, county, or community level to avoid confusion of too many map pins at a higher level map view. Therefore, you will need to select Data tab item then zoom in closer to see map pins.
- Additional Data Layers: you may also display data layers showing the density of seasonal high tunnels, or Farmers Market Nutrition Program funding; or display the outlines of county or congressional district lines.

### **KYF2 Compass Map Data Layer Considerations**

- Current Data Layers: the KYF2 Compass and map presents only a portion of USDA resources available for local producers and food businesses. As part of the KYF2 initiative, USDA selected an initial list of 27 programs; the KYF2 Compass and map provide examples of these programs at work. Not every project in these programs is on the map, and there are additional programs that play a significant role that are not included in this list in the first phase of KYF2.
- **Dollar Value Summary:** it may be tempting to add up the dollar amounts displayed on the map to estimate USDA's overall monetary support for local and regional food systems but this total would be misleading. For example, to showcase support available for local producers through the Farm Service Agency's farm loans program, the map includes several case studies in a handful of states. The actual number of local producers that have benefited from FSA backing is much greater, but total monetary support for this sector is not displayed on the map.
- **Updates:** both the map and the KYF2 website will continue to be refreshed over the coming months to showcase additional resources and projects that build jobs, economic opportunity, and community across the country.

### **KYF2 Compass Map Navigation: Legend Themes**

Uses USDA Move to see slide bar further data to scroll United States Department of Ag "Legend" Topics Programs and Services down layers in Legend includes legend Stay Connected You are here: Home/ Know Your Farmer. **Compass** Report Know Your Farmer, Know Your Food Compass Map CNOW YOUR FARMER The map shows many USF ojects and programs related to local and regional food Themes NOW YOUR FOOD systems for the years : move the slide bar to zoom into map areas such as states. Slide bar r mouse cursor to select a map pin symbol to view more counties, communitie, information about a p to zoom To obtain the Gloss ata sets and download data as needed, click here, and Data Legend for more information The in or out Projects by Compass of map Legend Theme Provides quick tab view Infrastructure way to focus matches Stewardship map on details the ocal Meat Compass Farm to Institution Wyomissing Harrisburg Healthy Food Report Ephrata Elizabethtown contents Careers in Agriculture Phoenixville dech King of Prussie sections... Knowledge State Park Columbia Shiloh Coatesville PI and Other Markets includes Farm Service Agency Loans FSA Office other data Wilmington layers as Pennsvill College Tour Locations Bear well. USDA.gov | Site Map | Policies & Links | Our Performance | Report Fraud on USDA Contracts | Visit OlG

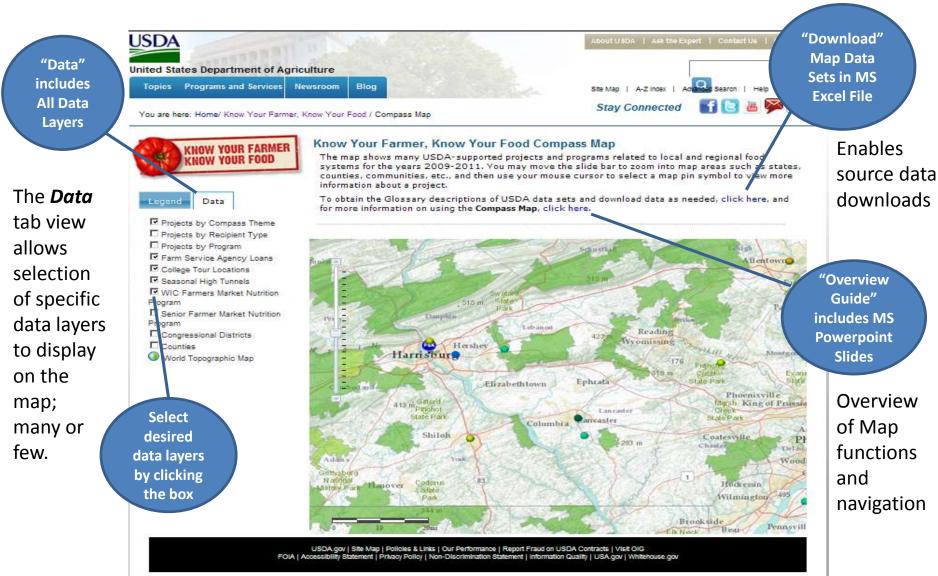
Click these with cursor to see popup window with data

**Example** 

of Map

Pin

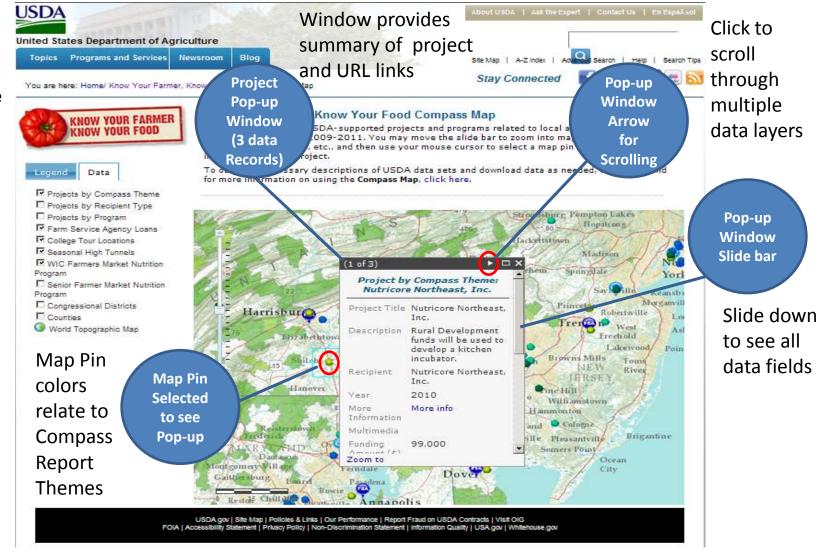
### **KYF2 Compass Map Navigation: Data Layers**



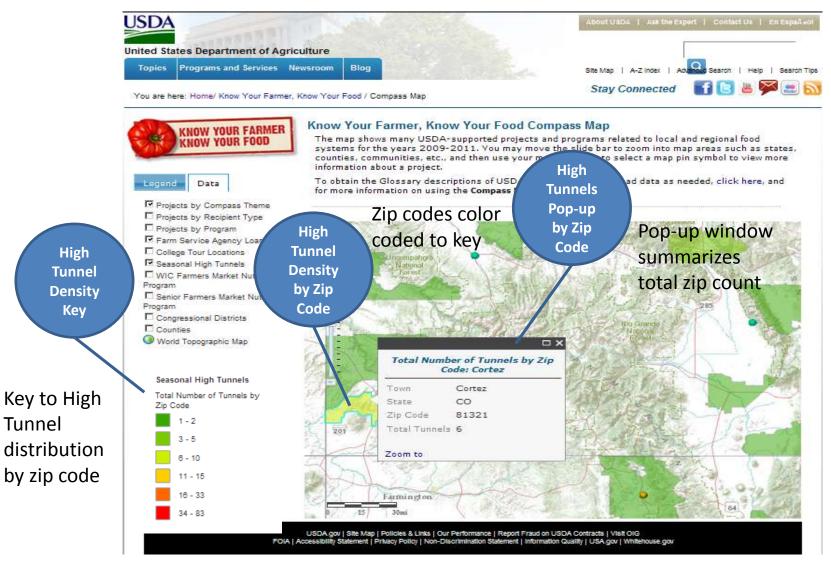
#### **KYF2 Compass Map Navigation: Project Views**

Steps to see Project data:

1. Identify
Map Pin
2. Slide bar
down
through
window to
see data
3. Use
Arrow to
scroll
through
multiple
projects



## **KYF2 Compass Map Navigation: High Tunnels**



#### **Further Information:**

http://www.usda.gov/knowyourfarmer