United States Department of Agriculture

Open Data Policy Communications Plan

Version 1.5

Revision Log

Version	Date	Author	Description	Organization
1.0	2/21/2014		Initial Draft	OCIO
1.1	3/14/2014	N. Snobeck	Change Communication Plan to Communications Plan. Reformatted the document and corrected grammatical errors.	OCIO/P&D
	3/14/2014	Dr. Woteki, Dr. Onwulata	Added the Office of Chief Science as a member of the ODWG. Corrected spelling. Added review comments.	OCS
1.2	4/9/2014	B. Jones	Added USDA Success Stories. Corrected Table of Contents. Corrected Grammar and Spelling errors. Reformatted Document. Deleted Resources Section. Incorporated review comments and added Success Stories.	OCIO
1.3	5/8/2014	B. Jones	Reformatted Cover Sheet Review Comments incorporated from the Offices of OC, OCIO, OGC and OCS.	OCIO
1.4	5/27/2014	B. Jones	Incorporated review comments from ARS, OCIO and ITS. Corrected grammatical errors. Added a Summary Section to the document.	OCIO
1.5	5/29/2014	B. Jones	Incorporated final comments from OCS. Updated Document Revision Log and Date. Reformatted the document. Enhanced Summary Section of the Document.	OCIO

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Background

On May 9, 2013, the Office of Management and Budget (OMB) released Memorandum M-13-13, Open Data Policy - Managing Information as an Asset. The policy stated that "Information is a valuable national resource and a strategic asset to the Federal Government, its partners, and the public. In order to ensure that the Federal Government is taking full advantage of its information resources, executive departments and agencies (hereafter referred to as "agencies") must manage information as an asset throughout its life cycle to promote openness and interoperability, and properly safeguard systems and information. Managing government information as an asset will increase operational efficiencies, reduce costs, improve services, support mission needs, safeguard personal information, and increase public access to valuable government information."

The Administration continues to focus on improving how agencies leverage existing data to facilitate their own programmatic work and to better serve the American public. Information is a valuable national resource and a strategic asset to the Federal Government, its partners, and the public in promoting important goals and targeting resources toward priorities ranging from expanding economic growth and education to fostering scientific discovery and the very functioning of our democracy.

In particular, high-quality and reliable statistics provide the foundation for public (i.e. government) and private research, evaluation, and analysis to address societal issues and to help Federal agencies and departments understand how public needs are changing, how well Federal policy and programs are addressing those needs, and where greater progress can be achieved. At the same time, the President's Management Agenda and Open Data efforts emphasize the critical importance of fully respecting privacy and protecting confidentiality.

Purpose

The purpose of the Open Data Policy (ODP) Communications Plan is to convey to USDA administrators, managers, technical executives, and data providers the value of making USDA information resources widely accessible, discoverable, and usable by Federal government agencies and by the general public.

Decades ago, the Federal Government made both the National Oceanic Atmospheric Administration (NOAA) weather data and the Global Positioning System (GPS) data freely available to the public. Since then, American entrepreneurs and innovators have used these resources to create navigation systems, weather newscasts and warning systems, location-based applications ("apps"), precision agriculture tools, and much more, all of which help fuel entrepreneurship, innovation, and scientific discovery. These have greatly improved American lives and contributed significantly to job creation.

Goals

The goals of this document are to:

- Raise internal awareness of the ODP as it relates to USDA mission and programs;
- To showcase the positive impact and communicate the value of open data among USDA customers and the communities we serve; and
- Communicate USDA open data accomplishments, activities, and opportunities for engagement through public Web and social media channels.

Open Data Policy Team

The Office of the Chief Information Officer (OCIO) and the Office of Communication (OC) are leading the ODP implementation. They are guided through the Department's Digital Strategy Governance model, and utilize existing organizations, teams and newly developed councils and working groups. These entities play a critical part in policy implementation.

There are four primary groups: the USDA ODP Leadership, the Open Data Council, the Open Data Working Group and previously-existing USDA Groups and Teams.

USDA ODP Leadership
The ODP Leadership is responsible for overall implementation of the policy. Leadership members provide recommendations and guidance to the Open Data Council (ODC) and Open Data Working Group (ODWG). The ODP Leadership continuously evaluates how public needs are changing, how well Federal policy and programs are addressing those needs, and where greatest progress can be achieved. The USDA ODP Leadership members are:

- OCIO – Cheryl Cook, Joyce Hunter, Bobby Jones
- OC – Peter Rhee, Angela Harless
- Agencies and Offices – Public Affairs Divisions, Data Owners, Data Stewards
- Office of the Chief Scientist – Dr. Woteki, Dr. Onwulata, Debra Peters

Open Data Council
The ODC oversees implementation of the Federal Agency requirements outlined in the President's Open Data Policy. Accomplishments of agency requirements are reported to OMB though the MAX Collect reporting tool in the form of scheduled deliverables and milestones that address USDA efforts to make data assets accessible, discoverable, and usable by the public. The ODC also coordinates with other USDA stakeholder organizations to ensure deliverables and milestones are well-aligned with the overall digital government strategies, activities and priorities of USDA. The key ODC members are:

- Chair – Ms. Joyce Hunter, Deputy Chief Information Office (DCIO), Policy and Planning
- Charles McClam, DCIO, Operations and Management
- Ramona Romero, General Counsel
- Matt Paul, Director, OC
- Don Bice, Office of Budget and Program Analysis, (OBPA)
- Dr. Catherine Woteki, Chief Scientist, Office of the Chief Scientist (OCS)
- Executive Oversight – Richard Coffee, Associate Chief Information Officer (ACIO), Policy and Directives
- ODP Operational Development and Coordination – Yvonne Jackson, ACIO, Technology Planning, Architecture, and E-Government (TPA&E)

Open Data Working Group (ODWG)

The ODWG conducts day-to-day operations in implementing the ODP. The ODWG receives guidance and oversight from the ODC and USDA ODP Leadership. The ODWG develops processes and procedures for collecting and publishing data, and for obtaining customer feedback and engagement to improve the publishing process. The ODWG maintains an Enterprise Data Inventory and prioritizes and recommends datasets for quarterly public release. Key ODWG members are:

- Bobby Jones, Cross functional Departmental Coordination and Facilitation, OCIO
- Robert Sile, TPAE
- Melissa McClellan, Office of the General Counsel (OGC)
- Peter Rhee, OC
- Katrina Johnson, OBPA
- Mark Smith, OBPA
- Dr. Charles Onwulata, Office of the Chief Scientist (OCS)
- Juanita Makuta, Agriculture Security Operations Center (ASOC)

Previously-Existing Groups and Teams

USDA utilizes several previously-existing organizations and teams to enhance data delivery to the public. These groups work closely with the USDA Leadership, the ODC and the ODWG to provide recommendations and feedback for the data publishing process. Key existing groups and offices are:

- Data Stewardship Working Group
  - Agency and Office Representatives
- USDA Webmaster Community
  - OC Representatives
- Enterprise Geospatial Management Office (EGMO)
- Stephen Lowe, Director, EGMO

Benefits of Open Data

- Help fuel entrepreneurship, innovation, and scientific discovery-all of which improve American lives and contribute significantly to job creation by providing accessible data for use in developing innovative solutions.
- Provide the public, industry, and academia with useful information for developing innovative solutions.
- Enable USDA to improve products and services to the public.
- Improve USDA's relationship with the public and industry partners.
- Leverage the value of existing USDA data resources.

Internal Awareness

By establishing an open data culture, USDA can streamline operations, improve delivery of service and programs to customers, and modernize Departmental operations. Leadership awareness and support of the open data program are critical for successful implementation and meaningful adoption of related principles and approach. Employees are the front lines between USDA and its customers and are also potential users of data. Open datasets can serve as tools for USDA employees to get the information they need to more effectively to perform their jobs. Internal communication efforts will help leadership, agencies, offices, employees, and programs be more informed which in turn strengthens the entire organization.

Tactics:

To continuously improve internal awareness within the Department, the OCIO and OC will continue to work closely with USDA Agencies and Offices through various communications channels, using existing and futuristic tactics such as:

- Briefing Sub-Cabinet and Agency and Staff Office leadership.
- Identifying, capturing, and sharing stories of successful real world open data activities in USDA and other Federal agencies to illustrate real world examples of value and impact.
- Hosting collaboration sessions with agency and staff office leadership and key programs to generate interest, identify gaps, develop ideas to make ODP a common practice throughout the Department, and prioritize datasets within agencies and offices.
- Sharing stories internally via USDA Connect, Digital Signage, This Week @ USDA, MyUSDA, and other sources.

External Outreach

An important activity for OCIO and OC is to raise awareness of USDA open data resources among multiple groups of stakeholders. Promotion of USDA's open data activities can raise awareness with audiences who may be interested in using related data sources like sharing new data or geospatial resources to support producers or farmers who rely on drought

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designations. Stakeholders can include the general public, developer communities (e.g., entrepreneurs, application ("app") or Web designers), USDA program recipients, customers, users and/or Federal partners (e.g., Office of Science and Technology Policy (OSTP), General Services Administration (GSA), Department of Housing and Urban Development (HUD), Environmental Protection Agency (EPA), and Department of Interior (DOI)).

Tactics:

To promote the USDA Open Data Initiative to external customers and stakeholders, the OCIO and OC will collaborate with industry, academia, and the public to development a comprehensive customer feedback and engagement process. This process will provide USDA information on how its data is being used to support various external stakeholders and a mechanism for external stakeholders to request relevant data from USDA.

As a result, stories can be identified and drafted through program areas and staff who work through respective agency public affairs offices to prepare publications for agency, office, or Departmental channels. Available channels, activities, and product examples include:

- Blog posts @ USDA Blog
- Video (This Week @ USDA, USDA TV Features)
- USDA Radio
- Media interviews
- Challenges, hackathons, data jams, etc.
- Data visualizations or infographics
- Customer Feedback – Help prioritize datasets based on user needs, what's working, what's not (USDA Blog, GitHub, Twitter, new feedback mechanism?)

USDA Open Data Success Stories

Agricultural Marketing Service (AMS)

The Farmers Market Directory receives nearly 2 million user page views per year and has been one of USDA's most popular data sets. On May 15, 2013, the [Farmers Market Directory API](#) (Application Programming Interface) was released giving app developers and designers direct access to the wealth of farmer's market information housed in the online database. With over 7,800 farmers market listings available for all 50 states, apps and Web sites that previously relied on a download or export of the data set are now able to make direct calls to the directory. During the month of March 2014, the Farmers Market Directory API had about 2,700 hits from third-party applications Apps developed using the new API are now delivering foodies and farmers market lovers more accurate and up-to-date information. This release also supported the Department's [Digital Government Strategy](#) work as one of USDA's API deliverables.

To help further support this effort, AMS participated in a National Day of Civic Hacking, June 1-2, 2013, with a challenge centered on the new API. There were at least 10 projects that worked

with the data, eight that responded to our challenge in some way with two of them winning first place at their events. Here are some examples:

- Tampa, FL – Andrew M. and David M.'s Farmers Market Rails app lets a registered user post their farm's or market's products, location, and times and generates a link to view the market on Google maps when shown in search results. Future plans include Twitter and Facebook integration. [Their code is available on GitHub](#).

- Asheville, NC – The "Farmers Feed Us" app tied into existing social media sites to let vendors notify shoppers when they are at a market and what they're selling that day. It won the [top-foodie-friendly prize at the Hack for Food event](#). Their [code is also available online](#).

- South Elgin, IL (near Chicago) – Justin L., created an iCalendar feed of local markets. [Give your own ZIP Code a try.](#)

- Chicago, IL – A diverse team of adults and youth with different areas of expertise worked on a project that focused on food access problems faced by Chicago's youth. You can [read more about their project on the event site](#).

- Sacramento, CA – A local challenge sponsored by www.greenwisejv.org proposed to make a mobile app that would make a "game" of eating locally. Each day an ingredient would be featured along with local sources (e.g., farmers markets, restaurants) challenging the user to seek out the new ingredient from a grower, vendor, or area restaurant that serves locally grown foods.

Economic Research Service (ERS)

ERS recently launched new services that enable developers, bloggers, and other digital professionals to more easily use and repurpose ERS material. These services include APIs (Application Programming Interfaces) for web content and select data (including geospatial data). A widely used example expands the reach of ERS' daily Charts of Note via a "widget," that bloggers, online publishers, and others use to embed code snippets that leverage ERS content/APIs on their sites. Customers choose whether to display a specific daily chart, or an automatic display of the most recently published chart. Agri-Pulse (an on-line comprehensive weekly report of the latest in agricultural information) embedded the Charts of Note widget beneath the Event Calendar on their home page. Other customers have shared their intention to use the widget on blogs, policy and association websites, and e-newsletters; and our APIs to create apps and educational materials.

Foreign Agricultural Service (FAS)

The Agricultural Tariff Tracker (http://apps.fas.usda.gov/agtarifftracker/Home/Search)
 is used by exporters/importers, FAS staff, and other government agencies to assess how competitive a product will be in a market as a result of applied import tariffs. The Agricultural

Tariff Tracker is an online searchable database that enables internal and external users to easily locate publicly available data on tariff schedules/rate information resulting from Federal Trade Agreements.

While a key cost component is the import tariff that is applied to a product by the importing country, externally, there was not an easy and effective way for the public to compare agricultural import tariffs across countries or products. Before the Agricultural Tariff Tracker users had to search through multiple, disconnected data pages at US Trade Representative (USTR) Web site. Data was spread over different locations. Results were inconsistent and unverifiable.

 Externally, users had to contact FAS to research their questions related to agricultural commodities. This process required department staff time to fulfill each request and lengthy and unnecessary delays to provide publicly available data. As a result the online Agricultural Tariff Tracker tool was developed to make the process more efficient and effective. Internally (within FAS) the Tariff Tool assists in preparing briefing material for senior officials to demonstrate the value of tariff reductions resulting from Federal Trade Agreements. Now end users can get accurate and complete tariff rate information themselves quickly and conveniently.

Requests for tariff rate information from public users are virtually eliminated. Time spent answering requests by FAS staff is reduced. The agricultural tariff information is more consistent and accurate.

Food Nutrition Service (FNS)

The SNAP Retailer Locator (SRL) published data (http://catalog.data.gov/dataset/snap-retail-locator-e7cd4) and API (http://www.fns.usda.gov/snap/retailerlocator) that FNS built and updates bi-weekly is being used in a number of applications. . Most of the source code for these apps is available in GitHub.com. Developers are continually leveraging the data and creating new applications that are locally focused or finding new uses. Below are several examples of the Federal government developing tools once and the power of frequently updated and available open source data, creativity, and consumer demand combined.

- **SNAP Fresh** http://snapfresh.org/
  SnapFresh is a Web based, text-message and mobile Web app that helps people find places nearby that accept food stamps, now known as SNAP (Supplemental Nutrition Assistance Program) benefits through their phones. The app, originally created for an app contest in San Francisco, CA by a group of college students is now available online in Spanish, Chinese (Simplified) and English on their Web site, via an iPhone app http://www.appannie.com/apps/ios/app/snapfresh/, or Short Message Service (SMS) and a simple mobile Web app that will run on any phone that has access to the mobile Web or the ability to send and receive text messages. SnapFresh also attempts to help the recipients make healthier food purchasing decisions by providing information about the type of store in the results, such as if the establishment is a grocery store or a liquor

store. More information can be found at the following Web site:
http://appsforcommunities.challengepost.com/submissions/4812-snapfresh-mobile-sms-based-snap-retailer-finder

- **SNAPfinder**   http://snapfinder.org/
  This mobile friendly Web site was created by a partnership with GSA and a private industry vendor who leveraged the SRL data and API. There is currently no mobile app but the vendor did publish the source code and wrote a number of blogs about the development of the Web site, the open source data, and the technology behind the site.
  http://www.itsourcetek.com/announcing-snapfinder/

- **PhillySNAP**   http://www.phillysnap.com/
  SMS-based PhillySNAP seeks to connect low-income, technologically isolated Philadelphia residents with fresh local food sources. PhillySNAP users text their address (house number and street) from a basic cell phone to a local phone number 267-293-9387 and users receive the following informative texts: (1) address, hours, days, and distance to the closest Farmer's Market accepting SNAP benefits; (2) address and distance to the two nearest retail stores accepting SNAP benefits using the USDA API; and (3) a randomized text about one of several programs to maximize SNAP benefits through affordable fresh local food programs. In addition to information about Farmer's Markets and retailers accepting SNAP benefits, PhillySNAP provides additional (and unsolicited) information on Philadelphia-based programs connecting low-income, food desert communities with fresh, local food sources. More information can be found at the following site: http://appsforcommunities.challengepost.com/submissions/3786-phillysnap.

- The "Fresh Food Finder" http://www.tricedesigns.com/2012/06/18/introducting-the-fresh-food-finder-an-open-source-phonegap-application/ helps people find Farmer's Markets pulls its data from AMS' Farmers Market Search Tool http://search.ams.usda.gov/farmersmarkets/ and includes FNS data about Farmer's Markets authorized to accept SNAP.

Forest Service (FS)

A huge advantage of using "map services" is that they allow the public to directly access the most current Forest Service data, while at the same time reducing the Agency logistics workload via a simple registration process. Forest Service map services are registered with ArcGIS Online, an internationally-recognized source for geospatial data hosted by Esri (founded as the Environmental Systems Research Institute). Two examples are described below:

- The Forest Service Interactive Visitor Map (beta version) provides prospective visitors to national forests and grasslands with access to information about Agency roads, trails, and recreation sites through a simple online interface. The interactive map allows the

> user to view points of interest through popup windows or to generate a customized, geo-referenced map in PDF format for mobile phone use while out exploring.

- The Forest Atlas of the United States will be published this year and has an external-customer emphasis, telling the story of Forest Service lands to the public, in understandable terms, using a variety of graphics and GIS maps. The Atlas will have an online companion featuring Story Maps, which use geography as a means of organizing and presenting information. Story Map chapters will include *Where do forests grow and why?* and *What lives in forests?,* among other topics. The online companion will also offer the public an interactive mapping and analytical experience. It provides the underlying technical data to those users who want to perform their own analyses (also known as "mashups"). These data will be shared through both ArcGIS Online and geoplatform.gov.

The Forest Service continues its decades-long cooperation with partners at other federal agencies, universities, state and local government, and tribal governments. Examples include serving as a host for the upcoming XXIV International Union of Forest Research Organizations (IUFRO) World Congress in Salt Lake City in October, 2014; and posting Forest Service research data and results on science.gov. The Forest Service continues to make significant contributions to state and local government repositories; for example, the Montana Geographic Information Clearinghouse and the Oregon Geospatial Data Clearinghouse.

The Forest Service is an active participant in the ongoing interagency Next Generation Recreation.Gov (RG2) redesign effort, which includes vastly improved functionality for the public to acquire data about recreation sites and amenities, as well as trip scheduling tools, etc.

The Forest Service is rapidly enhancing its mobile presence by making customer-facing data and applications easily available. Examples include:

- Region 5 (California) has developed National Forest Visitor, Wilderness, and Motor Vehicle Use maps downloadable to Apple and Android devices (accessible via Quick Response (QR) codes); more maps will be made available soon.

- The Shawnee National Forest (Illinois) and the Wayne National Forest (Ohio) are collaborating with the Arapaho-Roosevelt National Forest (Colorado) to launch a new mobile interpretive tour designed to better connect visitors with their national forests (calling in on a mobile phone or accessing via QR code).

Geospatial

The Know Your Farmer, Know Your Food (KYF2) Almanac is a document cataloging the current state of USDA investments and support in local and regional food systems. The report highlights 28 programs that have been working together under the KYF initiative and illustrates

how these programs have been implemented in local and regional food systems across the country. The Almanac also describes what the KYF2 initiative is (and isn't) and how it has successfully organized a more efficient system for USDA to invest in local and regional food systems. The Almanac was compiled to document KYF's work to date and the impact this initiative has had on America's community-based local and regional food systems. It also will fulfill a congressionally mandated reporting requirement on KYF2 as put forth in the 2012 Agriculture Appropriation bill. The vision is to have the layout allow the reader to both follow the central narrative about USDA's investment strategy in local/regional food systems and show how the KYF2 initiative has helped facilitate these investments while also being exploring more about the case studies, specific examples and details about the USDA programs the Almanac highlights. A companion interactive map presents simplified views of data regarding many of the USDA local investments made through these programs.

The "Know Your Farmer, Know Your Food" Compass Map (http://www.usda.gov/wps/portal/usda/knowyourfarmer?navid=KNOWYOURFARMER) is a data dissemination innovation. The enterprise scale Web map application was launched in Fiscal Year (FY) 2012, and continues to evolve and expand as a core Department data storefront. The solution presents a detailed visual story consolidated in a single interactive map view which thematically organizes and simplifies access to complex local and regional food systems and program delivery data. Data consists of USDA and other federal agency benefits delivery by location, refreshed each year with currently four current years of trend information. Funding awards for business start-ups, infrastructure, diversification, education, food subsidy access, community development, and numerous other programs, are searchable to street level views.

The solution is open and available to anyone with a Web browser. The interactive interface consumes and presents location-based data for over 28 programs served by USDA agencies and nine additional federal agencies. The map visualization tool enables pubic users to: (1) search complex data by theme, topic, and location; and (2) create reports from map data acquired through place-based organization, search, and analysis. Original data sets and Web map services are also available directly from the user interface without cumbersome login barriers and data codification challenges, which often increase user transaction costs.

The introduction of "story maps" within the user experience is planned for release in FY2014. Story maps incorporate attractive multimedia and interactive functionality to promote the voice of citizens, while enabling tailored access to often complex and obscure data sets and information represented in extensively decentralized tabular reports, Web pages, blogs across diverse agencies. These non-conventional communication frames create targeted content for a curated user experience where the audience does not need to know about the data. This allows USDA to position or showcase unfamiliar data to multiple audiences in human related stories as an entry point to explore larger questions supported by extensive government data stores made available to the public.

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Users may identify trends in government benefits distribution to leverage government resources for further capital, establish partnerships to stimulate development of local and regional food systems, and engage the supply chain to innovatively support the growing consumer demand for local and regional foods. Changes in producer models and capacity, as well as markets, may be determined in the local setting, and the emerging challenges related to the supply chain, logistics, infrastructure, etc., are made visible and more manageable with simplified big data. Furthermore, the smaller entrepreneur economic obstacles for start-ups, switching products, and switching markets can be reduced as the local community realizes common problems and opportunities to support small scale economies.

The data dissemination innovation impacts include equitable distribution of benefits program data, increased local and regional foods market visibility, logistical planning for food security, beginning farmer support, economic development analysis, and rural jobs creation. It fundamentally connects consumers with their food and the people who grow and raise it, thereby increasing appreciation for supporting the small scale economy of producers.

National Agricultural Statistics Service (NASS)

The National Agricultural Statistics Service (NASS) publishes over 500 surveys each year, focused on United States agricultural statistics. NASS also conducts and publishes the Census of Agriculture every five years. When NASS statistics are published, they are loaded into the Quick Stats database for access by the entire user community through the internet, by using the Quick Stats tool http://www.nass.usda.gov/Quick_Stats/ that NASS developed. Quick Stats was one of the original tools available on Data.gov and now is part of the Open Data initiative.

NASS statistics are widely used by academia, research, governments, manufacturing, and farmers and ranchers. The Quick Stats tool allows access to all of NASS' published statistics. In a typical month, the Quick Stats tool produces usage results like this: There were over 30,000 distinct users, generating over 170,000 queries to the Quick Stats database. This resulted in the generation of over 655,000 spreadsheets (savable), and generated close to 17,000 maps.

Many success stories show how NASS's data is used. Some testimonials from data users can be found at: http://www.agcensus.usda.gov/Census_Story/. Another specific example of a success story is documented below. This information is provided by Professor Brian W. Gould, from the Department of Agricultural and Applied Economics at the University of Wisconsin-Madison.

- His department utilizes NASS and AMS published data on dairy (domestic and international) as inputs for their publicly available systems (e.g. Production, Stocks, Trade, Milk Prices, Cost of feed, dairy herd size, dairy slaughter). The University of Wisconsin system (http://future.aae.wisc.edu/index.html) has a goal to assist producers

and users of dairy products in managing price and income volatility and to provide easy access to data for use in forecasting analyses of future dairy industry trends.

Users of the site include U.S. Dairy industry (Dairy Farm Operators, Manufacturers, Farm Organizations, Commodity Traders: U.S. Academics, Policy Analysts, and International dairy industry members, farm organizations, policy analysts, financial investors. Indirect indicators of positive benefits are the increasing number of other Web sites, researchers, and analysts that use our Web site. We have customers that have been with us since the inception of the first version of our system in 1995. Having a steady stream of repeat customers provides ample evidence of positive value. There is not a week goes by when there is at least one comment made as to how we have provided them a valuable service.

Summary

The ODP Communications Plan provides an understanding of the open data concept, who is involved in its implementation at USDA and the importance to the organization. It communicates the importance of providing open and machine readable data to the public and in turn fostering innovation, economic growth and improving Americans lives. USDA will continue to improve its processes to effectively engage internal and external stakeholders by working closely with leaders from government, industry, academia and the public. USDA data will continue to play a key role in the development of new and innovative solutions resulting in many success stories in the future.