

# THE PEOPLE'S DEPARTMENT: 150TH ANNIVERSARY OF THE USDA

1862 - 2012



U.S. AGRICULTURE 150



## INCREDIBLE FIGURES

- Over 22 million people (14% of total labor force) are employed in farm or farm-related jobs, including production agriculture, farm inputs, processing and marketing and wholesale and retail sales.
- The top five agricultural commodities are cattle and calves, dairy products, broilers, corn and soybeans. U.S. farmers produce 46% of the world's soybeans, 41% of the world's corn, 20.5% of the world's cotton and 13% of the world's wheat.
- In the 1930s, a farmer could harvest an average of 100 bushels of corn by hand in a nine-hour day. Today's combines can harvest 900 bushels of corn per hour-or 100 bushels of corn in under seven minutes!
- In the 1960s one farmer supplied food for 25.8 persons in the U.S. and abroad. Today, one farmer supplies food for 144 people in the U.S. and abroad.

## AND, HISTORICAL FACTS

- President Lincoln established an independent Department of Agriculture on May 15, 1862 with the signing of the Agricultural Act.
- President Cleveland elevated the position of Secretary of Agriculture to a Cabinet post.
- In 1887, the Hatch Act provided for the federal funding of agricultural experiment stations in each state.
- In 1914, the Smith-Lever Act funded cooperative extension services in order to teach agriculture, home economics and related subjects to the public.
- During the Great Depression the USDA helped to ensure that food production and distribution continued.



## THE PEOPLE'S DEPARTMENT: 150TH ANNIVERSARY OF THE USDA

**T**he year 2012 will mark the 150th anniversary of the establishment of the United States Department of Agriculture (USDA). The establishment of the USDA on May 15, 1862 by President Abraham Lincoln, a frontier farm boy himself, forever changed the character of the nation. Part of three important pieces of farm legislation signed over three months, it was a defining moment that opened up the West and promoted and supported unprecedented growth in U.S. farming, agricultural technology and techniques. Its basic mission at that time "to acquire and diffuse among people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of the word."

In the 150 years since, the USDA has been formulating and directing federal policy on agriculture, farming, natural resources, and related areas. Today, the department continues to lead a rapidly evolving food and agriculture system. The USDA is actively working to: enhance the international competitiveness of American agriculture; the competitiveness and sustainability of rural and farm economies; support increased economic opportunities and improved quality of life in rural America; enhance protection and safety of the nation's agriculture and food supply; improve the nation's nutrition and health as well as protect and enhance the nation's natural resource base and environment.



## THE COUNCIL

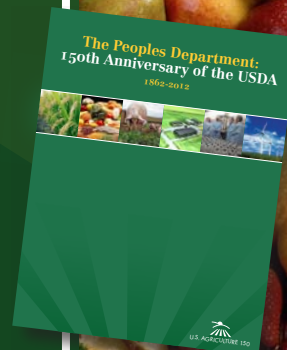
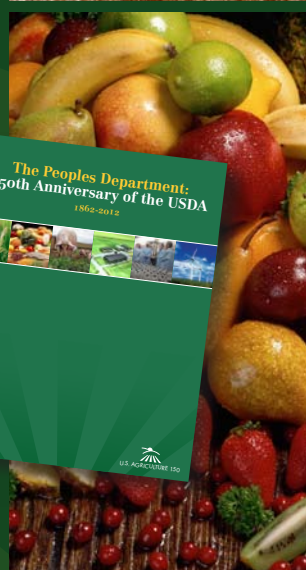
The U.S. Agriculture 150 Council is an advisory panel established to commemorate the USDA's 150th anniversary. Contributing their time and effort to the council are Dr. Teresa Balser, Dean - College of Agricultural and Life Sciences, University of Florida; Dr. Rob Rhykerd, Chair & Professor of Soil Science - Department of Agriculture, Illinois State University; Dr. Douglas Buhler, Dean - College of Agriculture and Natural Resources, Michigan State University; Dr. Mark Hussey, Vice Chancellor & Dean, Texas A&M University - AgriLife; and many more.

## THE PUBLICATION

One of the council's main goals is the creation of a special commemorative publication for comprehensive circulation throughout various industries associated with the nation's food and agricultural establishment. The People's Department - 150 Years of the USDA will be a high quality perfect bound edition, extensively detailing the history of the USDA, it's people and contributions to America's economy and society. The publication will include interviews with leaders from agriculture, education and government; case studies and expert editorial that examines the current status of the farm and food sectors, with insight to the USDA's efforts to enhance and help shape America's economy. We look at budget priorities and how the department plans to effectively manage the nation's resources to best take on the challenges and opportunities that lie ahead.

### Topics to be covered include:

- Enhancing rural prosperity
- Creating thriving communities
- Supporting a sustainable and competitive agricultural system and conserving the nation's forests
- Farms
- Ranches and grasslands
- Taking efforts to mitigate and adapt to climate change
- Protecting and enhancing America's water resources
- Reducing risk from catastrophic wildfire and restoring fire to its appropriate place on the landscape
- Ensuring U.S. agricultural resources contribute to enhanced global food security
- Enhancing America's ability to develop and trade agricultural products derived from new technologies
- Supporting sustainable agriculture production in food-insecure nations
- Increasing access to nutritious food, promoting healthy diet and physical activity behaviors
- Protecting public health by ensuring food is safe
- Protecting agricultural health by minimizing major diseases and pests to ensure access to safe, plentiful, and nutritious food





## DISTRIBUTION

• **Industry (B2B)** - Business leaders and executives within the industries and organizations that depend on the efforts and investments of the USDA, including;

- Farms, ranches, dairies, greenhouses, nurseries, orchards, hatcheries, farm labor contractors and crew managers with annual revenue over \$1 million whether owned by individual farmers, partnership, or a corporation
- Agricultural and Forestry Machinery
- Agricultural Biotechnology Organizations
- Consumer and Commercial Food Producers
- Fertilizer, Pesticide and other Agricultural Chemical Producers
- Top Supermarkets, Hypermarkets & Grocery Retailers
- Manufacturers and Installers of Renewable Energy Products
- Associations, Coalitions, Groups that share the USDA's Mission & Goals

• **Government (B2G)** - Agency directors, program managers, agricultural engineers, technicians, conservationists, inspectors, scientists and other specialists.

- USDA HQ, Agencies and Offices all across the country
- Other federal, state and local agencies involved in agricultural programs

## ADVERTISING RATES

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