



Stewards of a Major Mission

We will lead America in ending hunger and improving nutrition and health.

With so much entrusted to a limited number of people, FNCS has made efforts to enhance operational efficiency a priority. The planning and priority-setting process reflected in this Guide is one of a range of tools that the Agency uses to optimize its operations, including a strong training and staff development program, increased automation, and business process reengineering. FNCS leaders recognize that every staff-year and staff person is critical to accomplishing our mission. The planning system includes some additional tools that help us plan and coordinate this work together:

Core Activity Commitments define specific expectations for the ongoing tasks required to keep the programs and the Agency operating effectively. Managers include these commitments in their workplans and report on their accomplishment.

The FNS Resource Map, akin to an Agency-wide workplan, reflects all of the staff commitments that FNS has made for the fiscal year by organizational unit and work function, providing senior leaders with a clear picture of how FNS employees are being deployed.

To learn more about FNS visit our web site at:
<http://www.fns.usda.gov>.



FNCS Corporate Priorities FY 2010 Guide

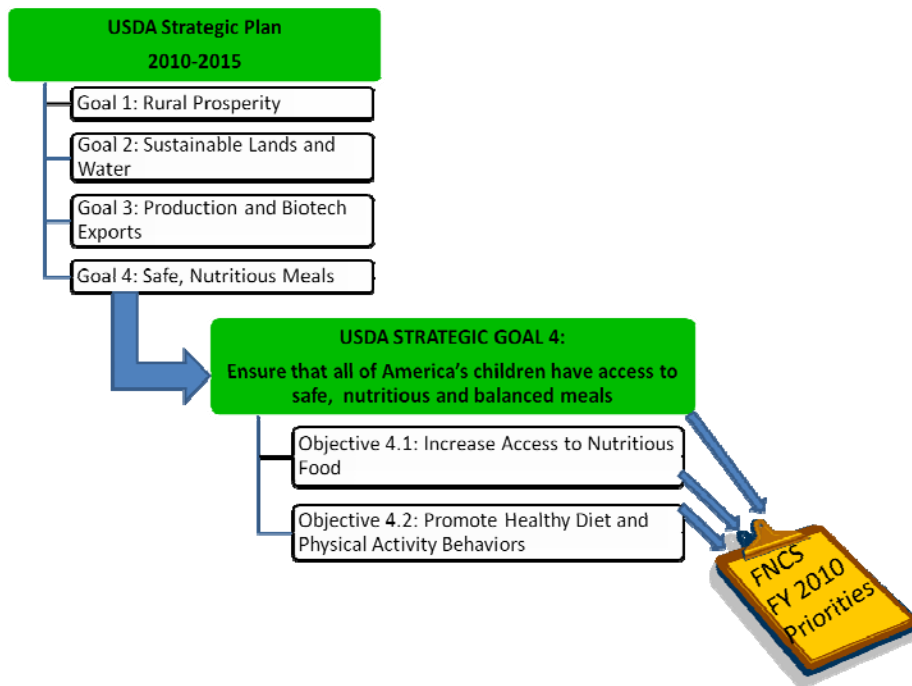


The USDA Strategic Plan and FY 2010 Priorities

Food, Nutrition and Consumer Services works to harness the Nation's agricultural abundance to end hunger and improve health in the United States. It administers the federal domestic nutrition assistance programs and the Center for Nutrition Policy and Promotion, which links scientific research to the nutrition needs of consumers through science-based dietary guidance, nutrition policy coordination, and nutrition education.

This mission is embodied in USDA's Strategic Goal 4, "Ensure that all of America's children have access to safe, nutritious and balanced meals," which encompasses key responsibilities, strategies and performance measures for FNCS. The strategic plan is used annually to set priorities that align FNCS's operations with these longer-term program goals and objectives.

USDA Strategic Plan 2010-2015



General — Supportive of All Goal 4



Honor Civil Rights Throughout FNS Programs: Strengthen civil rights in both Federal program delivery and employment by fully integrating civil rights within FNS offices, standardizing key processes, and improving efficiency through nationally-managed strategic performance evaluations.

Key Priority Tasks:

- Develop FNCS/USDA MOU for processing program discrimination complaints.
- Develop Limited English Proficiency (LEP) Strategic Plan.
- Design and implement strategies to decrease program complaints.
- Develop a Reasonable Accommodation review committee and enhance use of ADR programs.



General — Supportive of All Goal 4



Enact a Groundbreaking Child Nutrition and WIC

Reauthorization: Advance administration priorities through Child Nutrition and WIC Reauthorization.

Key Priority Tasks:

- Enact reauthorization legislation reflecting Administration priorities.
- Develop comprehensive workplan to ensure reauthorization provisions are implemented within statutory timeframes.
- Communicate provisions to stakeholders through memoranda, conference presentations, meetings with stakeholders, etc.

Implement FY 2010 Agriculture Appropriation Bill:

Implement the provisions and activities from P.L. 111-80, the 2010 Agriculture Appropriations Bill.

Key Priority Tasks:

- Obligate funds provided in the FY 2010 Appropriations for all expanded and new activities.
- Develop and implement five new CNR-related activities.
- Develop and implement Summer demonstration pilots and Research Plan.
- Issue all required Reports to Congress in a timely manner.



Why set priorities?

The reason is simple—our mission is vital, but our resources are limited. We must make difficult choices regarding the initiatives on which we will focus each year. FNCS's priority-setting process involves both headquarters and regional offices in making these choices as an organization.



What are the FNCS 2010 Priorities?

1. Enact a Groundbreaking Child Nutrition and WIC Reauthorization
2. End Childhood Hunger by 2015
3. Expand the Farm to School Connection in FNS Programs
4. Make Nutrition Education More Effective
5. Promote Food Safety in FNS Programs
6. Continue Modernizing FNS Programs
7. Honor Civil Rights Throughout FNS Programs
8. Implement FY 2010 Agriculture Appropriation Bill
9. Develop a Comprehensive National Effort to Reduce Obesity



How Can I Support the FNCS Priorities?

No matter what position you hold in this organization—all of our work is critical to our overall mission of helping to feed millions of people everyday and promote healthy lifestyles. Become familiar with the priority plans and identify where the important work that you perform fits in.

This booklet links each FNCS priority initiative to relevant parts of the strategic plan for Goal 4 and describes it briefly.

Objective 4.1: Increase Access to Nutritious Food



End Childhood Hunger by 2015: Develop Administration strategy to use Federal nutrition assistance programs to end child hunger by 2015.

Key Priority Tasks:

- Identify, improve and implement Administrative strategies.
- Develop reform proposals.
- Establish/launch FNCS childhood hunger research agenda.

Promote Food Safety in FNS Programs: Improve the safety of food provided through the USDA nutrition assistance programs.

Key Priority Tasks:

- Research a science base to guide and inform initiatives and materials development.
- Collect stakeholder input on food safety issues.
- Disseminate materials on specific food safety subjects.
- Conduct training on food safety and food defense topics.
- Implement strategies for better intergovernmental collaboration.

Continue Modernizing FNS Programs: Determine how modernization is working, compile baseline on States' status, and improve identification of program access issues.

Key Priority Tasks:

- Compile information collected on State efforts to modernize SNAP.
- Determine technical assistance needs on various attributes of SNAP modernization.
- Conduct preliminary activity on reform of APD process.

Objective 4.2: Promote Healthy Diet and Physical Activity Behaviors



Expand the Farm to School Connection in FNS Programs: Expand the farm to school connection in FNS programs by connecting FNS programs to local producers.

Key Priority Tasks:

- Active FNS participation in Know Your Farmer Know Your Food workgroup and initiatives.
- Develop and implement USDA Farm to School Team.
- Issue revised policy on allowable processing for geographic preferences.
- Issue DOD purchasing options guidance.
- Increase number/redemptions of farmers' markets offering SNAP.

Develop a Comprehensive National Effort to Reduce Obesity: Promote healthy eating and physical activity behaviors across FNS Programs and to the public.

Key Priority Tasks:

- Complete 2010 Dietary Guidelines guidance and communications plans.
- Evaluate health and promotion efforts in SNAP-Ed.
- Complete plans for State-level and community-based outreach efforts.
- Increase Schools and assistance programs efforts to create healthier environments.

Make Nutrition Education More Effective: Ensure that nutrition education and promotion strategies are based on strong science.

Key Priority Tasks:

- Complete conceptual framework for “how-to-guides.”
- Focus outreach efforts on magnifying the reach of nutrition education through multiple voices speaking consistent, actionable, and repeated food, nutrition, and physical activity messages.