

Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses



Livestock, Poultry and Seed Program Overview

Craig Morris
Deputy Administrator



Agricultural Marketing Service



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Livestock, Poultry, and Seed Program

One of the commodity programs in AMS

Approximately 1,000 Federal staff members and an additional 1,000 State employees who work for the Program under cooperative agreements with all 50 States

Wide array of markets covered

Cattle/Beef, Hogs/Pork, Sheep/Lamb/Goats, Poultry, Shell Eggs, Aquaculture/Wild Caught Seafood, Grains/Oilseeds/Hay, Bioenergy, Organic, International

LPS Divisions

- Seed Regulation and Testing
- Quality Assessment
 - Grading and Verification
 - Standardization
- Food Safety and Commodity Specification
- Market News
- Research & Promotion
- Country of Origin Labeling
- Agricultural Analytics



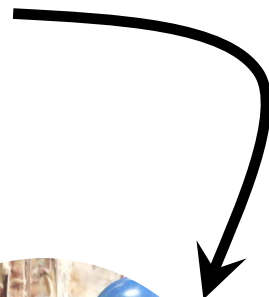
Services segment value differences throughout the supply chain



Auditing quality management systems for unique marketing claims



Reporting on the markets

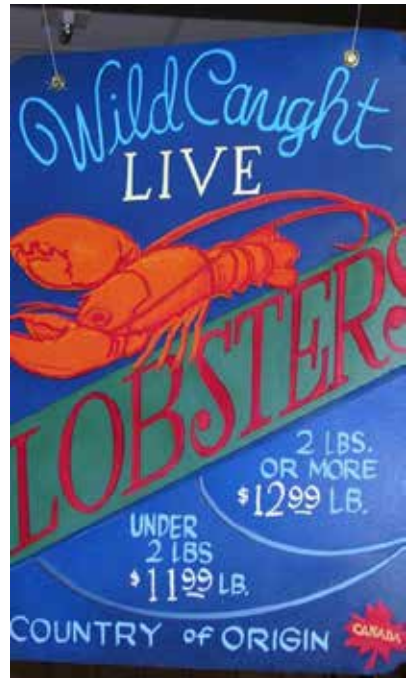


Adding value through grading and certification



Helping convey quality attributes to the consumer

Examples of Our Work



processverified.usda.gov



GRASSOLOGY SUN & SHADE MIXTURE

CONTAINS	PURE SEED	GERM	ORIGIN
CREeping RED FESCUE*	14.72%	85.00%	CANADA
HARD FESCUE*	9.81%	85.00%	OREGON
TALL FESCUE*	7.43%	90.00%	OREGON
PERENNIAL RYEGRASS*	4.94%	90.00%	OREGON
KENTUCKY BLUEGRASS*	4.90%	85.00%	IDAHO
SHEEPS FESCUE*	4.81%	85.00%	OREGON
CHEWINGS FESCUE*	2.50%	85.00%	OREGON
OTHER CROP SEEDS:	0.01%		
GO & GROW COATING:	49.80%		
INERT MATTER FROM SEED:	1.03%		
WEED SEEDS:	0.05%		
NOXIOUS WEED SEEDS: NONE FOUND			
VARIETY NOT STATED			

NET WT. 3 LBS. AMS: 722
LOT #SS-14-45-3

DATE TESTED: 1/14

One Telebrands Plaza
Fairfield, NJ 07004

Seller makes no warranty, either expressed or implied, as to merchantability or fitness for a particular purpose. Seller's sole warranty is that seed sold conforms to label on the container. RETURN PROHIBITED



Key Accomplishments

1. Converted the USDA Beef Grading program from a subjective system to an objective system that utilizes camera instrument technology.
2. Implemented the USDA Certified Tender Beef Program.
3. Harmonized meat cut nomenclature between the United States and Canada.
4. Rapidly expanded the USDA Process Verified Program by managing the transition away from Export Verification requirements to marketplace needs.

Key Accomplishments

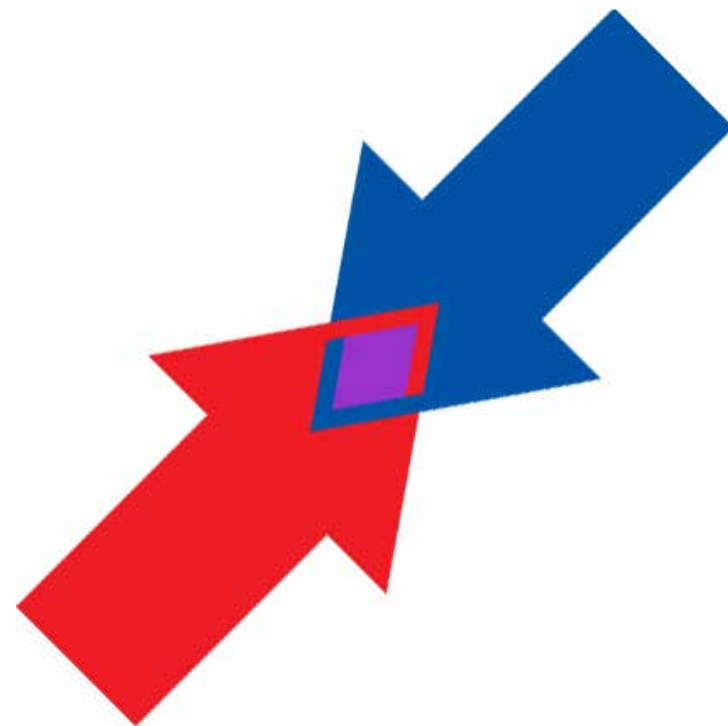
5. Instituted the Department's first Non-GMO/GE Verification Program.
6. Instituted the Department's first Responsible Use of Antibiotics Program.
7. Implemented animal welfare auditing to the USDA meat procurement program.
8. Brought transparency to the USDA microbiological testing program (JFP-15-101 and AMS website).
9. Developed a Food Safety Division that has reduced costs associated with USDA microbiological testing.
10. Implemented Livestock Mandatory Reporting Program.

Key Accomplishments

11. Implemented country of origin labeling at retail.
12. Initiated Sorghum Checkoff that has helped this growing industry.
13. Brought transparency to the user fee system and Agency trust funds through the development of stakeholder reports.
14. New local/regional/specialty market reports.
15. Assistance to the U.S. egg industry with export and import assistance.
16. Leading the development of an International Animal Welfare Standard.
17. Improved employee engagement.

Employee Engagement Case Study

- Underwent a merger in 2013
- 2014 FEVS results showed decrease in employee satisfaction
- Results Program-wide and not Division-specific
- Recognized need for in-depth look at areas in need of improvement



Importance of Executive Training

- Disney's Approach to Employee Engagement
- To ensure employees consistently deliver exceptional experiences, an organization must intentionally design processes that reinforce their desired culture.



Actions

- Took action to address employee engagement
 - Conducted LPS all employee qualitative survey
 - Made all results public
 - Provided results unique to each Division
 - Utilized the survey to identify areas of improvement
 - Developed division action plans with 2015 FEVS focus
 - Segregated 2015 FEVS by Division



2015 FEVS Results



- Achieved significant improvement in the results of the 2015 FEVS
 - talent management (10.2%)
 - job satisfaction (9.4%)
 - leadership and knowledge management (8.9%)
 - results-oriented performance culture (4.8%)

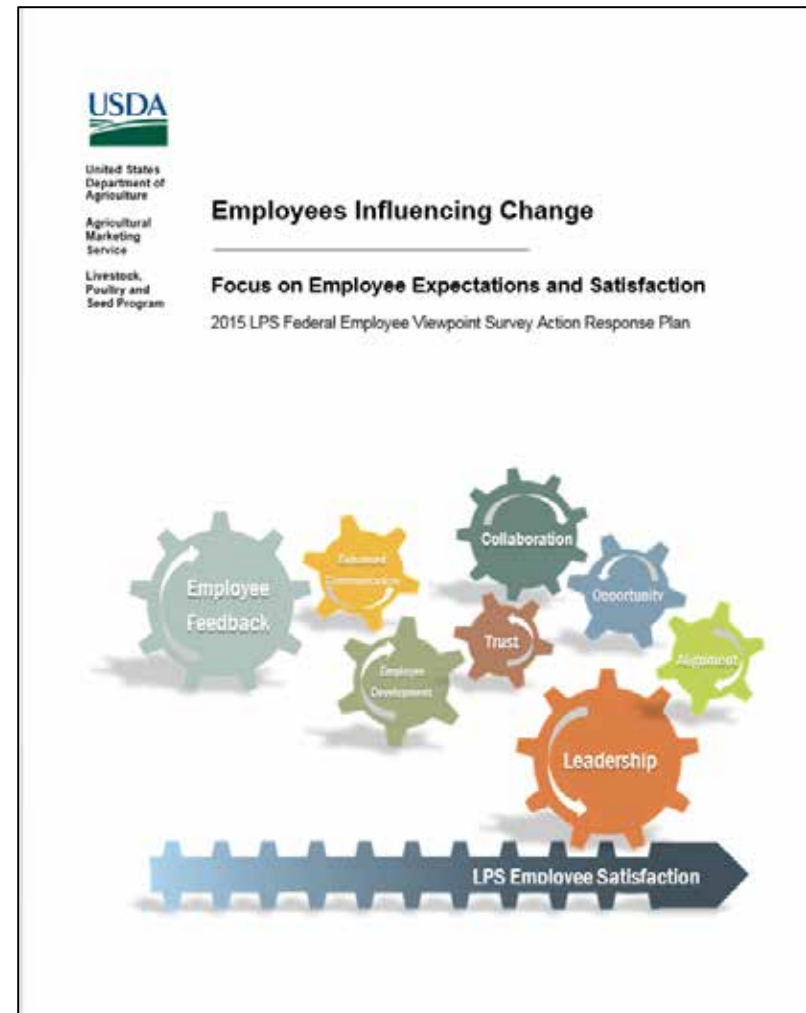
2015 FEVS Results



- Attained significant improvement in the critical components
 - employee engagement (8.2%)
 - global satisfaction (8.4%)
- ***Positive increase in 97% of the FEVS survey questions and a negative decrease in 86% of the questions***
- ***More than 80% of employees would recommend the Program as a good place to work***

LPS FEVS Response Plan

- Conducted a thorough analysis of its 2015 FEVS feedback to see impact of actions
- Developed the 2015 action plan to focus efforts on specific challenges and opportunities
- Established clear, actionable goals
 - Realistic
 - Manageable in scope and timeframe
 - Include measures and methods for tracking progress



Employee Advisory Group

- Created Employee Advisory Group (EAG)
- Representatives from all 7 divisions
- Focus on cross-divisional projects
- 1st project – Onboarding new employees



Division Activity

- Team building sessions
- Focusing on recruitment and retention
- Training for supervisors
- Provide leadership development opportunities



Questions?