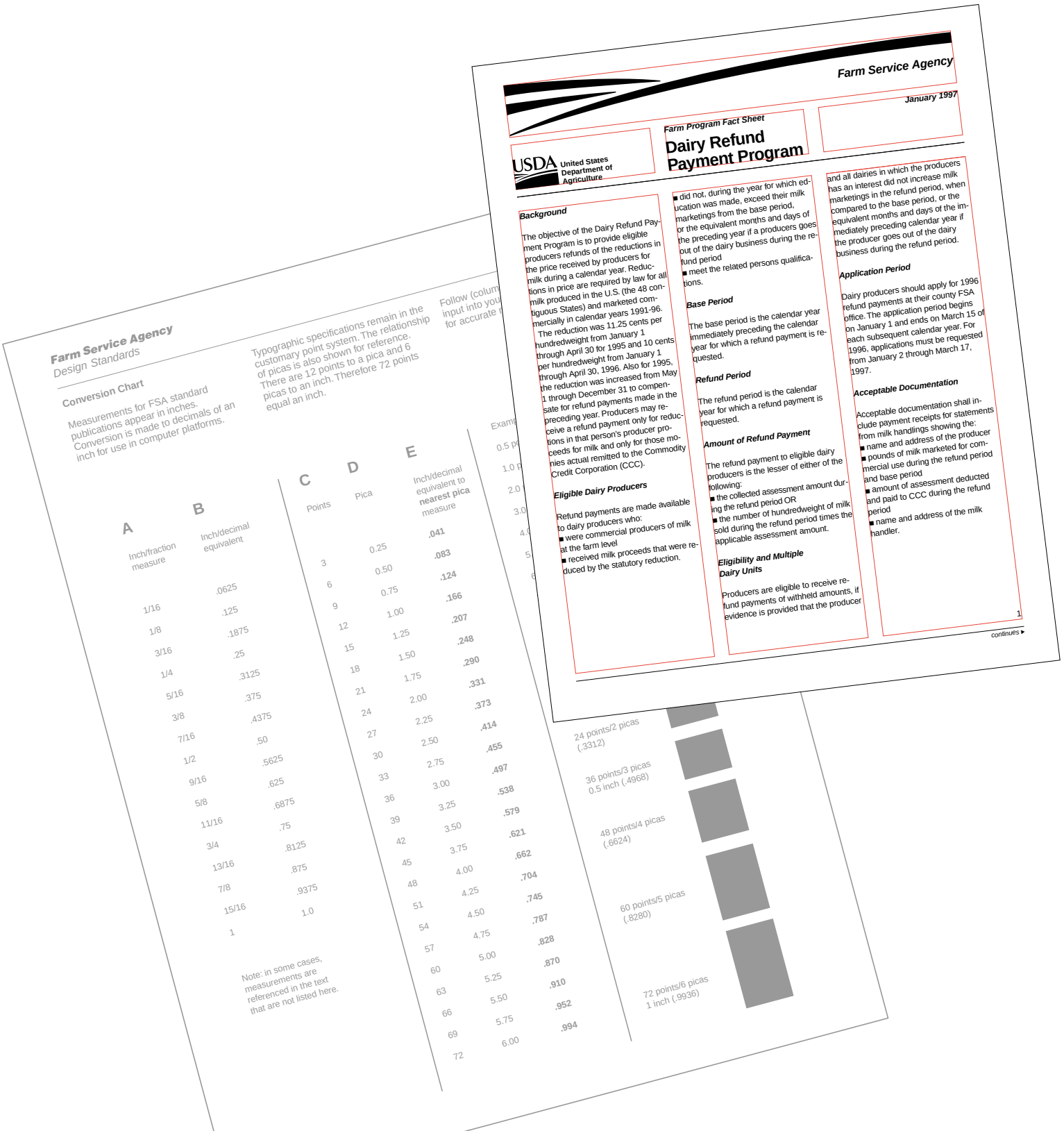
Farm Service Agency

United States Department of Agriculture

Visual Management Guide

Design Standards

September 1997



Farm Service Agency

January 1997

Farm Program Fact Sheet

Dairy Refund Payment Program

United States Department of Agriculture

Background

The objective of the Dairy Refund Payment Program is to provide eligible producers refunds of the reductions in the price received by producers for milk during a calendar year. Reductions in price are required by law for all milk produced in the U.S. (the 48 contiguous States) and marketed commercially in calendar years 1991-96. The reduction was 11.25 cents per hundredweight from January 1 through April 30 for 1995 and 10 cents per hundredweight from January 1 through April 30, 1996. Also for 1995, the reduction was increased from May 1 through December 31 to compensate for refund payments made in the preceding year. Producers may receive a refund payment only for reductions in that person's producer proceeds for milk and only for those monies actual remitted to the Commodity Credit Corporation (CCC).

Eligible Dairy Producers

Refund payments are made available to dairy producers who:

- were commercial producers of milk at the farm level
- received milk proceeds that were reduced by the statutory reduction.
- did not, during the year for which education was made, exceed their milk marketings from the base period, or the equivalent months and days of the preceding year if a producers goes out of the dairy business during the refund period
- meet the related persons qualifications.

Base Period

The base period is the calendar year immediately preceding the calendar year for which a refund payment is requested.

Refund Period

The refund period is the calendar year for which a refund payment is requested.

Amount of Refund Payment

The refund payment to eligible dairy producers is the lesser of either of the following:

- the collected assessment amount during the refund period OR
- the number of hundredweight of milk sold during the refund period times the applicable assessment amount.

Eligibility and Multiple Dairy Units

Producers are eligible to receive refund payments of withheld amounts, if evidence is provided that the producer and all dairies in which the producers has an interest did not increase milk marketings in the refund period, when compared to the base period, or the equivalent months and days of the immediately preceding calendar year if the producer goes out of the dairy business during the refund period.

Application Period

Dairy producers should apply for 1996 refund payments at their county FSA office. The application period begins on January 1 and ends on March 15 of each subsequent calendar year. For 1996, applications must be requested from January 2 through March 17, 1997.

Acceptable Documentation

Acceptable documentation shall include payment receipts for statements from milk handlings showing the:

- name and address of the producer
- pounds of milk marketed for commercial use during the refund period and base period
- amount of assessment deducted and paid to CCC during the refund period
- name and address of the milk handler.

1

continues ▸

Farm Service Agency
Design Standards

Conversion Chart

Measurements for FSA standard publications appear in inches. Conversion is made to decimals of an inch for use in computer platforms.

Typographic specifications remain in the customary point system. The relationship of picas is also shown for reference. There are 12 points to a pica and 6 picas to an inch. Therefore 72 points equal an inch.

Follow (colum input into you for accurate

A Inch/fraction measure	B Inch/decimal equivalent
1/16	.0625
1/8	.125
3/16	.1875
1/4	.25
5/16	.3125
3/8	.375
7/16	.4375
1/2	.50
9/16	.5625
5/8	.625
11/16	.6875
3/4	.75
13/16	.8125
7/8	.875
15/16	.9375
1	1.0

Note: in some cases, measurements are referenced in the text that are not listed here.

C Points	D Pica	E Inch/decimal equivalent to **nearest pica** measure
3	0.25	**.041**
6	0.50	**.083**
9	0.75	**.124**
12	1.00	**.166**
15	1.25	**.207**
18	1.50	**.248**
21	1.75	**.290**
24	2.00	**.331**
27	2.25	**.373**
30	2.50	**.414**
33	2.75	**.455**
36	3.00	**.497**
39	3.25	**.538**
42	3.50	**.579**
45	3.75	**.621**
48	4.00	**.662**
51	4.25	**.704**
54	4.50	**.745**
57	4.75	**.787**
60	5.00	**.828**
63	5.25	**.870**
66	5.50	**.910**
69	5.75	**.952**
72	6.00	**.994**

24 points/2 picas (.3312)

36 points/3 picas 0.5 inch (.4968)

48 points/4 picas (.6624)

60 points/5 picas (.8280)

72 points/6 picas 1 inch (.9936)

Introduction to Standards

Design standards have been established in order to bring consistency and readability to the Farm Service Agency's information materials. Standards help set a style that audiences will recognize and a format for legibility which helps make FSA information visually accessible.

When followed, the specifications for FSA print materials will ease production and reduce costs. These standards provide a professional level for FSA information. When something is "designed" it reflects management's intent that FSA information is deliberate and has not happened by chance.

Farm Service Agency Standards

A graphic mark has been created for the Farm Service Agency to help bring consistent recognition throughout all the agency's materials. The mark creates the FSA corporate appearance and it is unique for the agency.

The graphic mark has been extracted from the USDA symbol. It has specific proportions and methods for use which must be maintained.

Special attention is required for the development of charts and tables. While conversion can be accomplished across platforms, it must only be attempted by the knowledgeable user. Generally, it is best to set up tables and charts in the text files, following these specifications.

About these specifications

These specifications are for users who are generally familiar with graphic arts industry production and terminology. Using the camera-ready and electronic art provided, they can be followed to achieve the Farm Service Agency standards. These specifications are intended to be used for electronic page layout applications and to output camera-ready art at 600 to 1200 dots per inch. A glossary of terms is included in the back.

In order to make these standards available to as many users as possible, the measures and specifications are shown in fractions of the U.S. customary unit, the inch, and the decimal equivalent. (See conversion chart, page 2.)

Typesetting specifications

Type size and the space between lines:
Typesetting specifications are normally written by placing the size of the typeface in points (the standard graphic arts measuring system, along with picas), over a larger number to create the space between lines known as "leading." Leading is also expressed in points. So a specification of 10/11 means that a typeface of 10 points in size is set on a base of 11 points. This would be a fairly small space between the lines.

Most computers automatically default to a 12 point type size set on "auto". The "auto" setting is usually 120% of the type size. So a 12 point typeface set "auto" would be 12 on 14.4. The leading is always larger than the type size henceforth; 10/12, 11/14, 12/16, and so forth.

The weights of type:
Typefaces are manufactured in a variety of "weights." A full font of type may have light, regular, medium, bold, extra bold, black and ultra. For these specifications the weights are shown as follows.

Regular = Helvetica
Bold = **Helvetica**
Black = **Helvetica**

All computers will not have all weights installed. Match the specifications as closely as possible with those in your system.

Typesetting specification sheets accompany all print materials. These sheets use the following typographic abbreviations:

H	= Helvetica
HB	= Helvetica bold
HBLK	= Helvetica black
TR	= Times Roman
TRB	= Times Roman bold
LS	= Line space (type size + leading)
U/L	= Upper and lower case
FL	= Flush left
RR	= Rag right

Note: The typefaces named Helvetica and Times Roman are probably the most frequently used typefaces in the mainstream of western publishing. Nearly identical typefaces are known by different names by various type manufacturers. Helvetica may also be called Arial, Claro, Helios, Megaron, Newton, and Vega. Times Roman may also be called Times Ten, Times New Roman, and by other names.

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Measurements for FSA standard publications appear in inches. Conversion is made to decimals of an inch for use in computer platforms.

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Follow (column B) for input into your computer for accurate measures.

A	B
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1/16	.0625
1/8	.125
3/16	.1875
1/4	.25
5/16	.3125
3/8	.375
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1/2	.50
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7/8	.875
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69	5.75	**.952**
72	6.00	**.994**

Examples of Rule Lines:

0.5 point (.0069)

1.0 point (.0138)

2.0 point (.0276)

3.0 point (.0414)

4.0 point (.0552)

5.0 point (.0690)

6.0 point (.0828)

7.0 point (.0966)

8.0 point (.1104)

9.0 point (.1242)

10.0 point (.1380)

11.0 point (.1518)

12.0 point/1 pica (.1656)

24 points/2 picas (.3312)

36 points/3 picas 0.5 inch (.4968)

48 points/4 picas (.6624)

60 points/5 picas (.8280)

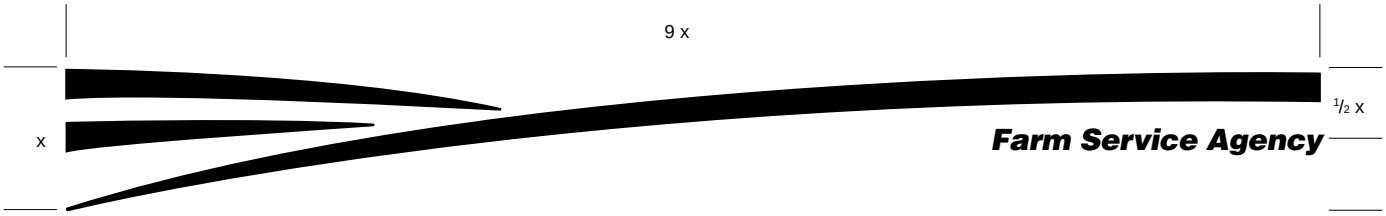
72 points/6 picas 1 inch (.9936)

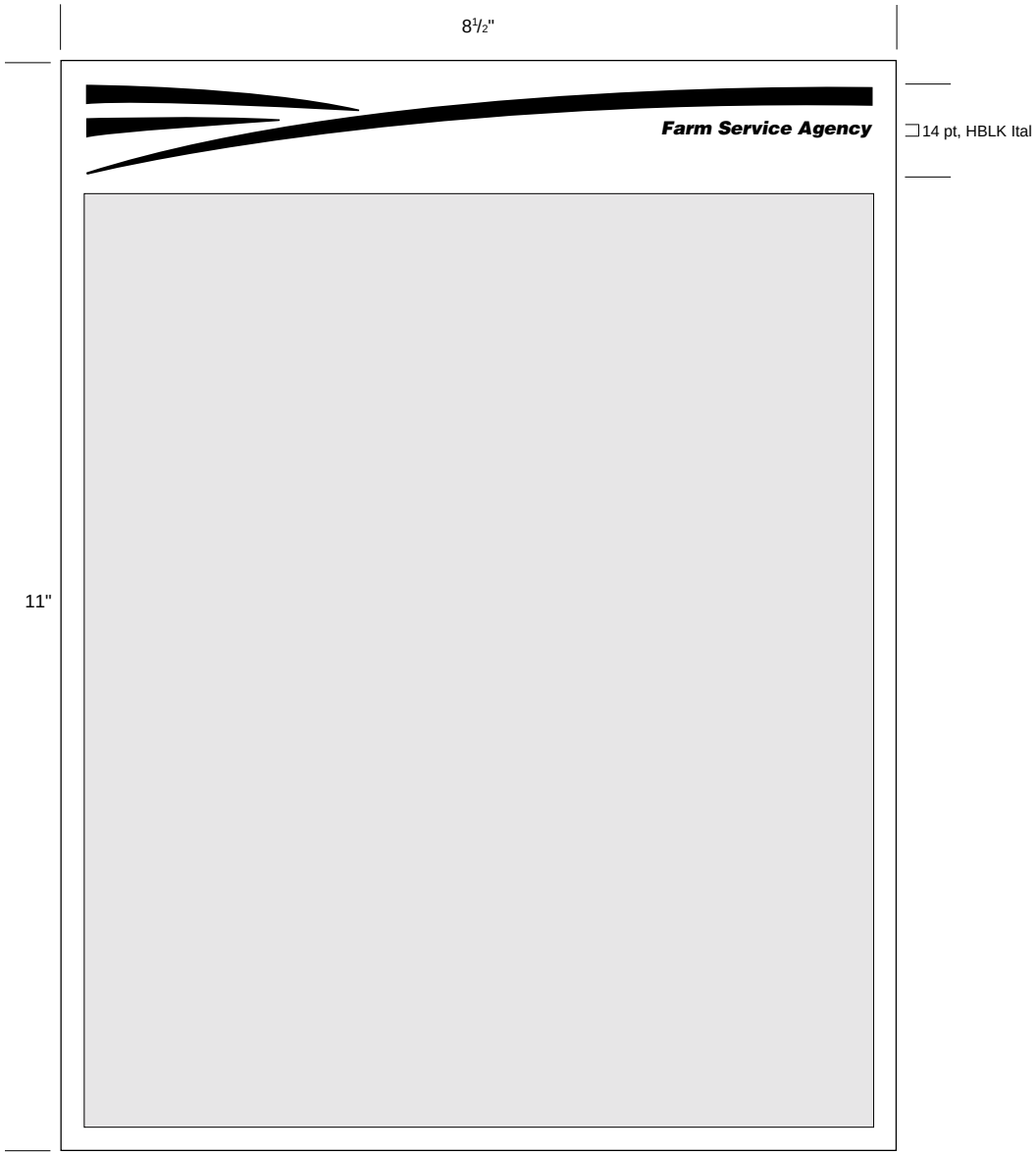
FSA Graphic Mark

The primary identifying feature of FSA publications is the masthead mark derived from the USDA logo. A section of the logo has been elongated to span the width of a publication. The scale of the mark can be changed for use on a range of publications, but the proportions (9:1) remain consistent.

On most applications “Farm Service Agency” is placed flush right and is centered top to bottom within the mark.

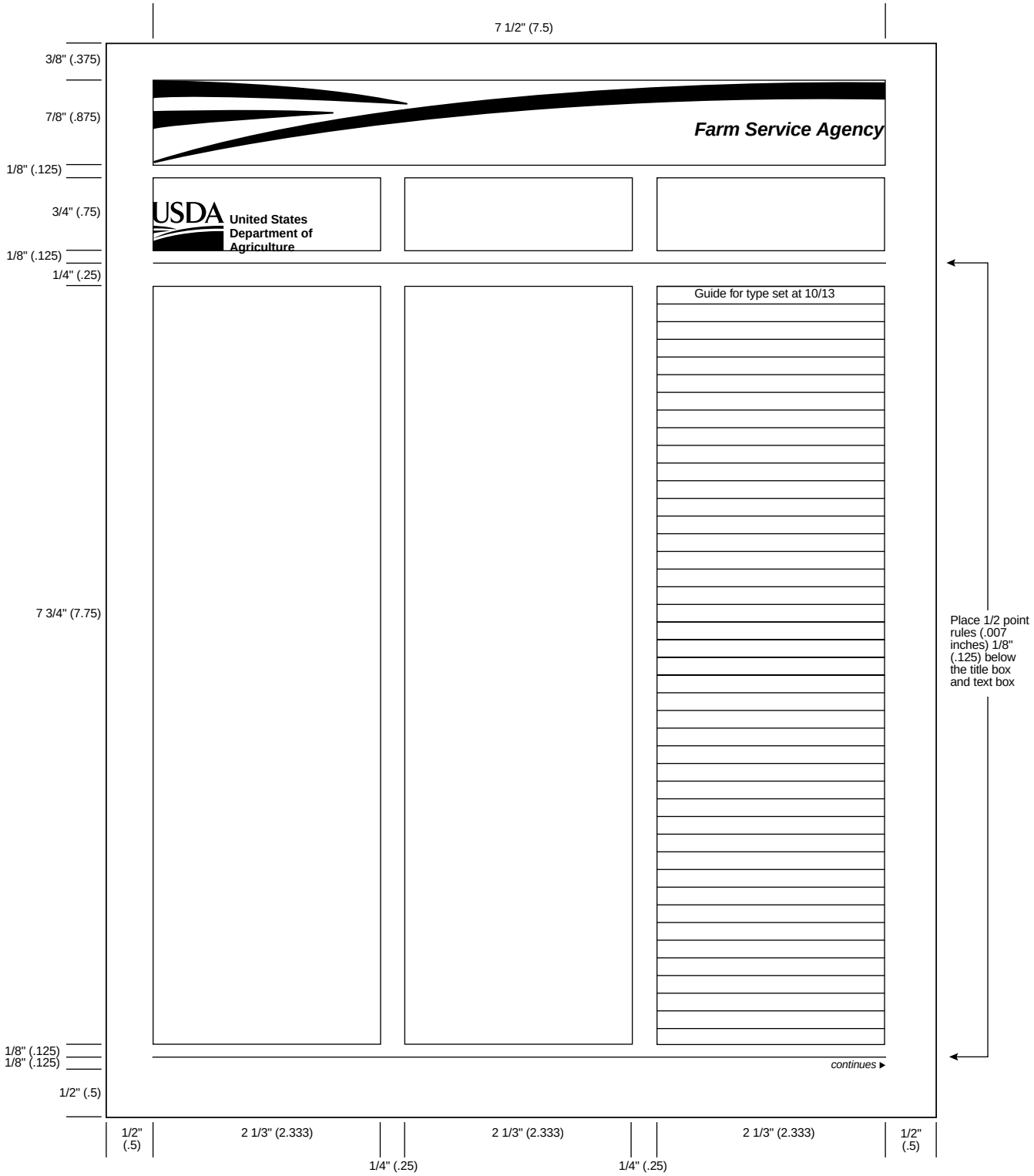
The mark is the color ink of one-color publications. When used on color publications, the mark is PMS 343, green (or CMYK values: C 100, M 0, Y 69, K 60).





Fact Sheets—three-column format
8.5" x 11" page

Grid and measures



Measures are in fractions of an inch and (decimals of an inch).

Shown at 2/3 scale.

Fact Sheets—three-column format
8.5" x 11" page

Specifications for “Fact Sheets,” “Commodity Fact Sheets,” “Farm Program Fact Sheets,” “FSA Backgrounder,” and “Background Information.”

General

Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words.

Specific

Identifiers	**FSA graphic mark:** 7/8" (0.875") high. **Department symbol:** 3/4" (0.75") wide. **Agency name:** One line, Helvetica black italic, 14 points. Position flush right in third column. **Department name:** Three lines as shown, 9/10 Helvetica bold. **Program title** such as “Farm Program Fact Sheet.” One line, 10/11 Helvetica bold italic. Position flush left in second column.
Title	Varies with length from 13/14 to 24/25 Helvetica bold. Position flush left in second column.
Heads	**First degree head:** Set 11/13 bold italic. **Second degree head:** Run into text at text size, bold, followed by a period.
Text	Set 11/13 regular, by column width. One line space between title and text paragraphs. Between paragraphs insert one line space or indent one em space or two characters.
Captions and footnotes	Set 8/9 with a maximum line length the width of the column.
Page numbers	Set text size flush left (even pages) and flush right (odd pages).
Discrimination statement	Set 8/9 to column width.
Date	Set 10/11 bold italic. Positioned flush right in the third column, as shown.
Other specifications	Rules are .5 pt. (0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred).

Fact Sheets—example
of three-column format–page one

"Fact Sheets," "Commodity Fact Sheets," "Farm Program Fact Sheets," "FSA Backgrounder," and "Background Information" sheets have identical formats and specifications.

Farm Service Agency

USDA United States Department of Agriculture

Farm Program Fact Sheet

Dairy Refund Payment Program

January 1997

Background

The objective of the Dairy Refund Payment Program is to provide eligible producers refunds of the reductions in the price received by producers for milk during a calendar year. Reductions in price are required by law for all milk produced in the U.S. (the 48 contiguous States) and marketed commercially in calendar years 1991-96. The reduction was 11.25 cents per hundredweight from January 1 through April 30 for 1995 and 10 cents per hundredweight from January 1 through April 30, 1996. Also for 1995, the reduction was increased from May 1 through December 31 to compensate for refund payments made in the preceding year. Producers may receive a refund payment only for reductions in that person's producer proceeds for milk and only for those monies actual remitted to the Commodity Credit Corporation (CCC).

Eligible Dairy Producers

Refund payments are made available to dairy producers who:
- were commercial producers of milk at the farm level
- received milk proceeds that were reduced by the statutory reduction.
- did not, during the year for which education was made, exceed their milk marketings from the base period, or the equivalent months and days of the preceding year if a producers goes out of the dairy business during the refund period
- meet the related persons qualifications.

Base Period

The base period is the calendar year immediately preceding the calendar year for which a refund payment is requested.

Refund Period

The refund period is the calendar year for which a refund payment is requested.

Amount of Refund Payment

The refund payment to eligible dairy producers is the lesser of either of the following:
- the collected assessment amount during the refund period OR
- the number of hundredweight of milk sold during the refund period times the applicable assessment amount.

Eligibility and Multiple Dairy Units

Producers are eligible to receive refund payments of withheld amounts, if evidence is provided that the producer and all dairies in which the producers has an interest did not increase milk marketings in the refund period, when compared to the base period, or the equivalent months and days of the immediately preceding calendar year if the producer goes out of the dairy business during the refund period.

Application Period

Dairy producers should apply for 1996 refund payments at their county FSA office. The application period begins on January 1 and ends on March 15 of each subsequent calendar year. For 1996, applications must be requested from January 2 through March 17, 1997.

Acceptable Documentation

Acceptable documentation shall include payment receipts for statements from milk handlings showing the:
- name and address of the producer
- pounds of milk marketed for commercial use during the refund period and base period
- amount of assessment deducted and paid to CCC during the refund period
- name and address of the milk handler.

1

continues ▸

The second color shows how material is positioned within the grid.

Shown at 2/3 scale.

Fact Sheets—example of three-column format—page two and subsequent pages

"Fact Sheets," "Commodity Fact Sheets," "Farm Program Fact Sheets," "FSA Backgrounder," and "Background Information" sheets: typical page 2 (and subsequent inside pages).

7/8" (.875)

1/8" (.125)

1/4" (.25)

Farm Program Fact Sheet
Dairy Refund Payment Program

Transfers of Milk Marketing History

Transfers of milk marketing history may be approved if both of the following apply:
■ the producer has acquired the complete dairy operation from a family member AND
■ the transferor no longer has any interest in the dairy, dairy cattle, or milk production and will not resume an interest prior to payment of the refund being made.

Definition of Family Member

Persons considered to be family members for the purpose of transferring milk marketing history shall be as follows:
■ the parent, grandparent, or legal guardian
■ the spouse of a parent or grandparent
■ spouse
■ the son, daughter, grandson, or granddaughter, or the spouse of any of these persons
■ siblings and the spouses of these siblings.

Changes in Operations

When individuals are added to or removed from those marketing milk from the dairy unit and such individuals add or remove dairy cows, other than normal culling or replacement, a change in operation occurs. A new base period must be established whenever a new operation occurs.

2

Related Person

in addition to the milk maretings for the producer requesting a refund payment, month-by-month milk marketings or the required base and refund periods must be submitted for all related persons. If the total milk marketings during the refund period for the producer and all related persons exceed the milk marketings for the base period for the producer and all related person, the producer requesting a refund payment is ineligible.

Definition of a Related Person

Persons considered to be related persons of the producer for the purpose of calculating refund payment eligibility shall be as follows:
■ the spouse and minor child of the person
■ guardian or parent of a minor child
■ any corporation in which the person is a stockholder, share holder, or owner of equal to, or greater than, 10 percent interest in the corporation
■ any partnership, joint venture, or other enterprise in which the person has an ownership interest or financial interest
■ any trust in which the person seeking the refund payment or any person listed above is a beneficiary or has a financial interest
■ any estate. An estate shall be treated the same as the deceased individual.

If the producer applying or a refund is an individual, related persons shall be determined for the first level only.

If a producer, other than an individual, applies for a refund payment, related persons shall be all first level related persons and all second level related persons. Second level related persons are determined by listing all the related persons for the first level related persons.

Legislative Authority

The Food Security Act of 1985, as amended by the Food, Agriculture, Conservation and Trade Act of 1990; the Omnibus Budget Reconciliation Act of 1990; the Food, Agriculture and Trade Act Amendments of 1991; the Omnibus Budget Reconciliation Act of 1993; and the Federal Agriculture Improvement and Reform Act of 1996.

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or familial status (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USDA Office of Communications at (202) 720-2791.

To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC, 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.

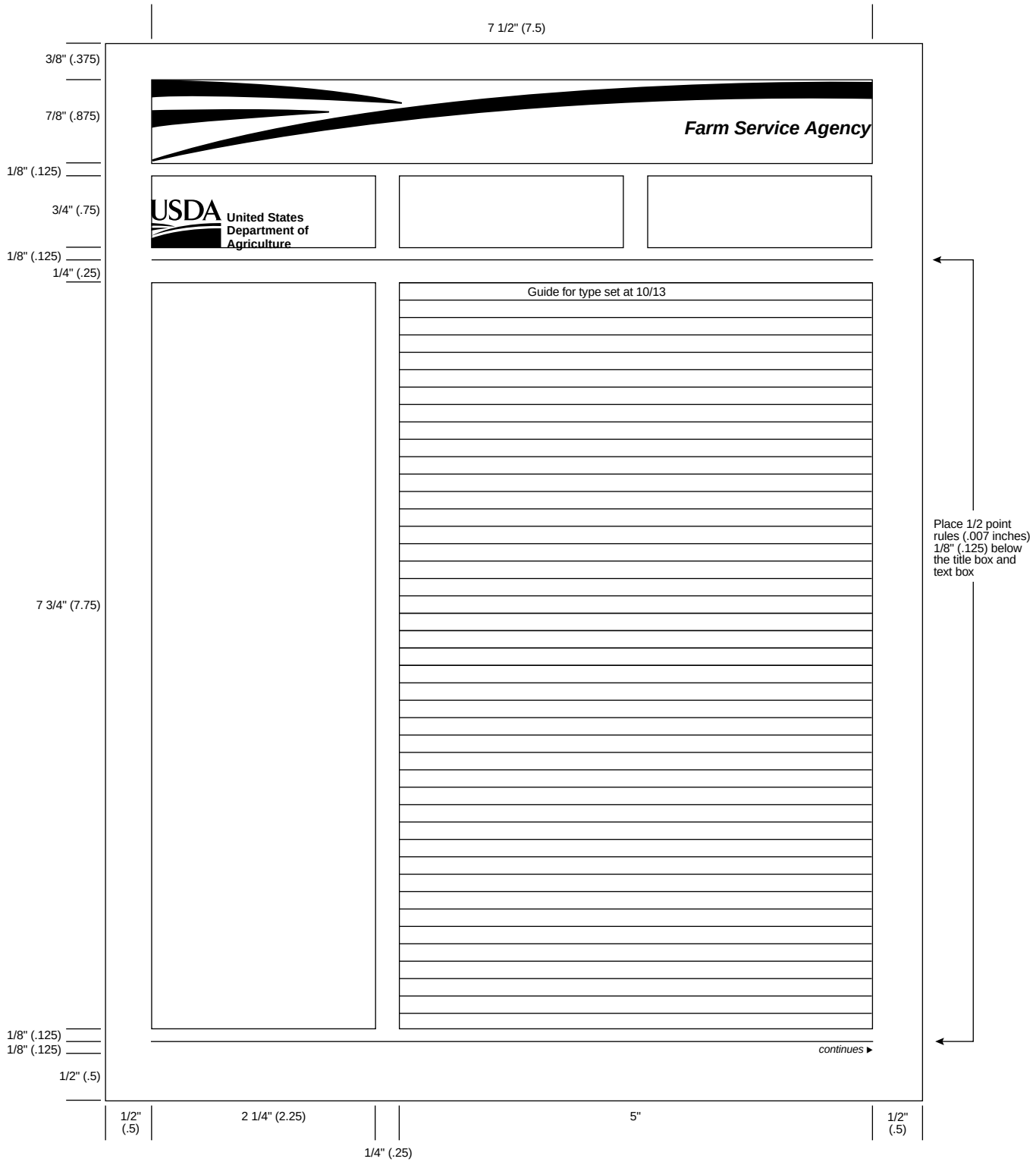
continues ▸

The second color shows how material is positioned within the grid.

Shown at 2/3 scale.

Fact Sheets—two-column format
8.5" x 11" page

Grid and measures



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Heads	**First degree head:** Set 11/13 bold italic, flush left in column 1. **Second degree head:** Run in at text size, bold, followed by a period.
Text	Set 11/13 regular by column width. One line space between paragraphs.
Captions and	Set 8/9 to width of photo. Break long footnotes and captions into two or more columns.
Page numbers	Set at text size to right or left in last column as shown.
Discrimination statement	Set 8/9 to column width. Break into two or three columns (See page 7,11).
Date	Set 10/11 Helvetica bold italic.
Other specifications	Rules are .5 pt. (.0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred).

Fact Sheets—example of two-column format—page one

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Farm Service Agency

USDA United States Department of Agriculture

Farm Program Fact Sheet

January 1997

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continues ▸

The second color shows how material is positioned within the invisible grid.

Shown at 2/3 scale.

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Definition of Family Member

Persons considered to be family members for the purpose of transferring milk marketing history shall be as follows:
■ the parent, grandparent, or legal guardian
■ the spouse of a parent or grandparent
■ spouse
■ the son, daughter, grandson, or granddaughter, or the spouse of any of these persons
■ siblings and the spouses of these siblings.

Changes in Operations

When individuals are added to or removed from those marketing milk from the dairy unit and such individuals add or remove dairy cows, other than normal culling or replacement, a change in operation occurs. A new base period must be established whenever a new operation occurs.

Related Person

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Definition of a Related Person

Persons considered to be related persons of the producer for the purpose of calculating refund payment eligibility shall be as follows:
■ the spouse and minor child of the person
■ guardian or parent of a minor child
■ any corporation in which the person is a stockholder, share holder, or owner of equal to, or greater than, 10 percent interest in the corporation
■ any partnership, joint venture, or other enterprise in which the person has an ownership interest or financial interest
■ any trust in which the person seeking the refund payment or any person listed above is a beneficiary or has a financial interest
■ any estate. An estate shall be treated the same as the deceased individual.

If the producer applying or a refund is an individual, related persons shall be determined for the first level only.

If a producer, other than an individual, applies for a refund payment, related persons shall be all first level related persons and all second level related persons. Second level related persons are determined by listing all the related persons for the first level related persons.

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continues ▸

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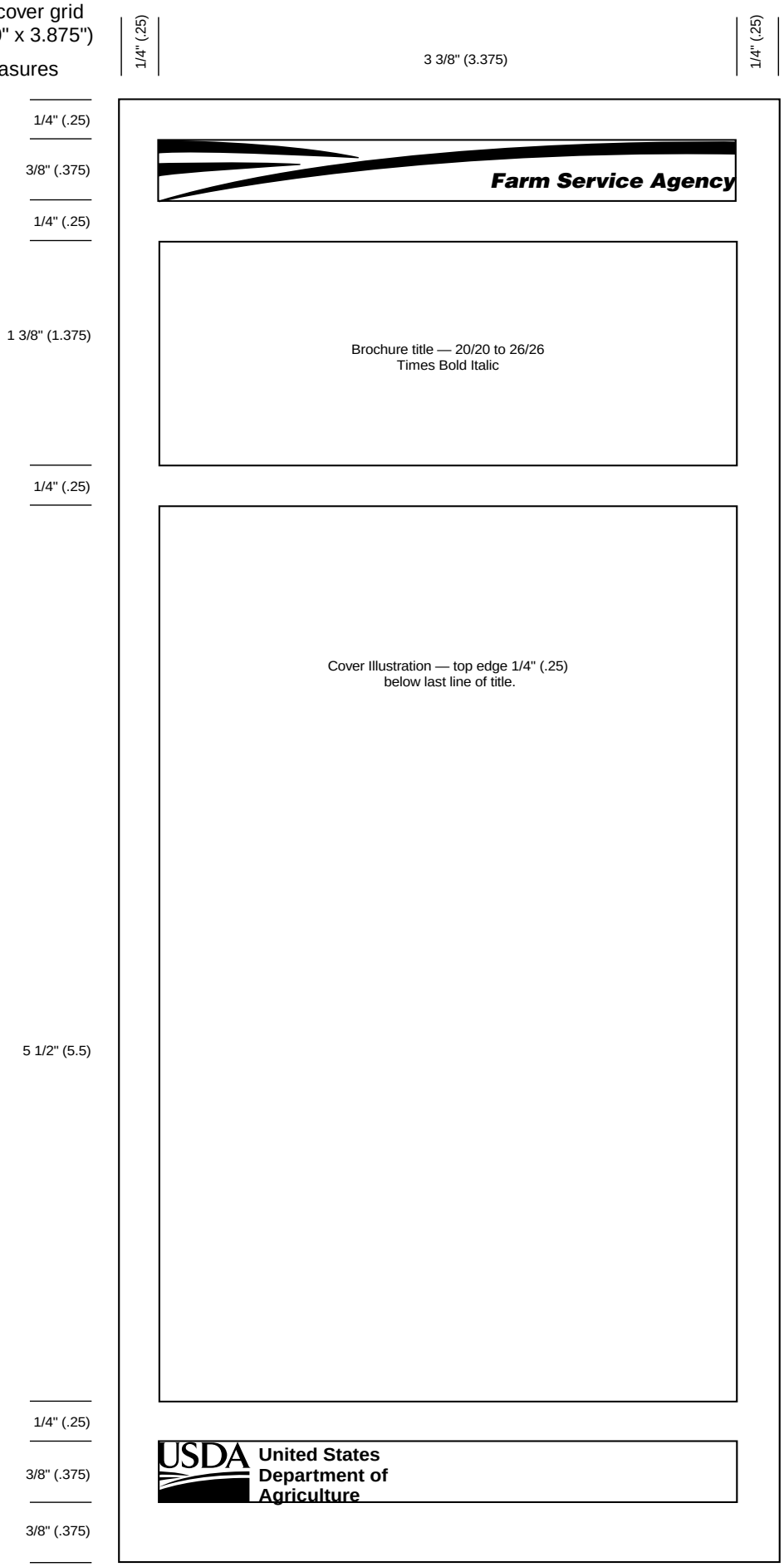
Brochure—cover grid
9" x 3$^{7}/_{8}$" (9.0" x 3.875")

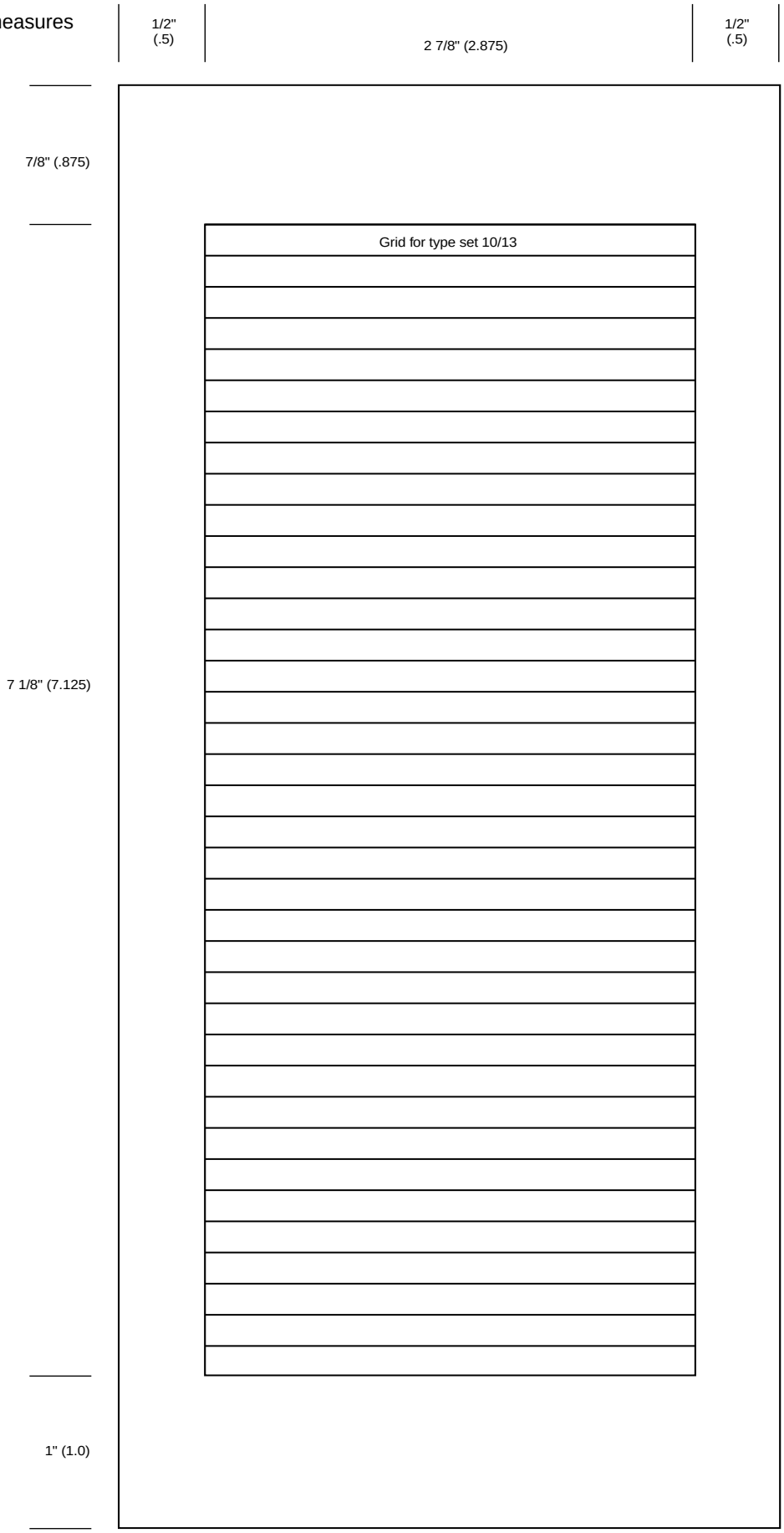
Grid and measures



Shown full size.

Brochure— inside page grid
9" x 3$^{7}/_{8}$" (9.0" x 3.875")

Grid and measures



3-panel trim = 9.0" x 11.625"
4-panel trim = 9.0" x 15.5"

Shown full size.

Brochure—typesetting specifications

9" x 11$^{5}/_{8}$" (9.0" x 11.625") folded
to 3, 3$^{7}/_{8}$" (3.875") panels,
or 9" x 15$^{1}/_{2}$" (9.0" x 15.5") folded
to 4, 3$^{7}/_{8}$" (3.875") panels.

General

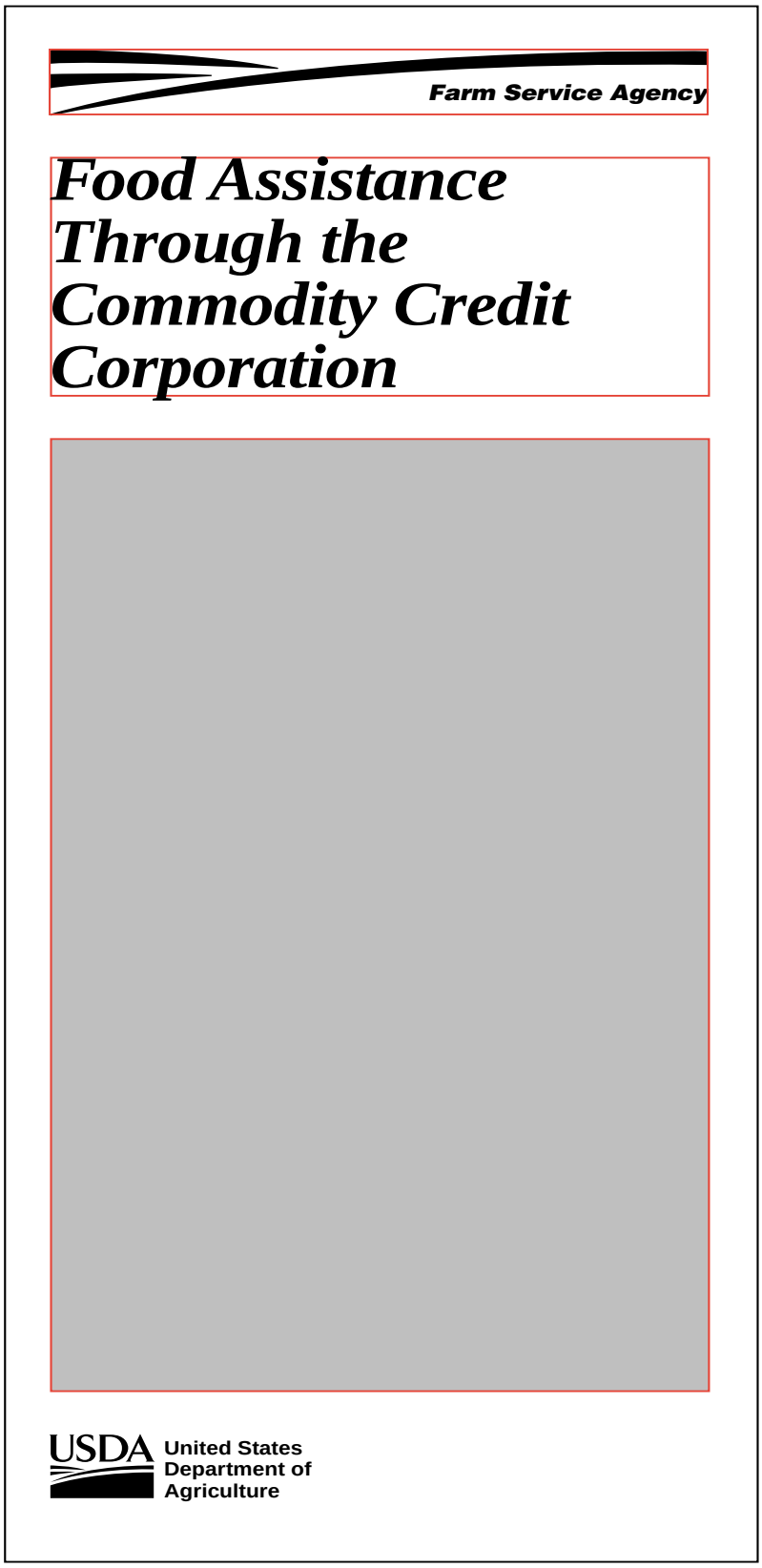
Typesetting	All type (except title) is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words. The format is based on a one-column grid.
Measures	Folded panel size is 9" x 3$^{7}/_{8}$" (9.0" x 3.875") (See the grids for specific measures).

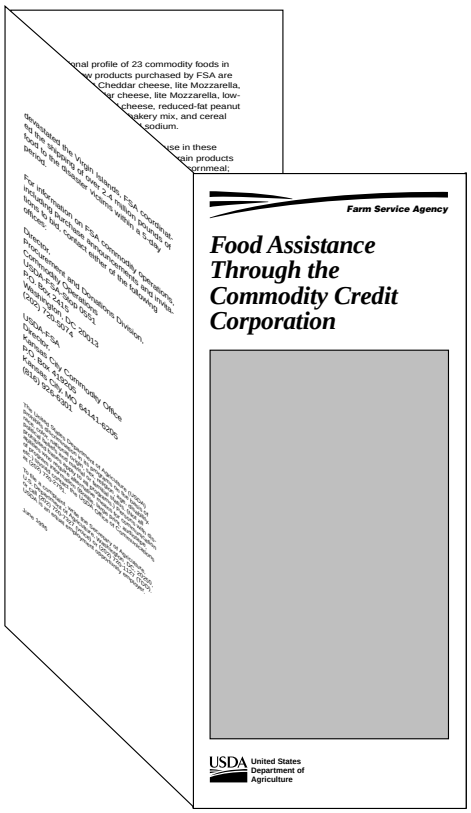
Specific

Identifiers and titles	**FSA graphic mark:** 3/8" (.375") high, position as shown. **Department symbol:** 1/2" (0.5") wide, position as shown. **Agency name:** One line, Helvetica bold, italic, 9 points. Position flush right on grid. **Department name:** Three lines as shown, 8/9 Helvetica bold.
Title	Varies with length from 20/20 to 26/26 Times Roman bold italic. Position flush left in column.
Heads	**First degree head:** 11/13 Helvetica bold italic. **Second degree head:** 10/13 Helvetica bold italic.
Text	10/13 regular by column width. One line space between paragraphs. Insert two line spaces above a head.
Captions	7/8 with a maximum line length of 2 7/8" (2.875"). Insert 9-pt. line space between bottom of figure and top of caption. Separate caption from main text by at least 2, 13-pt. line spaces.
Footnotes	8/9, place directly under a column-width .5 pt. (.0069") rule placed one line space below last line of text. Maximum line length is 2 7/8" (2.875").
Side bar quote	Set text size, on center in the panel. Place a 3-pt. (.0414") rule above and below the quote. Separate from the text by 2 line spaces.
Discrimination statement	Set 8/9 to column width.
Other specifications	Rules are .5 pt. (0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred).

Brochure—example of cover

Front panel, 9" x 11⁵/₈" (9.0" x 11.625")
folded to 3, 3⁷/₈" (3.875") panels.





The second color shows how material is positioned within the invisible grid.

Shown at a reduction.

Brochure—detail of interior panels

9" x 11⁵/₈" (9.0" x 11.625").

Commodity Purchases and Donations

USDA's Farm Service Agency (FSA) administers farm commodity, farm credit, and resource conservation programs for farmers through a nationwide network of State and county offices. The Commodity Credit Corporation (CCC) is a wholly-owned Government corporation within USDA which provides funding for farm programs, and for the purchase, storage, and disposal of surplus agricultural commodities owned by the Federal Government. FSA personnel act as administrative agents who manage the CCC's inventory of bulk and processed commodities.

FSA personnel purchase U.S.. farm products and foods for domestic nutrition and food assistance programs that help individuals in need. In addition, FSA personnel procure commodities for humanitarian aid efforts overseas. FSA's Kansas City, Missouri, office is responsible for the procurement, transportation, and disposition of food commodities to fulfill USDA program commitments. Private industry works in partnership with Government and other agencies to supply the various programs with high-quality, nutritious products that meet the program requirements. USDA has improved the nutritional profile of 23 commodity foods in 1996. New products purchased by FSA are reduced-fat Cheddar cheese, lite Mozzarella, low-fat Cheddar cheese, lite Mozzarella, low-fat macaroni and cheese, reduced-fat peanut butter, reduced-fat bakery mix, and cereal products with reduced sodium.

Private industry works in partnership with Government and other agencies to supply the various programs with high-quality, nutritious products...

Commodities procured for use in these programs include processed grain products such as bulgur, wheat flour, and cornmeal; blended foods such as wheat-soy blend and corn-soy blend; and pulses such as peas, beans, and lentils. Also included are milled rice; vegetable oil; whole-kernel grains, such as wheat, corn, and sorghum; and dairy and peanut products. Commodities may be provided directly from Government-owned stocks when surplus commodities are available in inventory.

Export Programs

FSA personnel buy American farm products for use in humanitarian aid programs around the world. These are administered by either the U.S. Agency for International Development (AID) or USDA's Foreign Agricultural Service.

FSA provides commodities for use in the P.L. 480 "Food for Peace" program, "Food for Progress," and other foreign assistance food-aid programs to programs to provide nutritious foods for those people unable to provide for themselves. FSA purchases these commodities through competitive bids.

The second color shows how material is positioned within the invisible grid.

Brochure—example of front and reverse panels

9" x 11$^{5}/_{8}$" (9.0" x 11.625") unfolded.

Domestic Food Assistance

FSA and other USDA agencies purchase and deliver foods for various domestic food assistance programs. These include national school lunch, school breakfast, child and adult food care, summer food service, elderly feeding, charitable institutions, Indian reservations, emergency food assistance, and special supplemental food for women, infants, and children. FSA purchased, or shipped from its inventories, 526 million pounds of commodities such as grain, dairy, peanut and cereal products, worth $300 million during fiscal year 1995.

Domestic Programs FY 1995

Product Group	Quantity (million pounds)	Value (million dollars)
Dairy	232.8	202.5
Flour	105.0	15.3
Pasta	36.0	11.5
Peanut Products	29.3	21.1
Rice	40.8	12.3
Vegetable Oil	51.1	21.2
Miscellaneous	30.6	12.6
TOTAL	525.6	296.5

FSA is often called upon to quickly provide food aid for emergency situations such as hurricanes, floods, and other natural disasters, and to mitigate chronic food shortages overseas. In 1995, after Hurricane Marilyn devastated the Virgin Islands, FSA coordinated the shipping of over 2.4 million pounds of food to the disaster victims within a 5-day period.

For information on FSA commodity operations, including purchase announcements and invitations to bid, contact either of the following offices:

Director,
Procurement and Donations Division,
Commodity Operations
USDA-FSA-Stop 0551
P.O. Box 2415
Washington, DC 20013
(202) 720-5074

USDA-FSA
Director,
Kansas City Commodity Office
P.O. Box 419205
Kansas City, MO 64141-6205
(816) 926-6301

The United States Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USDA Office of Communications at (202) 720-2791.

To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC, 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.

June 1996

Farm Service Agency

Food Assistance Through the Commodity Credit Corporation

USDA United States Department of Agriculture

Commodity Purchases and Donations

USDA's Farm Service Agency (FSA) administers farm commodity, farm credit, and resource conservation programs for farmers through a nationwide network of State and county offices. The Commodity Credit Corporation (CCC) is a wholly-owned Government corporation within USDA which provides funding for farm programs, and for the purchase, storage, and disposal of surplus agricultural commodities owned by the Federal Government. FSA personnel act as administrative agents who manage the CCC's inventory of bulk and processed commodities.

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Commodities procured for use in these programs include processed grain products such as bulgur, wheat flour, and cornmeal; blended foods such as wheat-soy blend and corn-soy blend; and pulses such as peas, beans, and lentils. Also included are milled rice; vegetable oil; whole-kernel grains, such as wheat, corn, and sorghum; and dairy and peanut products. Commodities may be provided directly from Government-owned stocks when surplus commodities are available in inventory.

Export Programs

FSA personnel buy American farm products for use in humanitarian aid programs around the world. These are administered by either the U.S. Agency for International Development (AID) or USDA's Foreign Agricultural Service.

FSA provides commodities for use in the P.L. 480 "Food for Peace" program, "Food for Progress," and other foreign assistance food-aid programs to provide nutritious foods for those people unable to provide for themselves. FSA purchases these commodities through competitive bids.

FSA also purchases nutritional commodities for a specially funded AID program that targets women and children at risk nutritionally in several countries of the former Soviet Union: Armenia, Azerbaijan, Georgia, and Tajikistan.

FSA purchases nutritional commodities for an AID program that targets women and children at risk nutritionally...

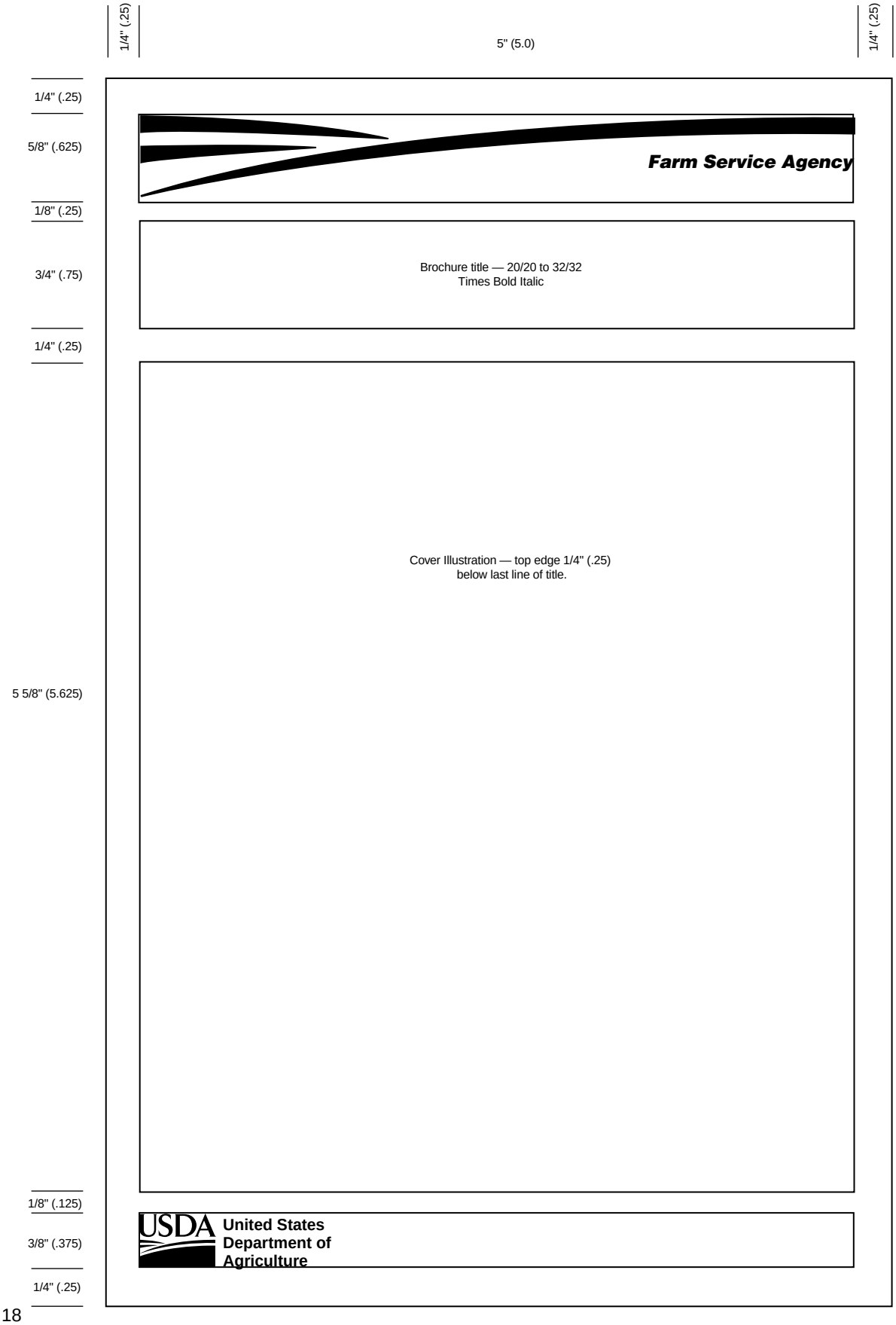
FSA's commodity managers, working with other Federal agencies and international organizations, deliver more than 3 million metric tons of grain and food products (valued at over $800 million) each year to relief programs throughout the world.

Export Programs FY 1995

Commodity	Quantity (1,000 metric tons)	Value (million dollars)
Processed Commodities	942.9	222.8
Grain	1,894.8	320.3
Peas, Beans, Lentils	161.8	71.9
Vegetable Oil	168.3	147.4
Miscellaneous	39.1	57.0
TOTAL	3,206.9	819.3

Brochure—cover grid
5.5" x 8.5"

Grid and measures

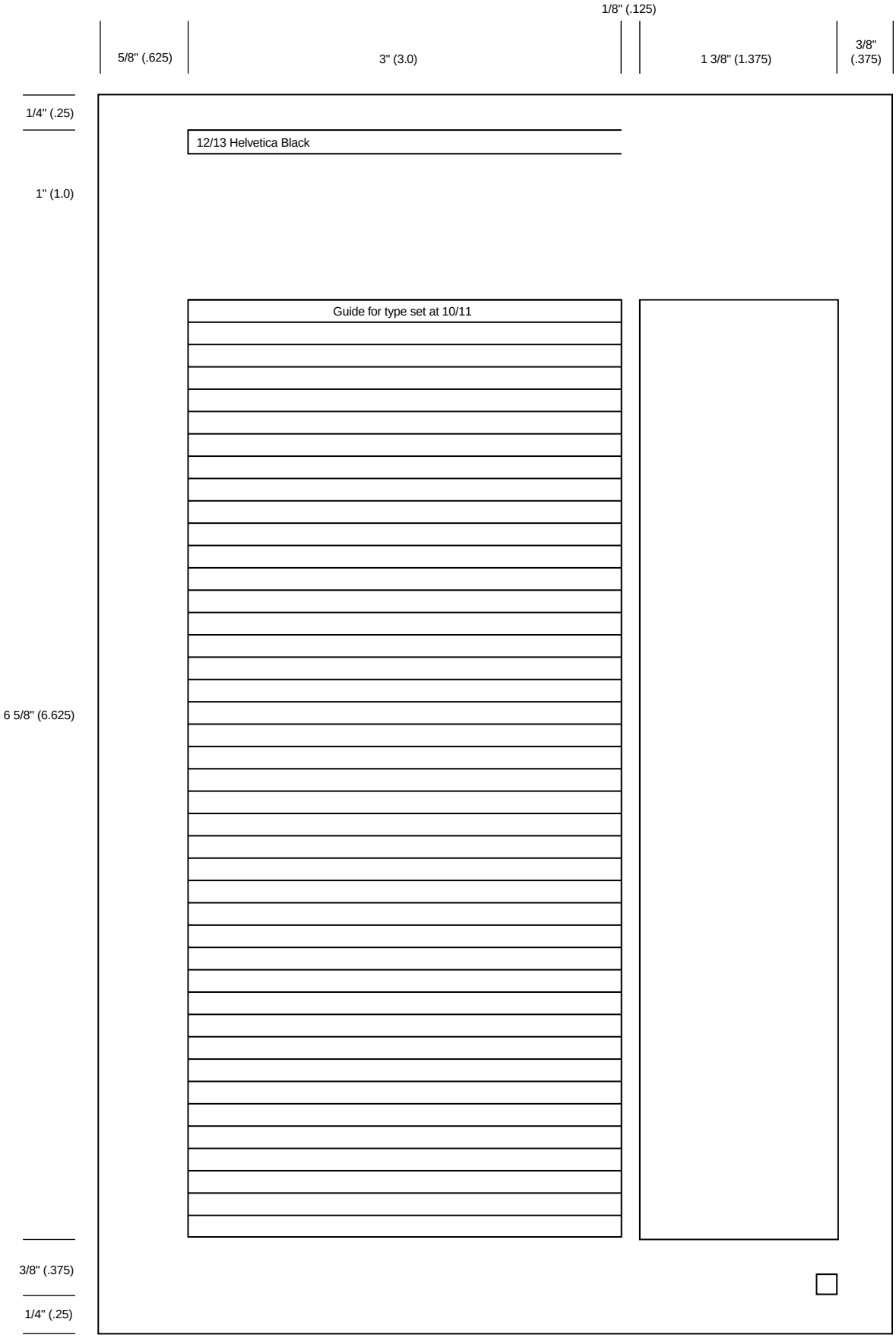


Measurers are in fractions of an inch and (decimals of an inch).

Shown full size.

Brochure—inside page grid
5.5" x 8.5"

Grid and measures



Measurers are in fractions of an inch and (decimals of an inch).

Shown full size.

10/11 Helvetica

Brochure—typesetting specifications

5.5 " x 8.5"

General

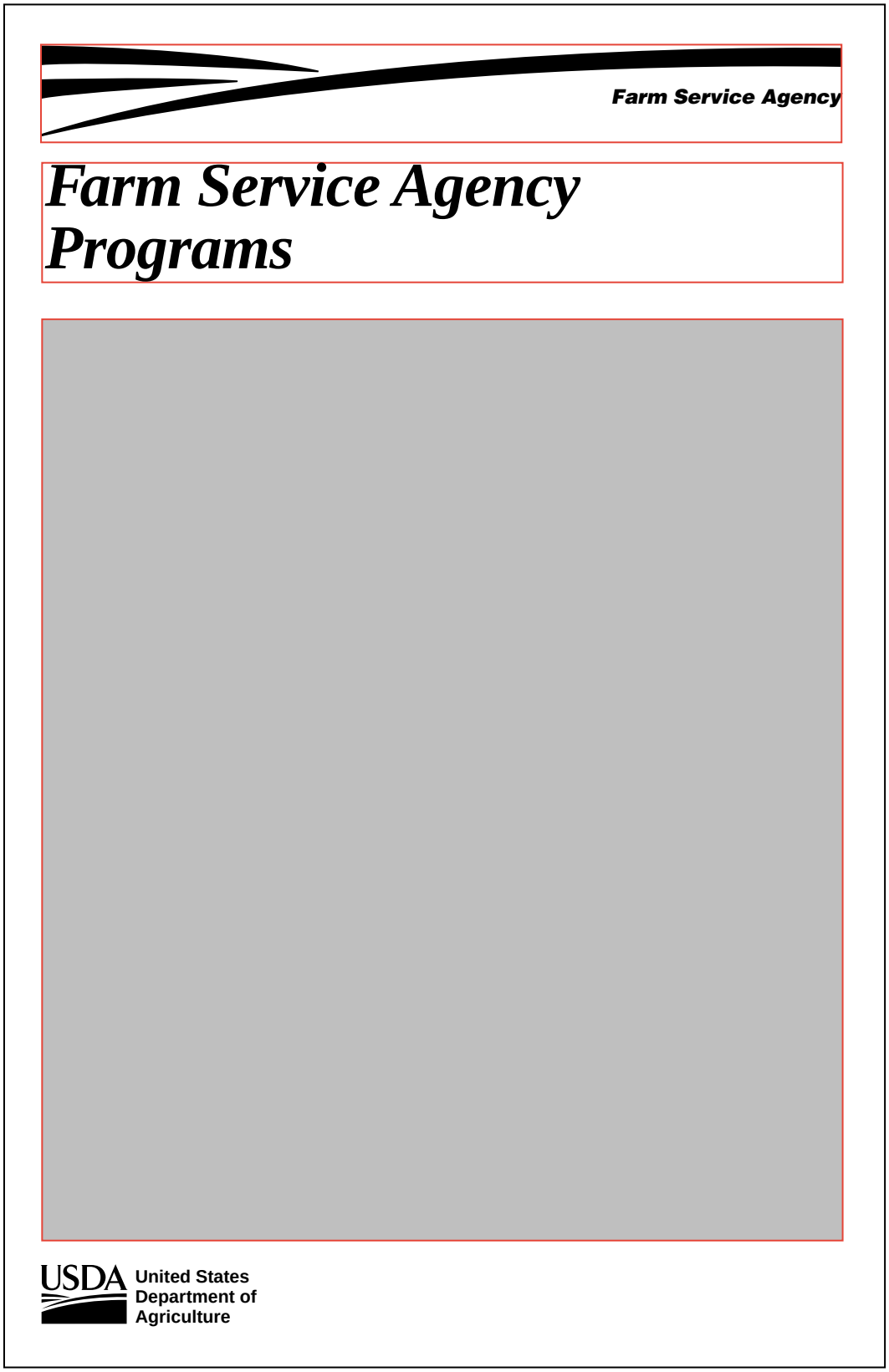
Typesetting	All type (except title) is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words. The format is based on a one-column grid with a second column for small illustrations and callout quotes.
Measures	Page size is 5.5" x 8.5" (See the grids for specific measures).

Specific

Identifiers and titles	**FSA graphic mark:** 5/8" (.625") high, position as shown. **Department symbol:** 1/2" (0.5") wide, position as shown. **Agency name:** One line, Helvetica black, italic, 9 points. Position flush right on grid. **Department name:** Three lines as shown, 8/9 Helvetica bold.
Title	Varies with length from 20/20 to 32/32 Times Roman bold italic. Position flush left in column.
Heads	**First degree head:** 12/13 Helvetica black. **Second degree head:** 10/11 Helvetica black. **Running heads:** 9/10 Helvetica bold.
Text	10/11 regular by column width. One line space between paragraphs. Insert two line spaces above a head.
Captions	7/8 with a maximum line length of 1 3/8" (1.375"). Insert 9-pt. line space between bottom of figure and top of caption. Separate caption from main text by at least 2, 11-pt. line spaces.
Footnotes	8/9, place directly under a column-width .5 pt. (.0069")rule placed one line space below last line of text. Maximum line length is 1 3/8" (1.375").
Page numbers	Set text size, flush left (even pages) and flush right (odd pages).
Discrimination statement	Set 8/9 to column width.
Other specifications	Rules are .5 pt. (.0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred).

Brochure—example of front cover

5.5" x 8.5"



The second color shows how material is positioned within the invisible grid.

Shown full size.

Brochure—example of interior page

5.5" x 8.5"

Farm Service Agency Programs

The USDA Farm Service Agency (FSA) administers farm commodity, crop insurance, farm credit, and conservation programs for farmers through a network of State and county offices. FSA programs are primarily directed at agricultural producers or, in the case of loans, at those with farming experience.

The majority of FSA employees work with producing farmers who maintain a crop history by making an annual report of planted acres to FSA county offices. Typically, these offices record planting reports on about 360 million acres, 7 out of every acres of cropland in the Nation.

The relationship with farmers goes back to the 1930's and the first agricultural acts establishing farm programs. Under the unique method of local administration that Congress et up at that time, farmers who are eligible to participate in Federal farm programs elect a three- to five person county committee. This committee reviews county office operations and makes decisions on how the programs apply locally, giving farmers a say in how the Federal programs are applied in their county. This grass-roots method of administration continues today.

Agricultural commodity programs are designed to improve the economic stability of agriculture and to help farmers adjust production to meet demand. The goal is to avoid severe price swings for farmers and consumers. Assistance is offered through price support loans, purchases, payments, and related acreage reductions and diversions.

County committee members work closely with farmers.

1

The second color shows how material is positioned within the invisible grid.

Shown full size.

Brochure—example of interior pages

5.5" x 8.5"

Commodity Purchases and Donations

The Government-owned Commodity Credit Corporation (CCC) provides financing for farm programs, and for purchases, storage, and disposal of commodities owned by the Federal Government. FSA employees are the administrative agents for CCC. CCC also is responsible for the inventory management of CCC's bulk and processed products.

Managing the farm products forfeited to CCC requires cooperation with the warehousing and transportation industries and private marketing channels. With over 10,000 commercial warehouses across the country approved for CCC storage contracts, FSA commodity managers work closely with the commercial trade.

Under the dairy support price program, CCC buys surplus butter, cheese, and nonfat dry milk from processors at announced prices, These purchases maintain the market prices of milk to producers at the support level set by the Congress.

FSA coordinates the overseas delivery of over 5 billion pounds of commodities yearly.

FSA employees work with USDA's Food and Consumer Service to purchase and deliver processed foods for the national school lunch and domestic food assistance programs.

CCC inventories are not simply held in storage, but must move into private trade channels. FSA has a field office in Kansas City, Missouri, with staff to direct commodity operations. Plugged into telecommunicating trade networks, FSA merchandisers regularly sell and swap CCC inventories.

Beyond the marketplace, CCC commodities fill the need for hunger relief for need families in the United States and for oversees assistance. FSA coordinates the processing and overseas delivery of over 5 billion pounds of commodities each year. Commodities are donated for "Food for Peace" and other programs administered by voluntary organizations. These American farm products and foods help in hunger relief around the world.

Disaster and Emergency Assistance

In the aftermath of a natural disaster, FSA can provide a variety of emergency assistance programs to farmers in a disaster area. For example, the agency can furnish CCC-owned grains to eligible livestock producers at reduced prices, and cost-share livestock feed purchases. To help rehabilitate the farmland damaged by a natural disaster, FSA can assist farmers with cost-sharing to carry out emergency conservation practices under the Emergency Conservation Program.

In the event of a national security emergency, FSA is responsible for preparedness plans and programs to assure food production and distribution as well as continued availability of farm machinery and feed, seed, and fertilizer.

Contacts

County FSA offices are the primary points of contact for participation in programs and are listed in telephone directories under "U.S. Department of Agriculture."

State FSA offices supervise county FSA offices and are usually located in the State capital, or near the State land-grant university.

For information on commodity sales and purchases, contact:

USDA
FSA Kansas City Commodity Office
P.O. Box 419205
Kansas City, MO 64141
Telephone: (816) 926-6364

Aerial photographs of U.S. farmland, used by FSA as a basic tool to determine crop acreage, are also purchased extensively by other organizations and the public. Order forms and an index are available from county FSA offices. For more information on services, including high-altitude photography, contact:

USDA
FSA Aerial Photography Field Office
P.O. Box 30010
Salt Lake City, UT 84130-0010
Telephone: (801) 975-3505

For general information about the agency and its programs, contact:

USDA
FSA Public Affairs Staff
P.O. Box 2415
Washington, DC 20013
Telephone: (202) 720-5237

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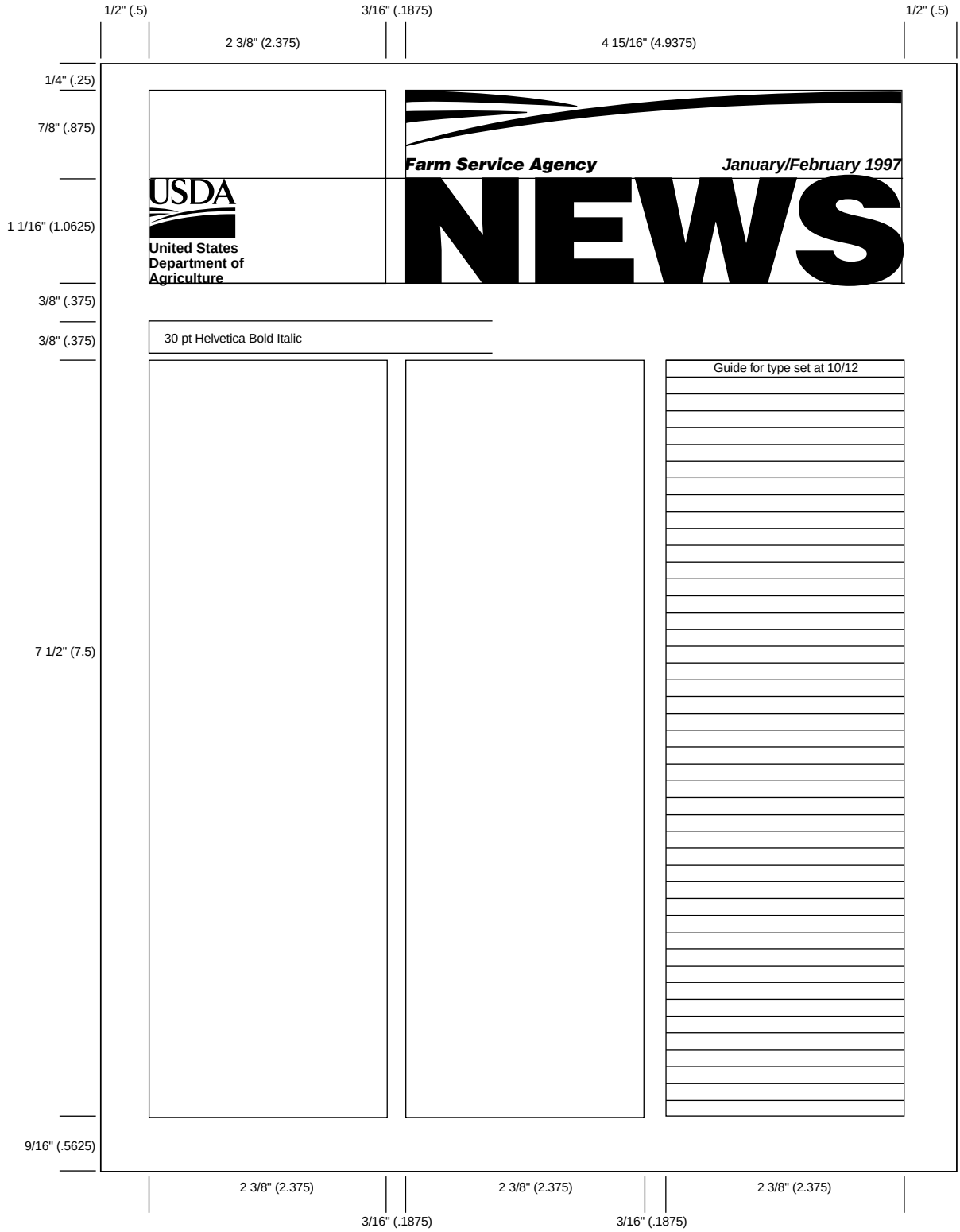
To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.

Newsletter—11" x 17" folded to 8.5" x 11"

Grid and measures



Measurers are in fractions of an inch and (decimals of an inch).

Shown at 2/3 scale.

Newsletter—typesetting specifications

General

Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words. The format is based on a three column grid. The columns are 2 3/8" (2.375") wide.

Specific

Identifiers and titles	**FSA graphic mark:** 7/8" (.875") high. **Department symbol:** 7/8" (.875") wide. **Agency name:** One line, Helvetica black, italic, 12 points. Position flush left in column 2 of grid. **Department name:** Three lines as shown, 10/11 Helvetica bold.
Masthead	“NEWS” Helvetica black, upper case, 106 pt. type, extended horizontally 112 % to fill space. Place flush left in column 2.
Date	12 point Helvetica bold italic, flush right, column 3, 1" (1.0") from top trim.
Heads	**First degree head:** 30/31 Helvetica bold italic. **Second degree head:** 20/24 Helvetica bold italic. **Running heads:** 10/11 Helvetica and Helvetica bold.
Text	10/12 x 2 3/8" (2.375") regular. One line space between paragraphs. Insert two line spaces above a head.
Captions	7/8 helvetica italic with a maximum line length of 1 5/8" (1.625"). Insert 1/16" (.0625") space between bottom of figure and top of caption. Separate caption from main text by at least 2, 12-pt. line spaces.
Footnotes	8/9, place directly under a column-width. .5 pt. (.0069") rule placed one line space below last line of text. Maximum line length is 2 3/8" (2.375").
Page numbers	Set text size, flush left (even pages) and flush right (odd pages).
Initial Cap	Set helvetica bold, 3 lines deep at beginning of a story.
Author Credits	Set helvetica italic, 8/9, flush left and 24 pts below title.
Other specifications	Rules are .5 pt. (.0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred). Continued on: 7-pt., flush right. Continued from: 7-pt., flush left.

Newsletter—example of front page

USDA

United States
Department of
Agriculture

Farm Service Agency January/February 1997

NEWS

USDA Solar!!

USDA Service Center, Walpole, NH—
first ever solar office.

A new USDA Service Center in Walpole, New Hampshire, becomes the first ever to be located in a structure that is 98 percent heated by solar energy. James McConaha, State Director of the USDA Farm Service Agency, said the former Contemporary Systems, Inc. facility in Walpole has been selected to be the new home of the Cheshire-Sullivan County Farm Service Agency and the Natural Resources Conservation Service. The Cheshire County Conservation District will also be located in the new office.

The CSI building is a contemporary structure that was completed in 1980 and which incorporates a hybrid solar heating system. The building uses three different solar methods: an active solar-air collection subsystem, a sunspace-greenhouse and a passive direct-gain window wall. Together they contribute about 98 percent of the heating requirement, with the balance supplied by the heat generated from internal lighting.

In tests conducted over the course of two years by the U.S. Department of Energy, the passive system provided 18 percent of the seasonal equipment heat load, the sunspace-greenhouse system supplied 18 percent and the active solar heating system supplied 63 percent. Two independent rock storage bins, holding 100,000 pounds of crushed stone each, provide 6-7 days of extended heat storage. State of the art monitoring and temperature control systems maximize the efficiency of the system.

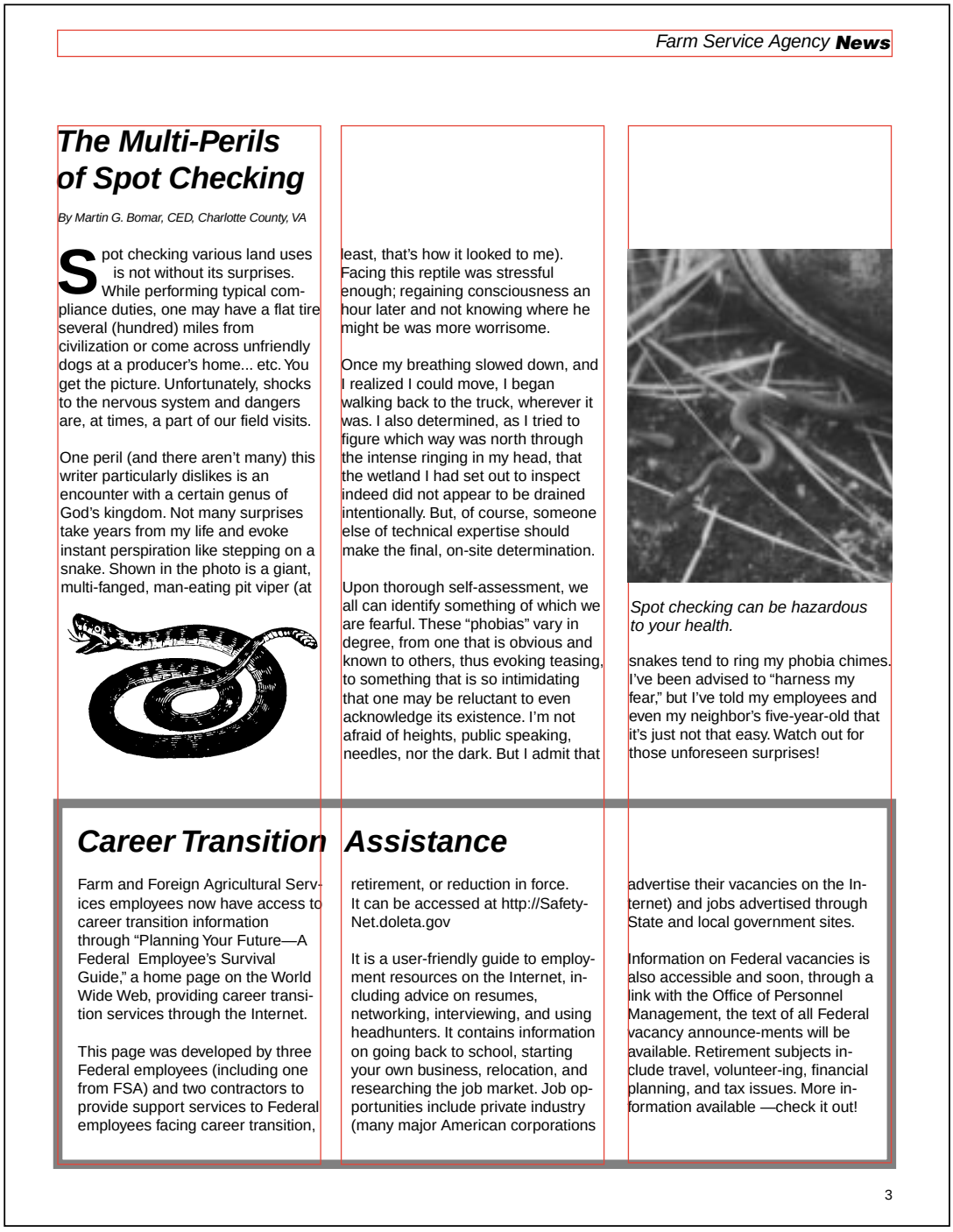
The 3,700 square-foot building was originally built without a backup heating

continued on page 5

The second color shows how material is positioned within the invisible grid.

Shown at 2/3 scale.

Newsletter—example of inside page



Farm Service Agency ***News***

The Multi-Perils of Spot Checking

By Martin G. Bomar, CED, Charlotte County, VA

Spot checking various land uses is not without its surprises. While performing typical compliance duties, one may have a flat tire several (hundred) miles from civilization or come across unfriendly dogs at a producer's home... etc. You get the picture. Unfortunately, shocks to the nervous system and dangers are, at times, a part of our field visits.

One peril (and there aren't many) this writer particularly dislikes is an encounter with a certain genus of God's kingdom. Not many surprises take years from my life and evoke instant perspiration like stepping on a snake. Shown in the photo is a giant, multi-fanged, man-eating pit viper (at least, that's how it looked to me). Facing this reptile was stressful enough; regaining consciousness an hour later and not knowing where he might be was more worrisome.

Once my breathing slowed down, and I realized I could move, I began walking back to the truck, wherever it was. I also determined, as I tried to figure which way was north through the intense ringing in my head, that the wetland I had set out to inspect indeed did not appear to be drained intentionally. But, of course, someone else of technical expertise should make the final, on-site determination.

Upon thorough self-assessment, we all can identify something of which we are fearful. These "phobias" vary in degree, from one that is obvious and known to others, thus evoking teasing, to something that is so intimidating that one may be reluctant to even acknowledge its existence. I'm not afraid of heights, public speaking, needles, nor the dark. But I admit that snakes tend to ring my phobia chimes. I've been advised to "harness my fear," but I've told my employees and even my neighbor's five-year-old that it's just not that easy. Watch out for those unforeseen surprises!

Spot checking can be hazardous to your health.

Career Transition Assistance

Farm and Foreign Agricultural Services employees now have access to career transition information through "Planning Your Future—A Federal Employee's Survival Guide," a home page on the World Wide Web, providing career transition services through the Internet.

This page was developed by three Federal employees (including one from FSA) and two contractors to provide support services to Federal employees facing career transition, retirement, or reduction in force. It can be accessed at http://Safety-Net.doleta.gov

It is a user-friendly guide to employment resources on the Internet, including advice on resumes, networking, interviewing, and using headhunters. It contains information on going back to school, starting your own business, relocation, and researching the job market. Job opportunities include private industry (many major American corporations advertise their vacancies on the Internet) and jobs advertised through State and local government sites.

Information on Federal vacancies is also accessible and soon, through a link with the Office of Personnel Management, the text of all Federal vacancy announce-ments will be available. Retirement subjects include travel, volunteer-ing, financial planning, and tax issues. More information available —check it out!

3

The second color shows how material is positioned within the invisible grid.

Shown at 2/3 scale.

Newsletter—example of inside spread

Japanese Officials Visit Texas Farm

テキサスの農場を視察

日本の市職員

Wayne and Betty Knox of Haslet, Texas, graciously hosted a tour of their home and farm for two young Japanese city officials, Akihiro Majima and Tetsuo Watanuki in February. The tour was arranged by the Fort Worth Sister Cities Organization through the Tarrant County Farm Service Agency (FSA) Office.

Eiko Briggs, interpreter from the Fort Worth Japanese Society, and the two officials, met Pat Campbell, CED, and Laura Gooding, PA, at the Tarrant County Office. The group then traveled to the Knox home.

Both Mr. Majima and Mr. Watanuki work for the City Office of Nagaoka, Japan. They were in Texas to participate in the Cowtown Marathon, and wanted to take this opportunity to visit with government agricultural officials related to their work in Japan. They wanted to know about agriculture in this part of Texas and how American farmers manage and raise their agricultural products.

Wayne Knox hosts an "Ag in the Classroom" show for 4th grade students in the Fort Worth school system at his farm each May. He has served on the FSA committee for over 20 years and has farmed in the county since 1948. Betty assists him on the farm and is currently mayor *pro tem* of Haslet.

After brunch, the group toured the farm, learning about equipment, wheat fields, pastures, cattle, sheep, and horses. It was a real treat for the young men to sit on a horse and pet a baby calf. They were amazed at the size of the fields since an average rice farm in Japan is only 2.5 acres.

At lunch, the Japanese were so impressed with the size of their salad they took a picture of their hand next to it to show their friends at home. Carrots in their muffins were also a surprise. After lunch, the group went back to the Knox home where the guests presented their hosts with a gift of thanks for their hospitality.

It was a wonderful and educational experience for all involved in the tour to examine the differences as well as similarities in each country. The Japanese were amazed at the size of everything. We, as Americans, sometimes lose sight of how blessed we really are. It only took a short visit to bring that into clear focus.

Akihiro Majima and Tetsuo Watanuki check out farm equipment on the Knox farm.

It's Baaaaaak!!!!!! Goat Sucker Update

In our May/June '95 issue, we brought you a story from Puerto Rico about a creature blamed for the strange deaths of many goats, sheep and even a bull. The cause of death was vampire-like—a small perforation found on the skin from where blood was drained from the entire body. The Goat Sucker legend was born.

In December '95, the *Washington Post* headlined, "Mystery Creature Ravages Puerto Rican Livestock." Imagine our surprise—from *FSA News* to the *Post*! The *Post* reported that the beast, known in Puerto Rico as the "chupacabras," had been seen by several residents. One said, "It was about three or four feet tall with skin like a dinosaur. It had bright red eyes the size of hen's eggs, long fangs and multicolored spikes down its head and back." This poor man lost his family goat—its blood drained from its neck and body disemboweled. Other sightings have brought wildly dissimilar sightings of the "animal."

This is not the first time the island has dealt with tales of bloodthirsty monsters. But this scary bloodsucker has left a high count of animal deaths—claimed at 1,000—and the citizens are afraid. The beast started with small animals, but what if his blood lust grows? Are humans next?

The government responded to all the hoopla—an investigation was started, one reason being the potential impact on tourism. It doesn't take much to scare off visitors seeking sun and glorious beaches. The mere whisper of a bloodsucking vampire stalking the countryside is enough to bring terror to the hearts of every hotelkeeper on the island.

As this issue of FSA News *was going to press, other goat-sucker sightings were reported throughout Mexico. The front page of the* Mexico City Times *reported "Goat-Sucker Fever Sweeps the Nation" along with an artist's conception of the bug-eyed, winged, demon-like animal that is spreading hysteria—and skepticism—across the land. As in Puerto Rico, no one's bagged—or even photographed—the "animal." A government task force reported, "...pollution is now so bad it's driving ordinary animals mad, giving them the behavioral trappings of crazed alien creatures." Reports of goat suckers have been around for 20 years, and it looks like there's no end in sight. Fact or myth? We leave it up to the reader to decide.*

A group of 200 wary, but determined, townsfolk and police searched the hills for the mysterious creature. They didn't find him, but they claimed success anyway, hoping they scared the goat-sucker away to more remote areas.

The more rational residents are certain there is a down-to-earth explanation for the carnage, perhaps an escaped zoo animal or exotic pet let loose. Much like the Loch Ness monster, the stories and legend abound. Local tabloids have picked up the story, and a new alcoholic drink has been invented called the chupacabras because, "nobody knows what's in it."

In January, however, reason prevailed. Autopsies of the many dead animals found nothing unusual as veterinarians concluded the marks appeared to be dog bites. Other victims died from pneumonia and hepatitis. "But the victims' cardiovascular systems were all intact, contradicting reports they had been sucked dry of blood," said Hector Garcia, director of veterinary services.

So, as the stories lessen, so does the fear. Let's hope the goatsucker has moved on, and serenity (and tourists) can return to the beautiful island of Puerto Rico.

continued from page 1

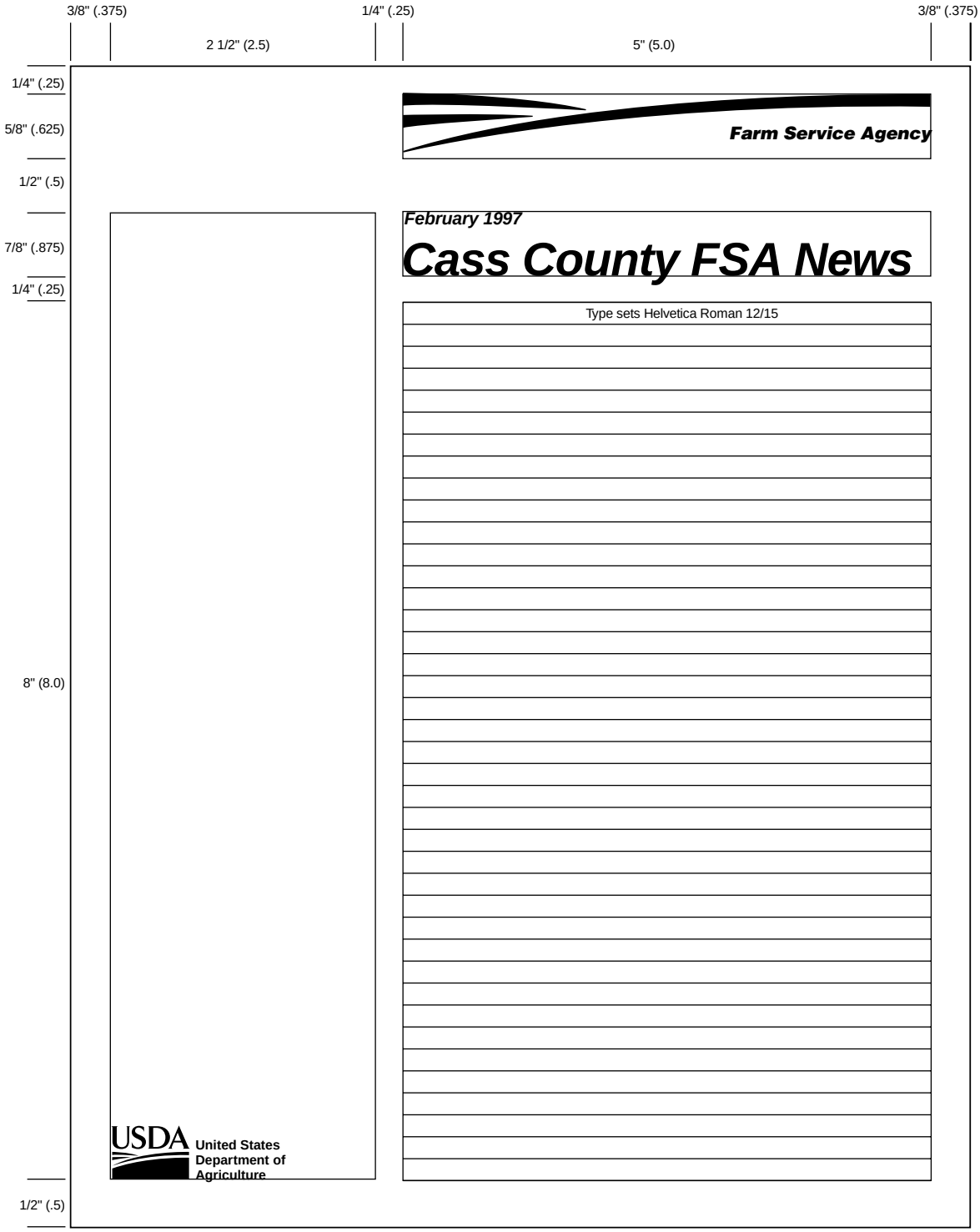
made to rent out the facility, an oil fired-heating system was installed but, according to CSI owner John Christopher, it has required only 50 gallons of oil in the last three years. Christopher expects the heating oil requirement for the USDA Service Center to run about $100 a year.

The facility was extremely popular during the 80's and was visited regularly by presidential candidates seeking a coveted win in New Hampshire's first in the Nation primary. With the renewed concern about dwindling fossil fuels and the threat of global warming from the use of these fuels, McConaha said he hopes future candidates will visit the Center.

The new office is expected to open in July and farmers and landowners in Cheshire and Sullivan Counties are invited to come in for a tour or to sign up for USDA programs.

County Newsletter, 1-column—
11” x 17” folded to 8.5” x 11”

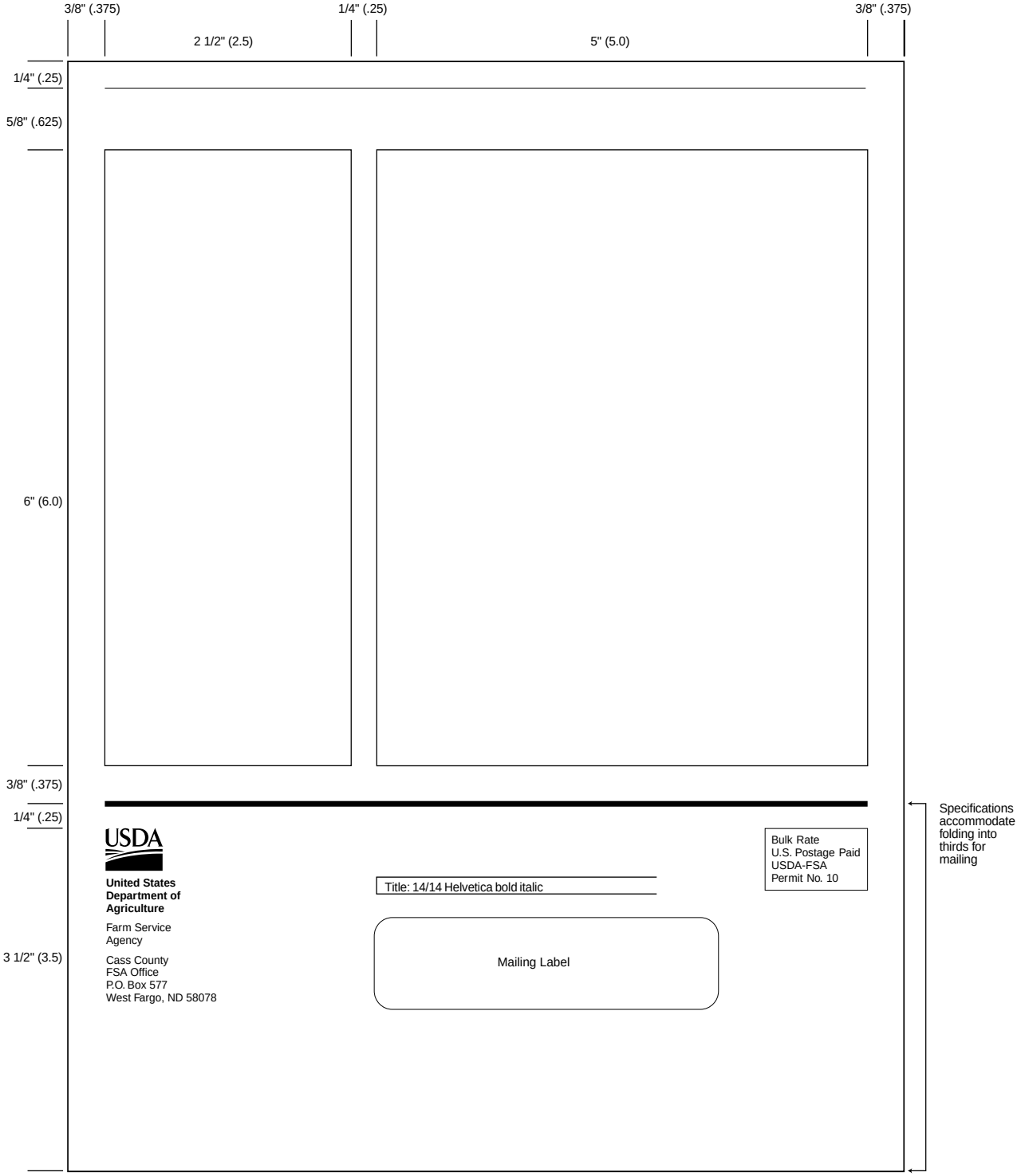
Grids and measures



Measures are in fractions of an inch and (decimals of an inch).
Shown at 2/3 scale.

County Newsletter, 1-column—
back cover (for mailing) folded into thirds.

Grids and measures



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County Newsletter, 1-column—
typesetting specifications

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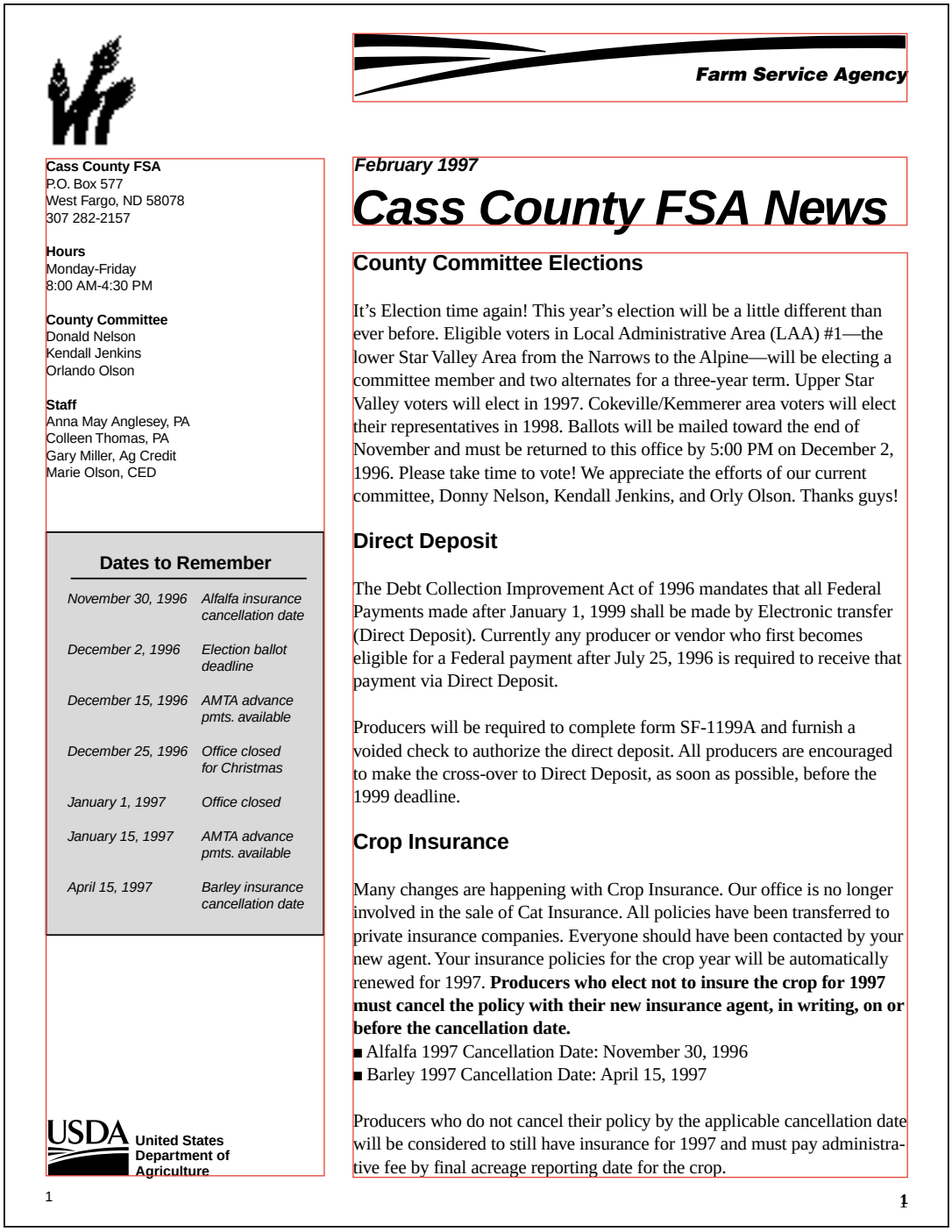
Specific

Identifiers and titles	**FSA graphic mark:** 5/8" (0.625") high. **Department symbol:** 3/4" (0.75") wide on page one. 1/2" (0.5") wide on page four. **Agency name:** One line, Helvetica black, italic, 12 points. Position flush right under FSA graphic mark. **Department name:** Three lines as shown, 9/10 Helvetica bold on page one; Three lines as shown, 8/9 Helvetica bold, on page four.
Masthead	Helvetica Bold Italic 32/32, to fit on one line.
Date	12 point Helvetica bold italic, flush left, 1/4" (0.25") above masthead.
Heads	**First degree head:** 14/15 Helvetica bold, italic. **Second degree head:** 12/15 Times bold. **Boxed head:** 12/12 Helvetica bold, italic.
Text	12/15 Times Roman x 5.0". One line space between paragraphs. Insert two line spaces above a head. Boxed text is Helvetica, Italic, 9/10.
Other specifications	Rules are .5 pt. (.0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats or Wingdings preferred). Page numbers are 9 pt. Helvetica, flush right on odd pages, flush left on even pages.

County Newsletter, 1-column—
example of front page



Farm Service Agency

Cass County FSA
P.O. Box 577
West Fargo, ND 58078
307 282-2157

Hours
Monday-Friday
8:00 AM-4:30 PM

County Committee
Donald Nelson
Kendall Jenkins
Orlando Olson

Staff
Anna May Anglesey, PA
Colleen Thomas, PA
Gary Miller, Ag Credit
Marie Olson, CED

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USDA United States Department of Agriculture

1

February 1997

Cass County FSA News

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Shown at 2/3 scale.

County Newsletter, 1-column—
example spreads of 4-page newsletter

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Environment Quality Incentive Program

The 1996 Farm Bill has also provided us with changes to our Conservation Cost Share Programs. All previous programs have been rolled into the new Environment Quality Incentive Program (EQIP). This program offers 75% cost share assistance on 5–10 year contracts with a maximum per person limitation of $10,000 per year and $50,000 for the total contract. Our county has been ranked high with regards to priority areas in the State. The Salt River Agricultural Waste area was ranked number one with the Bear River and Lower Green River areas ranked sixth and eighth. Informational meetings, etc. are planned as soon as the funding levels and program details are finalized. More information will be forthcoming. Livestock producers in the county should begin planning and making decisions so

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Cass County CFAS News

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USDA United States Department of Agriculture

Farm Service Agency

January 1997

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LAA 1. Project		
Bryce Bressler	17 miles West of Casper on 33 Mile Road	Currently involved in the production of sheep, cattle, irrigated hay, small grain and corn Previously involved in hog operation.
Roxy Chamberlain	15 miles West of Casper on Bishop Road	Currently involved in the production of sheep, cattle, irrigated hay, and small grains.
David Creager	11 miles West of Casper on Poison Spider Road	Currently involved in the production of cattle, irrigated hay, small grains, and corn.
Kevin Forgey	15 miles West of Casper on Bishop Road, North and West of Casper	Currently involved in the production of cattle, sheep, irrigated hay, small grain, and corn

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New Crop Rotation Program Regulations

The following is based on the proposed rule:

1. CRP contracts cannot be extended when they expire. However, the acreage is still eligible for re-offering under another sign-up if it meets the criteria for the continuous or general sign-up.

2. Landowners who want to continue their participation in CRP must re-offer it either for the continuous or general sign-up process when the contract expires. Acreage subject to expiring contracts, if reoffered, would compete with all other acreage being offered by all landowners. New contracts would be required.

3. Continuous sign-up is only for acreage that is to be placed in filter strips, riparian buffers, grasses waterways, field windbreaks, shelter belts, living snow fences, salt tolerant vegetation, shallow water areas for wildlife, and acreage designated by the EPA. Acreage offered for any other CRP practice may be offered on during a general sign-up period.

4. The next general sign-up is expected to be early in calendar year 1997.

5. You can offer any eligible acreage into the CRP without regard to total acreage expiring.

6. Eligible land can be offered during any CRP sign-up even if it was not accepted previously.

7. The rental rate will be based on county average cash equivalent rental rates adjusted for site-specific soils based on productivity factors. An allowance will be made for maintenance as determined by the State FSA Committee. You should know in advance that the maximum rental rates will be for your count and, could bid whatever you choose. You could bid less than the maximum rental rate to increase your chances of bid acceptance.

8. For land to be accepted into CRP, it would need a minimum erodibility index (EI) of 8, with the following exceptions: cropped wet lands, land in designated conservation priority areas, and certain high priority acreage and practices including those eligible for continuous sign-up.

9. CRP acerage that has expired and is not enrolled under a new contract must follow a conservation plan to maintain farm program eligibility, if the acerage is farmed.

10. All CRP obligations cease when the contract expires unless it was subject to a 15 to 30 year easement, in which case the obligation would cease when the easement expires.

11. If you decide to return some of your less fragile CRP land to crop production as the contract expires, USDA, through the NRCS agency will provide you with information and technical assistance necessary to ensure

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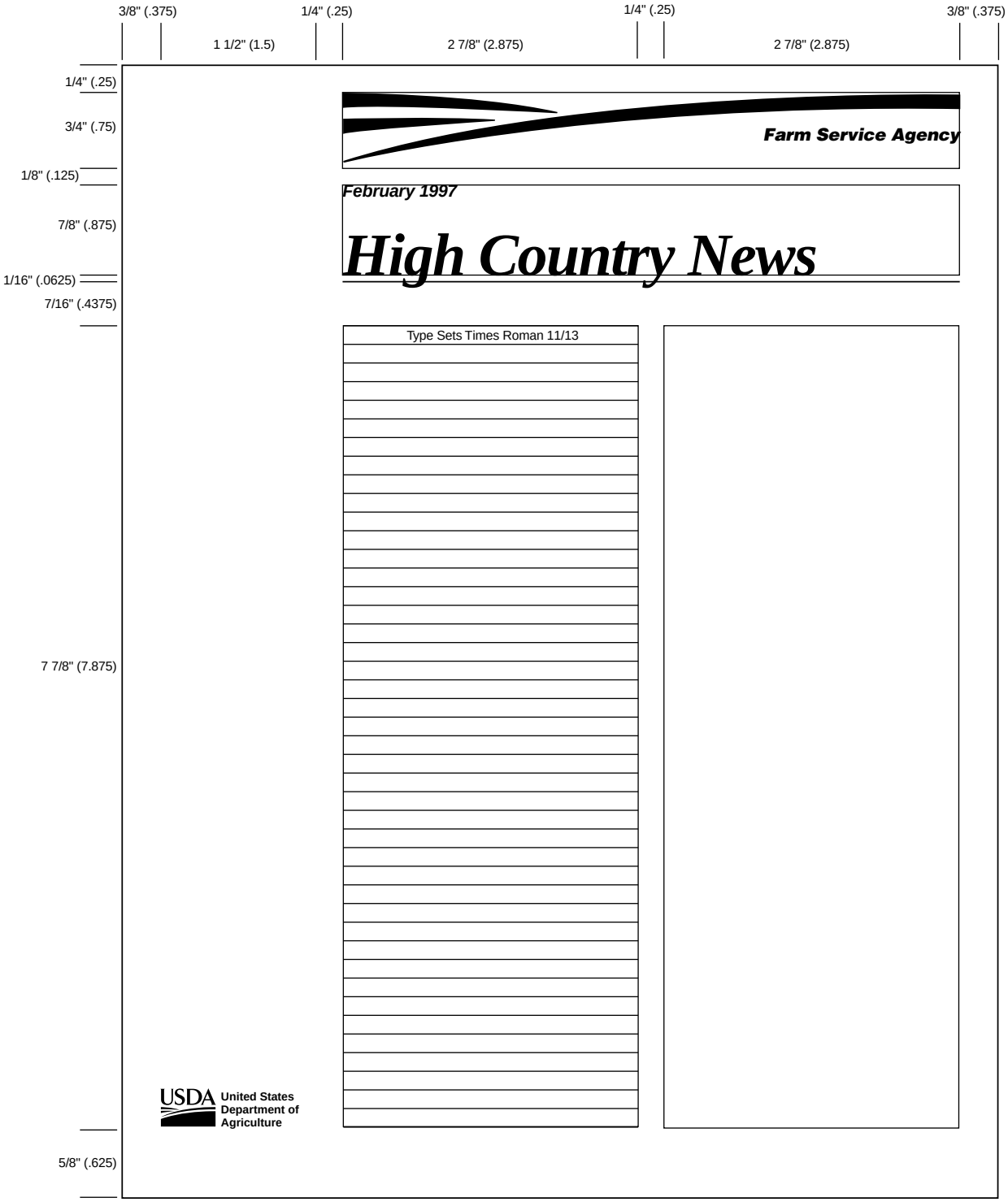

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Masthead	Times Roman Bold Italic 42/42, to fit on one line.
Date	12 point Helvetica bold italic, flush left, 1/8" (0.125") below FSA graphic mark.
Heads	**First degree head:** 13/13 Helvetica bold, italic.
Text	11/13 Times Roman x 2 7/8" (2.875"). One line space between paragraphs. Insert two line spaces above a head. Name/address text in narrow column on page one is Helvetica, 9/10.
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County Newsletter, 2-column—
example of front page

Farm Service Agency

February 1997

High Country News

Lincoln County FSA
P.O. Box 369
Afton, WY 83110
307 886-9001

Hours
Monday-Friday
8:00 AM - 4:00 PM

County Committee
Jerry Nelson
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All producers with any type of insurance coverage are encouraged to contact your agent immediately so that the required actions are completed before the upcoming deadlines.

Agricultural Market Transition Act (AMTA)

Producers participation in the 7-year Agricultural Market Transition Act Program (AMTA) are reminded of the upcoming December 15, 1996 or January 15, 1997 deadlines to request advance payments for 1997.

Producers who signed contracts for 1996 with undesignated shares for 1997–2002 must realize that in order to receive an advance payment

1

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County Newsletter, 2-column—
example spreads of 4-page newsletter

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January 1997

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Otherwise, all signatures must be in place before September 30, 1997 or no money will be paid on that contract. Everyone is encouraged to make their decision as soon as possible, and call our office for an appointment so that the

County Committee Elections

It's Election time again! This year's election will be a little different than ever before. Eligible voters in Local Administrative Area (LAA) #1—the lower Star Valley Area from the Narrows to the Alpine—will be electing a committee member and two alternates for a three-year term. Upper Star Valley voters will elect in 1997.

Cokeville/Kemmerer area voters will elect their representatives in 1998. Ballots will be mailed toward the end of November and must be returned to this office by 5:00 PM on December 2, 1996. Please take time to vote! We appreciate the efforts of our current committee, Jerry Nelson, Kendall Jenkins, and Dennis Nate. Thanks guys!

Direct Deposit

The Debt Collection Improvement Act of 1996 mandates that all Federal Payments made after January 1, 1999 shall be made by Electronic transfer (Direct Deposit). Currently any producer or vendor who first becomes eligible for a Federal payment after July 25, 1996 is required to receive that payment via Direct Deposit.

Producers will be required to complete form SF-1199A and furnish a voided check to authorize the direct deposit. All producers are encouraged to make the cross-over to Direct Deposit, as soon as possible, before the 1999 deadline.

Crop Insurance

Many changes are happening with Crop Insurance. Our office is no longer involved in the sale of Cat Insurance. All policies have been transferred to private insurance companies. Everyone should have been contacted by your new agent. Your insurance policies for the crop year will be automatically renewed for 1997. **Producers who elect not to insure the crop for 1997 must cancel the policy with their new insurance agent, *in writing*, on or before the cancellation date.**

- Alfalfa 1997 Cancellation Date: November 30, 1996
- Barley 1997 Cancellation Date: April 15, 1997

Producers who do not cancel their policy by the applicable cancellation date will be considered to still have insurance for 1997 and must pay administrative fee by final acreage reporting date for the crop.

Signing a FSA-570 Crop Insurance Wavier, does not negate the producer's requirement to either pay the administrative fee or timely cancel the policy. Failure to pay the administrative fee on policies not timely canceled will result in a breach of contract and the producer will be ineligible for all applicable USDA benefits, even if a waiver is on file.

New CRP Regulations

The following is based on the proposed rule:

1. CRP contracts cannot be extended when they expire. However, the acreage is still eligible for re-offering under another sign-up if it meets the criteria for the continuous or general sign-up.

2. Landowners who want to continue their participation in CRP must re-offer it either for the continuous or general sign-up process when the contract expires. Acreage subject to expiring contracts, if reoffered, would compete with all other acreage being offered by all landowners. New contracts would be required.

3. Continuous sign-up is only for acreage that is to be placed in filter strips, riparian buffers, grasses waterways, field windbreaks, shelter belts, living snow fences, salt tolerant vegetation, shallow water areas for wildlife, and acreage designated by the EPA. Acreage offered for any other CRP practice may be offered on during a general sign-up period.

4. The next general sign-up is expected to be early in calendar year 1997.

5. You can offer any eligible acreage into the CRP without regard to total acreage expiring.

6. Eligible land can be offered during any CRP sign-up even if it was not accepted previously.

7. The rental rate will be based on county average cash equivalent rental rates adjusted

County Committee Canidate Fact Sheet

LAA 1. Project		
Bryce Bressler	17 miles West of Casper on 33 Mile Road	Currently involved in the production of sheep, cattle, irrigated hay, small grain and corn Previously involved in hog operation.
Roxy Chamberlain	15 miles West of Casper on Bishop Road	Currently involved in the production of sheep, cattle, irrigated hay, and small grains.
David Creager	11 miles West of Casper on Poison Spider Road	Currently involved in the production of cattle, irrigated hay, small grains, and corn.
Kevin Forgey	15 miles West of Casper on Bishop Road, North and West of Casper	Currently involved in the production of cattle, sheep, irrigated hay, small grain, and corn

for site-specific soils based on productivity factors. An allowance will be made for maintenance as determined by the State FSA Committee. You should know in advance that the maximum rental rates will be for your count and, could bid whatever you choose. You could bid less than the maximum rental rate to increase your chances of bid acceptance.

8. For land to be accepted into CRP, it would need a minimum erodibility index (EI) of 8, with the following exceptions: cropped wet lands, land in designated conservation priority areas, and certain high priority acreage and practices including those eligible for continuous sign-up.

9. CRP acerage that has expired and is not enrolled under a new contract must follow a conservation plan to maintain farm program eligibility, if the acerage is farmed.

10. All CRP obligations cease when the contract expires unless it was subject to a 15 to 30 year easement, in which case the obligation would cease when the easement expires.

11. If you decide to return some of your less fragile CRP land to crop production as the contract expires, USDA, through the NRCS agency will provide you with information and technical assistance necessary to ensure that the land is not only farmed in a productive manner, but that excessive erosion is prevented, water quality is protected and accumulated organic matter retained.

Environment Quality Incentive Program

The 1996 Farm Bill has also provided us with changes to our Conservation Cost Share Programs. All previous programs have been rolled into the new Environment Quality Incentive Program (EQIP). This program offers 75% cost share assistance on 5–10 year contracts with a maximum per person limitation of $10,000 per year and $50,000 for the total contract. Our county has been ranked high with regards to priority areas in the State. The Salt River Agricultural Waste area was ranked number one with the Bear River and Lower Green River areas ranked sixth and eighth. Informational meetings, etc. are planned as soon as the funding levels and program details are finalized. More information will be forthcoming. Livestock

Tables—measures and typesetting specifications

Table width	Match column or grid measure.
Placement on page	Place as close as feasible to related text. Separate table from text by at least 2 line spaces.
Table title	9/10 Helvetica bold, upper and lower case, flush left, rag right.
Headnote	8/9 Helvetica, upper and lower case, flush left, rag right to a maximum line length of 2 3/8" (2.375"). Set long footnotes in 2 or more columns with 3/16" (.1875") between.
Footnote	8/9 Helvetica, upper and lower case, flush left, rag right to column width as shown

Boxheads	7/8 to 9/10 Helvetica bold, upper and lower case, flush left, rag right.
Body copy	8/12 or 9/13 Helvetica, upper and lower case, flush left, rag right . Columns of numerical data are set with decimals aligned and flush right.
Rules	Set all rules 1.0 point (.0138") to width of table except between entries. Entry rules set 0.5 point (.0069").
Spacing	Separate tables with 2 line spaces between table and text.

Regional loan rates

Regional loan rates are based on the actual regional freight costs for the most recent marketing year between the individual production regions and their respective normal destinations.

Space between rule and top of text is 5/64" (.078") or 0.5 pica.

	Cents per pound			
	1992	**1993**	**1994***	**1995**
Processing region and sugar type				
Raw cane sugar:				
Florida	17.99	17.92	17.85	17.88
Hawaii	17.76	17.83	17.90	17.92
Louisiana	18.38	18.32	18.35	18.28
Texas	18.20	18.10	18.09	18.10
Puerto Rico	18.45	18.12	18.13	18.13
Refined Beet Sugar:				
1. Mich. & Ohio	24.17	24.51	24.26	23.51
2. Minn. & E 1/2 N.D.	23.39	23.65	23.41	22.96
3. Colo., Neb., SE 1/4 Wyo.	23.03	23.37	23.11	22.54
4. Texas	23.87	24.19	23.99	23.51
5. Mont., NW 1/4 Wyo., W 1/2 N.D.	22.95	23.20	22.98	22.44
6. E Idaho & northward	22.74	23.06	22.99	22.46
7. W Idaho & northward	22.74	23.06	22.99	22.46
8. California	23.36	24.16	23.86	23.48

Spacing of rules is 3 pts. above and below text.

* Starting with the 1994 crop, the minimum price-support level for sugar beets is the payment specified in the grower's contract at a net selling price equal to the loan rate less the national average fixed marketing costs, 1.29 cents per pound of sugar, for the grower's average sugar content of sugar beets.

Space between rule and top of text is 1/8" (.125") or 0.75 pica.

Tables—example of placement of tables

"Commodity Fact Sheet," pages 1 and 2

Farm Service Agency

USDA United States Department of Agriculture

Commodity Fact Sheet **_March 1996_**

Sugar Beets and Sugarcane

1991 Through 1997-Crop Sugar Beets and Sugarcane Price Support Program

Loan Program

The Agricultural Act of 1949, as amended, (the 1949 Act) requires the Secretary of Agriculture to support the price of

(1) domestically grown sugarcane through nonrecourse loans at such a level as the Secretary determines appropriate, but not less than 18.0 cents per pound for raw cane sugar for the 1991 through 1997 crops, and

(2) domestically grown sugar beets at a level that is equitable in terms of the 5-year weighted-average ratio of returns to sugarcane growers, plus fixed marketing expenses.

Because sugarcane and sugar beets must be processed into sugar before any reliable valuation can be assigned, administration of the sugar loan program must involve processors.

Sugar price support loans are available from October 1 through June 30 each year. Loans are made for nine months, but all loans must be liquidated by the end of the fiscal year (September 30) in which the loan was made. Supplemental loans are available in areas that traditionally harvest sugarcane and sugar beets during the July-September quarter.

National Average Loan Rates

	Cents Per Pound			
	1992	**1993**	**1994**	**1995**
Raw Cane Sugar	18.00	18.00	18.00	18.00
Refined Beet Sugar	23.33	23.62	23.43	22.90

Regional Loan Rates

Regional loan rates are based on the actual regional freight costs for the most recent marketing year between the individual production regions and their respective normal destinations.

	Cents Per Pound			
	1992	**1993**	**1994**	**1995**
Processing Region and Sugar Type				
Raw Cane Sugar:				
Florida	17.99	17.92	17.85	17.88
Hawaii	17.76	17.83	17.90	17.92
Louisiana	18.38	18.32	18.35	18.28
Texas	18.20	18.10	18.09	18.10
Puerto Rico	18.45	18.12	18.13	18.13
Refined Beet Sugar:				
1. Mich. & Ohio	24.17	24.51	24.26	23.51
2. Minn. & E 1/2 N.D.	23.39	23.65	23.41	22.96
3. Colo., Neb., SE 3/4 Wyo.	23.03	23.37	23.11	22.54
4. Texas	23.87	24.19	23.99	23.51
5. Mont., NW 3/4 Wyo., W 1/2 N.D.	22.95	23.20	22.98	22.44
6. E Idaho & northward	22.74	23.06	22.99	22.46
7. W Idaho & northward	22.74	23.06	22.99	22.46
8. California	23.36	24.16	23.86	23.48

continues ►

Regional Support Prices

Processors who execute a note, security agreement, and storage agreement in order to be eligible to receive sugar loans, as prescribed by the Commodity Credit Corporation, shall be required to pay eligible producers a minimum price for sugarcane or sugar beets delivered for processing.

Marketing Allotments

The Agricultural Adjustment Act of 1938, as amended, provides for marketing allotments on sugar and crystalline fructose if import requirements in any of the 1992 through 1998 fiscal years are projected to be less than 1.25 million short tons (1.13 million metric tons). Import requirements are calculated by a statutory formula as:
(1) estimated consumption plus reasonable ending stocks, minus
(2) estimated domestic production plus beginning stocks.

Marketing Assessments

The Omnibus Budget Reconciliation Act of 1993 required that a nonrefundable marketing assessment of .18 cents per pound of raw cane sugar, and .193 cents per pound of refined beet sugar be collected on each pound of sugar marketed during the 1992 through 1994 fiscal years. In the case of marketings during each of fiscal years 1995 through 1998, the maximum levels that can be imposed are .198 cents per pound of raw cane sugar and .2123 cents per pound of beet sugar. The assessments are remitted to CCC by the last day of the month following the month the sugar was marketed.

Note: New farm legislation under consideration in Congress is expected to change the price support program for sugar beets and sugarcane for the 1996 and subsequent crops.

	Dollars Per Ton			
	1992	**1993**	**1994**	**1995**
State and Region				
Sugarcane:				
Florida	26.15	26.23	25.90	25.75
Hawaii	22.95	23.21	23.37	23.80
Louisiana	22.96	23.16	22.58	22.55
Texas	20.37	20.17	20.24	20.70
Puerto Rico	17.62	17.50	17.58	18.20
Sugar Beets:				
1. Mich. & Ohio	33.23	34.28	36.04	*
2. Minn. & E 1/2 N.D.	32.58	33.16	33.94	*
3. Colo., Neb., SE 3/4 Wyo.	35.55	35.73	36.73	*
4. Texas	38.40	38.40	39.75	*
5. Mont., NW 3/4 Wyo., W 1/2 N.D.	35.33	35.86	36.74	*
6. E Idaho & northward	35.70	36.07	37.02	*
7. W Idaho & northward	35.70	36.07	37.02	*
8. California	34.67	37.06	38.23	*

*Starting with the 1994 crop, the minimum price-support level for sugar beets is the payment specified in the grower's contract at a net selling price equal to the loan rate less the national average fixed marketing costs, 1.29 cents per pound of sugar, for the grower's average sugar content of sugar beets.

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USDA, Office of Communications at (202) 720-2791.

To file a complaint, write the Secretary of Agriculture, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 720-7327 (voice) or (202) 720-1127 (TDD). USDA is an equal employment opportunity employer.

Tables

Tables are set in Helvetica, one or two points smaller than the body copy. They can be 1-, 2-, or 3-columns wide. Keep tables within columns. (Figure 1)

Place 2- and 3-column tables at either the top or bottom edge of the page. Place 2-column tables on the right side of a 3-column page. (Figure 2)

If a table is less than full-column width, maintain normal spacing between columns of data, but carry all rules the full width of the column.

If a broadside is required, orient it against the edge of the left-most column and the top grid line. (Figure 3)

A table that is too wide for one page can run across two facing pages. Break the table on the inside grid line—do not run it across the gutter. (Figure 4)

A table that is too long for one page can be continued onto the next page. Repeat the boxheads on the continued portion. Footnotes appear on the page with their reference.

A series of tables should be grouped together when possible. (Figure 5)

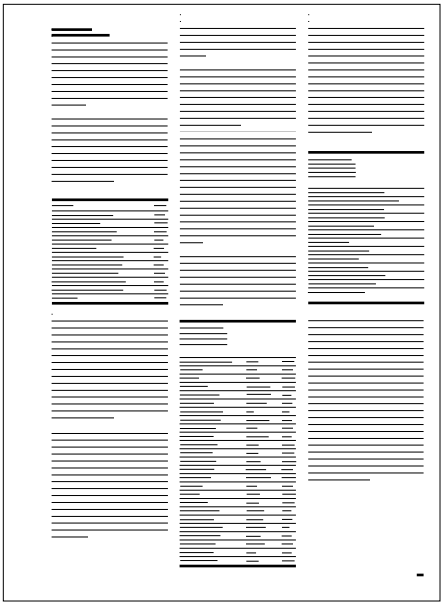


Figure 1

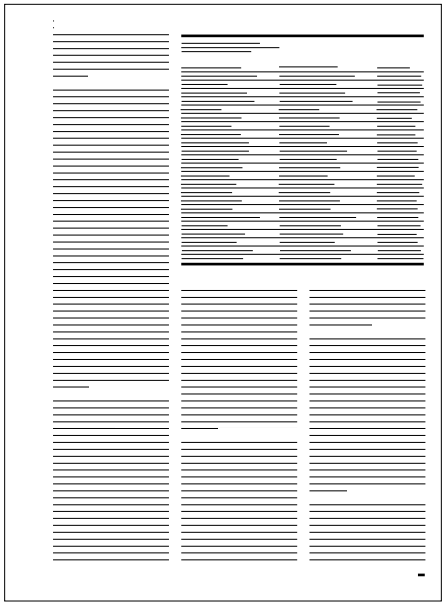


Figure 2

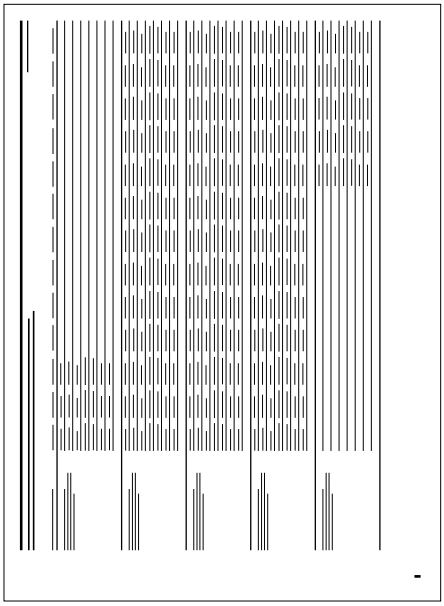


Figure 3

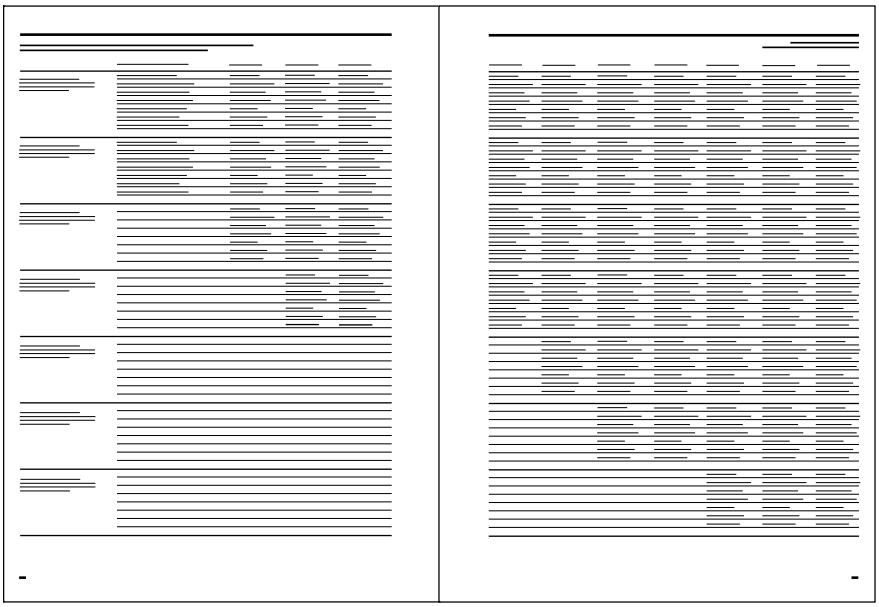


Figure 4

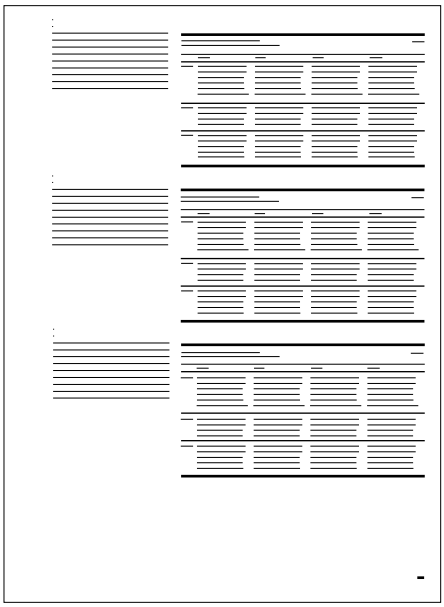


Figure 5

Charts and graphs—typesetting specifications

One column and two or three column

Chart width	One column.
Placement on page	Place as close as feasible to related text. Separate chart from text by 2-line spaces.
Chart title	9/11 Helvetica bold, upper and lower case, flush left, rag right.
Headnotes	7/8 Helvetica, upper and lower case, flush left, rag right.
Footnotes	7/8 Helvetica, upper and lower case, flush left, rag right.
Labels and callouts	**Rows:** 7 pt. Helvetica, upper and lower case, flush left, or on center. **Columns:** 7 pt. Helvetica, upper and lower case, flush right.
Rules	0.5 pt (.0069") for axes, tickmarks, and surrounding boxes.
Spacing	Separate charts with 2 line spaces between chart and text. 5/64 (.078") between top and bottom rules and between footnote and chart. 1 line space between title and headnote.

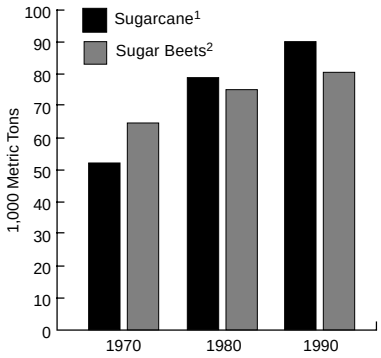
Chart width	Two or three columns.
Placement on page	Place as close as feasible to related text. Separate chart from text by 2-line spaces.
Chart title	10/12 Helvetica bold, upper and lower case, flush left, rag right.
Headnotes	8/9 Helvetica, upper and lower case, flush left, rag right. Set long headnotes in 2 or more columns with 1 line space between.
Footnotes	8/9 Helvetica, upper and lower case, flush left, rag right. Set long footnotes in 2 or more columns with 1 line space between.
Labels and callouts	**Rows:** 9 pt. Helvetica bold, upper and lower case, flush left, or on center. **Columns:** 9 pt. Helvetica bold, upper and lower case, flush right.
Rules	0.5 point (.0069") for axes, tickmarks, and surrounding boxes.
Spacing	Separate charts with 2 line spaces between chart and text. 5/64 (.078") between top and bottom rules and between footnote and chart. 1 line space between title and headnote.

Charts and graphs

Charts and graphs should be treated as illustrations—positioned close to the related text, enclosed in a 0.5-point (.0069") rule, and sized to the column width. The guidelines for positioning tables also apply to charts and graphs. The type-setting specifications are given for one-column and for two-and three-column charts and graphs. However, depending upon the amount and the type of data, specifications may be adjusted or switched.

Production of Sugarcane and Sugar Beets in Texas

The Agricultural Act of 1949 requires the Secretary of Agriculture to support the price of domestically grown sugarcane and sugar beets.

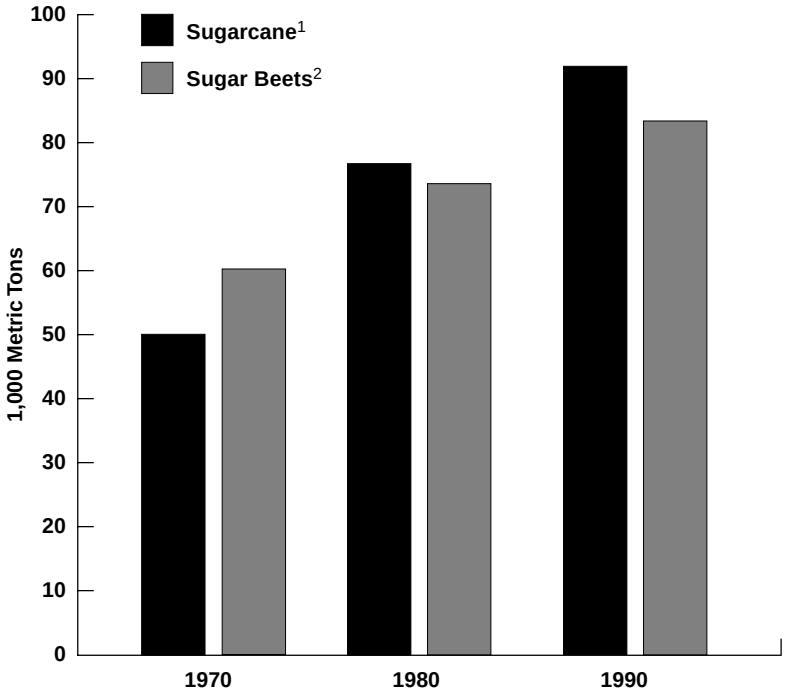


[1]Calculated at 18.0 cents per pound for raw cane sugar.

[2]Calculated in terms of the 5-year weighted-average ratio of sugarcane returns.

Production of Sugarcane and Sugar Beets in Texas

The Agricultural Act of 1949 requires the Secretary of Agriculture to support the price of domestically grown sugarcane and sugar beets.

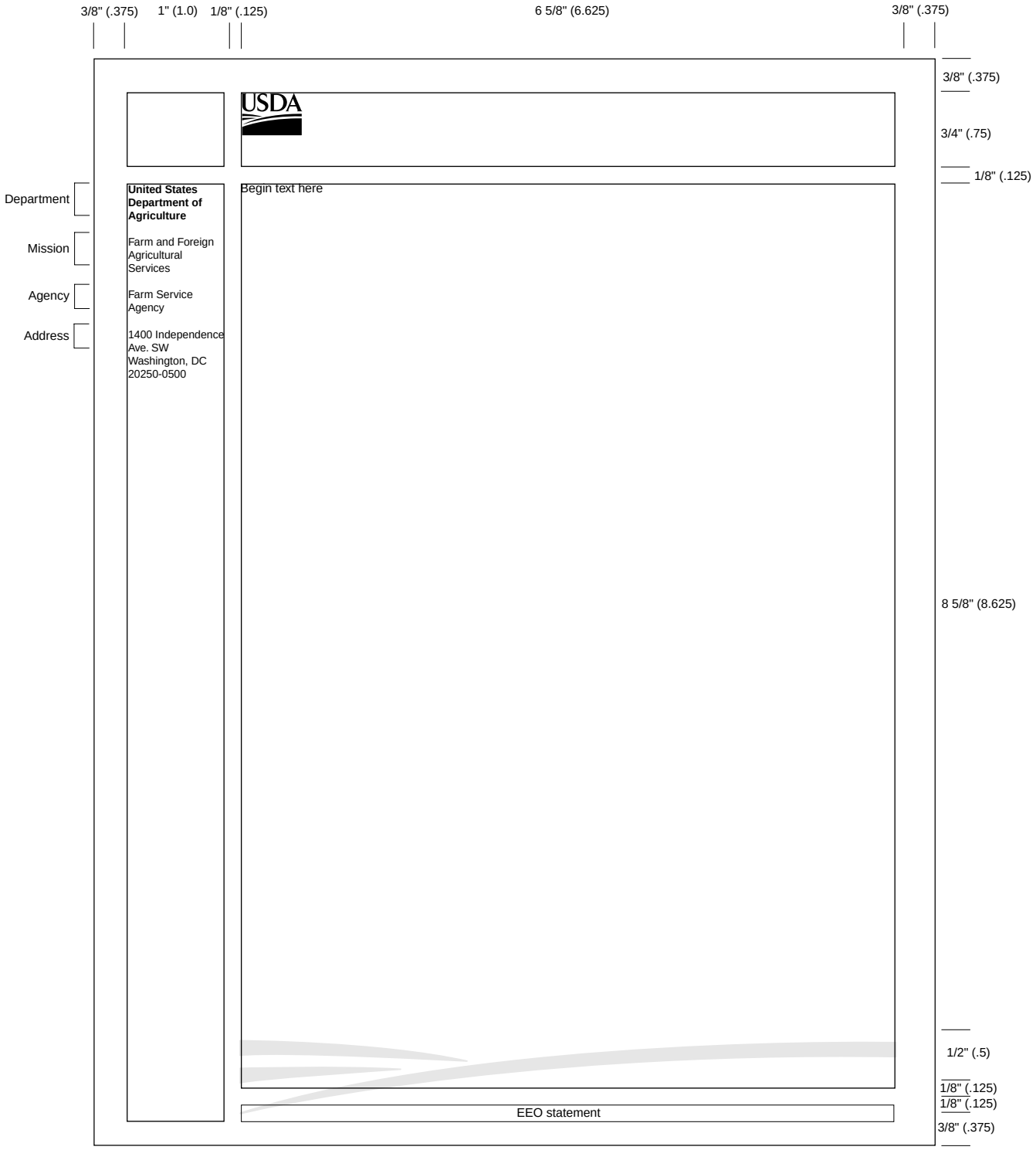


[1]Calculated at 18.0 cents per pound for raw cane sugar.

[2]Calculated in terms of the 5-year weighted-average ratio of sugarcane returns.

Stationery—letterhead
8.5" x 11"

Grid and measures



Measures are in fractions of an inch and (decimals of an inch).

Shown at 2/3 scale.

The second color shows how material is positioned within the invisible grid.

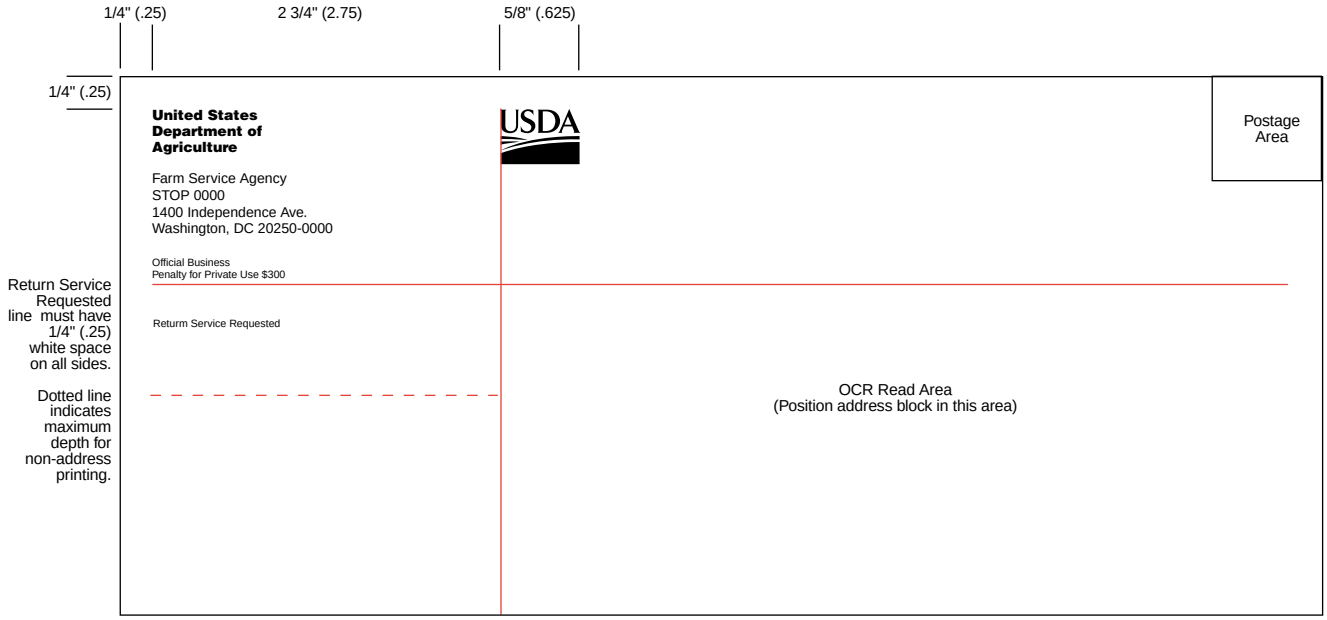
Stationery—letterhead
8.5" x 11"

Typesetting specifications

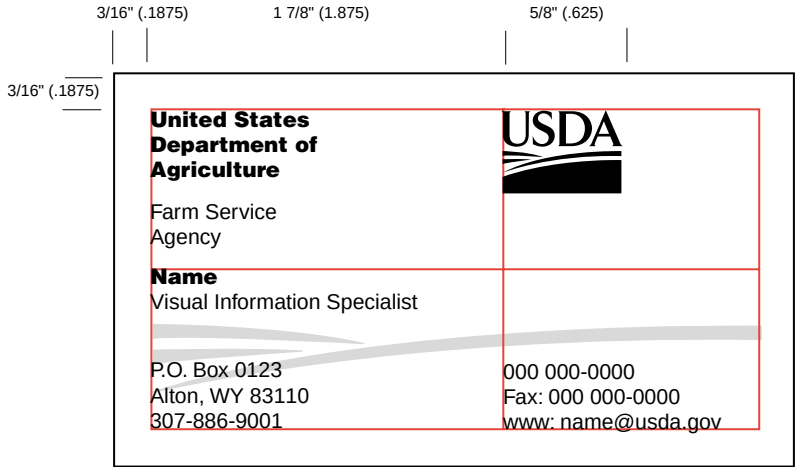
Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case.
Measures	**Typing margins:** Top; begin down from top edge 1 1/4" (1.25") and 1 1/2" (1.5") from left edge. Align type with the left edge of the USDA symbol and the top of the Department name.
Identifiers	**Department symbol:** 5/8" (.625") wide. **Department name:** Set in 3 lines, 8/9.5 Helvetica bold, upper and lower case, flush left, rag right. **Mission, area, and agency name:** 8/9.5 Helvetica with 1 line space between. **Agency/partnership association:** 7/8 Helvetica, upper and lower case, flush left with USDA symbol, rag right. **EEO statement:** 7/8 Helvetica, upper and lower case, flush left with USDA symbol, rag right. **Agency Mark:** Prints as a watermark at bottom of page as shown.

Stationery—envelope and business card
4.25 " x 9.375" and 2" x 3.5"

Grids and measures



Shown at 2/3 scale.



Shown full size (3.5 x 2.0)

Measures are in fractions of an inch and (decimals of an inch).

The second color shows how material is positioned within the invisible grid.

Note: Federal law prohibits the use of government funds to pay for the printing of personal cards.

Shown full size (3.5” x 2.0”)

Stationery—envelope typesetting specifications

4.25" x 9.375"

Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case.
Measures	**Typing margins:** Place address 2" (2.0") from top and 3" (3.0") from left (align with Department symbol and top of “Official Business”). Note: Address information and identifiers should not fall below 2/3 depth of the page to conform to postal regulations.
Identifiers	**Department symbol:** 5/8" (.625") wide. **Department name:** Set in 3 lines, 8/9.5 Helvetica bold, upper and lower case, flush left, rag right. **Agency name:** 8/9.5 Helvetica, upper and lower case, flush left, rag right. **Penalty:** 6/7 Helvetica, upper and lower case, flush left, rag right. **Return Service Requested:** 6/7 Helvetica, upper and lower case, flush left, rag right. Note: there must be 1/4" (.25) white space on all sides of this line.

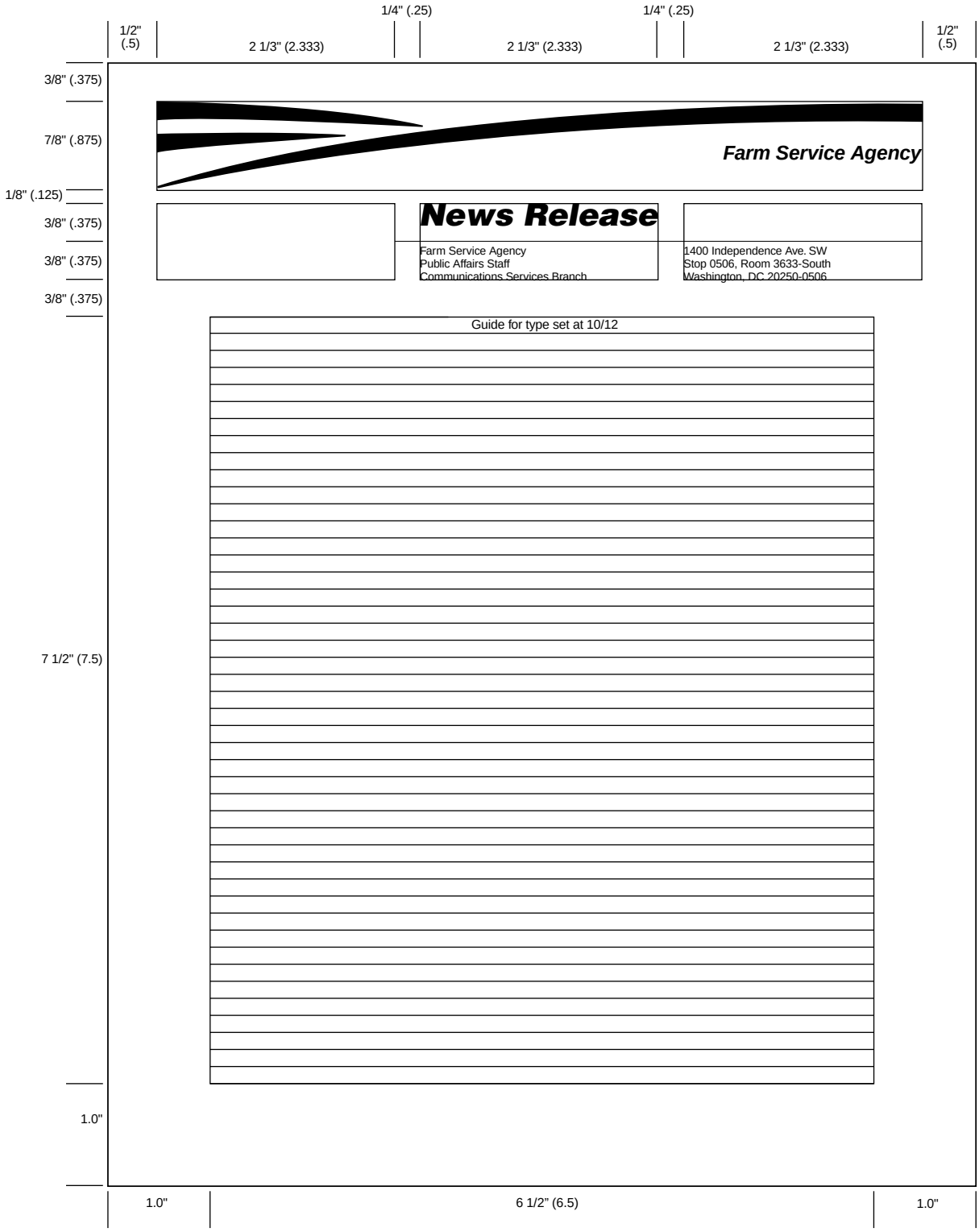
Stationery—business card typesetting specifications

2" x 3.5"

Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case.
Measures	2" x 3.5". Margins are 3/16" (.1875") all around.
Identifiers	Position all elements as shown on grid. **Department symbol:** 5/8" (.625") wide. **Department name:** Set in 3 lines, 7/8 Helvetica bold, upper and lower case, flush left, rag right. **Mission, Area, and Agency name:** 7/8 Helvetica, upper and lower case, flush left, rag right. **Name:** 8/9 Helvetica bold, upper and lower case, flush left, rag right. **Address:** 7/8 Helvetica, upper and lower case, flush left, rag right.

News Release
8.5" x 11"

Grid and measures



All measures are in fractions of an inch
and (decimals of an inch).

Shown at 2/3 scale.

News Release—masthead typesetting specifications

General

Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, unjustified, upper and lower case. The format is based on a three column grid. Each column is 2 1/3" (2.333") wide with 1/4" (.25") between.
Measures	Page size is 8.5" x 11". (See the grid for specific measures).

Specific

Identifiers	**Agency name:** 10 point Helvetica black italic. Position flush right in the third column. **Agency address:** 8/9 Helvetica, flush left in the second and third columns.
Title	24/24 Helvetica black italic. Position flush left in the second column.
Other specifications	Rule is 0.5 pt. (.0069").

News Release—typing and word processing specifications

General

Typesetting	All text is Courier (or other) flush left, rag right, normal word and character spacing, upper and lower case, with italics and bold. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words.
Measures	Page size is 8.5" x 11". (See the grid for specific measures).

Specific

Identifiers	**Release number:** Place 3/8" (.375") below bottom of agency address, flush right, rag right, upper and lower case. **Contacts:** Name followed by telephone number. Place below release number.
Text	10/12 with italics and bold, line length to 6 1/2" (6.5 "). Start text 2 line spaces below name of contact. **Paragraphs:** Insert 1 line space between paragraphs. Indent first line of each paragraph at least two characters.
Heads	**Primary:** 10/12 bold. Insert 1 line space below head. Break lines for sense and length. **Secondary:** Run-in, 10/12 bold, followed by a period.
Other specifications	**Bullets:** 7-pt. (.0966") square (Zapf Dingbats prefered). **Folios:** 10/12. Place center of page, 1" (1.0") above bottom trim. No folio on page one.

News Release—example
of typewritten release

Farm Service Agency

News Release

Farm Service Agency
Public Affairs Staff
Communications Services Branch

1400 Independence Ave. SW
Stop 0506, Room 3633-South
Washington, DC 20250-0506

Release No. 15xx.97
Steve Thompson (202) 720-7961
sthompson@fsa.usda.gov

USDA ANNOUNCES 1997-CROP COUNTY LOAN RATES FOR MUSTARD SEED, SAFFLOWER SEED, OIL SUNFLOWER SEED, AND OTHER-TYPE SUNFLOWER SEED.

WASHINGTON, June 16, 1997 -- The Secretary of Agriculture announced county loan rates for Commodity Credit Corporation marketing assistance loans for the 1997 crop of mustard seed, safflower seed, oil sunflower seed, and other-type sunflower seed.

The loan rates were determined in accordance with the provisions of the Federal Agriculture Improvement and Reform Act of 1996 and reflect the national average support rates of $9.30 per hundredweight for each oil seed crop.

Copies of the rate schedules are available from: Thomas Fink, Policy and Procedure Section, Price Support Division, Farm Service Agency, USDA, Ag Stop 0512, Washington, D.C. 20013-2415.

#

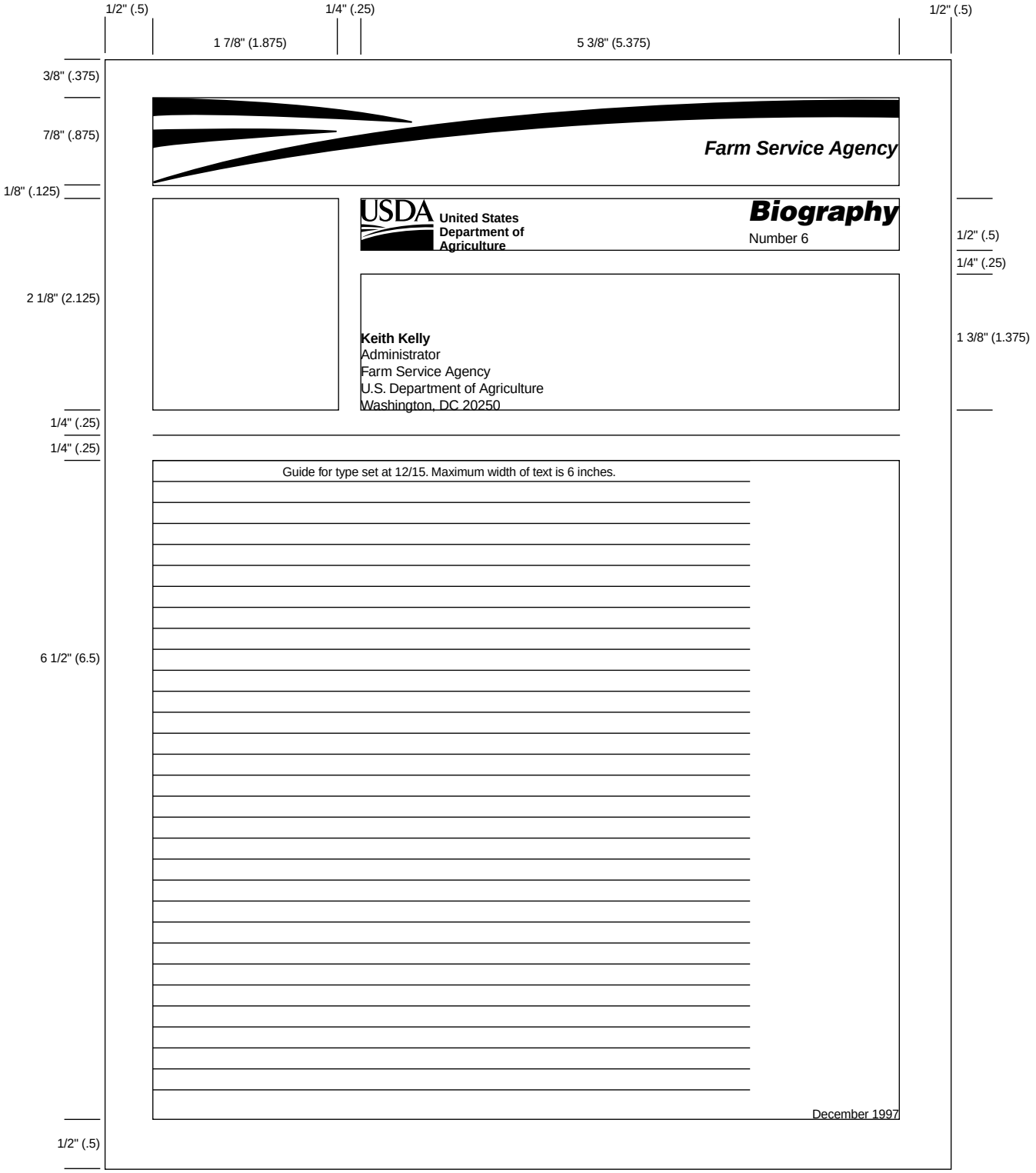
NOTE: Farm Service Agency (FSA) news releases and media advisories are available on the World Wide Web at FSA's Home Page: http://www.fsa.usda.gov

Shown at 2/3 scale.

The second color shows how material is positioned within the invisible grid.

Biography

Grid and measures



Measures are in picas and (decimals of an inch).

Shown at 2/3 scale.

Biography—typesetting specifications

General

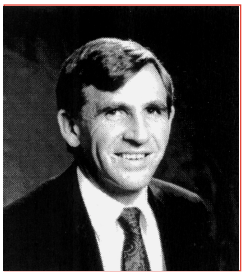
Typesetting	All type is set in Helvetica, flush left, rag right, normal word and character spacing, upper and lower case. The hyphenation rule is do not hyphenate more than two lines in a row, do not hyphenate hyphenated words.
Measures	Page size is 8.5" x 11". (See the grid for specific measures).

Specific

Identifiers and titles	**Department symbol:** 3/4" (0.75") wide. **Program title**: “Biography.” One line, 20 point, Helvetica black italic. Position flush right in column. **Name and title**: 10/12 Helvetica bold and regular. **Department name:** Three lines as shown, 9/10 Helvetica bold.
Text	Set 12/15 x 6" (6.0") Helvetica regular. One line space between paragraphs.
Date	9 point Helvetica, flush right on the bottom grid line.
Other specifications	Rules are .5 pt. (.0069"). Bullets are 7-pt. (.0966") square (Zapf Dingbats preferred). Biography number: 10-pt. Helvetica, flush right, under “Biography.”

Biography—example

Farm Service Agency



USDA United States Department of Agriculture

Biography
Number 6

Keith Kelly
Administrator
Farm Service Agency
U.S. Department of Agriculture
Washington, DC 20250-0501

Keith Kelly, a native of Red Lodge, Montana, is the Administrator of USDA's Farm Service Agency (FSA). As Administrator, Mr. Kelly reports to the Under Secretary of Agriculture for Farm and Foreign Agricultural Services, and is responsible for the administration of farm commodity programs, agricultural credit programs, and certain disaster and Federal crop insurance programs. He also serves as Executive Vice President of the Commodity Credit Corporation (CCC).

In 1990, Mr. Kelly served as the first Director of the newly-created Arizona Department of Agriculture, appointed by Governor Rose Mofford. Under the direction of the Arizona Legislature, he consolidated four autonomous state agencies into a unified, cabinet-level department with 450 employees and an appropriated budget of $13 million. Mr. Kelly was instrumental in the adoption of a bilateral, livestock health agreement with the state of Sonora, Mexico, and he has actively promoted the North American Free Trade Agreement as a member of the Arizona-Mexico Commission. He was appointed by Secretary Glickman and U.S. Trade Representative Mickey Kantor to the Agricultural Policy Advisory Committee in 1995. Mr. Kelly served as Director of Montana's Dept.t of Agriculture (1983-1988), after serving two years as deputy director. From 1976 to 1980, he served as Administrative Assistant for Agriculture and Natural Resources for Montana's Governor's Office.

From 1972 to 1974 he was a marketing specialist for the Montana Wheat Commission; and from 1974 to 1976, he was assistant director of Western Wheat Associates, based in Washington, D.C., where he developed marketing plans for U.S. wheat producers.

Mr. Kelly was raised on his parents' sheep and cattle ranch in Red Lodge. He attended Montana State University where he received a B.S. degree in Agricultural Business in 1968 and an M.S. degree in Economics/Agricultural Economics in 1973. He served in the U.S. Army Infantry, 101st Airborne Division in Vietnam and awarded the Bronze Star.

Mr. Kelly and his wife, the former Norma Jean Walsh of Butte, Montana, are the parents of four children.

December 1997

Shown at 2/3 scale.

The second color shows how material is positioned within the invisible grid.

Glossary

Acetate. A clear sheet placed over mechanical art and used for color printing instructions.

Baseline. Horizontal line on which the characters of type stand.

Binding:

Edition binding (case binding or hard cover). Signatures are gathered, and the spine is sewn and reinforced before the hard cover is added. Used for long-life publications.

Mechanical binding. Binding methods using metal or plastic rings or coils. Pages open flat.

Perfect binding. All signature back folds are trimmed or sewn, and the resulting pages are held together and fixed to the cover with adhesive. The signatures are gathered, and cover-weight paper is glued to the spine. The pages and cover are trimmed at the same time.

Saddle-stitch binding. Pages are hung over a saddle at the center spread and stapled through the spine. Pages open flat.

Side-stitch binding. Wires fastened through entire thickness about ¼" from the binding edge. Pages require deep margin and do not open flat.

Bleed. Printed area extended beyond the publication edge that is trimmed off. (⅛" usually must be allowed.)

Blue prints/Blue lines/. The printer's proof of a publication showing all elements on the plates in position, bound, and trimmed to size. (Generally proofs are blue.)

Body copy. The text, rather than the headlines or titles.

Boldface. A thicker, heavier version of a regular typeface.

Box/border. Four rules surrounding a block of type or an illustration.

Broadside. Horizontal material printed in a vertical position and running full page—or a folded double page.

Bullet. A large dot.

Camera-ready art. Mechanicals from which films may be made without intermediate steps. May be on disk or on boards containing all visual elements glued in exact position, and with instructions for printing.

Character count. The total number of characters (letters, punctuation, and spaces) in a given piece of copy.

Characters per pica. A system for fitting copy. The number of characters per pica is multiplied by the number of picas in a line.

Color. Each ink used in printing. Black is a color. A publication printed with green and black inks is a two-color job. Black ink on green paper is a one-color job.

Copy casting. Making a close estimate of how many printed pages copy will fill.

Copyfitting. Fitting copy to required space by cutting or expanding the copy or space, and by using different type sizes, measures, and leading.

Crop. To select the area of an image to be reproduced.

Crop marks. The lines drawn in margins that indicate area selected for reproduction.

Dimension marks. Lines in margin between crop marks indicating measure or reproduction size.

Dummy. A mockup of each page to show placement of type and illustrations.

Editing. Checking manuscript copy for accuracy, grammar, punctuation, spelling, and consistency of style.

Em quad. The square of the type body size.

Em space. A space the width of an em quad.

En quad. One half the width of an em quad.

En space. A space the width of an en quad.

Flush left/right. Type that lines up on the left or right margin.

Folio. The page number.

Font. The complete assortment of characters in a single typeface and size.

Format. The size and arrangement of a page or publication.

Grid. A basis for organizing a page. A guide for placement of headlines, text, and illustrations.

Halftone. The reproduction of a continuous-tone (photograph) through a fine cross-line screen which converts the image into a dot pattern that can be used for printing.

Headline ("Heads"). The title line of a body of copy.

Holding rules. Rules drawn on the mechanical art that show the exact area for an illustration or color. (also called keylines)

Hyphenation. A means of connecting a compound word or breaking a word. Do not hyphenate more than two lines in a row. Do not hyphenate a hyphenated word.

Illustration. Drawings, diagrams, charts, graphs, and photographs. Also called art, artwork, or figures.

Justify. Making all lines of type the same length (flush left and right) by adding space between words and letters.

Layout. The plan for arranging visual elements on a page.

Leading. (Pronounced “ledding.”) Adding space between lines of type.

Legibility. The quality of typography that affects perception of the printed communication.

Letterspacing. Space between letters (may be added or subtracted).

Line space. A horizontal blank space that is the depth of a line of type plus its leading.

Line work. Black and white artwork, without midtones.

Manuscript. The copy to be typeset.

Margins. Outside borders around visual elements on a page.

Pica. Typographic unit of measure, approximately 6 picas to an inch.

Point. Typographic unit of measure, approximately 72 points to an inch. Twelve points to a pica.

Proofreader’s marks. Symbols used to communicate proof changes to typesetters.

Registration marks. Identical marks (often a cross inside a circle) on separate pieces of art that must be superimposed exactly for correct position of visual elements in printing.

Repro (Reproduction proof). The paper or film “proof” of the typeset copy that is used on mechanical art.

Reverse type (“Dropped out”). Printing the background around the type, instead of printing the type. The type is the color of the paper.

Rule. A line.

Run-in. No break in a line or paragraph. (Continue.)

Running head/foot. The same title or number appearing at the top or bottom of each page.

Screen. A finely ruled screen used for converting continuous tone (photographs) into a dot pattern.

Signature. A printed sheet, folded to page size, for binding together with other such sheets to form a publication.

Standard size sheet. Sizes regularly made and stocked by paper houses.

Text. Body copy rather than heads or titles.

Trim size. The final size of a publication after it has been printed and trimmed.

Typeface. A specific type design. For example, Helvetica and Times Roman are two popular typefaces.

Typemark. Mark manuscript with instructions, i.e., type size, spacing, indentions.

Unjustified type. Lines of type set with equal word and letter spacing that result in ragged margins.

Upper and lower case (U/L, or U&LC). Capital and small letters of a typeface.

Widow. A single word in a line by itself.

Wordspacing. The space between words.

Appendix A

Visual Management Guide

The USDA Symbol

Its Purpose and Use

Introduction

The USDA Symbol

A new symbol has been created for the Department and approved by the Secretary for use. It stands for all of USDA's activities in its mission areas and agencies.

The symbol was created in conjunction with the Department's recent reorganization. When used appropriately, it will give consistent identity to the Department, increase public perception of the value of USDA information products, and bring economy of scale to visual information work.

Source

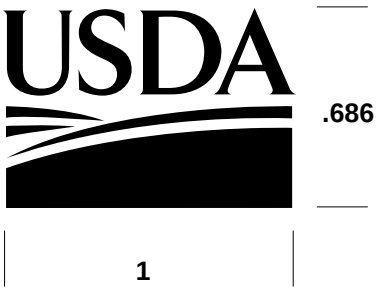
The symbol resulted from a collaborative effort of private and public sector team members working through an objective process. Over 21,000 existing agriculture-related symbols were reviewed. Approximately 20 new symbol designs were created and modified before a working committee made its recommendation. The Secretary made the final selection.

The symbol is a graphic representation of the foundation of all agriculture, the soil. The Department's initials are the most recognizable element and unique to the U. S. Department of Agriculture. These two elements combined form the new symbol. It has been tested for use across all media.

The USDA Seal

The USDA seal was created in 1895. It was adapted for use as a general identifier with publication of the Department's *Visual Management Manual* in 1980. The seal will maintain a role within the Department's information system. Generally, it will be relegated for use on legal materials, in the Office of the Secretary, and for other functions as may be determined. The seal is being withdrawn from use as a departmental identifier on information products.

When To Use the Symbol



For reference, the proportion of the symbol is 1: .686. It is to be reproduced only from camera-ready art supplied by the Office of Communication's Design Center. Do not attempt to recreate it in any manner.

When To Use

The symbol is designated for display on information products of the Department throughout all media.

When Not To Use

The symbol is not to be used to constitute warranty of private sector products, organizations, or their endeavors. It shall never be displayed or presented in a manner that suggests that the Department recommends one product or project over another without written permission from the Office of Communications.

The USDA Signature

Typical Application

The new symbol, when used with the Department's name, becomes the Department's signature. These examples show the proper use of the USDA signature. The typeface to be used with the symbol is Helvetica.

USDA **United States Department of Agriculture**

USDA **United States Department of Agriculture**

USDA **United States Department of Agriculture**

Farm and Foreign Agricultural Services

Foreign Agricultural Service

USDA **United States Department of Agriculture**

Used With Other Symbols

Position

When used with other symbols of the Department, the USDA symbol takes the dominant position. It is placed to the left or above agency symbols. When used in conjunction with symbols of other public and private sector partners, it is desirable for the USDA symbol to have equal placement.

USDA

USDA

AMERICORPS NATIONAL SERVICE

USDA

Used With Intervening Descriptions

Special Conditions

For signs and special situations, other descriptions may come between the symbol and the Department's name.

USDA

Service Center

U. S. Department of Agriculture

The Symbol's Color

One Color

The USDA symbol is designated for use in one or two colors. When reproduced in one color, it shall be the color of that ink or paint. When "reversed" (dropped out) of a color, it shall be the color of the paper, material, paint, laminate, embedment, or other application.

Two Colors

The official colors for the USDA symbol are dark purple for the letters USDA, and dark green for the soil graphic. The two colors are specified in the Pantone Matching System (PMS), a standard in the printing and graphic arts industry. When paint, laminates, or other applications are used, match the PMS as specified by the manufacturer. The colors are:

Four-color Process

For four-color process printing, the PMS colors are "built" out of the standard four-color printing inks—cyan, yellow, magenta, and black, specified as CYMK. Four-color process printing to match PMS is:

PMS 288 = Cyan 100%, yellow 0%, magenta, 65%, and black 30%.

PMS 343 = Cyan 100%, yellow 69%, magenta 0%, and black 60%.

PMS 288 (100%)
Dark purple

PMS 343 (100%)
Dark green

The Symbol Reversed

Reverse or Isolate the Symbol

For one-color printing, reverse (drop out) the symbol. For multiple-color printing, isolate the symbol in a box so it is not in conflict with the background colors.

One-color reproduction—reverse the symbol.

Multiple-color reproduction—isolate the symbol.

Electronic Formats

Platforms

The symbol is available on disk in Macintosh and PC platforms. Contact the Design Center, Office of Communications.

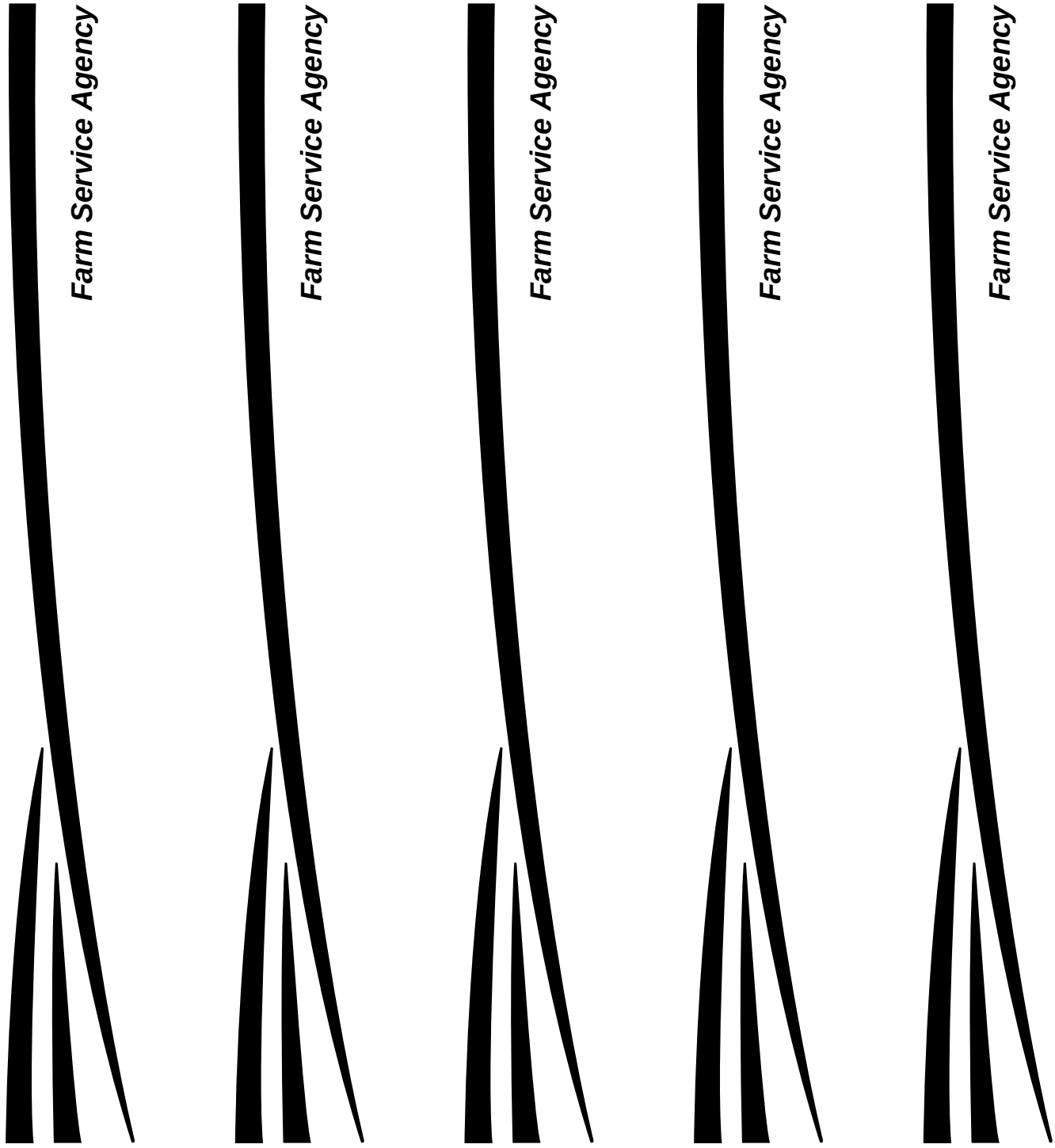
Internet

The symbol is on the Internet for use on home pages and other electronic display. Do not use the Internet version for printing. It is a low-resolution bit-mapped version not suitable for reproduction. Use the camera-ready art provided with this guide or contact the Design Center for other reproducible materials.

Appendix B

Reproduction Art

"Fact Sheets," "Commodity Fact Sheets," "Farm Program Fact Sheets," "FSA Backgrounder," and "Background Information"



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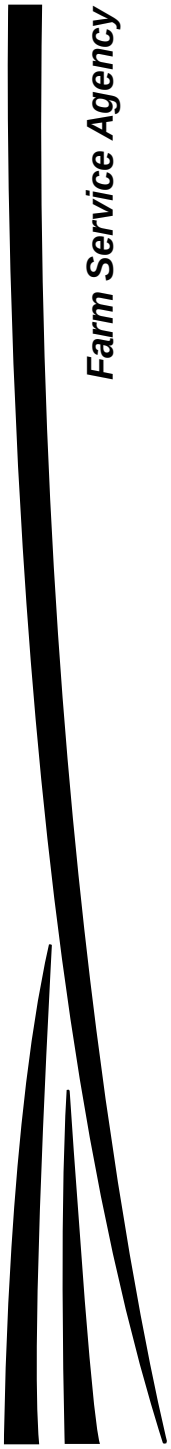
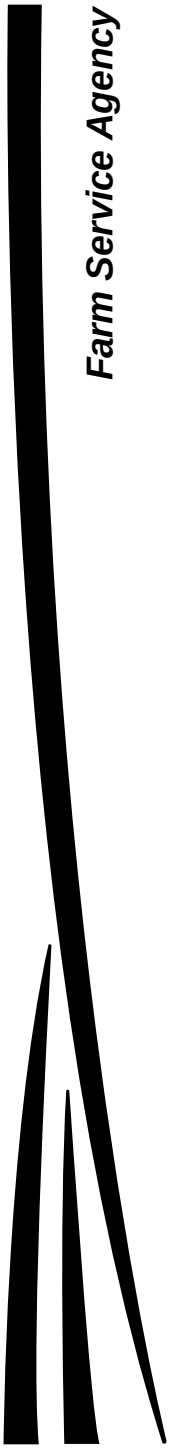
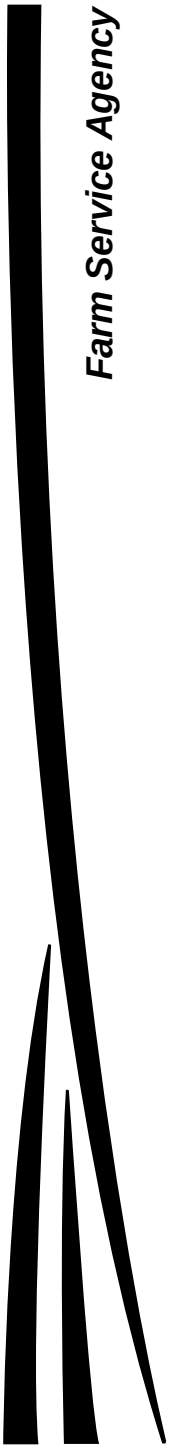
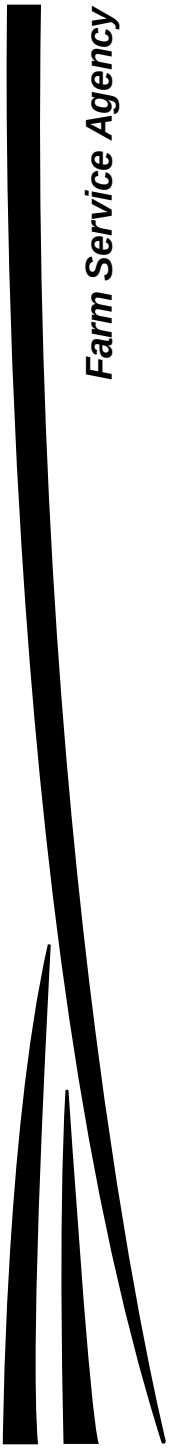
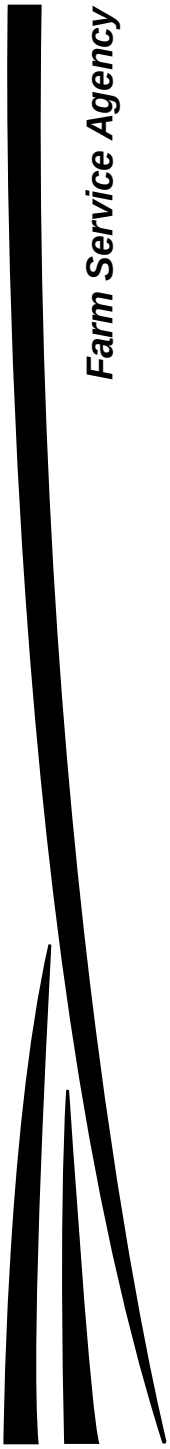
News Release



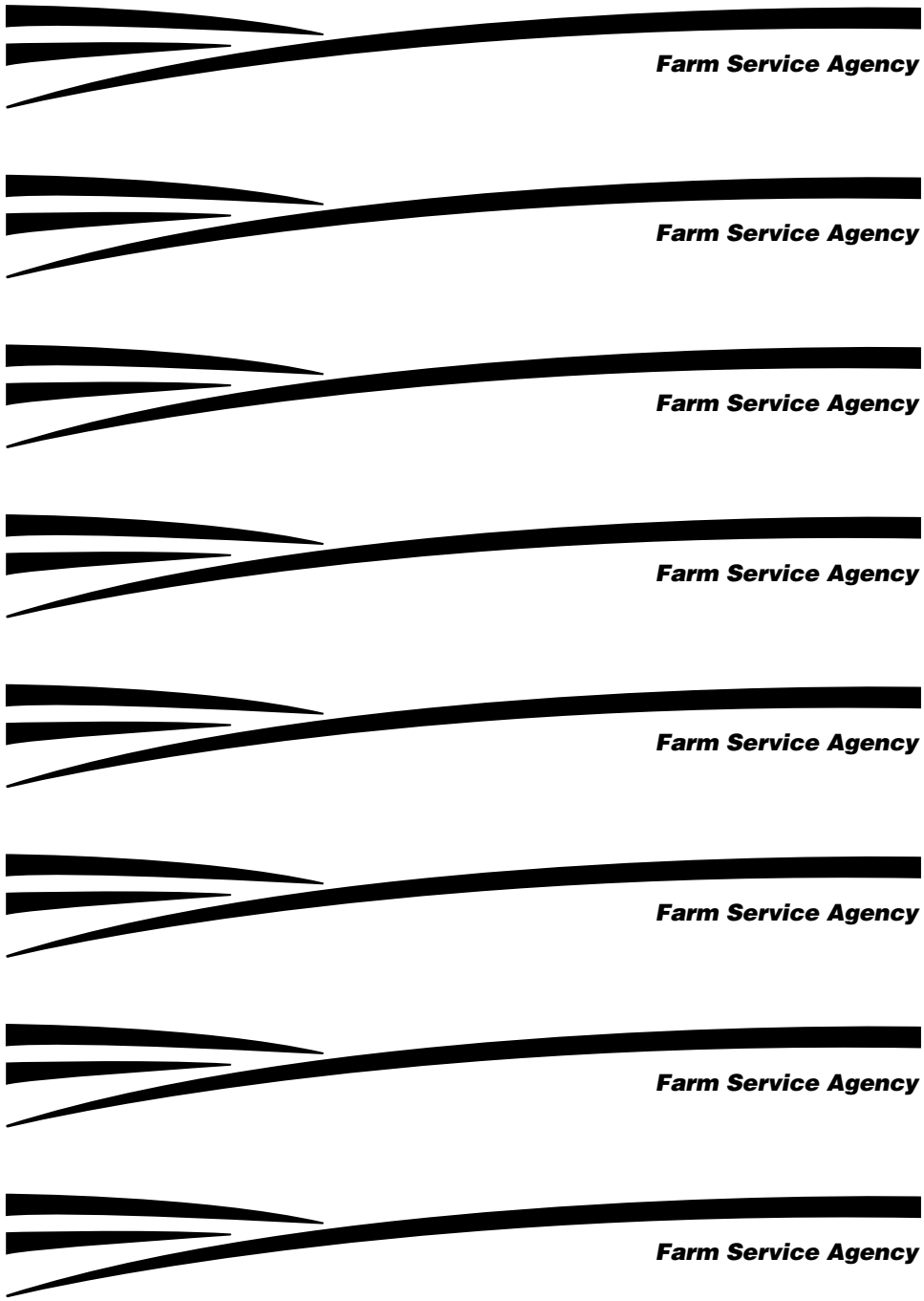








Brochure, 5.5" x 8.5"



USDA United States Department of Agriculture

USDA United States Department of Agriculture

USDA United States Department of Agriculture

Brochure, 9" x 11.625"

Farm Service Agency

Farm Service Agency

Farm Service Agency

Farm Service Agency

Farm Service Agency

Farm Service Agency

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Farm Service Agency

National Newsletter

Farm Service Agency NEWS

Farm Service Agency NEWS

Farm Service Agency NEWS

USDA
United States Department of Agriculture

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United States Department of Agriculture

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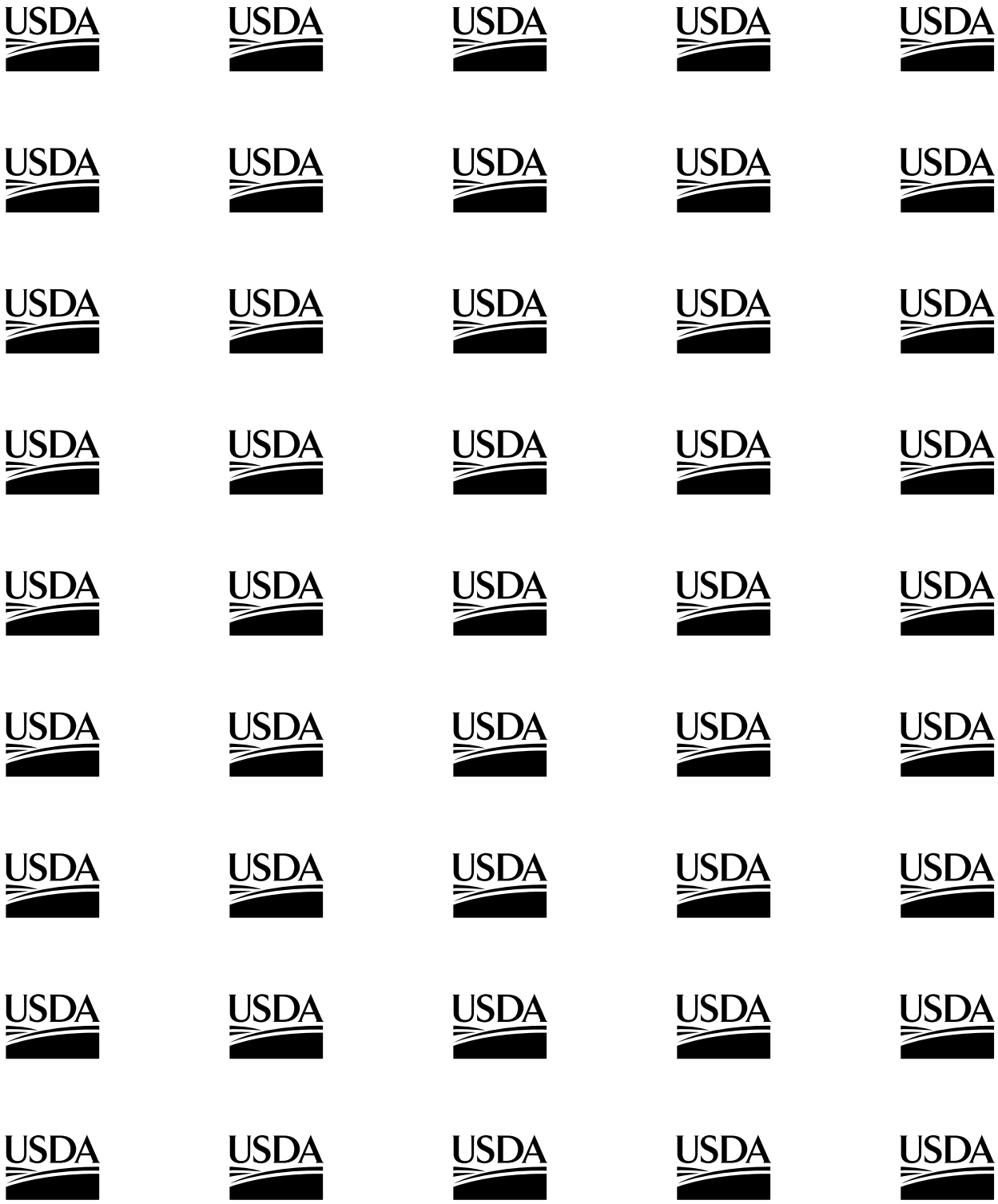
United States Department of Agriculture

County Newsletter

Letterhead and envelope
Business card



Newsletter, National and County

USDA United States Department of Agriculture

Biography
"Fact Sheets," "Commodity Fact Sheets," "Farm Program Fact Sheets," "FSA Backgrounder," and "Background Information"

USDA United States Department of Agriculture

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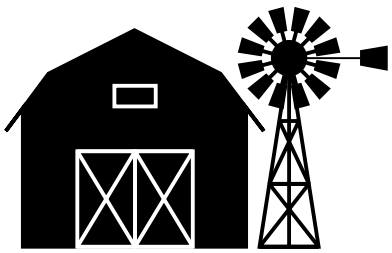
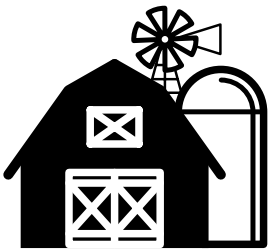
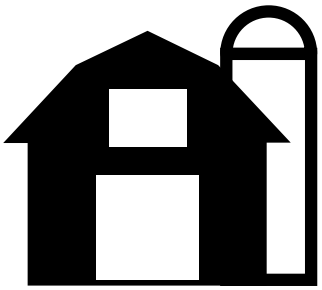
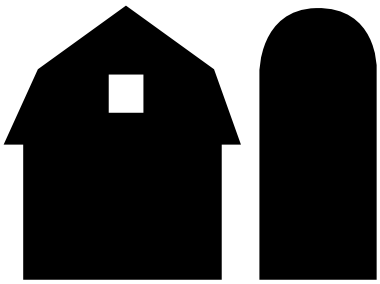
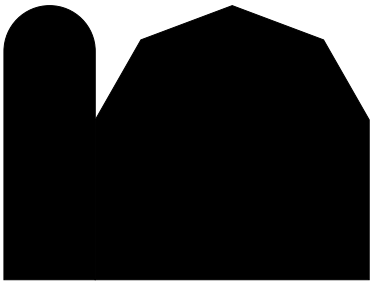
Brochures, 5.5" x 8.5"
and 9" x 11.625"

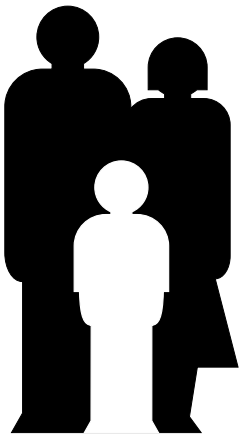
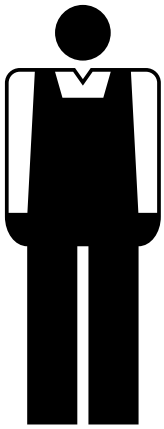
USDA United States Department of Agriculture

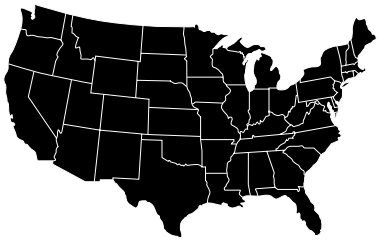
Appendix C

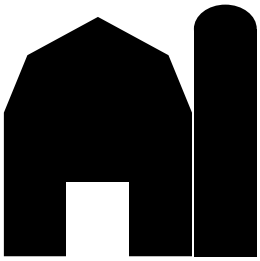
Clip Art

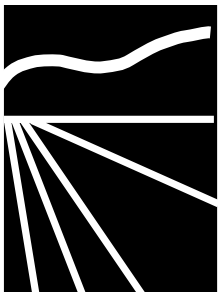



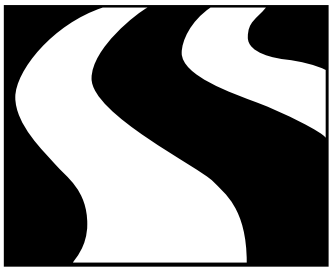




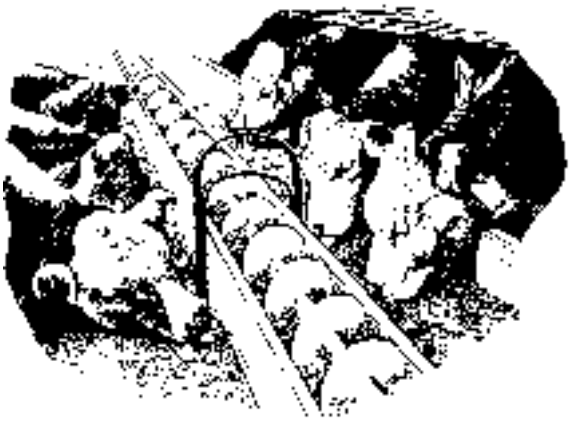



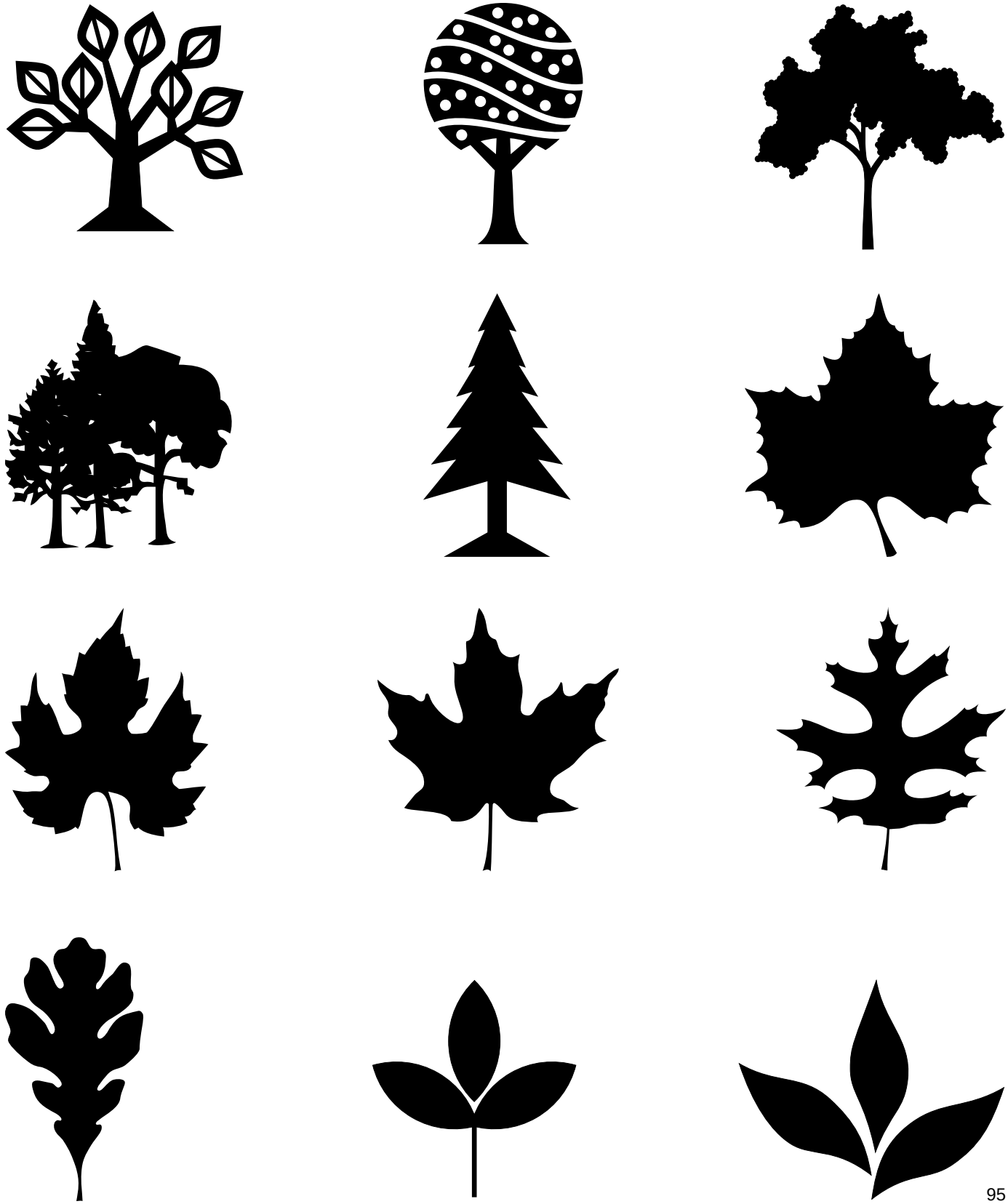


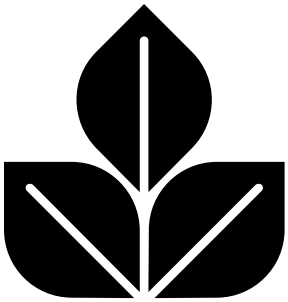


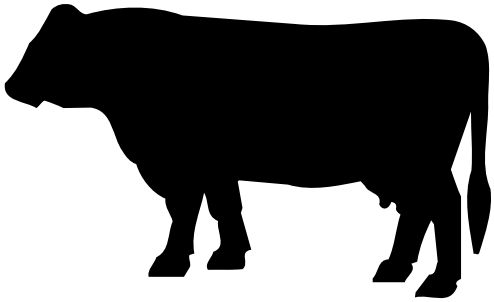


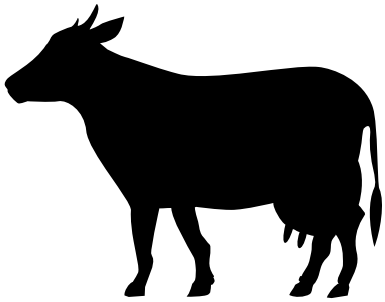


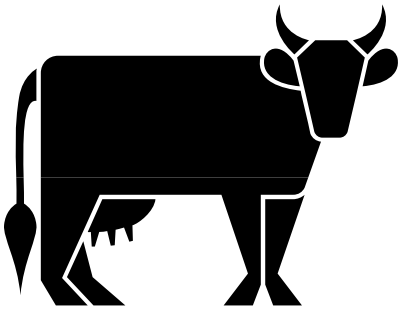


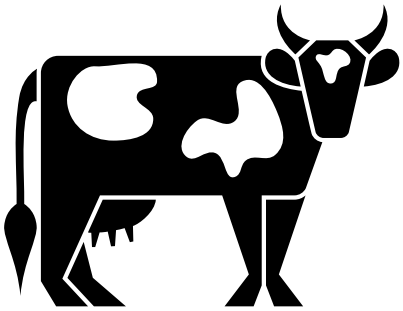


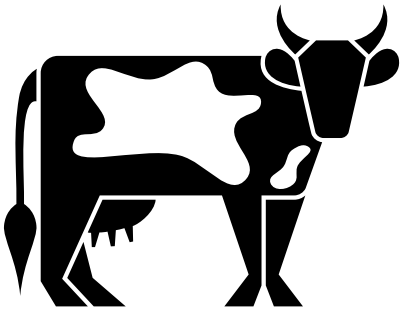


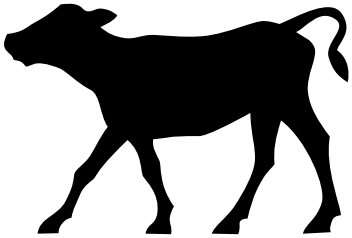


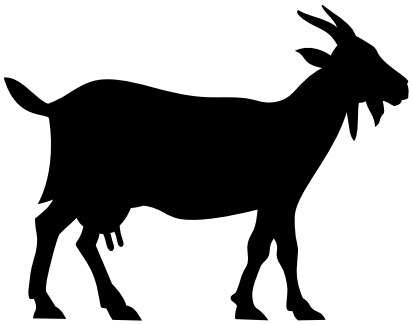


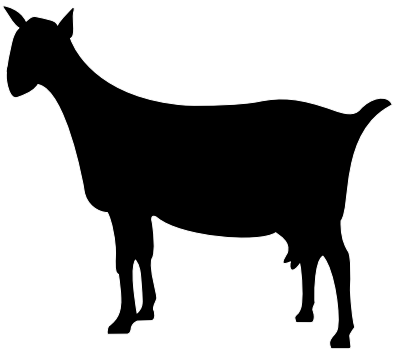


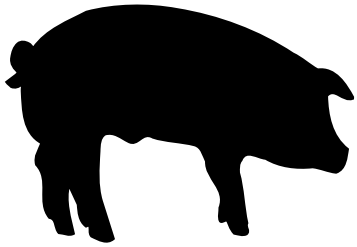


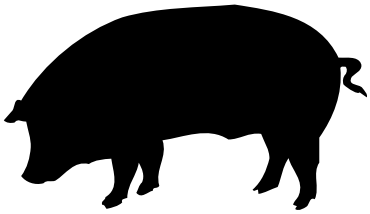


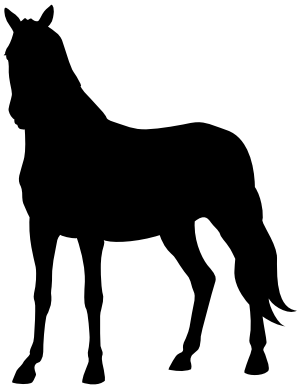


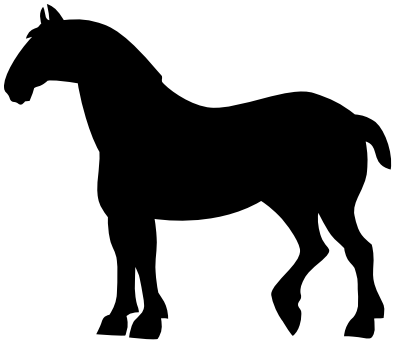
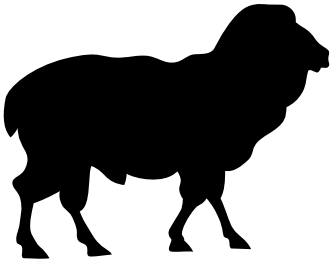
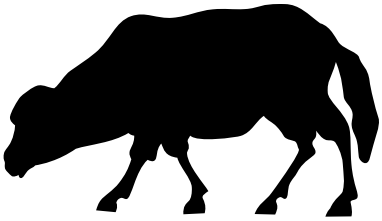
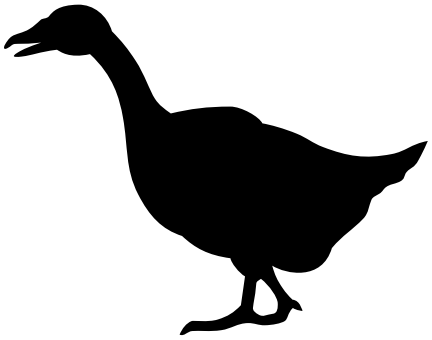
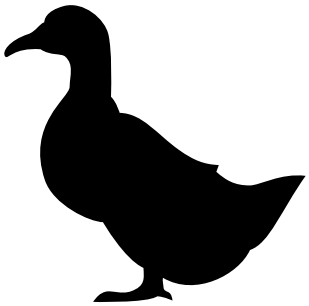
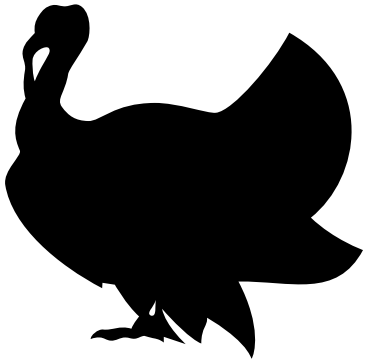
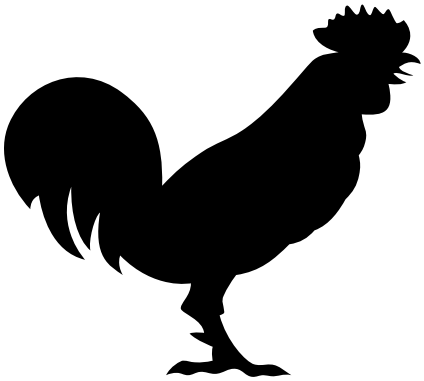
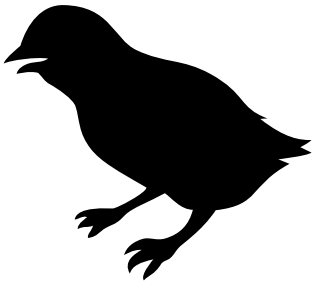
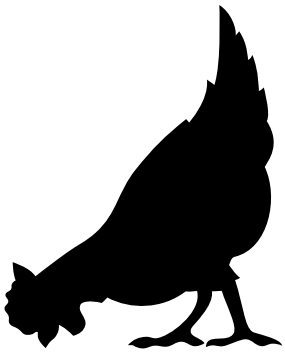
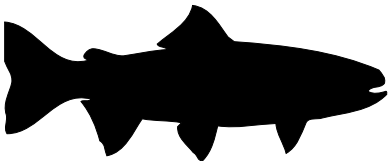
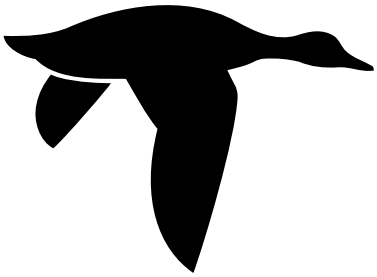
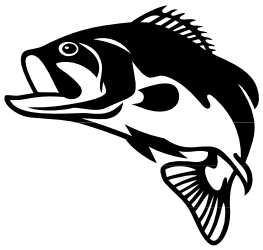


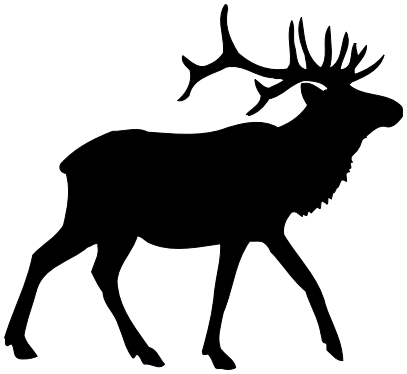
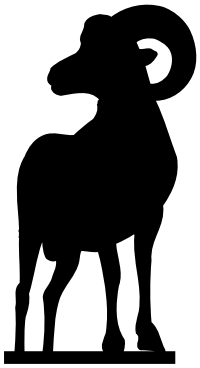
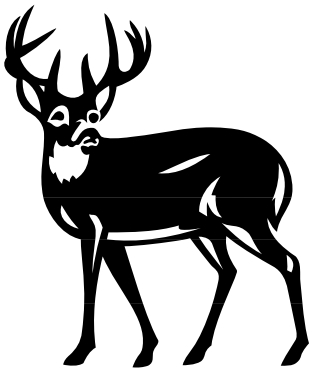


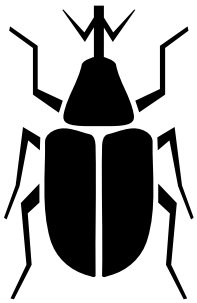
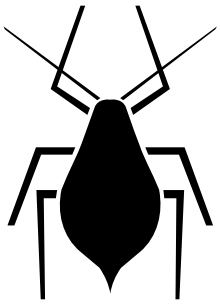
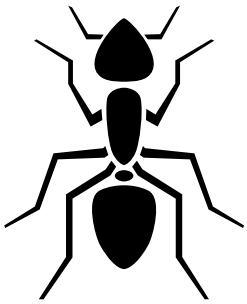


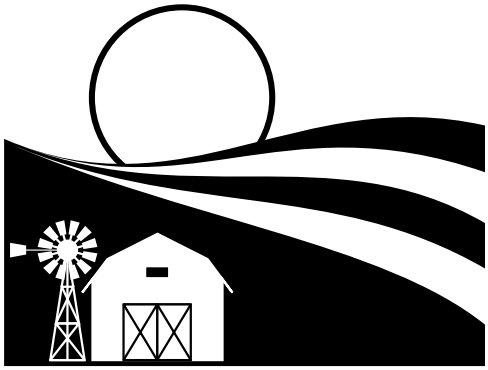






United States Department of Agriculture
Farm Service Agency

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