

News in South Carolina

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Contact:

Survey Says Getting Help with Conservation is a Satisfying Experience

_____ (October 16, 2001)-- A national survey of customer satisfaction shows that farmers are pleased with the service they get in their communities when it comes to learning how to conserve the natural resources on their lands.

Landowners interviewed by the University of Michigan Business School gave high marks to the conservation technical assistance they receive from the Natural Resources Conservation Service (NRCS) and local conservation districts. They value the accessibility and clarity of the information and the courtesy and professionalism of those providing it.

Researchers asked a random sample of recipients of conservation technical assistance their opinion as part of the American Customer Satisfaction Index (ACSI), a survey that measures how well many government agencies and private firms are serving the public.

Landowners who had recently received conservation technical assistance gave this service a satisfaction index of 81 out of a possible 100. Participants in the survey rated their satisfaction with conservation technical assistance 10 points higher than Americans rate private sector services and more than 12 points higher than the index for Federal government services. They also feel they can rely on technical assistance they received, giving conservation technical assistance a trust index of 90 out of a possible 100.

"Our employees are happy to have earned the trust of America's agricultural landowners, and we will do everything we can to continue providing current, useful information with courtesy and professionalism here in South Carolina" said Walter W. Douglas, South Carolina NRCS State Conservationist.

NRCS works through partnerships with local conservation districts and others to help landowners reduce erosion, protect wildlife, promote good land use and implement other voluntary measures to conserve our natural resources. Landowners participate voluntarily in conservation programs, with local leaders involved in setting priorities.

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For more information, call your local NRCS or conservation district office at _____ or visit www.sc.nrcs.usda.gov.