

## Basic Information Checklist

<b>Agency Responding</b>	South Carolina Department of Agriculture
<b>Date of Submission</b>	10/27/2017

(1) If information on each of the following topics below is not available on the agency's website, please enter "Not available on agency website, see agency's Program Evaluation Report." If the information is available on the agency's website, please provide the link to the page on the agency's website where each can be found.

<b>History</b>	agriculture.sc.gov
<b>Governing Body</b>	agriculture.sc.gov
<b>Internal Audit Process</b>	Not Available on agency website, see agency Program Evaluation Report
<b>Contact this Agency</b>	agriculture.sc.gov

(2) Is the information the agency has on its website (or submitted in its Program Evaluation Report, if not on the agency's website) related to each of the following topics up to date as of the date this Annual RFI is submitted? (Y/N)

<b>History</b>	Yes
<b>Governing Body</b>	Yes
<b>Internal Audit Process</b>	Yes
<b>Contact this Agency</b>	Yes

(3) If the agency answered No to any of the items in question two, please either (1) enter "See emailed document," and submit a Word document with complete, up to date, information so the Oversight Committee can post it on the Oversight webpage; or (2) enter the date the information will be updated on the agency's website.

<b>History</b>	
<b>Governing Body</b>	
<b>Internal Audit Process</b>	
<b>Contact this Agency</b>	

**Comprehensive Strategic Plan Summary**

Agency Responding	South Carolina Department of Agriculture
Date of Submission	10/27/2017

**Mission:** To promote and nurture the growth and development of South Carolina's agriculture industry and its related businesses while assuring the safety and security of the buying public.  
**Legal Basis:** Act No. 104 of 1879  
**Vision:** For the State's economy to grow and prosper, providing everyone, producers and consumers, opportunities to enjoy the benefits of agriculture.  
**Legal Basis:** SC Code of Laws 46-3-10

2016-17		2017-18	
Total # of FTEs available / Total # filled	Total amount Appropriated and Authorized to Spend	Total # of FTEs available / Total # filled	Total amount Appropriated and Authorized to Spend
Available: 138.00 Filled: 123.65	\$ 18,320,016	Available: 138.00 Filled: 117.00	\$ 22,175,663

Amount remaining	\$ 640,985	Amount remaining	\$ 1,000,000
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2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17		2017-18		Associated Performance Measures	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; K-12 Education Institute; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Total amount spent	# of FTE equivalents planned to utilize	Total amount budgeted					
<b>Goal 1: Improve agency operational readiness and workforce development</b>							Agency Operations	Aaron Wood (more than 3 years)	Yes	Federal, State, Private Business, Non-profit, Higher Education Institute
<b>Strategy 1.1: Prioritize and Deploy Information Technology (IT) products and services</b>	Evaluate new technology products and services and implement based on cost/benefit analysis.						Information Technology	Rhonda Moore (less than 3 years)	Yes	Federal, State
Objective 1.1.1 - Inventory and establish a replacement schedule for all agency IT equipment	Agency employees provide better customer service and are more productive	1	89,528	1	78,986		Information Technology	Rhonda Moore (less than 3 years)	Yes	Federal, State
Objective 1.1.2 - See that 100% of appropriate staff complete an annual information security awareness training	Ensure that data is secure and handled appropriately	0.5	44,764	0.5	39,493	Percent of computer-using staff that complete annual information security awareness training	Information Technology	Rhonda Moore (less than 3 years)	Yes	Federal, State
Objective 1.1.3 - Triage and acknowledge helpdesk tickets within 24 hours; provide desktop support to all agency users	Agency employees provide better customer service and are more productive	1.25	111,910	1.25	98,732		Information Technology	Rhonda Moore (less than 3 years)	Yes	Federal, State
Objective 1.1.4 - Work with Division of Information Security (DIS) to develop and implement INFOSEC policies	Ensure that data is secure and handled appropriately	0.5	44,764	0.5	39,493		Information Technology	Rhonda Moore (less than 3 years)	Yes	Federal, State
<b>Strategy 1.2 - Recruit and retain highly qualified and motivated employees</b>	Better serve taxpayers					Percent of supervisors receiving supervisory skills training/personal development plan	Human Resource Development	Kathleen Pierce (more than 3 years)	Yes	Federal, State, Higher Education Institute
Objective 1.2.1 - Perform all actions related to personnel (i.e.: E-Verify, SCEIS, NeoGov, EPMS, Insurance, Retirement, documentation) within required timeframes (3-49 days) as outlined in procedures and laws	Agency employees provide better customer service and are more productive	2.75	246,201	2.75	217,211		Human Resource Development	Kathleen Pierce (more than 3 years)	Yes	Federal, State
Objective 1.2.2 - Complete required EEOC reporting and focus on potential areas of improvement	Employ a workforce more representative of agency constituents	0.25	22,382	0.25	19,746		Human Resource Development	Kathleen Pierce (more than 3 years)	Yes	Federal, State
Objective 1.2.3 - Complete planning stage documents by 1 March each year for all existing employees and within 1 month of new hires	Agency employees provide better customer service and are more productive	0.25	22,382	0.25	19,746	Percent of planning stage documents completed within 2 months of the calendar year for existing employees and within 1 month of hiring new employees	Human Resource Development / All supervisors	Kathleen Pierce (more than 3 years); All supervisors	Yes	Federal, State
Objective 1.2.4 - Offer an annual health screening for all employees and purchase Personal Protective Equipment (PPE) for all field personnel	Agency employees provide better customer service and are more productive	0.25	22,382	0.25	19,746		Human Resource Development / All supervisors	Kathleen Pierce (more than 3 years) / All supervisors	Yes	Federal, State
Objective 1.2.5 - Coach supervisors through introductory and advanced training, writing personal development plans for subordinates, and implementation of new roles/responsibilities	Agency employees provide better customer service and are more productive	0.5	44,764	0.5	39,493		Human Resource Development	Kathleen Pierce (more than 3 years)	Yes	Federal, State
<b>Strategy 1.3 - Improve financial reporting and business procedures</b>	Assist agency managers in making better decisions						Administration	Carla Lindler (more than 3 years)	Yes	State
Objective 1.3.1 - Provide monthly financial reports to division directors and program staff	Agency employees provide better customer service and are more productive	0.5	44,764	0.5	39,493		Administration	Carla Lindler (more than 3 years)	Yes	State
Objective 1.3.2 - Ensure compliance with procurement code, enhance procedural knowledge, and diversify vendor pool	Improve stewardship of appropriated and revenue funds	0.75	67,146	0.75	59,239		Administration	Carla Lindler (more than 3 years)	Yes	State, Private Business
Objective 1.3.3 - Update fleet vehicle and equipment inventory and complete reports monthly/assess needs and establish an annual replacement plan	Improve stewardship of appropriated and revenue funds	1	89,528	1	78,986		Administration	Carla Lindler (more than 3 years)	Yes	State
Objective 1.3.4 - Set up purchase orders, post payments received, and process invoices within 2 weeks of receipt	Improve stewardship of appropriated and revenue funds	2.25	201,437	2.25	177,718		Administration	Carla Lindler (more than 3 years)	Yes	State
<b>Strategy 1.4 - Set, execute and monitor a strategic plan towards accomplishing the agency mission</b>	Every employee knows how they contribute to the agency mission						Office of the Commissioner	Cristina Conway (less than 3 years)	Yes	State, Private Business
Objective 1.4.1 - Facilitate communication up and down the chain of command through staff meetings, notifications, event attendance, and leading the communications committee	Agency employees provide better customer service and are more productive	0.5	44,764	0.75	59,239		Office of the Commissioner / Public Information	Cristina Conway (less than 3 years)	Yes	

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Objective 1.4.2- Respond to constituent contacts within 3 business days of receipt	Provide unbiased information to improve public safety, educate producers and consumers, and facilitate the exchange of agricultural goods and services	0.5	44,764	0.5	39,493	various	various		
Objective 1.4.3- Brief Commissioner Weathers daily regarding his schedule, pertinent industry issues, employee news, and constituent contacts; represent Commissioner Weathers at meetings, seminars, and events	Agency employees provide better customer service and are more productive	1	89,528	1.25	98,732		Office of the Commissioner	Cristina Conway (less than 3 years)	Yes
Objective 1.4.4- Provide technical assistance as requested, during audits of farm and fund receipts	Ensure farm aid funds are utilized as directed by the General Assembly	1.25	111,910	0.25	19,746		Marketing & Promotions	Chad Truesdale (less than 3 years)	Yes
Goal 2- Protect consumers and businesses in the marketplace through physical inspections, laboratory analyses, product sampling, licensing, field testing, auditing, and other compliance activities							Consumer Protection	Derek Underwood (more than 3 years)	Yes
Strategy 2.1- Provide food/feed safety oversight of SC food manufacturers, processors, and food distribution facilities through routine, risk-based, compliance inspections	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate					Percent of time action is taken on inferior petroleum samples. Percent of producers educated about produce safety rule under FSMA	Food & Feed Safety / Produce Safety	Angie Matthews (more than 3 years)	Yes
Objective 2.1.1- Lead implementation plans for federal regulatory mandates such as FSMA, MFRPS, AFRPS, and COOL	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	0.5	38,738	0.5	47,889		Food & Feed Safety	Angie Matthews (more than 3 years)	Yes
Objective 2.1.2- Plan Reviewer should continue to provide assistance to food entrepreneurs wishing to begin wholesale food businesses	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1	77,476	1	95,777		Food & Feed Safety	Angie Matthews (more than 3 years)	Yes
Objective 2.1.3- Participate in regional and national food safety events by way of membership, attendance, work groups and forums	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1	77,476	1	95,777		Food & Feed Safety	Angie Matthews (more than 3 years)	Yes
Objective 2.1.4- Produce Safety Department within the Consumer Protection Division will continue education and enforcement of the SC Produce Safety Act 39-74	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1	77,476	1	95,777		Produce Safety	Kelly Johnson (less than 3 years)	Yes
Strategy 2.2- Maintain the accuracy and precision of the State's mass and volume measurement system by providing high quality calibration services to public and private customers	Provides NIST traceable calibrations for mass and volume standards, calibrates equipment for our state inspectors and private scale and pump service companies for the enforcement of weights and measures regulations					Number of firms provided metrology laboratory services	Metrology	Robert McGee (more than 3 years)	Yes
Objective 2.2.1- Enhance the Metrology Laboratory's credibility by becoming accredited by the national Voluntary Laboratory Accreditation Program (NVLAP)	Offer more services for public and private customers	0.75	58,107	0.75	71,833		Metrology	Robert McGee (more than 3 years)	Yes
Objective 2.2.2- Establish a new Quality Manager Position to provide ongoing quality assurance audits and documentation	Offer more services for public and private customers	0.25	19,369	0.25	23,944		Metrology	Robert McGee (more than 3 years)	Yes
Objective 2.2.3- Build a new metrology laboratory to meet the NIST requirements for Echelon 1 metrology laboratory environments	Offer more services for public and private customers	2	154,951	2	191,554		Metrology	Robert McGee (more than 3 years)	Yes
Objective 2.2.4- Perform calibrations within 1 month of a work order	Offer more services for public and private customers	4	309,902	4	383,108		Metrology	Robert McGee (more than 3 years)	Yes
Strategy 2.3- Ensure commodities offered for sale are the correct quantity and quality through inspections of petroleum dispensers, retail scales, and storage facilities	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate					Percent of time action is taken on inferior petroleum samples	Consumer Services	John Stokes (more than 3 years)	Yes
Objective 2.3.1- Deploy new large mass vehicles to provide service to large scale firms	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	0.5	38,738	0.5	47,889		Consumer Services / Metrology	John Stokes (more than 3 years)	Yes
Objective 2.3.2- Perform routine inspections, consistent with policy, of 100% of firms annually under SCDA regulatory oversight	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	18	1,394,560	18	1,723,987		Consumer Services	John Stokes (more than 3 years)	Yes
Objective 2.3.3- Provide follow-up communication on 100% of consumer complaints	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1.5	116,213	1.5	143,666	Percent of consumer protection (consumer services) requests and complaints with same-day follow-up communication, Percent of consumer protection (food/feed safety) requests and	Consumer Services	Alicia Attaway (more than 3 years)	No
Strategy 2.4- Provide public safety assurance that commodities purchased are safe, wholesome, and adhere to standards, through chemical and physical analytical analysis of food, feed, seed, and petroleum products	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate					Number of seed inspections performed for Clemson University, Percent of consumer protection (food/feed safety) requests and	Laboratory	Phil Trefsgar (more than 3 years)	Yes
Objective 2.4.1- Collaborate with other government agencies (Clemson, DOT, DHEC, DOR, APHS, FERN, FDA, USDA) to perform routine and emergency testing	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	0.5	38,738	0.5	47,889		Laboratory	Phil Trefsgar (more than 3 years)	Yes
Objective 2.4.2- Develop and install a new Laboratory Information Management System (LIMS) to enhance reporting and interface with FERN and FDA compliant databases	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1.5	116,213	1.5	143,666		Laboratory	Phil Trefsgar (more than 3 years)	Yes
Objective 2.4.3- Develop SOPs and protocols to enhance laboratory capabilities through regulatory accreditation programs, such as ISO/IEC 17025	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1	77,476	1	95,777		Laboratory	Phil Trefsgar (more than 3 years)	Yes
Objective 2.4.4- Have 100% staff attendance at all technical trainings and safety meetings	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	20.5	1,588,249	20.5	1,963,430		Laboratory	Phil Trefsgar (more than 3 years)	Yes
Objective 2.4.5- Analyze official and submitted samples and communicate results within five business days	Provide public safety by ensuring quality and quantity of products in the marketplace are accurate	1	77,476	1	95,777		Laboratory	Phil Trefsgar (more than 3 years)	Yes
Goal 3 - Promote and market South Carolina agriculture, both domestically and abroad, to increase demand for agricultural products							Agricultural Services	Marlin Eubanks (more than 3 years)	Yes
Strategy 3.1- Expand Certified SC branding and marketing efforts	Increase supply and demand of Certified SC products						Marketing & Promotions	Marlin Eubanks (more than 3 years)	Yes
Objective 3.1.1- Increase program membership by 5%	Help the public identify and purchase more food grown in SC	2.5	1,125,540	2.5	1,718,807	Number of Certified SC members, CSC brand recognition	Marketing & Promotions	Ansley Turnblad	Yes

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Objective 3.1.2 - Post on each SCDA managed social media account 3-5 times per week at strategic times to ensure the most reach	Create more awareness about SC agriculture, drive demand for SC products and increase	0.75	337,662	0.75	515,642	Marketing & Promotions	Elizabeth Shuler Wood	Yes	Private Business	
Objective 3.1.3 - Grow agritourism operator participation in SC programming by 5% and consumer traffic at those venues by 10%	Provide more marketing opportunities for SC producers	1.5	175,000	1.5	175,000	Marketing & Promotions	Jackie Moore	Yes	Private Business	
Objective 3.1.4 - Conduct participant evaluation at all events to determine effectiveness and utilization	Increase awareness of SC agriculture	0.75	337,662	0.75	515,642	Marketing & Promotions	Anslay Turnblad	Yes	Individual	
Strategy 3.2 - Maximize Return on Investment (ROI) of producer-led commodity boards through research, promotion and education	Improve commodity board research, promotion and education									
Objective 3.2.1 - Use merchandising and commodity-specific promotions to increase sales of SC products by 5% in retail food outlets and food service venues	Grow sales of SC grown and made agricultural products	0.5	451,649	0.5	470,445	Marketing & Promotions	Chad Truesdale (less than 3 years)	Yes	Non-Profit, Individual, Higher Education Institution	
Objective 3.2.2 - Fund research of new technologies, science and best management practices for production, packaging and processing	Producer investment to increase their bottom line	0.5	451,649	0.5	470,445	Marketing & Promotions	Matt Cornwell (less than 3 years)	Yes	Private Business	
Objective 3.2.3 - Place more resources into export market analysis, access, and development	Grow sales of SC grown and made agricultural products	0.5	451,649	0.5	470,445	Marketing & Promotions	Chad Truesdale (less than 3 years)	Yes	Non-Profit, Individual, Higher Education Institution	
Objective 3.2.4 - Use cross-promotion of, and between, commodities to increase demand by 5%	Grow sales of SC grown and made agricultural products	0.5	451,649	0.5	470,445	Marketing & Promotions	Martin Eubeniks (more than 3 years)	Yes	Federal, State, Non-Profit	
Strategy 3.3 - Expand direct sales opportunities through the State Farmers Market system, community based markets, roadside markets, Farm to School, and niche markets	Increase the value of south Carolina crops									
Objective 3.3.1 - Identify and prioritize critical upgrades at all 3 State Farmers Market (SFM) to ensure producers and consumers have safe and clean facilities	Provide more marketing opportunities for SC producers	14.5	1,600,194	14.5	1,410,162	State Farmers Markets	Brad Boozer (more than 3 years)	Yes	State, Private Business, Private Business, Individual, K-12 Education	
Objective 3.3.2 - Provide four training meetings for producers and community based markets to expand SNAP/WIC usage of this program	Provide more marketing opportunities for SC producers	0.75	337,662	0.75	515,642	Marketing & Promotions	vacant			
Objective 3.3.3 - In conjunction with Clemson University Extension, update producer Good Agricultural Practice (GAP) training and outreach efforts to increase certification by 3%	Provide more marketing opportunities for SC producers	1.75	177,589	1.75	195,130	Grading & Inspection	Jack Dantzier (more than 3 years)	Yes	Higher Education institution, Private Business, Individual	
Objective 3.3.4 - Identify number of farmers currently selling to schools, develop and maintain database that compiles contact and product information and update regularly	Provide more marketing opportunities for SC producers	0.5	225,108	0.5	343,761	Marketing & Promotions	Katie Pfeiffer (less than 3 years)	Yes	State, Federal, K-12 Education	
Objective 3.3.5 - Leverage earned media to reach consumers two weeks prior to major events like Flower Festivals and Family Fun Day	Create more awareness about SC agriculture, drive demand for SC products and increase	0.4	180,086	0.4	275,009	Marketing & Promotions / State Farmers Markets	Elizabeth Shuler Wood (more than 3 years)	Yes	Private Business	
Strategy 3.4 - Provide daily market news reports and USDA quality grading and inspections for fruits, vegetables, meats, and other commodities	Provide a level playing field for producers and consumers in the marketplace									
Objective 3.4.1 - Make weekly visits to six livestock auctions and daily visits to produce wholesalers to record price, volume and other market information	Help producers make marketing decisions	3.25	329,807	3.25	362,383	Grading & Inspection	Jack Dantzier (more than 3 years)	Yes	Federal, Private Business	
Objective 3.4.2 - Produce and publish information daily and weekly through Internet reports, printed reports, telephone recording devices, daily radio programs, as well as newspapers	Help producers make marketing decisions	1.5	152,219	1.5	167,254	Grading & Inspection	Kellie Taylor (more than 3 years)	Yes	Federal, Private Business	
Objective 3.4.3 - Perform grading and inspection at all statewide peanut buying points and contracted grain and commodity buying points	Provide more marketing opportunities for SC producers	17	1,725,147	17	1,895,544	Grading & Inspection	Jack Dantzier (more than 3 years)	Yes	Federal, Private Business	
Objective 3.4.4 - Increase the diversity of USDA commodity certifications that SCDA inspectors can issue upon request	Provide more marketing opportunities for SC producers	2	202,958	2	223,005	Grading & Inspection	Jack Dantzier (more than 3 years)	Yes	Federal,	
Goal 4 - Expand South Carolina's agricultural outputs by providing value-added opportunities to farmers and timely information to all stakeholders						Farmed media	External Affairs & Economic Development	Clint Leach (more than 3 years)	Yes	Federal, State, Local Government, Private Business, Non-profit, Individual
Strategy 4.1 - Grow existing industry by increasing agribusiness recruitment efforts and value added opportunities	Provide additional investment and job opportunities in rural South Carolina					Number of agribusiness identified for prospective expansion or projects in SC	Agribusiness Development	Clint Leach (more than 3 years)	Yes	State, Local Government, Private Business
Objective 4.1.1 - Meet with 10 current companies annually to encourage them to use more SC agricultural products in their business processes	Increase the value of agribusiness in SC	0.65	292,640	0.65	696,890		Agribusiness Development	Jack Shuler (less than 3 years)	Yes	State, Local Government, Private Business
Objective 4.1.2 - Create collaborations between in-state farmers and food processors to determine supply-chain opportunities	Increase the value of agribusiness in SC	0.25	112,554	0.25	421,881		Agribusiness Development	Jack Shuler (less than 3 years)	Yes	State, Local Government, Private Business
Objective 4.1.3 - Meet with state, local and regional alliance officials quarterly about agribusiness opportunities	Increase the value of agribusiness in SC	0.5	225,108	0.5	593,761		Agribusiness Development	Clint Leach (more than 3 years)	Yes	State, Local Government
Objective 4.1.4 - Participate in at least seven business events and/or trade shows per year to meet with prospective companies	Increase the value of agribusiness in SC	1	450,216	1	997,523		Agribusiness Development	Jack Shuler (less than 3 years)	Yes	Local Government, Private Business
Objective 4.1.5 - Perform an annual inventory analysis on agribusiness companies who are primed for expansion in SC or the Southeastern United States	Increase the value of agribusiness in SC	0.25	112,554	0.25	421,881		Agribusiness Development	Jack Shuler (less than 3 years)	Yes	State, Local Government, Private Business
Strategy 4.2 - Research and advocate for responsible agricultural policies which encourage growth and resource stewardship	Expand existing industry and increase value-added production						External Affairs	Clint Leach (more than 3 years)	Yes	State, Local Government, Private Business, Non profit, Individual
Objective 4.2.1 - Assess all industry policies before each legislative session by gathering input from a cross section of at least 10 different producers	Increase the value of agribusiness in SC	0.4	180,086	0.4	275,009		External Affairs	Clint Leach (more than 3 years)	Yes	Non-Profit, Individual, Private Business
Objective 4.2.2 - Be an industry voice in communicating factual information to elected officials at the appropriate time	Provide factual, unbiased information which will lead to sound public decisions	0.2	90,043	0.2	137,505		External Affairs	Clint Leach (more than 3 years)	Yes	State, Non-profit, Private Business
Objective 4.2.3 - Work with agency program staff to review current laws, regulations, and policies to balance consumer safety and a business friendly environment	Increase the value of agribusiness in SC	0.4	180,086	0.4	275,009		External Affairs	Clint Leach (more than 3 years)	Yes	Non-profit, Private Business
Strategy 4.3 - Provide credible and timely information to South Carolinians to increase awareness of agriculture	Ensure timely delivery of information of both producer and consumer interest									
Objective 4.3.1 - Update agency plan for crisis management and/or regulatory enforcement events	Provide unbiased information to improve public safety, educate producers and consumers, and facilitate the exchange of agricultural goods and services	0.1	45,022	0.1	68,752		Public Information	Sally McKay (less than 3 years)	Yes	Federal, State, Private Business, Individual
Objective 4.3.2 - Respond to 100 percent of website information requests within two business days	Provide unbiased information to improve public safety, educate producers and consumers, and facilitate the exchange of agricultural goods and services	0.25	112,554	0.25	171,881	Percent of website Public Information Requests answered within 2 days	Various	Various		
Objective 4.3.3 - Develop relationships with media statewide to pitch positive agricultural news events stories as they occur	Increase demand for SC products	0.75	337,662	0.75	515,642		Public Information	Sally McKay (less than 3 years)	Yes	Private Business, Individual
Strategy 4.4 - Continue to foster external and internal communications as educational resources and enhanced customer service tools	Be the voice of and source of information for South Carolina agriculture									
							Public Information	Sally McKay (less than 3 years)	Yes	Private Business, Individual

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Objective 4.4.1-Maintain a Market Bulletin subscription of 15,000	Provide unbiased information to improve public safety, educate producers and consumers, and facilitate the exchange of agricultural goods and services	2.5	41,524	2.5	192,730	Market Bulletin subscription reach	Public Information	Sally McKay (less than 3 years)	Yes	Individual
Objective 4.4.2- Public Information staff should conduct visits with different program staff at least monthly	Provide unbiased information to improve public safety, educate producers and consumers, and facilitate the exchange of agricultural goods and services	0.25	112,554	0.25	171,881		Public Information	Sally McKay (less than 3 years)	Yes	
Objective 4.4.3- Establish an accurate position on key issues and create consistent messages across the agency	Agency employees provide better customer service and are more productive	0.5	225,108	0.5	343,761		Public Information	Sally McKay (less than 3 years)	Yes	
Objective 4.4.4- Leverage paid media to get a higher return on investment	Grow sales of SC grown and made agricultural products	0.5	225,108	0.5	343,761		Public Information	Sally McKay (less than 3 years)	Yes	Private Business, Individual
Spent/Transferred not toward Agency's Comprehensive Strategic Plan-A73-B101										
Unrelated Purpose #1 - insert description:										
Insert any additional unrelated purposes										