

The NGPRL Customer Focus Group is an organization of approximately 100 farmers, ranchers, agricultural and environmental leaders, agribusiness people, and interested individuals from throughout the region that have met semi-annually since 1993. This group provides dynamic leadership in support of NGPRL's effort to improve economic and environmental sustainability of family farming on the northern Great Plains. These committed supporters actively interface with NGPRL staff to identify needs, perpetuate innovative ideas, and organize/support "sustainable agriculture" educational activities, to increase the value of NGPRL research to the agricultural community.



Individuals who would like to participate are welcome. Please provide your contact information on our website and you will be contacted to join us for the next meeting.

### VISION STATEMENT

"The Customer Focus Group of the USDA-ARS Northern Great Plains Research Lab is an energetic and resourceful group of people that represents the diverse agricultural and conservation community in this region and provides insightful and supportive input to the NGPRL."



### MISSION STATEMENT

The mission of the Customer Focus Group of the NGPRL is to ensure USDA-ARS research continues to have a positive impact on the lives of Northern Great Plains agricultural families in this and future generations.

We accomplish this by:

- Being a valuable source of input in identifying the regional resource needs in the areas of agricultural production and conservation
- Seeking and supporting project and Lab funding to meet the Lab's research objectives
- Promoting the Lab, working to enhance the Lab's image and informing others of the research results and their value to the Northern Great Plains
- Assessing the degree to which the research needs are being addressed by the Lab

