



## Danni

Beginning Fruit Farmer, Packaging  
Warehouse Operator

Age: 38

Location: Columbus, OH

"I experience joy when I'm outside because I have an opportunity to cultivate a deep relationship with the land and community. Farming is my livelihood and passion. This job comes with many challenges, but there is a great reward and appreciation in feeding others."

## Bio

Beginning producers can face many challenges getting started, and Danni has had her fair share of setbacks. However, she's accustomed to the daily nuances of farm life. There is nothing like being connected to and feeding one's community. Danni goes above and beyond to ensure her produce meets customer expectations. Selling at the local farmer's markets has gained her orchard a lot of notoriety. Her 15-acre fruit orchard has just celebrated its fourth anniversary, and she's looking to expand. Being new to FSA and unfamiliar with its vast programs, Danni has left the line of communication with her local service center open. The farm loan process is difficult, and she wishes the loan information wasn't misleading. Time is a precious commodity for farmers. Traveling an hour to the local service center isn't convenient, especially since farming isn't her only job. Danni needs clear information that will outline the farm loan process and reduce her service center visits.

## Frustrations

- The FSA site minimizes the preparation producers need when considering a funding option. There isn't enough information on the eligibility requirements or financial documents for producers beginning their farm loan program journey.
- Locating the correct link requires too many steps. The click-intensive journey makes it difficult to find specific information.
- She would like to save time and complete their farm loan application with confidence instead of having to frequently contact and visit the local service center for assistance.
- Danni gets overwhelmed and frustrated by the excessive use of acronyms and technical jargon on the FSA site.

## Needs

- Time is precious for Danni. She needs fewer and more efficient trips to her local service center.
- Danni is a beginning woman farmer. She needs to feel represented and included within the farming community.
- The loan and application processes are tedious and complex. Danni needs a simple outline to inform her of what to expect on her farm loan journey.
- Danni usually spends her day working on the farm away from her desk. She needs to be able to easily access the site on her mobile device.

## Goals

- Would like to find funding to purchase extra equipment and hire workers for expanding farming operations.
- Would like to take the additional steps to become certified as an organic farmer.

## Tasks

- Harvest and collect ripe fruit from the field and transport it to the farm stand.
- Ensure the fruit has cooled to an ambient temperature before filling up fruit baskets.
- Make sure all baskets are at a good weight and filled to capacity before being transferred to the cooler.
- Spread the word about her fruit farm by leveraging social media to post about upcoming farmers markets & events.

