

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D. C. 20250

May 28, 1971

SECRETARY'S MEMORANDUM NO. 1662, SUPPLEMENT 2

USDA Policy on Civil Rights

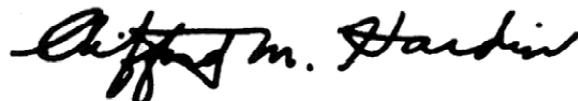
In Secretary's Memorandum No. 1662 I directed that we renew and strengthen our efforts to insure equal access to all USDA programs without regard to race, color, or national origin. We need to see that all eligible people, particularly minorities and the underprivileged, are informed of all USDA program benefits and of the protection against discrimination contained in our regulations.

I am now directing each Agency head to develop a public notification plan which will include the following:

- Each USDA office and recipient which distributes program benefits will take specific action to advise minorities of program availability and the requirement for nondiscrimination.
- Each USDA and cooperating office serving the public will prominently display the nondiscrimination poster, "And Justice for All". A notice of nondiscrimination will also be posted at all public outdoor recreation areas.
- Each Agency will inform minorities of new programs and program changes by mailing information to "grass roots" organizations listed by the Assistant to the Secretary for Civil Rights.
- Each Agency will promptly notify the Office of Information of any new programs or program changes. The Office of Information will maintain master lists of minority group media and will disseminate to them the information provided by the Agencies.
- Each Agency will submit Civil Rights "success stories" to the Office of Information for dissemination to the media.

- All informational materials released to the public will, as appropriate, contain a statement that the program or activity will be conducted on a nondiscriminatory basis. Where appropriate, photos and other graphics will be used to convey the message of equal opportunity. This requirement will apply to materials published and distributed by either the Agency or its non-Federal cooperators.

No later than June 30, 1971, please submit a plan for accomplishing the above steps to the Assistant to the Secretary for Civil Rights for approval. Indicate those areas already covered by Agency procedures.


Secretary of Agriculture