

United States Department of Agriculture Federal Capacity Program Funding: A
Study of the University Food, Agriculture, and Natural Resources Cooperative
Extension and Research Enterprise

THE CASE FOR INVESTING IN CAPACITY: STRENGTHENING LAND-GRANT UNIVERSITIES FOR THE FUTURE.

Douglas I. Steele, PhD, APLU Vice President of Food, Agriculture and Natural Resources

According to the USDA Economic Research Service, agriculture accounted for 5.5% of the United States (U.S.) Gross Domestic Product in 2023 and provided 10.3 percent of the nation’s employment that year—about 34 million jobs created by the food, agriculture and natural resources sector. For more than a half century, the U.S. maintained a trade surplus when it came to agriculture. However, in 2023 U.S. agricultural imports of agricultural products exceeded its exports by \$21 billion, a trend continued in 2024. Growing reliance on imports reduces food sovereignty and poses a national security risk. As Alfred Henry Lewis wrote in 1896, “The only barrier between us and anarchy is the last nine meals we’ve had.” This remains true today, as food shortages often destabilize nations in times of crisis.

While certain imports, such as coffee and cocoa, are unavoidable, half of the U.S. imports are high-value horticultural products—including fruits, vegetables, nuts, nursery stock, oilseeds, and alcoholic beverages—that could be produced domestically. As consumer demand for healthy foods such as fruits and vegetables continues to grow, we need to expand our producers’ growing season through innovation and outreach. In World War II, Americans planted “victory gardens” to increase food production. Similarly, interest in growing food at home increased during the pandemic as supply chains snarled. Empowering communities and backyard gardeners can help fill some gaps in local food production. For commercial production, however, research into drought tolerant crops, improved crop pest protection, and protection of our livestock from disease could also decrease our need for imported products. Thankfully, the nation has an enterprise ready to tackle these challenges.

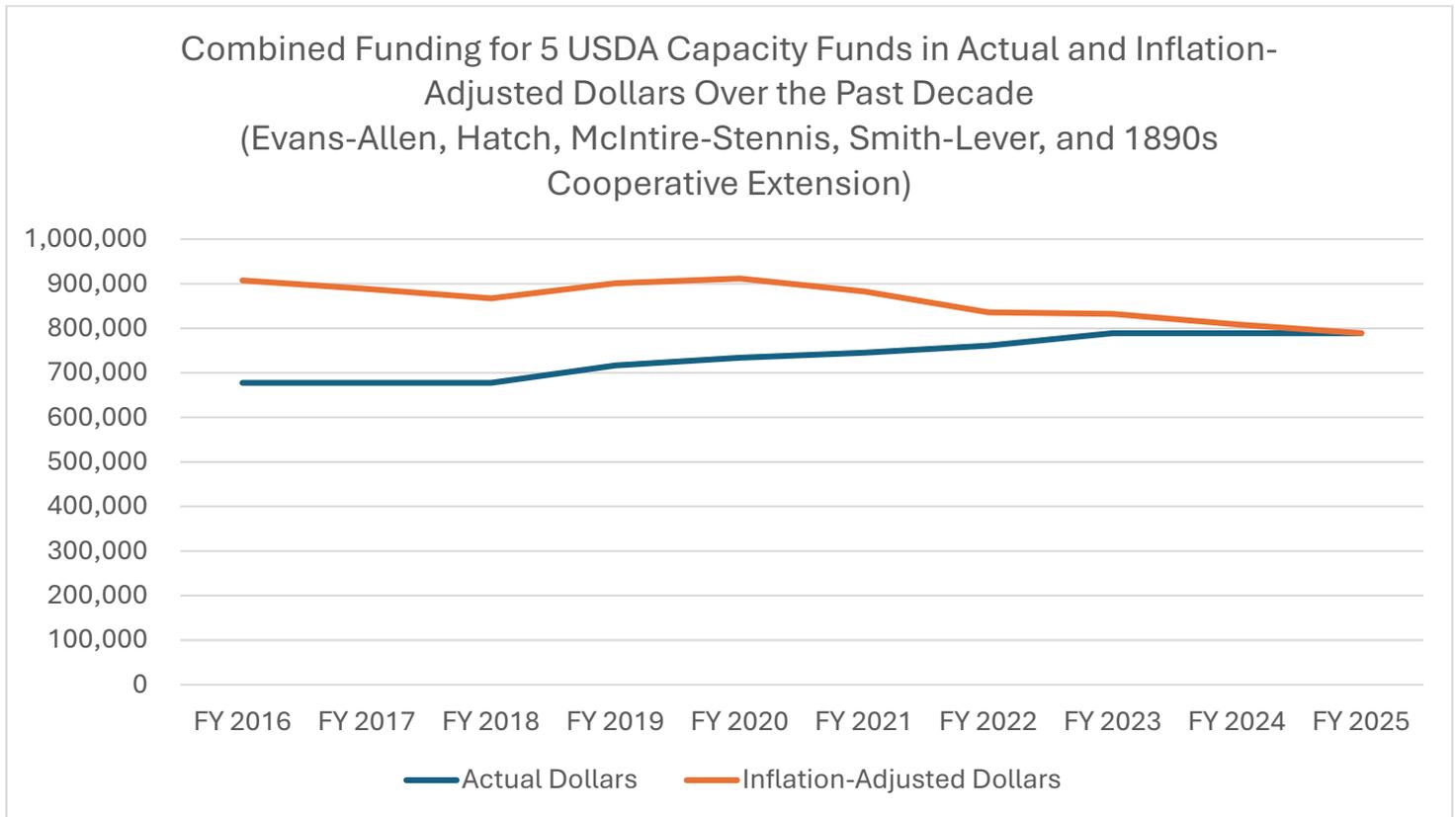
Land-grant universities and their food, agriculture, and natural resources Cooperative Extension and research enterprise serve the nation by delivering innovative discoveries and breakthroughs for producers, consumers, and the entire bioeconomy; supporting rural communities; and delivering educational benefits to youth and families, particularly to those most in need. This enterprise drives technology adoption, fosters growth in the agricultural and food sectors, encourages entrepreneurship, and strengthens public-private partnerships. It plays an essential role in supporting American jobs, boosting exports, and fueling economic growth. Most importantly, this enterprise protects an important aspect of our national security by ensuring that, as a country, we can feed ourselves.

This enterprise and its services, however, are not free; their foundation lies upon United States Department of Agriculture (USDA) Capacity Program Funding, a set of grant programs that provide land-grant and public institutions with the ability to carry out their mission of advancing agriculture, food security, environmental stewardship, and community development through research and outreach. Federal capacity funding has not kept pace with inflation (see Figure 1). At the same time, China has vastly increased its agricultural research spending, outspending the U.S. two to one. A recent study¹

¹ Stehl, J., Vonderschmidt, A., Vollmer, S. et al. Gap between national food production and food-based dietary guidance highlights lack of national self-sufficiency. *Nat Food* 6, 571–576 (2025). <https://doi.org/10.1038/s43016-025-01173-4>

found China to be self-sufficient in six of seven food categories, while the U.S. was self-sufficient in only four. Increased investment in capacity funds will unlock U.S. innovation and will deliver critical returns in terms of food and national security.

Figure 1: Federal Appropriations for USDA Capacity Funds FY16-FY25



Land-grant universities, which make up most capacity-fund recipients, are being asked to do ever more with less. To maintain and strengthen the nation’s agricultural and food security, these research and Cooperative Extension programs need to grow to meet today and tomorrow’s challenges. Capacity funding for the five primary² capacity lines combined has fallen thirteen percent over the past decade in inflation-adjusted dollars. At the same time, these institutions have responded to multiple crises: the opioid epidemic, avian flu, farmer stress and mental health, the COVID pandemic, workforce shortages, the digital divide, and multiple natural disasters. That is in addition to educating millions of children via youth programs like 4-H; providing support and training to nearly 75,000 masters and Ph.D. students in the agriculture, natural resources, and human sciences disciplines; delivering guidance and help to farmers, ranchers, and forest owners on a wide range of issues affecting their production and economic well-being; researching new crop varieties and plant protection systems; improving animal production and health; creating innovations in food science and agricultural engineering; furnishing millions with nutrition education to improve their health; and establishing greater understanding of how to conserve our natural resources.

² The Capacity Funding lines included in this report are the Hatch Act of 1877, the Smith-Lever Act of 1914, the McIntire-Stennis Capacity Program of 1962, the Evans-Allen Capacity Grants of 1977, and the Agricultural Cooperative Extension Programs at 1890s Institutions of 1977.

To understand more completely the importance of capacity funding, APLU engaged Tripp Umbach³ to gather data from universities nationwide about how capacity funds are utilized and how potential increases or cuts to USDA capacity grant funds would impact their operations and missions. This report presents the key findings from the survey and underscores why federal capacity funding is essential for agricultural Cooperative Extension and research in the U.S.

³ Tripp Umbach is an established national leader consulting with public and land-grant universities, academic medical centers, and economic development agencies.

Introduction

Every American is touched every day by the food, agriculture, and natural resources industries that form a nationwide economic system. This system is essential to the United States' well-being from both economic and national security points of view. U.S. success in agriculture—achieving greater production from fewer acres—has been remarkable. But this achievement was never guaranteed. Generations ago, policymakers recognized that plentiful, fertile land alone could not secure prosperity. They realized the country needed to develop expertise and skills in applying science to agriculture, forestry, and home economics. From this was born the scientific research, technological development, and outreach components of the USDA University Food, Agriculture, and Natural Resource Cooperative Extension and Research Enterprise. Comprised of experiment stations spread across every state and territory, university campus-based laboratories, and a Cooperative Extension presence in or near most of the nation's approximately 3,000 counties, this system drove dramatic productivity gains over the past 100 years and also empowered generations to fuel growth in emerging industries. This enterprise helped give rise to hybrid corn and other transformative crop varieties such as aflatoxin resistant peanuts; artificial insemination and reproductive technologies for livestock; no-till and conservation tillage, which preserve soil and reduce water pollution; 4-H Youth development has and will shape generations of scientists, civic leaders, and entrepreneurs; integrated pest management that reduces pesticide use and protects both farm economies and ecosystems; pasteurization, frozen food, and other food preservation techniques; precision agriculture, rural electrification and water management. Now, as global competitors catch and surpass the U.S. in food, agriculture and natural resources research and development, it is time for the U.S. universities to lead once again by enhancing productivity on the farm and across the entire value chain.

What is USDA Federal Capacity Program Funding?

USDA Federal capacity program funds, hereinafter referred to as “capacity funds,” are formula-based annual appropriations from the U.S. Congress to land-grant and public universities. These funds are intended to sustain food, agriculture, and natural resources research and Cooperative Extension capacity in every state and territory. Capacity funding programs originate from longstanding legislation. As shown in Figure 2, the five programs involved support different types and numbers of institutions, serve specific purposes and audiences, and require matching funds from the recipients. The USDA National Institute of Food and Agriculture (NIFA) is the federal agency that oversees these grants. Federal regulations allow NIFA the ability to provide waivers to some institutions for all or a portion of their matching funds. These funds do not allow indirect costs to be taken.

Congress' intention in providing capacity funds to every state and territory is to ensure that local needs are met. Agriculture and natural resource management is inherently local. The crops grown, animals raised, and timber harvested depend on the specific soils, pests, and weather of an area. These items vary within a state and across large regions. Localized research is essential to developing effective agronomic practices and pest control strategies. Further, on-the-ground relationships, like those developed through the Cooperative Extension System, matter in getting local producers or communities to adopt new practices or in hearing about emerging issues arising from constituents. All of

this boosts state-specific industries by fostering entrepreneurship while providing site-specific conservation of water, and soil and decreasing negative environmental impacts. Maintaining this university Cooperative Extension and research enterprise across the U.S. guarantees that all U.S. communities benefit from federal research dollars.

Survey Methodology

APLU retained Tripp Umbach to design and execute a member survey in the fall of 2024 as part of a capacity funding awareness initiative. Tripp Umbach worked closely with Board on Agriculture Assembly (BAA) senior leadership, staff, and a steering committee (Appendix A) of members while completing the survey design, analysis, and final report.

The survey was distributed online in October 2024 to administrative leaders and key personnel at APLU BAA member institutions through a multi-channel outreach approach.

The survey drew 175 responses from a cross-section of 95 land-grant universities and non-land-grant universities (Appendix B). Participants included representatives from 51 state 1862 land-grant universities and the District of Columbia; 1890 land-grant universities, historically Black universities established under the Second Morrill Act; and 1994 land-grant institutions, tribally controlled colleges and universities granted land-grant status under the 1994 Equity in Educational Land-Grant Status Act. The sample also encompassed the insular institutions, which are 1862 land-grant institutions in U.S. territories and freely associated areas, including Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, Northern Marianas, and in the Federated States of Micronesia.⁴ Additionally, some respondents came from non-land-grant public universities with significant forestry programs.

Figure 2: Federal Capacity Programs Size, Scope, and Funding

Title of Capacity Program	Mission Area	Types of Institutions Supported	Number of Institutions Supported	Science Scope
Hatch Act of 1887	Research	1862	63 ⁵	Research on all aspects of agriculture, including subjects involving soils, water, crops, weeds, animals, pests, food, human nutrition, forestry, rangeland management, aquaculture, community development, economics, and ag education.
Smith-Lever Act of 1914	Cooperative Extension	1862	63	Cooperative Extension services, including developing practical applications of research knowledge; instructions and real-world demonstrations of existing or improved practices or technologies in agriculture.

⁴ Through a Land-grant Compact, the Federated States of Micronesia includes the College of Micronesia, the Community College of the Marshall Islands, and the Palau Community College.

⁵ This includes 49 states, 5 territories, the University of the District of Columbia, along with 5 University of California campuses that receive capacity funds, and the 3 institutions that form the Land-Grant Compact of Micronesia.

McIntire-Stennis Capacity Program of 1962	Research	1862, 1890, Public non-land-grant	79, with the possibility that a few more 1890 or 1994 institutions may qualify in the future.	Forestry research and education of forest scientists.
Evans-Allen Capacity Grants of 1977	Research	1890	19	Research for small farmer challenges, food security and nutrition, and workforce development.
Agricultural Cooperative Extension Programs at 1890s Institutions of 1977	Cooperative Extension	1890	19	Cooperative Extension services to small-to-medium size farms on market development, acquisition of capital and technology, estate planning, and profitability.

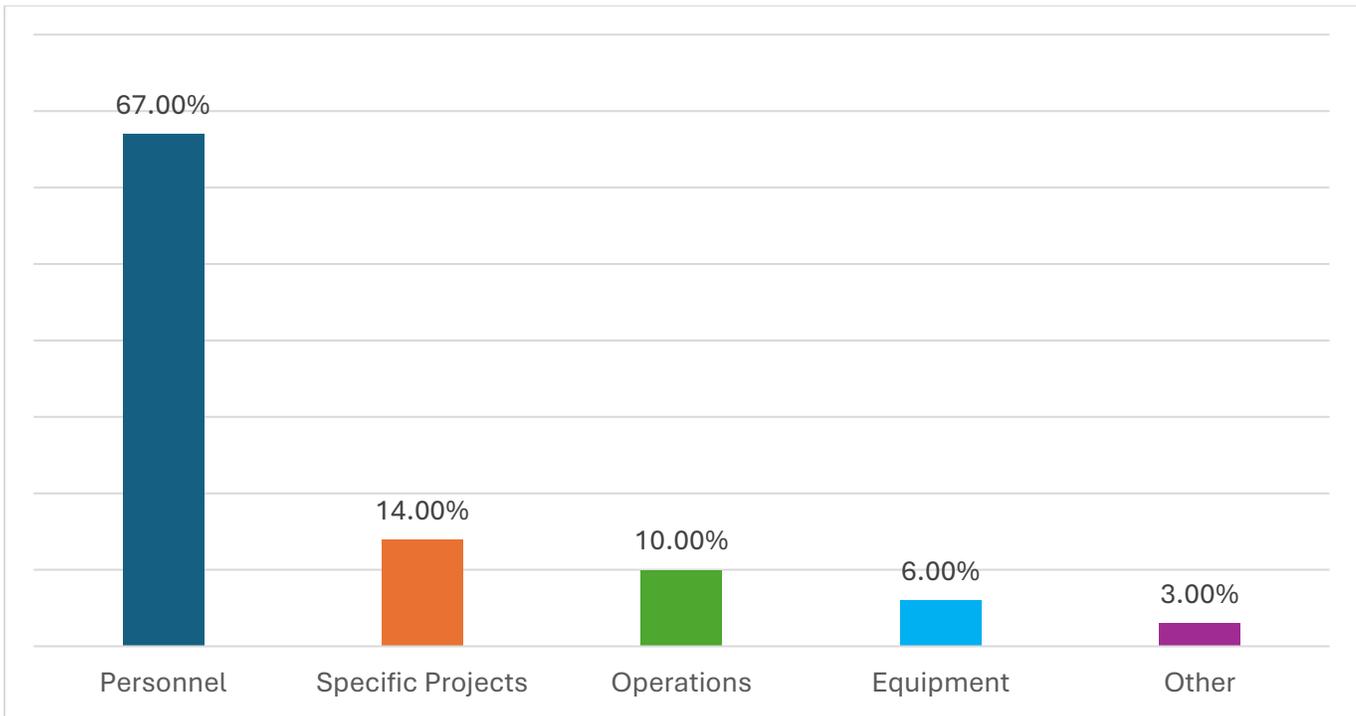
How are USDA Federal Capacity Funds used?

With these funds, institutions carry out agricultural and forestry research on local, state, regional, or national scales; develop practical applications and demonstrations of new technologies and research results; and pursue additional funding to support other research and Cooperative Extension projects.

A significant portion of these funds supports personnel, including faculty researchers, Cooperative Cooperative Extension specialists, county agents, and support staff, as well as the operational costs of research and Cooperative Cooperative Extension programs. These personnel have specialized skills and expertise, making them essential to the function of the enterprise. Capacity funds are also used to carry out specific projects, such as those under the [Hatch Multistate Research Fund](#). Many institutions also utilize capacity funds to sustain research operations across their states and Cooperative Cooperative Extension programs in every county, ensuring that knowledge and innovations reach farmers, families, and young people everywhere. Additionally, at some institutions a share of funding is used to purchase research equipment ranging from scientific instruments to farm machinery, mainly where other funding sources may not cover these capital needs. (See Figure 3).

Institutions leverage capacity funds through required 1:1 matching funds, greatly extending the power of each federal dollar contributed.

Figure 3: Current Allocation of Funds

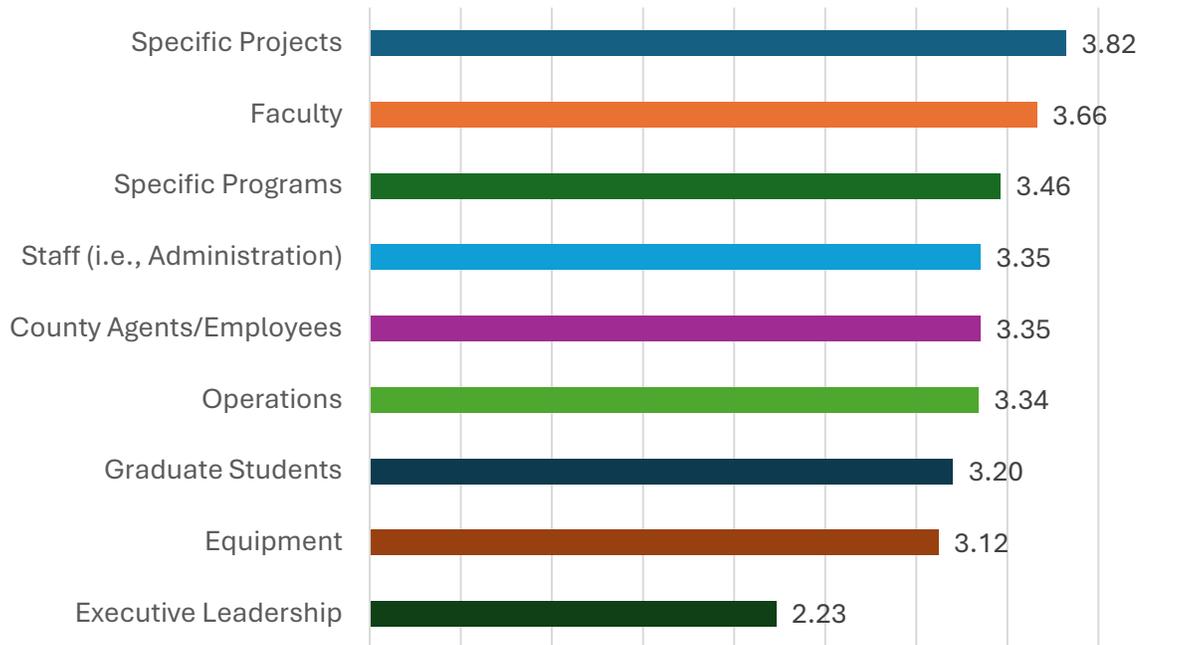


Key Takeaways

Key Takeaway #1 – Reductions in Capacity Funds Risk National Security

Stable and sufficient federal capacity funding is essential for maintaining the United States' global leadership in agricultural research and production. Insufficient funding levels, compounded by inflation and administrative burdens, impede institutional abilities to respond effectively to modern challenges, retain the critical skills and expertise needed, and sustain required technical resources. The number of challenges facing our producers never seems to decrease, with new diseases, evolving pest threats, invasive species, and natural disasters continually threatening our agricultural production. In a national emergency, providing a quick and effective response to modern challenges depends on having expert personnel available, ready to work, and able to reach producers and communities most in need. It also requires educating the future workforce with the skills and expertise they will need for future challenges. As Figure 3 demonstrates, cuts to capacity funding would result in loss of expertise and skilled personnel to respond to emergencies and maintain our food, agriculture, and natural resources economic system. Addressing these funding gaps is critical for future-proofing national agricultural and community development capabilities.

Figure 3: Which of the following are vulnerable to capacity funding cuts? (Weighted Average)



Key Takeaway #2 – Capacity Funds Increase Research Competitiveness and Cooperative Extension’s Reach

As Figure 3 demonstrates, respondents indicated two critical benefits of capacity funds over competitive or contract funds are (1) stability and (2) the leveraging of state and county funds. Stability assures constituents that Cooperative Cooperative Extension personnel will be available to help when needed, allows for long-term research, and provides for the growth of the expertise and skills needed to tackle the most difficult issues.

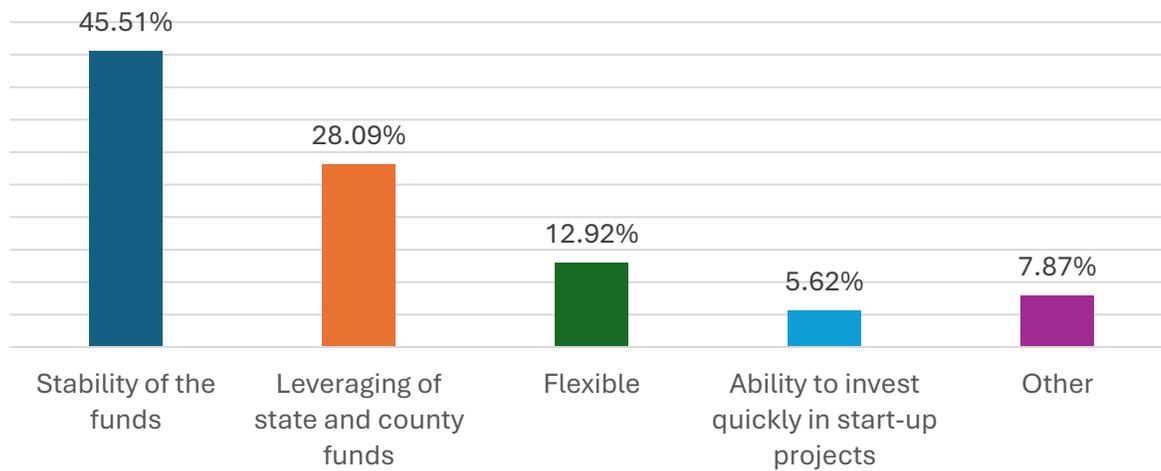
Federal capacity funding is a critical leveraging tool, enabling institutions to secure additional resources from state, local, and external sources. Reduction in federal funds would likely trigger cascading decreases in state match funding, external grants, and regional or county financial support, significantly amplifying the negative economic impacts. This would diminish overall resources, forcing universities to scale back or eliminate critical agricultural research projects, Cooperative Extension programs, and community initiatives.

Federal capacity funding supports essential and preliminary research activities, as well as the advanced laboratory facilities, faculty salaries, and graduate student support required to conduct them.

Reductions to these funds would weaken institutions’ ability to address local and national challenges in food, agriculture, and natural resources; reduce competitiveness for external grants; limit the capacity to attract industry partnerships; and hinder the maintenance of cutting-edge research programs.

Similarly, capacity funds guarantee Cooperative Extension programming can be delivered consistently to farmers, ranchers, and communities without annual uncertainty. In turn, this builds trust from stakeholders that Cooperative Extension will be there when communities most need them. Cooperative Extension’s key to success lies in its stakeholder relationships as a trusted partner, which often take years to cultivate. Capacity funding makes this possible.

Figure 3: What is the most critical benefit of capacity funding vs. project-specific grants and contracts?



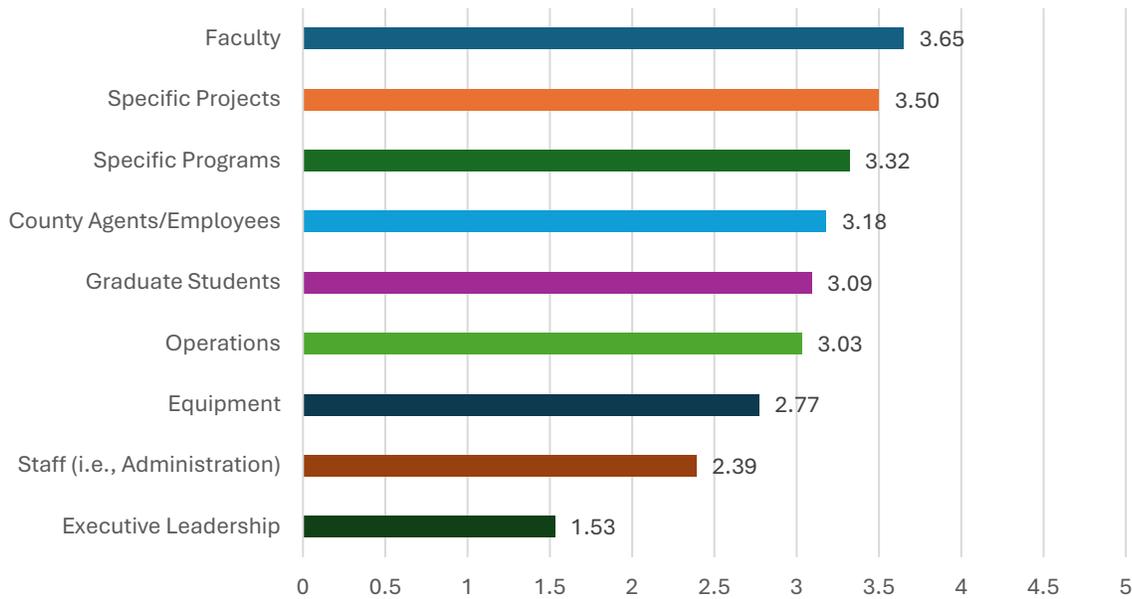
Key Takeaway #3 - Capacity Funding Supports Programs that Drive Workforce and Community Development

Increased capacity funding would significantly enhance ongoing or planned initiatives in high-impact research areas, including adaptive agriculture, precision agriculture using artificial intelligence, bioeconomy and renewable energy solutions, urban agriculture, and comprehensive "One Health" initiatives.⁶ These are all areas for future economic growth with high potential for community renewal.

As Figure 5 demonstrates, many respondents indicated that they would use increased capacity funding to support existing faculty researchers, Cooperative Extension faculty and personnel, and graduate students. Having more researchers and Cooperative Extension personnel enables universities to address a broader range of issues, serve a more significant number of communities and educate the next generation of scientists. Several Cooperative Extension respondents noted that they would add county Cooperative Extension staff if funding allowed, thereby increasing their outreach capabilities in both rural and urban areas. Cooperative Extension personnel are on the front lines, delivering agriculture, health, and 4-H and other youth development education. Additional funding would translate directly into more hands-on help for farmers and families in rural areas.

Figure 5: What would you expand if you received more capacity funding? (Weighted Average)

⁶ The "One Health" approach is the collaborative effort of the human health, veterinary health, and environmental health communities. Through this collaboration, USDA achieves optimal health outcomes for both animals and people.



Key Takeaway #4 - Federal Capacity Funds are the Foundation in the University Food, Agriculture, and Natural Resources Cooperative Extension and Research Enterprise

One of the most apparent outcomes of the survey is the unanimous agreement that federal capacity funds are essential to the university food, agriculture, and natural resources Cooperative Extension and research enterprise (See Figure 6). Respondents emphasized that without federal capacity dollars, their institutions’ ability to advance agriculture and support farmers and families would be severely weakened. The funds were described as foundational, supporting core essential personnel, keeping lights on in labs and Cooperative Extension offices, and enabling a continuous Cooperative Extension presence in communities that competitive grants alone cannot guarantee.

Figure 6: How beneficial are capacity funds to your unit on a scale of 1-5, where 1 equals ‘not valuable’ and 5 equals ‘very valuable?’ (Weighted Average)

4.9

Source: APLU BAA Member Survey

These funds form the foundation on which everything else is built. Think of them as the sturdy base of a tree trunk upon which all other funding stack and research and Cooperative Extension programs flourish. Research and Cooperative Extension are the “branches and leaves” making additional growth possible and allowing the tree to bear the fruits. This “fruit” includes increased national security, safe and

sustainable food systems, healthy soils and forests, economically strong rural communities, safe and abundant water, improved human nutrition and health, and youth that are resilient, adaptable, and lifelong learners. Without federal capacity funds, state and county matches would likely dry up.



It is likely that as experts and skilled personnel are lost, equipment ages, and remaining faculty and personnel are overwhelmed, external funding from competitive grants would fade away. In turn, graduate students would likely choose other professional paths, perhaps leaving the fields of food, agriculture, and natural resources entirely, diminishing future research and Cooperative Extension capacity. Eventually, many programs would

likely be shuttered, and the university Cooperative Extension and research tree might no longer bear fruit.

Conclusion

The survey's findings underscore the essential role that federal capacity funding plays for land-grant universities, their partners, and communities throughout the United States. The narrative that emerges is, without a doubt, that capacity funds are the foundation of America's university food, agriculture, and natural resources research and Cooperative Extension enterprise. They enable continuous, mission-driven work that no other funding source fully replicates. University leaders across the country have spoken in unison, stating that these funds will allow them to keep laboratories staffed, research plots active, Cooperative Extension offices open, and innovations flowing to farmers and communities.

The survey provides concrete evidence that with increased capacity funding, institutions are well-positioned to address some of the most pressing challenges of our time, from environmental stewardship to food security, by expanding successful programs and launching new initiatives that benefit every state and territory. Conversely, it also provides a stark warning that cutting these funds would be devastating. Not only would it strip away financial resources, but it would also unravel the very fabric of a federal-state partnership that yields enormous returns in knowledge, economic growth, and improvements in quality of life.

The survey affirms that federal capacity funds are a wise and leveraged investment in the nation's future. They keep the land-grant promise alive: that science and education will continually be applied to solve local problems, ensure a safe and abundant food supply, foster environmental stewardship, and build strong communities. For university leaders, faculty, and staff on the front lines of this work, the message to federal leaders is gratitude for past support and urgency about the future. Continued and increased capacity funding will empower these universities to drive innovation, train future leaders in agriculture and science, and maintain the United States' leadership in food and agricultural research. Conversely,

any retrenchment will have far-reaching negative consequences that take years to overcome. As the nation faces evolving challenges in agriculture and beyond, sustaining the food, agricultural and natural resource capacity of our land-grant and public institutions through robust federal funding is not about maintaining an old system – it is proactively securing the foundation for progress and prosperity for decades to come. The evidence and insights gathered in this report present a compelling case that investments at this time will reinforce that foundation, ensuring that the partnership between the federal government and land-grant universities continues to flourish for the benefit of all.

Synopsis: **Stable and sufficient capacity funding forms the foundation of land-grant universities' food, agriculture, and natural resources research and Cooperative Extension enterprise**

- Stability ensures continuity in research and Cooperative Extension services, enables long-term projects, and provides for the growth of expertise and skills needed to tackle the most difficult issues.
- Federal capacity funds are leveraged through state, local, and external resources, thereby increasing the impact of federal funding.
- Cuts have cascading consequences, including risking national security by eroding both current and future expertise and weakening emergency response abilities.
- Increased investment secures the future by supporting programs that drive workforce and community development by encouraging research into areas of future economic growth with high potential for community renewal.

Appendix A: Task Force Committee Members

Beverly Durgan, Ph.D. (Co-Chair)
Dean, University of Minnesota Cooperative Extension
University of Minnesota

George Smith, Ph.D. (Co-Chair)
AgBioResearch Director
Michigan State University

Dennis Becker, Ph.D.
Dean, College of Natural Resources
University of Idaho

Rich Bonanno, Ph.D.
Executive Director, Association of Southern Region
Cooperative Extension Directors

Wendy Fink
Associate Vice President, Food, Agriculture, and
Natural Resources
Association of Public Land-grant Universities

Stephan Goetz, Ph.D.
Director, The Northeast Regional Center for Rural
Development
Pennsylvania State University

Bill Hoffman, Ed.D.
Executive Director, Cooperative Cooperative
Extension System (CES) & Cooperative Extension
Committee on Organization and Policy
Association of Public Land-grant Universities

Bridget Krieger, Senior Principal, Lewis-Burke
Associate LLC

Jason Henderson, Ph.D.
Vice President for Cooperative Extension and
Outreach
Iowa State University

Moses Kairo, Ph.D.
Dean, School of Agricultural and Natural Sciences
University of Maryland-Eastern Shore

Steven Lommel, Ph.D.
Associate Dean for Research, College of Agriculture
and Life Sciences, and Director, North Carolina
Agricultural Research Service
North Carolina State University

M. Ray McKinnie, Ph.D.
Associate Dean, Cooperative Cooperative Extension
Program Administrator
North Carolina Agricultural & Technical State
University

Robin Shepard
Executive Director
North Central Cooperative Cooperative Extension
Association

Stacey Stearns
Communications Specialist, UConn Cooperative
Extension
University of Connecticut

Doug Steele, Ph.D.
Vice President
Food, Agriculture and Natural Resources Association
of Public Land-grant Universities

Tom Thompson, Ph.D.
Associate Dean, College of Agriculture and Life
Sciences (CALS), Director of CALS Global
Virginia Tech

Jeanette Thurston, Ph.D.
Executive Director
agInnovation North Central

Malcolm Warbrick
Director of Federal Relations
Pennsylvania State University

Appendix B: Participating Institutions

1. Alabama A&M University
2. Alcorn State University
3. American Samoa Community College
4. Auburn University
5. California Polytechnic State University, San Luis Obispo
6. California State Polytechnic University, Humboldt
7. Central State University
8. Clemson University
9. College of Micronesia-FSM
10. College of the Marshall Islands
11. Colorado State University
12. Cornell University
13. Delaware State University
14. Florida A&M University
15. Fort Valley State University
16. Iowa State University
17. Kansas State University
18. Kentucky State University
19. Langston University
20. Leech Lake Tribal College
21. Lincoln University
22. Louisiana State University A&M
23. Michigan State University
24. Michigan Technological University
25. Mississippi State University
26. Montana State University
27. New Mexico State University
28. North Carolina A&T State University
29. North Carolina State University
30. North Dakota State University
31. Northern Marianas College
32. Oklahoma State University
33. Oregon State University
34. Palau Community College
35. Prairie View A&M University
36. Purdue University
37. Rutgers, The State University of New Jersey
38. Salish Kootenai College
39. South Carolina State University
40. South Dakota State University
41. Southern Illinois University, Carbondale
42. Southern University and A&M College
43. Stephen F. Austin State University
44. SUNY College of Environmental Science and Forestry
45. Tennessee State University
46. Texas A&M University
47. The Ohio State University
48. The Pennsylvania State University
49. The University of Tennessee
50. Tuskegee University
51. University of Alaska, Fairbanks
52. University of Arizona
53. University of Arkansas, Fayetteville
54. University of Arkansas, Monticello
55. University of Arkansas, Pine Bluff
56. University of California System
57. University of California, Berkeley
58. University of California, Merced
59. University of California, Riverside
60. University of California, Santa Cruz
61. University of Connecticut
62. University of Delaware
63. University of Florida
64. University of Georgia

65. University of Guam
66. University of Hawaii at Manoa
67. University of Idaho
68. University of Illinois Urbana-Champaign
69. University of Kentucky
70. University of Maine
71. University of Maryland, College Park
72. University of Maryland, Eastern Shore
73. University of Massachusetts, Amherst
74. University of Michigan
75. University of Minnesota
76. University of Missouri
77. University of Montana, Missoula
78. University of Nebraska, Lincoln
79. University of Nevada, Reno
80. University of New Hampshire
81. University of Puerto Rico Mayaguez
82. University of Rhode Island
83. University of the District of Columbia
84. University of the Virgin Islands
85. University of Vermont
86. University of Washington
87. University of Wisconsin, Madison
88. University of Wyoming
89. Utah State University
90. Virginia Polytechnic Institute and State University
91. Virginia State University
92. Washington State University
93. West Virginia State University
94. West Virginia University

About Tripp Umbach

Since 1990, Tripp Umbach has conducted in-depth analyses for hundreds of institutions and clients throughout the United States and internationally. Tripp Umbach is the leading firm in conducting economic impact studies, feasibility studies, community assessments, and market research studies for healthcare, higher education, government agencies, and other institutions.

Tripp Umbach brings more than three decades of proven expertise in market research, specializing in tailored, data-driven solutions for healthcare systems, higher education institutions, non-profit organizations, and public sector entities. Tripp Umbach excels in quantitative and qualitative research methods, designing and implementing comprehensive studies that uncover actionable insights into consumer behavior, community needs, service gaps, and market demand.

Tripp Umbach's market research capabilities are committed to uncovering meaningful, context-specific intelligence that drives results. Their work spans diverse sectors, including economic development, community health, graduate medical education, and academic program expansion. Notably, the firm has conducted hundreds of market assessments that guide critical decisions such as new program feasibility, geographic expansion, partnership development, and service line optimization. Tripp Umbach is recognized nationally for its ability to synthesize complex data into clear, actionable recommendations that support long-term growth and sustainability. With a reputation for integrity, accuracy, and responsiveness, Tripp Umbach is a trusted partner to clients seeking to navigate evolving markets and meet the needs of increasingly diverse populations.

