

Can your farmers see your  
maps?

# 1 in 20 people

(between 7-10% of men, <1% of women)

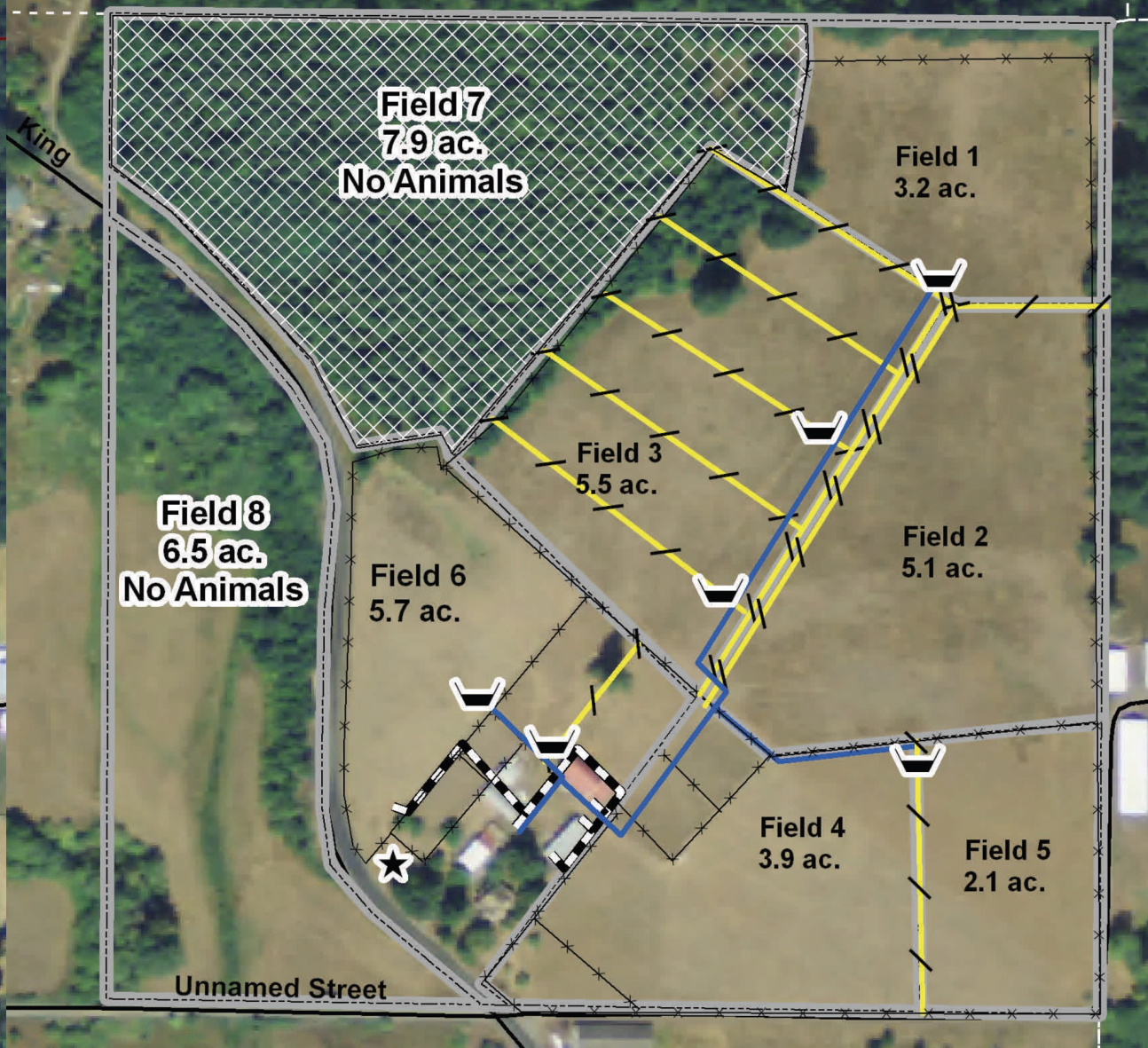
## have difficulty distinguishing colors

- Percentage seems to be higher in the Ag labor pool in Wisconsin
- Red flags are invisible in a green growing crop/buffer area

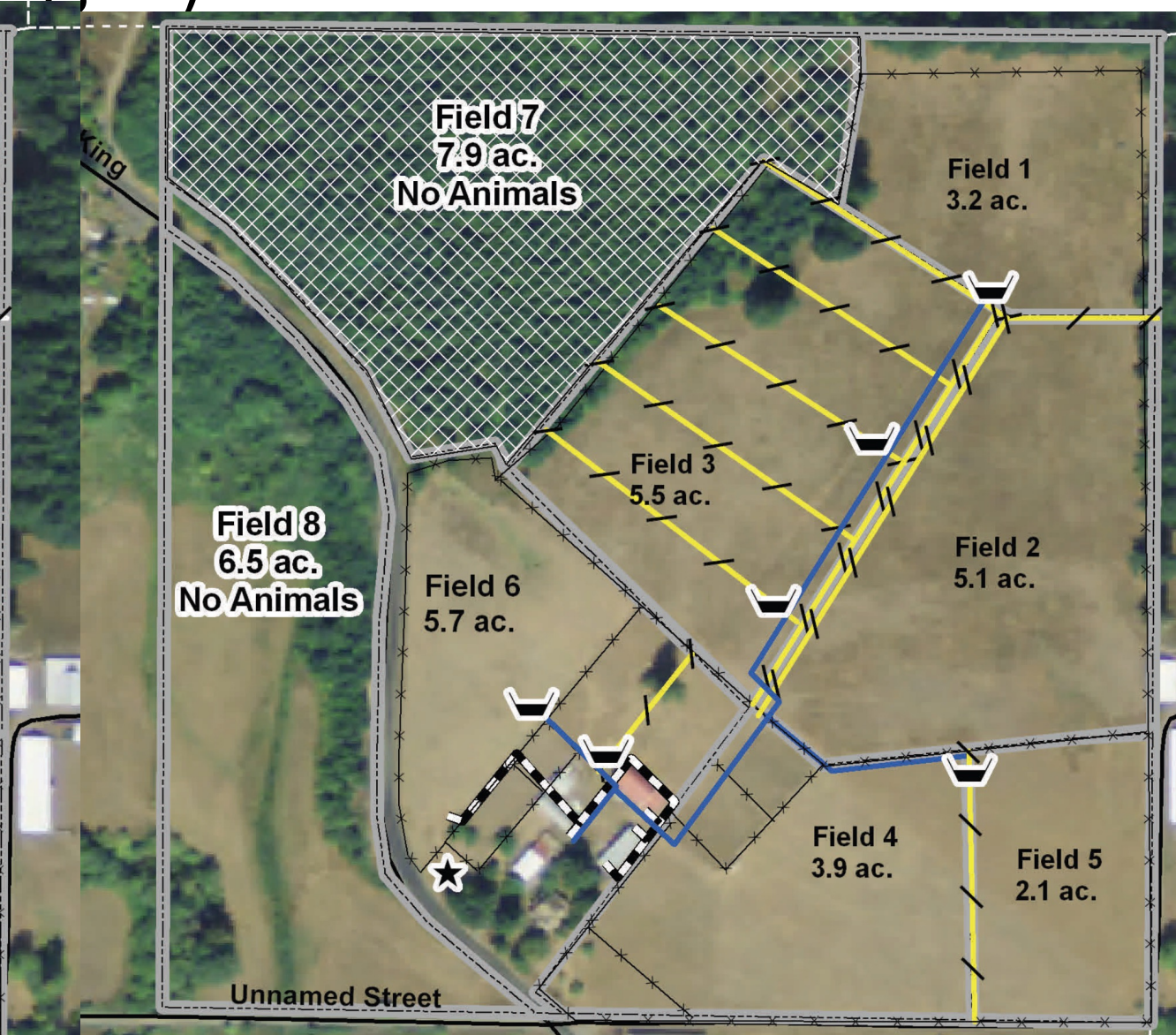
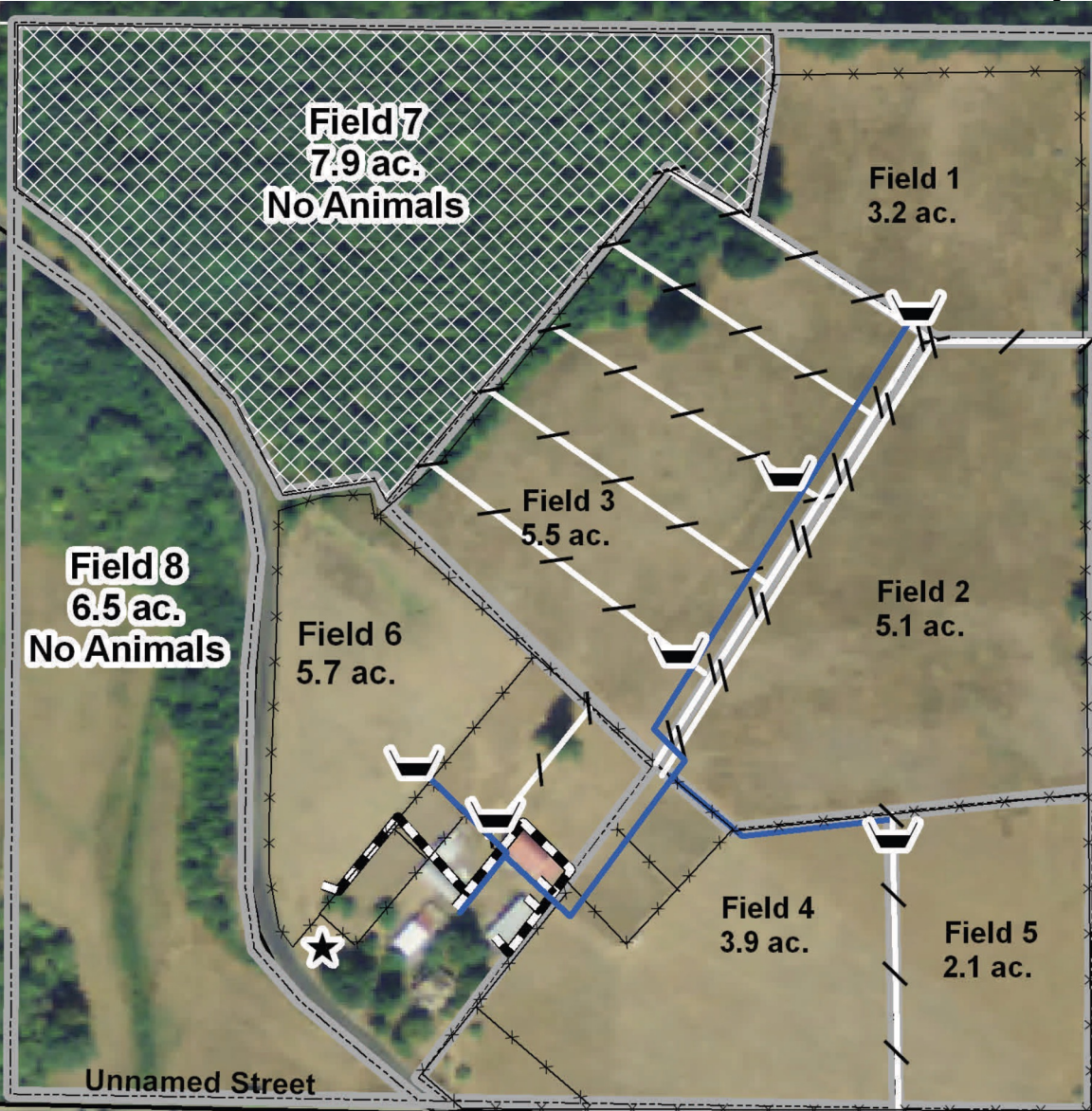
# Red/Green perception differences



# Normal (left), Optimized w/contrast images for Red/Green (right)



# Optimized blue/yellow deficiency (left), red/green (right)



# 508 Compliance

- USDA policy requires that all materials be accessible to the client

## Making Better Maps for Color Blind Producers

A Factsheet from the Washington State Civil Rights Advisory Committee

Roughly 1 in 20 people have some sort of color vision deficiency. Color blindness is a genetic condition that occurs more frequently in men (1 in 10) than women. It can occur when there is a problem with the color-sensing cones in the eye's nerve cells.

Red and green color deficiency is the most common, but some people have trouble seeing blue and yellow. These people almost always have trouble seeing red and green colors as well. In rare cases people with achromatopsia can't see any color at all. Source: WebMD



You can use a website called [Vischeck](http://www.vischeck.com/vischeck/) to upload image files and see if your map is legible for a color blind person.  
<http://www.vischeck.com/vischeck/>