

February 2007

Dear Floriculture Producer:

You have been selected for an extremely important role: as a participant in the January 2007 Commercial Floriculture Survey conducted by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). Please take a few minutes to fill out and return the questionnaire about your 2006 production.

This survey is the only comprehensive annual measure of production in the floriculture industry, and provides useful and important information on many levels. For you as an individual, the completion of this survey provides a systematic way to review what your operation did in 2006. You can identify profit centers and level of profit. When the results are published in the USDA Floriculture Crops 2006 Summary in July 2007, you will be able to compare your own operation to industry averages. The summary can also help you identify state and national trends as you plan the future of your business.

Information you provide is also vital to our industry as a whole. All of us in the floriculture industry – whether growers, buyers, suppliers or others – rely on this information to help us make sound business decisions. There is an ever-dwindling pool of government and university resources to be used for the development of products and technology for tomorrow. The survey results provide a reliable source of public information for all members of our industry as well as for industry representatives working with policymakers at the state and national levels. Only with comprehensive, accurate data on the size, scope and economic impact of our industry will we be able to get our fair share of these limited resources.

Please don't pass up the opportunity to participate in this important survey. Your participation is crucial. Rest assured that your survey responses will be kept completely confidential, as required by federal law. NASS safeguards the privacy of all survey respondents and publishes only state- and national-level data from this survey, ensuring that no individual operation or grower can be identified.

On behalf of your fellow growers throughout the United States, we thank you in advance for your service to agriculture through participation in this important survey.

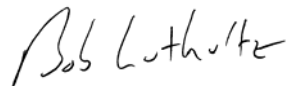
Sincerely,



David Dowling, President
Association of Specialty
Cut Flower Growers



Otto Bulk, President
International Cut Flower
Growers Association



Robert Luthultz, President
Society of American Florists



Janet Anderson, President
Perennial Plant Association



Carlos Fighetti, President
American Orchid Society

