

Sample respondent letter for Commercial Floriculture Survey

[Date]

Dear Grower:

Your operation has been selected to participate in the 2007 Commercial Floriculture Survey, conducted by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). Your cooperation ensures that NASS will be able to provide timely, accurate and unbiased reporting on floriculture production according to the best frontline source – YOU, the grower.

All sectors of the industry – whether producers, buyers, suppliers, policymakers or others – rely on NASS data to make sound business decisions. Although 2005 was a very successful year for many (State) growers, we know this season has produced new challenges with uncertain input costs and (specific State concerns).

Responding to this survey will only take a few minutes of your time, but will produce some of the most valuable information growers and others depend on to help plan the future of their business. The survey will be conducted in 15 states, covering commercial floriculture operations that produce and sell at least \$10,000 of floriculture products. Between now and (month) we will contact you by (mail, phone or personal interview).

Your survey response will be kept completely confidential, as required by federal law. NASS safeguards the privacy of all responses and publishes only state- and national-level data, ensuring that no individual operation or grower can be identified.

Thank you in advance for your support of our programs and (State) agriculture. If you have any questions or concerns, you can contact me at (800) xxx-xxxx.

Sincerely,

(Director's Name)
Director

Enclosure