

December 2008

Dear Floriculture Producer:

You have been selected to participate in the 2009 Commercial Floriculture Survey conducted by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). Your participation is critical, so please take a few minutes to fill out and return the questionnaire.

This survey is the only comprehensive measure of U.S. floriculture production and provides useful and important information on many levels. As a grower, the completion of your survey provides a systematic way to review what your operation did in 2008. When the results are published in the *USDA Floriculture Crops 2008 Summary* in April 2009, you will be able to compare your own operation to industry averages, identify state and national trends, and better plan the future of your business.

In addition, the industry as a whole – growers, buyers, suppliers and others – rely on this timely information to help make sound business decisions. The results of this survey provide a reliable source of public information for individual growers and industry representatives working with policymakers at the state and national levels. Such information is crucial to obtaining research funding and government support. 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 limited resources.

Your survey response is crucial and 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,

Carlos Fighetti, President
American Orchid Society

Dave Dowling, President
Association of Specialty Cut Flower Growers

Leo Roozen, President
Society of American Florists

Harry van Wingerden, President
International Cut Flower Growers Association

Caroline Kiang, President
Perennial Plant Association

Wilja Happe, President
California Cut Flower Commission

Gene Pielin, President
Colorado Nursery & Greenhouse Association

John Tornatore, President
Connecticut Florists Association

Bobby Barnitz, President
OFA – an Association of Floriculture Professionals

Rosemary Warner, President
Florida Nursery, Growers & Landscape Association

