



Commercial Floriculture Survey

United States Department of Agriculture

National Agricultural Statistics Service

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The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) conducts an annual Commercial Floriculture Survey in 15 states, covering commercial floriculture operations that produce and sell at least \$10,000 in floriculture products. NASS collects data on production, area of production, sales of floriculture commodities and the peak number of agricultural workers per farm.

HOW ARE THE DATA COLLECTED?

Growers will be contacted by mail and asked to fill out and mail back the questionnaire. This is the primary method of data collection. Operations that do not respond by mail will be contacted by either telephone or personal visit.

HOW IS THE INFORMATION USED?

Once results of the survey are compiled and analyzed, NASS will publish the information in the *Floriculture Crops Summary*, to be released on April 23, 2009. The report is a critical decision-making and educational tool for growers, consumers, international buyers and USDA and regulatory agencies. Data from these surveys will:

- Document the value of sales of floriculture crops – a significant contributor to farm income and the gross domestic product.
- Help growers identify market trends and future needs.
- Provide accurate statistics that are crucial to obtaining government support and research funding for the floriculture industry.
- Identify state and national trends in areas such as new product development and changing production practices so that growers can plan the future of their businesses.
- Help support industry claims in cases involving unfair trade practices and in trade negotiations.

The information provided by survey respondents is confidential by law. NASS safeguards the privacy of all responses and publishes data only in aggregate form, ensuring that no individual operation or producer can be identified.

All reports are available through the NASS web site: www.nass.usda.gov. For more information on NASS surveys and reports, call the NASS Agricultural Statistics Hotline at (800) 727-9540.