



August 27, 2007

Dear Fellow Grower:

You have been selected for an extremely important role: to participate in the 2007 Agricultural Resource Management Survey (ARMS) Phase II conducted by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) in collaboration with the Economic Research Service (ERS).

This year, ARMS will focus on the production practices used to grow apples. Your participation is crucial to ensure that apple growers are properly represented in the national sample. Every response counts! A NASS representative will interview you about your crop production practices, cost of production, chemical applications, pest management practices, and irrigation.

Your participation in this survey will help show how growers use fertilizers and pesticides responsibly, and apply beneficial land stewardship practices as you produce an abundant and safe food supply for America and the world.

Everyone in the agricultural industry – whether growers, buyers, suppliers or others – relies on this information to make sound business decisions. As we all know, conditions can change almost overnight due to weather, pests, disease and other factors. But your cooperation ensures that NASS is able to provide a timely, accurate, unbiased report on the current state of agricultural crop production according to the frontline source – YOU, the grower.

Rest assured that your survey responses will be kept completely confidential, as required by federal law. NASS safeguards the privacy of all 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 apple growers throughout the United States, I thank you in advance for your service to agriculture through participation in this important program.

Sincerely,

Nancy Foster, President & CEO
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