



SAMPLE NEWSLETTER ARTICLE FOR THE CERTIFIED ORGANIC PRODUCTION SURVEY

USDA's Certified Organic Production Survey

Trends come and go in today's fast paced, global market, but over the last several years organic production has consistently increased. When surveyed in 2008, 79 percent of USDA certified organic producers indicated they planned to maintain or increase production levels over the next five years.

Is the organic industry still poised for this growth? Have certified operations increased production. To answer these questions, USDA's National Agricultural Statistics Service (NASS) is conducting the 2011 Certified Organic Production Survey.

"The information available on organic production has greatly increased since NASS first starting collecting such data during the most recent Census of Agriculture," said NASS Administrator Cynthia Clark. "However organic production is such a fast-growing area of the agricultural industry that much more information is still needed. This survey will provide USDA certified organic producers with a voice and help ensure the continued growth and sustainability of organic farming in the United States."

The results of the 2011 Certified Organic Production Survey will provide vital information to help shape future decisions regarding farm policy, funding allocations, availability of goods and services, and many other key issues. In addition, survey results will provide valuable feedback that organic producers can use as a planning tool when making decisions for their own operation and agribusinesses can use when developing tools and technologies for use in organic production.

In December 2011, NASS will mail the Certified Organic Production Survey to farmers with USDA organic certification. Recipients are asked to complete and return forms by December 20. Producers may respond to the survey online using a secure Web-based response system at www.nass.usda.gov. Respondents will need their survey form to enter the survey ID number printed on the address label.

As with all USDA NASS surveys, respondents are guaranteed by law ([Title 7, U.S. Code](#)) that their individual information will be kept confidential. NASS uses the information only for statistical purposes and publishes data only in tabulated totals.