

Draft letter for Association to send

Date

Dear (Specific Fruit Crop) Grower:

These are challenging times for the fruit industry, as you well know. Many producers are struggling to stay in business due to rising input costs, low commodity prices, and slim profit margins. What can we do to improve this situation? How can we have more control of the future of our industry?

We can help by providing quality data for decision-making. The need for actual, reliable chemical use data is greater than ever. You, the growers, are the only source of this essential data. In a few days, USDA's National Agricultural Statistics Service (NASS) will ask you to participate in the Fruit Chemical Use Survey. This survey provides important data on pesticides used, acres treated, and rates applied. Please participate in this important survey. The estimates produced from this survey are not only critical to the fruit industry but to U.S. agriculture as a whole.

The (name specific group - such as: Apple Association, or Peach Council) relies on these estimates to promote our industry and your interests. Without reliable information, we all suffer.

Data collected from individual operations are combined with other responses to provide the needed data. NASS will not disclose any data about an individual operation.

I encourage you to provide the requested information when asked to participate in this survey. By doing so, you will help yourself and the fruit industry as a whole.

Thank you for your time and support.

Sincerely,

(Name and Title)
(Association Name)