

CEAP 2011

SAMPLE LETTER TO PARTICIPANTS

[DATE]

Dear Mr./Ms. [RESPONDENT LAST NAME]:

Through the Conservation Effects Assessment Project (CEAP), you have the opportunity to help the U.S. Department of Agriculture measure and document the benefits of federal conservation programs. CEAP, conducted annually by USDA's National Agricultural Statistics Service (NASS), provides an accurate and reliable measurement of how Farm Bill conservation programs are being used to keep America's working lands healthy and productive.

You are among a small group of farmers and ranchers who are being asked to participate in this year's CEAP survey. A field on your operation was selected as part of a sample of land areas used for agriculture. Some time between now and December, a NASS representative will contact you and ask you to provide information about this field, how it is used and what, if any, conservation practices are employed on it.

The information gathered through CEAP will be combined with data from other sources to create a complete picture of conservation and environmental management conditions across the United States. The results will help USDA, farm organizations, policymakers and others to better quantify the benefits achieved through federally funded conservation programs.

Please be assured that the confidentiality of your responses are protected by law (U.S. Code, Title 7, Section 2276). NASS strictly safeguards the privacy of *all* respondents and publishes only state- and national-level data, ensuring that no individual producer or operation can be identified.

Your responses will help ensure that the benefits of federal conservation programs are understood and that these programs are strengthened and expanded to benefit future generations.

I thank you in advance for your participation. If you have any questions or need additional information, please contact me at (XXX) XXX-XXXX.

Sincerely,

[FIRST NAME] [LAST NAME]
Director, [STATE] Field Office
USDA National Agricultural Statistics Service