

Official letterhead
1[Date]

Dear Floriculture Producer:

Enclosed please find the 2012 Commercial Floriculture Survey questionnaire, which we hope you will take the time to complete in the next few days.

The information you provide in the survey is important. It will help document changes in the floriculture industry and enable us to develop up-to-date aggregate data. Growers, buyers, government agencies and others can use the data to identify state and national trends, make plans, and determine the industry's impact on farm incomes and on the economy. We will publish the survey findings in May 2012 in the report *Floriculture Crops*.

For your convenience, you have the following options to respond:

- **By mail or fax.** Complete the survey questionnaire and mail it back in the return envelope provided or fax it to (XXX) XXX-XXXX.

If we do not hear from you by [Date of Non-response calling], we will contact you to arrange a telephone or personal interview. Please be assured that your responses are completely confidential, as required by Federal law. The National Agricultural Statistics Service safeguards the privacy of all respondents, ensuring that no individual operation or producer can be identified.

Thank you for participating in the survey and for your support of our programs and [State] agriculture. If you have any questions or concerns, please do not hesitate to contact [Firstname Lastname] at (800) XXX-XXXX.

Sincerely,

[Director's Name]

Director

Enclosures