



United States Department of Agriculture  
National Agricultural Statistics Service



February 21, 2014

Dear Agricultural Producer,

The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) collects up-to-date information each spring on cash rental rates directly. We obtain these rates from those who rent cropland and permanent pasture as part of the *Cash Rents and Leases Survey*. Your response will help ensure that producers like you receive program payments accurately reflecting the market conditions in your community. In addition, the results will give you a useful tool in negotiating your 2015 rental agreements and making sound business decisions. We will publish the survey results in September 2014.

Your response to the survey is important. For your convenience, NASS offers the following options:

- **Online** at [www.agcounts.usda.gov](http://www.agcounts.usda.gov). This method is fast, easy and secure. Follow the instructions on the back of this letter for this easy option.
- **By mail or fax**. Complete the enclosed questionnaire and return it in the enclosed postage-paid envelope or fax it to (314) 595-9990.

If you do not respond by **April 17, 2014**, 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 in advance for your participation and for your support of U.S. agriculture. If you have any questions or concerns, please call NASS customer service at (800) 727-9540.

Sincerely,

Cynthia Clark  
Administrator, National Agricultural Statistics Service

Enclosure

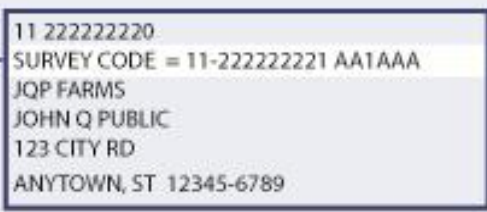


## It's Convenient. It's Secure. Online Survey Response

Completing your survey online saves you time by allowing you to skip over questions that don't apply to you, by calculating totals automatically, and by providing drop-down menus for common answers. It also saves taxpayer dollars that would otherwise be spent on return postage and data entry.

To complete your survey online, just follow these steps:

1. Go to: ***www.agcounts.usda.gov***
2. Read the "Online Survey Response" message, then click "Complete Your Survey."
3. Enter the 17-digit SURVEY CODE found on your mailing label.
4. Select your survey and press "Click for Survey" to begin.
5. Verify your contact information and click "Continue with Survey."
6. Complete your survey.



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SURVEY CODE = 11-22222221 AA1AAA  
JQP FARMS  
JOHN Q PUBLIC  
123 CITY RD  
ANYTOWN, ST 12345-6789

Do not click the "Submit" button until you are sure you are finished with your survey. If you wish to save your form and return later, click "Save and Return Later." To return, just go back to step 1 above.

After you submit your survey, select the "click here" link to view, save or print your completed form.



NASS Online Survey Support (800) 727-9540  
United States Department of Agriculture  
National Agricultural Statistics Service  
[www.nass.usda.gov](http://www.nass.usda.gov)

