



United States Department of Agriculture
National Agricultural Statistics Service



[Month], 2016

Dear Agricultural Producer,

According to the most recent Census of Agriculture, direct sales through markets, roadside stands, and other means was up 8 percent between 2007 and 2012. These data show a small but growing number of farms and ranches are pursuing new ways to market their products and connect to their communities.

Now the U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) is conducting the 2015 Local Food Marketing Practices Survey to gather more detailed production, sales and operating information from farms that produce and sell foods locally. ***Please complete and return your form by [Month] XX, 2016.***

Your participation is critical. It will help provide the only reliable national estimates of local food production to evaluate the USDA Know Your Farmer, Know Your Food Initiative and help shape future programs and policies focused on local food producers, consumers, and markets. Please respond promptly in either of the following ways:

- **Online** at www.agcounts.usda.gov. All you need is the identification number on the enclosed form to begin.
- **By mail**. Complete the enclosed form and mail it back in the return envelope provided.

Respondents are guaranteed by law (Title 7, U.S. Code and CIPSEA, Public Law 107-347) that their individual information will be kept confidential. If you have questions, please call (888) 424-7828 or email nass@nass.usda.gov. Thank you in advance for your participation.

Sincerely,

Joseph T. Reilly
Administrator, National Agricultural Statistics Service
United States Department of Agriculture

Enclosures