



United States Department of Agriculture
National Agricultural Statistics Service



PRESURVEY POSTCARD TEXT

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Coming Your Way! 2015 Local Food Marketing Practices Survey

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2015 Local Food Marketing Practices Survey Coming Soon!

USDA's National Agricultural Statistics Service recently reported that farmers sold \$1.3 billion in fresh edible agricultural products directly to consumers in 2012, up 8 percent since 2007. We are now conducting the 2015 Local Food Marketing Practices Survey to provide more data on local foods. This information will be used to help determine programs and policies that target local food producers, consumers, and markets.

Responding is important! Look for your survey in the mail!