



April 4, 2016

Dear Agricultural Producer,

The U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) is conducting the **first-ever** Local Food Marketing Practices Survey. Your participation in this survey will help meet the growing need for data on the local foods sector.

Your responses will increase the understanding of this type of business and help evaluate and inform many of the USDA programs that support local food systems, including those provided by:

- Agricultural Marketing Service
- Farm Service Agency
- Food and Nutrition Service
- Risk Management Agency
- Rural Development

***Please complete and return your form by May 2, 2016.*** You may respond in either of the following ways:

- **Online** at [www.agcounts.usda.gov](http://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.

To learn more about NASS and the Local Food Marketing Practices Survey, visit [www.agcensus.usda.gov](http://www.agcensus.usda.gov). Here you can find answers to frequently asked questions. You can also call (888) 424-7828 or email [nass@nass.usda.gov](mailto:nass@nass.usda.gov) for assistance.

Sincerely,

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

Enclosures

**SPECIAL INSTRUCTIONS**

Follow these steps if you receive more than one survey questionnaire for the **same operation**:

1. Complete ONLY the **GREEN** questionnaire
2. Write "DUPLICATE" on the **BLUE** questionnaire (If the questionnaires are the same color, complete only one and write 'DUPLICATE' on the other(s))
3. Mail ALL questionnaires back in the same return envelope provided