



United States Department of Agriculture  
National Agricultural Statistics Service



[Date]

Dear Mr./Ms. [Lastname],

Enclosed is your *2018 Milk Production* survey. This survey collects information on milk cow inventories, number of cows milked and total milk production. Your information will help producers, buyers, government agencies, and others to make sound business and policy decisions.

As a milk producer, your participation is important. Please respond in one of the following ways:

- **Online** at [www.agcounts.usda.gov](http://www.agcounts.usda.gov) beginning on [Date EDR opens]. **Responding online is the fast, cost-effective and secure.** All you need is the 17-digit survey code on the back of this letter. If you have completed a previous milk production survey online, you may notice an improved website this time. The questionnaire is now also accessible conveniently from your desktop, laptop, tablet, or smart phone.
- **By mail or fax.** Complete the enclosed form 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 may contact you to arrange a telephone or personal interview.

The results of this survey will be available in aggregate form only, ensuring that no individual operation or producer can be identified, as required by federal law. NASS will publish the survey results in the monthly *Milk Production* report available at [www.nass.usda.gov/Publications](http://www.nass.usda.gov/Publications).

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