



NEWS RELEASE

United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
[STATE/REGION NAME] OFFICE
[ADDRESS]



FOR IMMEDIATE RELEASE
[Month ##], 20XX

Contact: [Firstname] [Lastname]
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USDA TO SURVEY MILK PRODUCERS

[CITY, STATE] – Thousands of milk producers across the country, including [sample size] in [State/Region] will receive surveys from the U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS), as the agency collects information for the 20XX *Milk Production* reports.

“NASS surveys milk producers twice a year to create an accurate estimate of milk production in [State] and the nation,” said [State] Statistician [FirstName LastName].

NASS conducts the Milk Production survey every in April to collect data for the January and April quarters, and in October to collect data for the July and October quarters. The survey asks milk producers to provide the number of milk cows in the herd, number of cows milked and total milk production for the first day of the month. NASS may also collect information about milk consumed on the farm and the amount fed to calves, the price of hay or the price of replacement heifers.

The dairy industry relies on the *Milk Production* report to make decisions about the marketing of milk. By participating in the survey, milk producers can ensure that NASS provides timely, accurate and objective data that all sectors of the U.S. milk industry depend on to help make sound business decisions.

“At NASS we have a strong commitment to respondent confidentiality,” [LASTNAME] said. “We are required by law to protect the privacy of all responses and publish data only in aggregate form, ensuring that no individual producer or operation can be identified,” [he/she] said.

Survey results will be published in the *Milk Production* report. All NASS reports are available online at www.nass.usda.gov. For more information, call the NASS [STATE/REGION] Office at [Toll-free Number].

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