



# 1NEWS RELEASE

United States Department of Agriculture  
NATIONAL AGRICULTURAL STATISTICS SERVICE  
[FIELD OFFICE NAME] FIELD OFFICE  
[ADDRESS]



FOR IMMEDIATE RELEASE

Contact: [Firstname] [Lastname]  
(XXX) XXX-XXXX

## USDA to Conduct Floriculture Survey

[CITY, STATE] – [Month ##], [Year] -- The U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) will conduct the Commercial Floriculture Survey in [STATE] and 16 other major floriculture states. Between [start date] and [end date], growers will be asked to provide information on production area, sales of floriculture commodities and the number of agricultural workers on their operation.

“The information obtained through this survey will help identify state and national trends in areas such as new product development and changing production practices so that growers can make vital business decisions and evaluate the results of the growing season,” said [Firstname Lastname], Director of the NASS [State] Field Office.

“By participating in the survey, floriculture growers ensure that NASS can provide accurate data on floriculture production, thereby enabling USDA and the industry to be more responsive to domestic and international markets and consumer needs,” [Lastname] explained.

NASS will compile and analyze the survey information and publish the results in May 2019 in the *Floriculture Crops* report.

As with all NASS surveys, the information respondents provide is confidential by law. “NASS safeguards the privacy of all responses and publishes only state- and national-level data, ensuring that no individual operation or producer can be identified,” stated [LASTNAME].

Survey results and all NASS reports are available online at [www.nass.usda.gov/Publications](http://www.nass.usda.gov/Publications). For more information call the NASS [STATE] Field Office at [TOLL-FREE NUMBER].

###

*NASS is the federal statistical agency responsible for producing official data about U.S. agriculture and is committed to providing timely, accurate and useful statistics in service to U.S. agriculture. We invite you to provide occasional feedback on our products and services. Sign up at [http://bit.ly/NASS\\_Subscriptions](http://bit.ly/NASS_Subscriptions) and look for the “NASS Data User Community.”*

*USDA is an equal opportunity provider, employer, and lender.*