



United States Department of Agriculture
National Agricultural Statistics Service



February 12, 2020

Why am I getting this letter?

Enclosed is your 2020 National Farmer's Market Manager Survey. Please complete the questionnaire at your earliest convenience. Your information is important to help the farmer's market industry, policy makers, and the Department of Agriculture understand customer demand of local foods from a farmer's market manager's perspective.

How will the data be used?

Information from this survey will be used to consider potential expansion opportunities, target access to nutritional foods, and to market nutritional education. In addition, we will also measure access to local and organic foods and find opportunities where we can strengthen community involvement.

The results of this survey will be kept confidential and will be available in aggregate form only, ensuring that no individual operation or producer can be identified, as required by federal law. We will publish the survey findings in the *Prospective Plantings* report, to be released Monday, June 29, 2020.

If we do not hear from you we attempt to contact you to arrange an interview.

Thank you for participating and for your support of our programs and U.S. agriculture. If you have any questions, please feel free to contact us at (888) 424-7828.



Sincerely,

Joseph L. Parsons
Chairperson, Agricultural Statistics Board
U.S. Department of Agriculture
National Agricultural Statistics Service

Enclosure

What should I do next?

Complete your survey in one of the following ways:

-  **Online** at www.agcounts.usda.gov. **Online reporting is fast, cost-effective, and secure.** All you need is the 17-digit survey code on the enclosed form to begin.
-  By **mail or fax**. Complete the survey questionnaire and mail it back in the return envelope provided or fax it to (855) 415-3687.
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