



United States Department of Agriculture  
National Agricultural Statistics Service



# News Release

New England Field Office

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**October 11, 2011 - For Immediate Release**

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## USDA MEASURES FRUIT and VEGETABLE CROPS

[Concord, New Hampshire] The New England Field Office of USDA's National Agricultural Statistics Service (NASS) is preparing to collect data for fresh market fruit and vegetable prices and yields. Starting in late October and continuing through November, about 2,500 fruit and vegetable growers in New England will be contacted for their assistance in this region wide effort. "The information from this survey directly impacts New England fruit and vegetable growers more than any other survey we do," said Gary Keough, director of the New England Field Office of NASS. "Growers can use the information when making business plans and marketing decisions. USDA's Farm Service Agency (FSA) relies on the average yields and prices to administer farm programs. Cooperative Extension uses the data to provide needed outreach and education, and State Departments and Agencies of Agriculture use the data to aid growers."

NASS will ask producers in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont to provide yield and price information on tree fruits, berries, melons, and over 25 different fresh market vegetables. Connecticut growers will be contacted for apple, peach, and sweet corn data only. As with all NASS surveys, information provided by respondents is confidential by law. NASS safeguards the confidentiality of all responses and publishes only State and national level data, ensuring that no individual producer or operation can be identified.

National fruit and vegetable statistics for the 2011 crop will be available in January 2012 on the Internet at [www.nass.usda.gov](http://www.nass.usda.gov) within minutes of the scheduled release time. Exact publication dates will be available later in October 2011. The ***New England Fruits and Vegetables 2011 Crop*** publication will be available in March 2012 on the Internet at [www.nass.usda.gov/nh](http://www.nass.usda.gov/nh).

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