



NEWS RELEASE

NATIONAL AGRICULTURAL STATISTICS SERVICE
United States Department of Agriculture • Washington, DC 20250
Ag Statistics Hotline: 1-800-727-9540 • www.usda.gov/nass/



Media Contact: Kevin Barnes, 1-800-772-0670, nass-va@nass.usda.gov

(Richmond, Virginia, January 5, 2004) – The USDA’s National Agricultural Statistics Service (NASS) will conduct a national Commercial Floriculture Survey at the beginning of 2004 for the reference year 2003.

Nationally, the floriculture and nursery industry has more than doubled from 1988 to 1998. In 2000 sales totaled \$10.9 billion dollars per year. It is vital to record this growth so supporting industries and policymakers can provide necessary resources.

This survey will be used to produce reliable data on key items such as area of production, product sold, and value of sales. Leaders from the Society of American Florists encourage your participation in this survey, knowing it is crucial to have accurate data on the floriculture industry. Results from the Commercial Floriculture Survey are scheduled for release on April 27, 2004.

NASS works with growers and producers to provide meaningful, accurate, and objective statistics that help keep U.S. agricultural industries informed. Growers gain important benefits from providing their responses to this survey. The results are official USDA estimates and will help ensure information is available to the public and the industry on commercial floriculture production. Summarized results help measure the economic contribution of the floriculture industry to the U.S. economy and will provide accurate industry statistics that will be crucial to obtaining research funding and government support on various issues.

“We safeguard the confidentiality of all survey responses as required by law,” said Virginia State Statistician. “Data from individual operations are combined with other responses to provide the needed data. We will not disclose any data about an individual operation.”

You can view commercial floriculture statistics on the NASS Homepage at www.usda.gov/nass/. For other information, e-mail nass@nass.usda.gov or call 1-800-727-9540. To order a printed copy of any NASS report, call the NASS Order Desk at 1-800-999-6779.

#

Find agricultural statistics for your county, State, and the Nation at www.usda.gov/nass/.