



MEDIA ADVISORY

NATIONAL AGRICULTURAL STATISTICS SERVICE

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AGRICULTURAL LEADERS ASK FARMERS TO SIGN UP AND BE COUNTED IN THE 2012 CENSUS OF AGRICULTURE

Washington, June 7, 2012 – The U.S. Department of Agriculture is preparing to mail the 2012 Census of Agriculture to millions of U.S. farmers and ranchers in late December. The Census of Agriculture is a complete count of U.S. farms and ranches and the people who operate them. Federal and state agricultural leaders are reminding producers, through a public service announcement campaign, not to miss their opportunity to be counted by signing up for the Census before July 1.

“Local and national leaders use the Census to make decisions that directly impact your business, your community and your industry,” explain the leaders. “Whether you’re farming four thousand acres or just four, it’s important. Every voice counts.”

WHAT: Sign up for the 2012 Census of Agriculture Public Service Announcement (PSA) Campaign

WHEN: Video and Radio PSAs Available to Air Now through June 30

WHERE: To access the PSAs, visit <http://www.agcensus.usda.gov/Partners/PSAs/>. For more information, or to request the PSAs in a different file format, please contact Krissy Young at krissy.young@nass.usda or (202) 690-8123.

WHO: The national PSAs feature Kevin Barnes and Norman Bennett, respective Western and Eastern Field Operations Directors at USDA’s National Agricultural Statistics Service. Local PSAs are also available with commissioners, directors, and chairpersons of agriculture for six states which were selected for additional Census outreach efforts. These states are: Georgia, Indiana, Hawaii, Virginia, California and North Carolina.

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