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California Field Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · www.nass.usda.gov/ca

Media Contact: Jennifer Travis, 1-800-851-1127 · December 17, 2008

USDA PREPARES FOR ANNUAL FLORICULTURE SURVEY

SACRAMENTO, CA, December 17, 2008 – The USDA’s National Agricultural Statistics Service (NASS) will soon begin collecting data for its 2009 Commercial Floriculture Survey. During January and February, NASS representatives will contact approximately 16,000 floriculture operations in 15 states, including California, to collect information on 2008 production.

“The Floriculture Survey provides California growers the opportunity to serve as the frontline source of data on production,” said Vic Tolomeo, Director, USDA-NASS California Field Office. “This data 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.”

All commercial floriculture growers that produced and sold at least \$10,000 of floriculture crops at retail or wholesale in 2008 will be asked to provide information on production, value of sales and peak numbers of agricultural workers for their operations.

“Growers’ participation in this survey helps ensure that NASS will be able to provide timely, accurate and unbiased information on floriculture production. “The data supplied by growers will serve as the foundation for measuring the economic contribution of the industry to U.S. agriculture,” Tolomeo explained.

“This annual survey is the only comprehensive measure of U.S. floriculture production,” Tolomeo explained. “When the results are published, California growers, industry representatives and policymakers will be able to compare their own operations to industry averages and plan for future business.”

As with all NASS surveys, information provided by respondents is kept confidential by law. Facts about an individual’s operation are used only in summation with reports from other producers in order to develop statistics for California, other states and the nation. NASS publishes data only at the state and national levels, thus ensuring that no individual operation or producer can be identified.

Survey responses will be compiled in NASS’s *Floriculture Crops Summary* to be released after 12:00 p.m. PST on April 23, 2009. The report will be available on the NASS website at <http://www.nass.usda.gov/Publications>. You may also call 1-800-727-9540 to receive a paper copy of this or any completed NASS publication.

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