



United States Department of Agriculture  
National Agricultural Statistics Service



# Pacific Region Farm News

---

Cooperating with the California Department of Food and Agriculture, and the Nevada and Hawaii Departments of Agriculture  
Pacific Regional Office · P.O. Box 1258 · Sacramento, CA 95812 · (916) 498-5161 · [www.nass.usda.gov/ca](http://www.nass.usda.gov/ca)

Media Contact: Curt Stock, 1-800-851-1127 · February 6, 2014

## USDA TO SURVEY THE FLORICULTURE INDUSTRY

Sacramento – The U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) will spend the next several months gathering information for the 2014 Commercial Floriculture Survey. NASS will collect data on production area, sales of floriculture products and the number of agricultural workers from producers in California, Hawaii and other major floriculture states across the nation.

“The data we collect in this survey will help the growers make vital business decisions and evaluate the results of the growing season,” said Vic Tolomeo, director of the NASS Pacific Regional Office. “The new report will also give us a chance to pinpoint new trends within the floriculture industry and ensure that policy decisions are made based only on factual information provided directly from producers.”

Once the survey is mailed, growers will have until February 24 to respond. After that, NASS representatives will contact those who did not respond to collect the information over the phone or in a face-to-face interview.

All information NASS collects in this survey will be kept strictly confidential, as required by federal law. The results of this survey will be made available in June 2014 in the annual *Floriculture Crops* report in aggregate form only, without revealing any information that may identify individual operations. All reports are available on the NASS web site: [www.nass.usda.gov](http://www.nass.usda.gov).

###

*USDA is an equal opportunity provider, employer and lender. To file a complaint of discrimination, write: USDA, Director, Office of Civil Rights, 1400 Independence Ave., S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice), or (202) 720-6382 (TDD).*