



# NEWS RELEASE

United States Department of Agriculture  
NATIONAL AGRICULTURAL STATISTICS SERVICE  
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FOR IMMEDIATE RELEASE

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## USDA to Measure Financial Well-Being of California Farmers and Ranchers

**SACRAMENTO, CA – December 2024** – Starting in December, the U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) will spend several months gathering information about land ownership income, expense, debt, asset, demographic and other landlord characteristics to provide detailed information from all agricultural landowners in California, as the agency conducts the Tenure, Ownership, and Transition of Agricultural Land (TOTAL) survey.

“TOTAL will measure the state of farmland ownership,” said Gary R. Keough, Director of the USDA NASS Pacific Regional Office. “The results of this survey help shape federal, state and local farm policies, and will help farmers and landowners to plan out farmland rental agreements.”

The results of the TOTAL survey are highly anticipated and will help accurately define the economic status of U.S. farm operations and households for all 50 states including California. Data you provide will impact major decisions and policies impacting farmland and farm operations in the United States.

The survey asks producers to provide in-depth information about their operating revenues, production costs, and household characteristics.

“In February, our interviewers will begin reaching out to those who have not yet responded,” said Keough. “Our enumerators and statisticians will gladly help you fill out the forms, if you like, so that it is as easy as possible for you. It is important that you complete the survey so that data are available to help you make better decisions and ensures local, state or government officials can adapt or create farm policy that works well and is based on accurate information.”

The TOTAL survey is part of the Census of Agriculture program. Participation in all Census of Agriculture surveys is both required and protected by law (Title 7, U.S. Code). NASS safeguards the privacy of all respondents, ensuring that no individual respondent or operation can be identified. Be assured that your responses will be kept *completely confidential*, as required by federal law.

The data gathered in TOTAL will be published in the TOTAL report on October 31, 2025. That report and others are available at [nass.usda.gov/publications](https://nass.usda.gov/publications). Additional data analysis and reports will be available at [ers.usda.gov/arms](https://ers.usda.gov/arms).

*NASS is the federal statistical agency responsible for producing official data about U.S. agriculture and is committed to providing timely, accurate and useful statistics in service to U.S. agriculture.*

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