



NEWS RELEASE

United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
PACIFIC REGIONAL FIELD OFFICE
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FOR IMMEDIATE RELEASE

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Still Time to Be Counted in the 2020 Local Food Marketing Practices Survey

SACRAMENTO, CA – March 25, 2021 – Farmers and ranchers still have time to respond to their 2020 Local Food Marketing Practices Survey, according to the U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS). NASS will continue to accept responses until May to ensure an accurate picture of U.S. local and regional food systems.

"The Local Food Marketing Practices Survey is conducted in support of the growing demand for 21st century local and regional food systems," said Gary R. Keough, director of the NASS Pacific Regional Office. "The data are vital to understanding the many benefits and trends of this sector. They will inform industry decisions and assist producers, researchers, policymakers, USDA officials, and more. NASS is committed to giving producers every opportunity to be counted in this special study."

Over the next several weeks, NASS will follow-up with additional mailings and phone calls to farmers and ranchers who have not yet responded. Producers are encouraged to complete their questionnaire online at www.agcounts.usda.gov, by mail, or phone as soon as possible. All information collected will be used for statistical purposes only and published on the NASS website in aggregate form this November. The 2020 Local Food Marketing Practices Survey is part of the Census of Agriculture program and as such is required by federal law. These federal laws require producers to respond and USDA to keep identities and answers confidential. To sign up and be counted for the upcoming 2022 Census of Agriculture, visit www.agcounts.usda.gov/getcounted.

To learn more about NASS and the Local Foods Marketing Practices Survey, visit www.nass.usda.gov/go/local-food. If you have questions or difficulty completing your survey, please call toll-free 888-424-7828.

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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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