

In Their Words...

The Census in Action to Benefit You!

"We are really interested in what is the economic contribution that our diverse farmers make to their communities and why is it we should be building agriculture in those places. The Census data really helps us to make an argument for where our program will have impact to be able to talk to policymakers."

- Lorette Picciano, Rural Coalition

"There is nothing better than the Census of Agriculture data to represent the small, limited-resource and minority farmer. USDA can target its program delivery by understanding how many and where these farms are located. These data have also helped USDA change programs as new trends emerge."

- Dr. Marion Simon, Kentucky State University state specialist for small and part-time farmers

"We utilize NASS census data in order to be able to take to Capitol Hill and indicate to them that we are in need."

- Rudy Arredondo, National Latino Farmers and Ranchers Association

"USDA is taking a hard look at our existing resources to ensure that they work for producers of all sizes. We've adjusted policies, strengthened programs and intensified outreach to meet the needs of small and mid-sized producers."

- Craig Morris, Deputy Administrator of the Agricultural Marketing Service Livestock, Poultry and Seed Program

"If you're not counted, then you're not considered. If you don't participate, then we don't know you're there."

- Carolyn Parker, USDA Office of Advocacy and Outreach

"Agricultural and rural programs are important to me and to my farm. The Environmental Quality Incentives Program (EQIP) and Nutrient Management and Pest Management programs have all helped to make my farm more nutrient-efficient and more environmentally friendly. The pool of dollars available for many of these programs is determined by farmers' responses to the Census of Ag..."

- Indiana corn, soybean, and hog producer

"The Census provides me with research-driven data to sell consumers on the importance of agriculture to their local economy and their improved ease of living on many levels."

- Virginia Extension Agent

"In my county, officials were looking to save money in the snow removal budget and considered a reduction in rural plow service. I used the county data in the Census of Agriculture to show our county officials the value of all that milk produced and explained the need for commercial trucking for every dairy farm. These officials had no idea of the size of the dairy industry in our county and reconsidered their plan for the snow removal budget with dairy farmers in mind."

- Pennsylvania farmer

"We use data to help sell the benefits of agriculture, not just to producers, but to the consumers who rely on the producers."

- Brian Klippenstein, Executive Director, Protect the Harvest

For more information about the Census of Agriculture, please:

Call toll-free (888) 4AG-STAT or (888) 424-7828

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CENSUS OF AGRICULTURE

YOUR VOICES. YOUR FUTURE. YOUR OPPORTUNITY.



United States Department of Agriculture
National Agricultural Statistics Service

The Census of Agriculture

The Census of Agriculture is a complete count of America's farms and ranches and the people who operate them. Taken every five years, the Census provides valuable information used at the local, state, and national level to plan for the future.

The Census is the only source of uniform, comprehensive agricultural data for every state, county, or county equivalent in the nation. By participating in the Census, you help show the value and importance of U.S. agriculture.

What Is a "Farm"?

The Census of Agriculture defines a farm as any place that produced and sold, or normally would have sold, \$1,000 or more of agricultural products during the Census year (2017).

Make a difference for the future of U.S. agriculture by participating in the Census.

YOUR VOICE

The Census gives you and other farmers and ranchers a voice. Completing your Census form is your opportunity to tell how American agriculture provides food, fuel, feed, and fiber to the world.

Join this collective voice by responding to the Census with information about your farm or ranch. You have the information and power to influence decisions that will shape the future of your operation, your community, and your industry.

YOUR FUTURE

Your response provides input for future agricultural planning and decision making. The information collected helps USDA work with other organizations and rural communities to develop short-term and long-term improvements, strategies, and safeguards to better serve you.

Results from the 2017 Census of Agriculture will play a role in determining future decisions about:

- *Agricultural research*
- *Conservation programs*
- *New agricultural technologies*
- *Production practices*
- *Rural economic development*
- *Telecommunications connectivity (i.e., broadband expansion)*
- *Military veteran farmer programs*
- *Transportation and marketing locations*
- *Farm Bill*

YOUR OPPORTUNITY

The information you supply through your Census response, regardless of the size or type of your operation, is important. Some of the information you provide is not collected by any other means and helps to provide new tools, resources, and reports. The Census is your voice, your future, and your opportunity.

USDA will mail the 2017 Census of Agriculture in December 2017. Please respond to the Census promptly and accurately in either of the following ways:

- *Online at www.agcounts.usda.gov. Online reporting is fast, cost effective and secure.*
- *By mail. Fill out the census form and return it in the envelope provided.*

Your response to the Census of Agriculture is required by law (Title 7, U.S. Code, and CIPSEA, Public Law 107-347).

