

2007 CENSUS OF AGRICULTURE KEY MESSAGES

What is the Census of Agriculture?

- The Census of Agriculture is a complete count, taken every five years, of America's farms and ranches and the people who operate them.
- It is the most complete agricultural data resource available, providing the only source of uniform, comprehensive information for every county in the nation.
- The census provides information on land use and ownership, operator characteristics, production practices, income and expenditures, and many other important topics.
- ***The 2007 Census of Agriculture is your voice, your future, your responsibility.***

Agriculture's Voice.

- By participating in the 2007 Census, producers can help show the nation the value and importance of U.S. agriculture.
- This is an opportunity for every producer to show how agriculture contributes to America by providing food, fuel and fiber.
- Each producer has the power to influence key decisions that will shape the direction of American agriculture for years to come, including:
 - Transportation and marketing locations
 - Farm services
 - Production practices and new technologies
 - Policy decisions

The Future.

- By responding to the Census, every producer can have a positive impact on the future of their own operation and their entire community.
- The Census provides valuable information used for:
 - Community planning
 - Farm succession planning
 - Store/company locations
 - Availability of operational loans and other funding
 - Location and staffing of USDA service centers
 - Federal budget support for agriculture

Everyone's Responsibility.

- Everyone's response to the Census makes a difference!
- To assure we are providing the best tools and reports, we need accurate information from *all* farmers and ranchers – no matter how large or small their operations are.
- This information is used to make a positive difference in local communities.
- Additionally, responses are required *and* protected by law.

What to Do?

- Producers should look for the Census form in their mailboxes in early January.
- Forms must be mailed back or completed online by February 4, 2008.
- Visit www.agcensus.usda.gov for more information.

What to Expect?

By participating in the 2007 Census of Agriculture, producers can expect in return:

- Summary reports in both print and electronic formats once Census data is compiled.
- Information that's a valuable planning tool for their communities and their individual operations.
- Complete confidentiality of individual responses.
- An agricultural voice!