

• 2012 •

CENSUS OF AGRICULTURE

There's Strength in Numbers



United States Department of Agriculture
National Agricultural Statistics Service

2012 CENSUS OF
AGRICULTURE
YOUR VOICE. YOUR FUTURE. YOUR RESPONSIBILITY.

THERE'S HISTORY HERE

The first Census of Agriculture was conducted in 1840 in 26 states and the District of Columbia.

170 YEARS LATER

NASS now conducts the Census of Agriculture in:

- all 50 states
- Puerto Rico
- Guam
- U.S. Virgin Islands
- Commonwealth of Northern Mariana Islands
- American Samoa

*That's data for more than 3,000 U.S. counties
and 30,000 zip codes.*

CENSUS OF AGRICULTURE

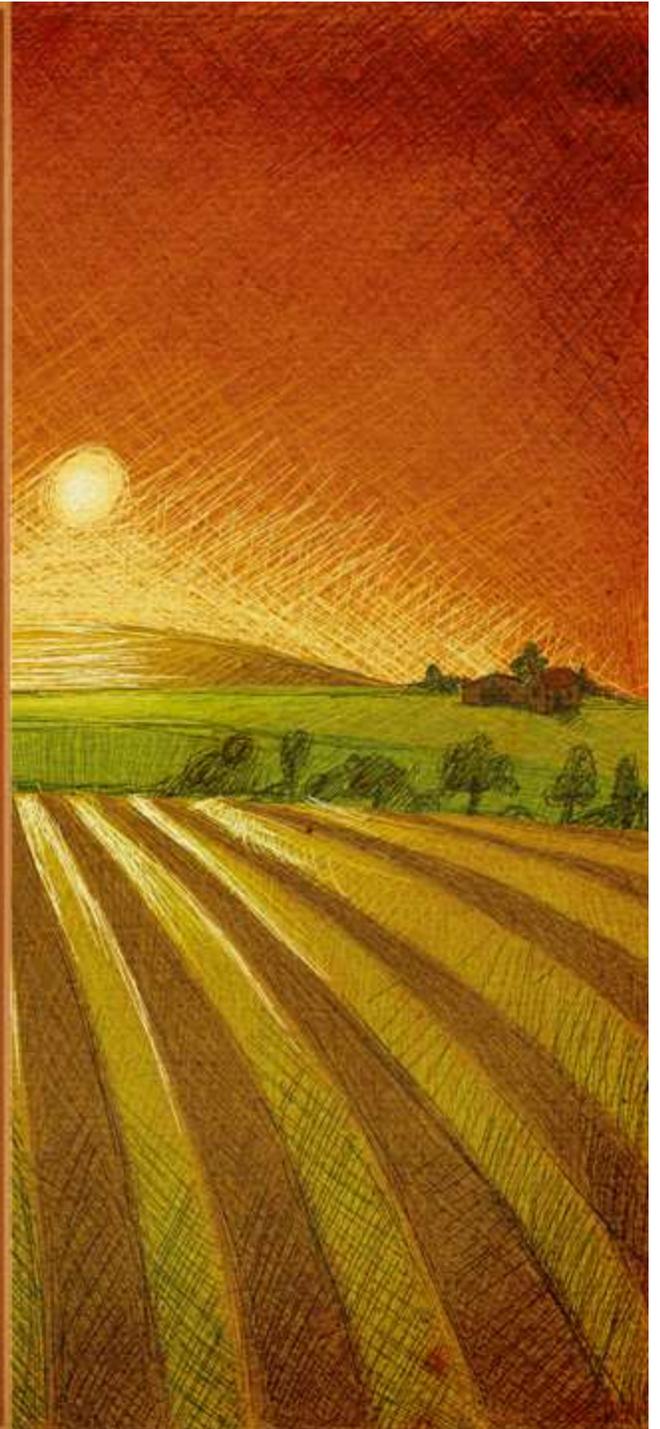
A complete count, taken every five years,
of America's farms and ranches and
the people who operate them.

CENSUS OF AGRICULTURE

- The most complete agricultural data available.
- The only source of uniform, comprehensive and objective information for every county in the nation.
- Information on land use and ownership, operator characteristics, production practices, income and expenditures, and more.

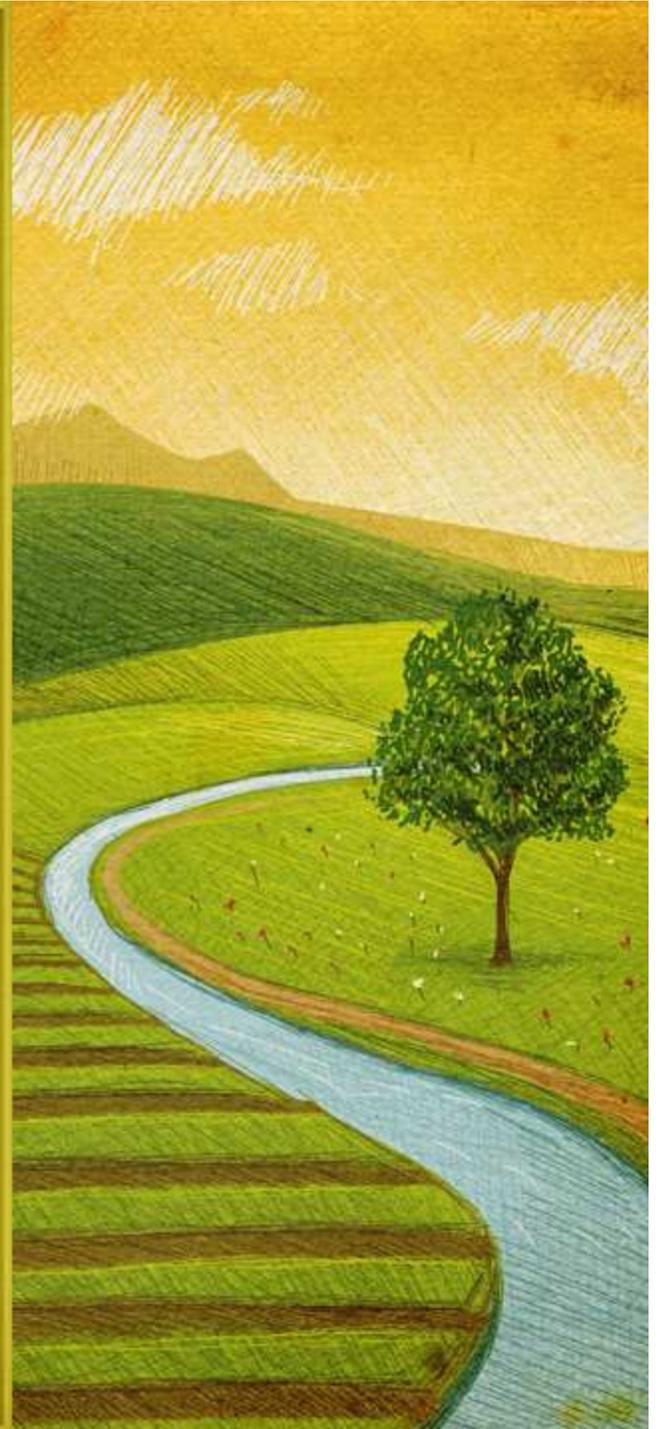
"FARM" DEFINED

Any place from which \$1,000 of agricultural products were produced and sold, or normally would have been sold, during the Census year.



YOUR VOICE

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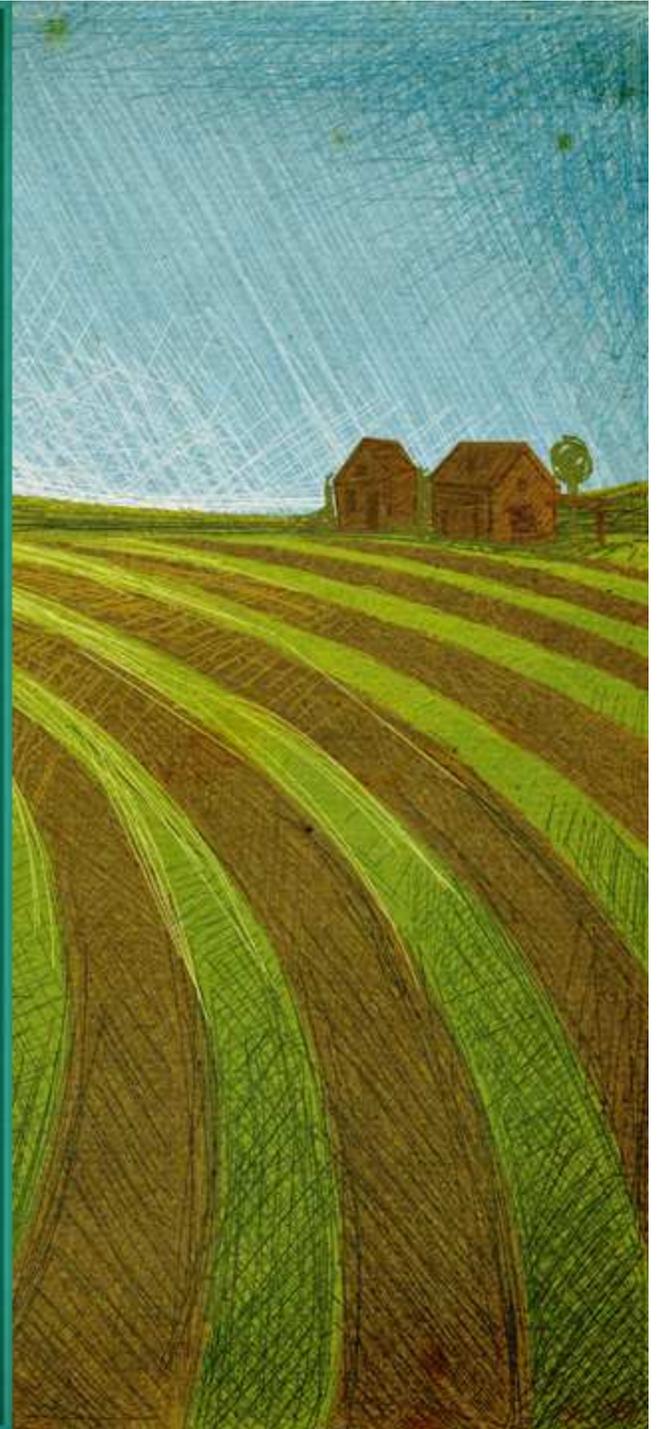


YOUR VOICE

- By participating in the Census, you help show the nation the value and importance of U.S. agriculture.
- This is your opportunity to tell how American agriculture provides food, fuel and fiber to the world.
- By responding to the Census, you have the power to influence decisions that will shape American agriculture for years to come, including:
 - transportation and marketing locations
 - farm services, programs and policies
 - production practices and new technologies

YOUR FUTURE

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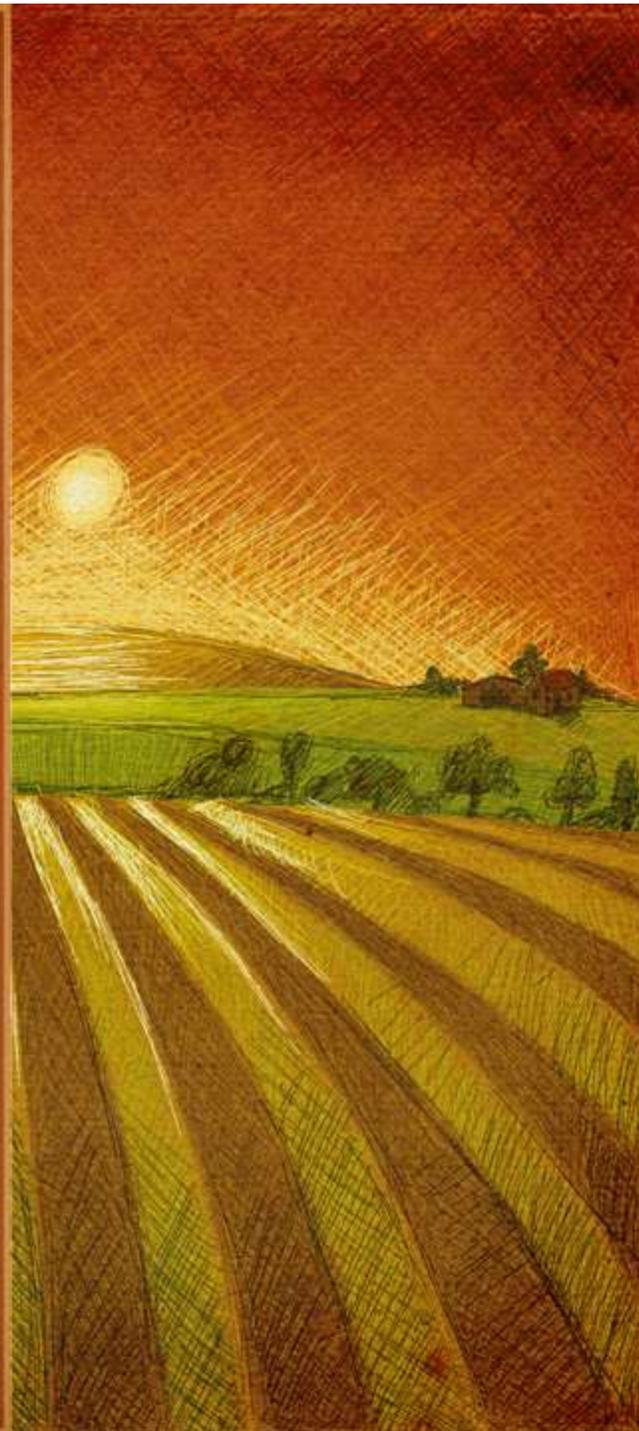


YOUR FUTURE

- By responding to the Census, you have a positive impact on the future of your operation and your community.
- The Census provides valuable information that will be used to plan the future, including:
 - community planning
 - farm succession planning
 - store/company locations
 - availability of operational loans and other funding
 - federal budget support for agriculture

YOUR RESPONSIBILITY

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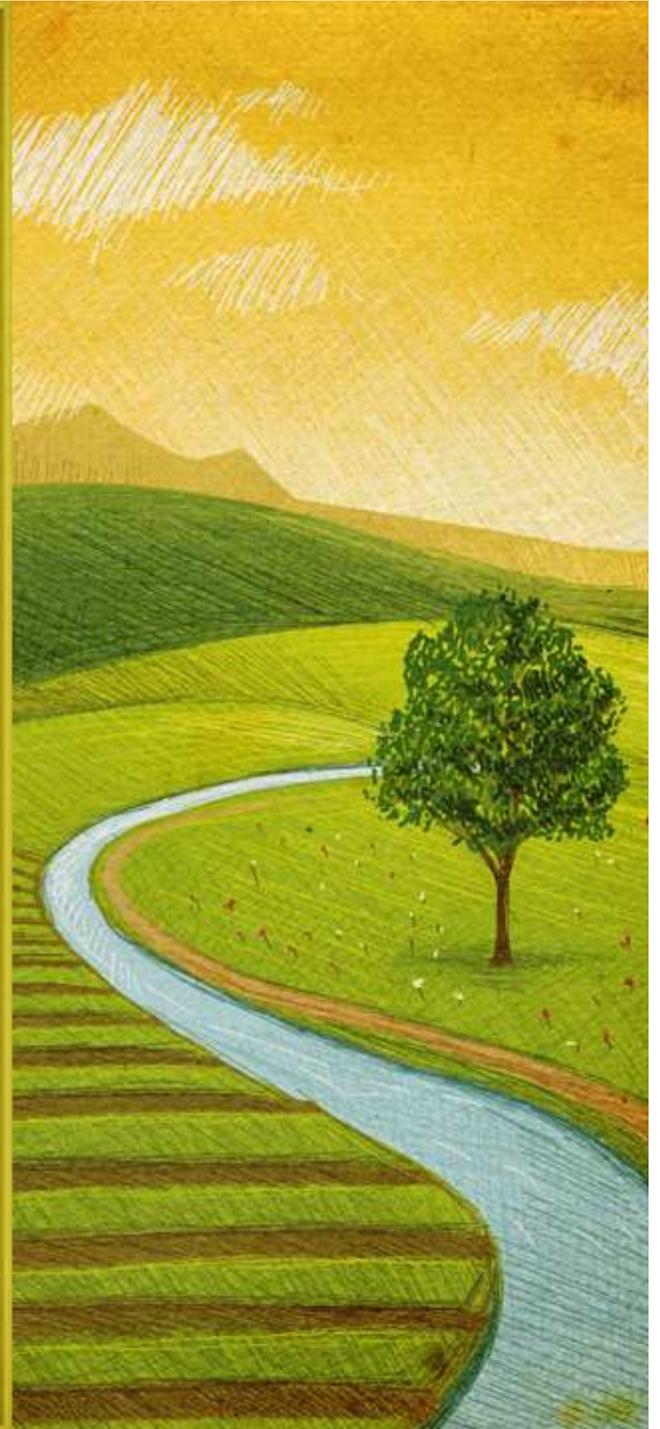


YOUR RESPONSIBILITY

- Your response to the Census makes a difference!
- To ensure that the best tools and reports are available, we need accurate information from ALL farmers and ranchers no matter how large or small your operation.
- Respond early and avoid follow-up contacts.
- ***Your response is required and protected by federal law.***

BE COUNTED

If You Don't Receive a Form
Call
1.800.453.7501



DATES TO REMEMBER

Dec. 18, 2012:

Census mailout

Feb. 4, 2013:

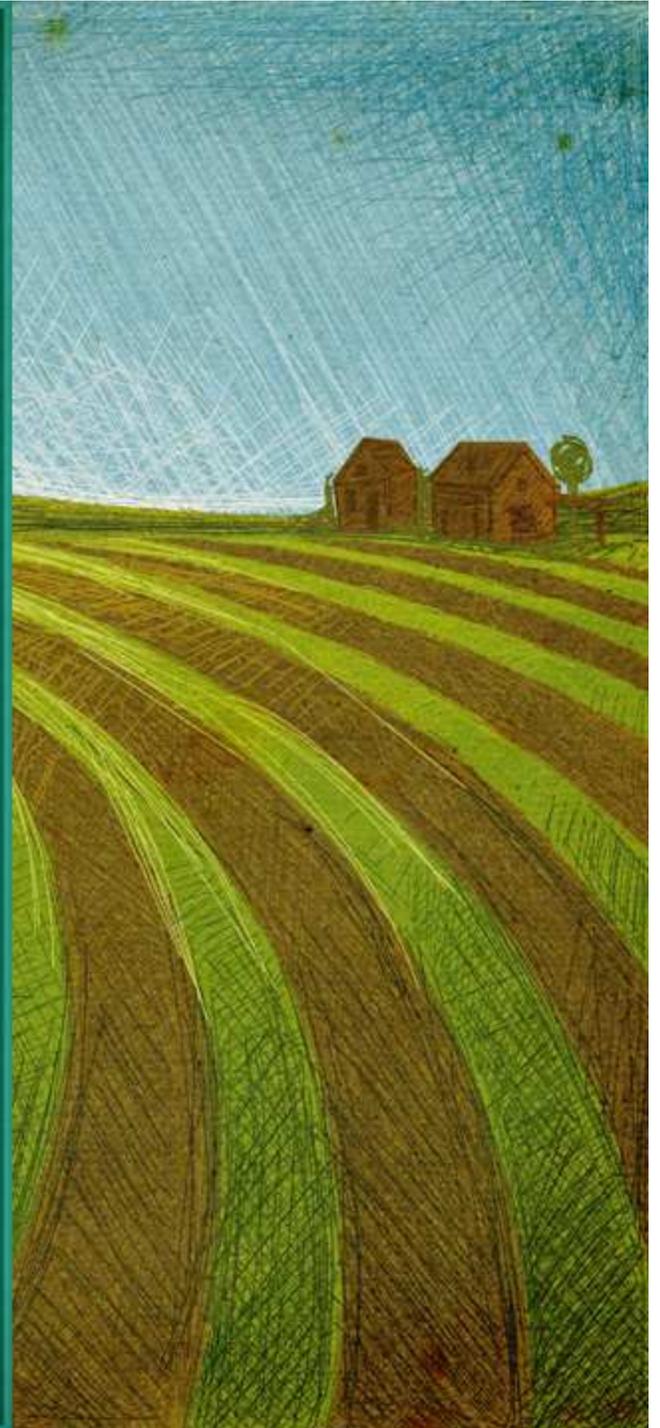
Initial Census deadline

June/July 2013:

Data Collection Continues

Early 2014:

Census data available



FOR MORE INFORMATION

Visit www.agcensus.usda.gov

Call 800.453.7501