THANK YOU
FOR
COMPLETING YOUR
2017
CENSUS OF
AGRICULTURE!!
All About NASS and You!

Providing useful agricultural data to help you work smarter.

United States Department of Agriculture
National Agricultural Statistics Service
Welcome!

Who is NASS?

As the statistical agency for USDA, NASS provides useful agricultural data to help you work smarter.
Our History

First Agricultural Statistician
• George Washington (August 1791)
• 8 survey questions to 5 states
• Focused on land values, prices, yields

The Birth of USDA
• Established by Lincoln (1862)
• Intended for information gathering
• First crop report: July 1863
Our History

Introduction of NASS
• Established in 1863
• Named the “Division of Statistics”
• First report on crop conditions

NASS Today
• More than 900 personnel
• Serving all 50 states and Puerto Rico
• Centralized data collection and processing
Our Mission and Values

To provide timely, accurate, and useful statistics in service to U.S. agriculture.

Our Core Values:
- Policy relevance
- Objectivity
- Credibility
- Trust
- Commitment
What We Do...

- Collect, assemble, process, and disseminate U.S. agricultural data
- Conduct hundreds of national, regional, state, and local surveys
- Conduct detailed agricultural census every 5 years
- Publish hundreds of national reports annually
- Partner with state ag departments, universities, and others
- Conduct research to advance statistical science
What We Do Not Do...

We do not...

• Set policy
• Regulate activities
• Permit influence
• Disclose individual reports
• Favor any group above others
Who Do We Serve?

Farmers and Ranchers
Who Do We Serve?

Data Users
Helping You Work Smarter

Working smarter means you are able to...

- Use reliable facts and figures to...
- Make well-informed decisions that...
- Eliminate guesswork, reduce risk, and improve profitability.
You Can Rely on NASS Data To...

• Determine productivity and yields
• Track trends
• Set prices
• Improve operational efficiencies
• Reduce risk
• Negotiate cash rents
• Identify trends, best practices, and patterns
• Analyze consumer demand
Rely on Manufacturers Who Use NASS Data

Manufacturers use our data to work smarter!

- Identify market opportunities
- Predict demand
- Determine supply needs and inventories
- Develop new equipment and tools
- Improve existing products and services
- Develop software / apps to advance farming
- Improve their ability to serve you better
Rely on Agencies Who Use NASS Data

Other USDA agencies use our data to work smarter!

• RMA uses our data to:
  – Provide services, such as crop insurance
• FSA uses our data to:
  – Make market assessments
  – Validate economic opportunities
In Your State...

22,250,000 Pounds of papaya produced in 2017.
Your Participation Matters

NASS data help to:

• Indicate the health and well-being of your community
• Tell your story
• Tell the story of millions who have come before you
Without Your Participation...

- Government leaders can’t access local data
- Businesses can’t determine the right product mix
- USDA can’t prepare for and respond to crises
- Researchers can’t advance studies or solve real-world problems.
Our Commitment to You.

We are committed to providing useful agricultural data to help you work smarter.

Let us know how we can help.
Please contact [insert name]:

- **Phone**: [insert phone number]
- **Email**: [insert email address]