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**In Their Words…**

**Why respond to NASS surveys?**

“It can impact consumer perceptions of who’s involved, and we need to be able to tell our story and tell it accurately.”
– Doris Mold, American Agri-Women

“If we do not get counted accurately, the decision-makers, the policymakers, Congress isn’t going to have the right information to put together the programs that best serve our farm industry.”
– Zach Ducheneaux, Intertribal Agriculture Council

“We need to make sure that we find the producers who are out in those areas who would otherwise go unnoticed or underserved.”
– Ollie Ross, Texas Small Farms and Ranches

“It’s really hard for us to advocate for young farmers if we don’t have the data.”
– Michelle Hughes, National Young Farmers Coalition

“It really helps business better invest in agriculture.”
– Randy Gordon, National Grain and Feed Association

**How do you use NASS data?**

“We use your [data] very frequently in business planning. We need unbiased third-party sources of information that we can rely on to build those business plans and make assumptions not only from past data but also looking forward to what we believe those markets might look like in the future.”
– Duane Martin, Syngenta Seeds

“It helps us make policy arguments. It helps us measure our own communities. It helps us speak locally about how important farmers are to the communities.”
– Lorette Picciano, Rural Coalition

“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

“I use it in designing extension programs so that we target a particular audience.”
– Dr. Marion Simon, Kentucky State University

“We look at a lot of USDA data that comes out in the realm of cattle but also in the realm of crops and the feed that goes into cattle… if we don’t have good statistics, it’s hard to make good decisions.”
– Jimmy Maxey, Cattlemen’s Beef Board

For more information about the Census of Agriculture, please:
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