



Census of Horticulture

What is it?

DUE FEBRUARY 14, 2025

OMB No. 0535-0236; Approval Expires 08/31/2027

2024 CENSUS OF HORTICULTURAL SPECIALTIES

SURVEY CODE:				Form Number: 24-A624 (09/09/2024)
<input type="text"/>				
www.agcounts.usda.gov				
				
				
U.S. Department of Agriculture National Agricultural Statistics Service National Processing Center 1201 East 10th Street Jeffersonville, IN 47132 Phone: 1-888-424-7828 Fax: 1-812-218-2232 E-mail: nass@usda.gov				
0010	0011	0016	0014	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<i>Make corrections to name, address, and ZIP Code if necessary.</i>				
<small>The information you provide will be used for statistical purposes only. Your response will be kept confidential and any person who willfully discloses ANY identifiable information about you or your operation is subject to a jail term, a fine, or both. This survey is conducted in accordance with the Confidential Information Protection and Statistical Efficiency Act of 2018, Title III of Pub. L. No. 115-435, codified in 44 U.S.C. Ch. 35 and other applicable Federal laws. For more information on how we protect your information please visit: www.nass.usda.gov/confidentiality. Response to this survey is required by law under Title 7 USC 2204(g) Public Law 105-113.</small>				
<small>According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number is 0535-0236. The time required to complete this information collection is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.</small>				
<ul style="list-style-type: none">• February 14, 2025 – Everyone who receives a form must return one by this date.• Use a blue or black ballpoint pen to complete this form.• www.agcounts.usda.gov – Use this website to report via the Internet.• Duplicate form(s) – If you received extra report forms for the SAME farming operation, return all report forms in the same envelope as the completed form.• Questions – Call us toll-free at 1-888-424-7828. Thank you for your cooperation.				

- Conducted every 5 years
- Every known producer of floriculture, nursery, Christmas trees, food crop grown in a greenhouse, etc. will be contacted.
- Response is mandatory
- There will be no stand-alone floriculture survey this year.
- Additional Information on the NASDA/Purdue website.

Why are we doing this?

- Mandated by Congress
- Provides the only comprehensive look at nursery, floriculture, etc. industry.
- Statistics are needed so that these commodities are well represented in farm programs and in the farm bill. Field Crops get all the press. This is the opportunity for other sectors of Ag to tell their story.
- For example, just floriculture alone in 2023 was worth nearly \$58 million in Indiana, nearly \$700 million in Michigan and nearly \$235 million in Ohio. That's a single segment of what the Census of Hort covers.

When is it?

- A pre-survey pressure sealed mailer will be sent on 16 December encouraging producers to report on-line.
- A questionnaire will be sent to operators on 30 December
- A reminder will be sent in early February to non-responding operations

- **HOWEVER**, questionnaires to operations that enumerators will be visiting will be sent earlier-around 16 December from East Lansing.

How are we doing this?

- Local enumerators will be responsible for collecting data on the largest, most complex operations or operations that we have data collection agreements with. Total local enumeration is approximately 1,600 of the 4,300 in the Census.
- All of the data will be collected on paper and returned to the regional office in East Lansing
- Some will be collected via phone and some via in person interview. Check your CAPI listing to make sure you know how to collect data (via phone or in person). Make appointments for field visits if you can.
- Check your CAPI listing and do not contact operations that return questionnaires in the mail or on-line

How are we doing this?

- Collect data on paper questionnaires-labeled questionnaires will be provided
- Return all questionnaires (completes, those that have been returned in the mail, inac/ref (hopefully won't be many of these) to the office in East Lansing.
- Send them via UPS on a regular basis. Don't hold your work.
- If you need UPS labels request them via the tool on the NASDA/Purdue website

When are we doing this?

- Enumeration begins 30 December and runs through 31 March
- Begin enumeration as soon as the data collection period begins.
- Greenhouse and Nursery operations have time in January to do the Census. As Spring gets closer they have much less time. The best time to start is in early January. **DON'T WAIT**
- You'll receive labeled questionnaires in your December UPS package (sent sometime prior to Christmas)
- Additional information will be available on the NASDA/Purdue website the week of Thanksgiving.

Additional Enumerator Information

- 2 hours of administrative time is authorized for the review of material on NASDA/Purdue website
- Material, including the Interviewer's Manual, will be posted the week of Thanksgiving.
- Questions can be directed to your supervisor, NASDA coordinator or the office (Jim Collom or Allison Rolewicz)