



October 24, 2024

Why am I getting this letter?

Enclosed is your Annual Vegetable Grower Inquiry Report. Please complete it at your earliest convenience, via the Internet if possible, to avoid receiving follow-up contacts. Your information is important as vegetable producers faced production, price, and marketing challenges in 2024. Your response is critical to ensure that USDA data accurately reflects what is occurring in the vegetable industry.

How will the data be used?

This report will provide vital information on the final acreage, production, and prices for fresh market and processed vegetables produced in 2024. Furthermore, the FSA crop disaster assistance program (NAP) utilizes the estimates derived from this survey to determine payments for crop losses that are not covered by insurance.

The results of this report will be kept confidential and will be available in aggregate form only, ensuring that no individual operation or producer can be identified, as required by federal law. We will publish the findings in the *Vegetables – Annual Report*, to be released mid-February 2025.

Thank you for participating and for your support of our programs and U.S. agriculture. If you have any questions, please feel free to contact me at (800) 453-7501.

Sincerely,

Marlo D. Johnson
Director, USDA, NASS, Great Lakes Region

Enclosure

What should I do next?

Complete your report in one of the following ways:



Online at www.agcounts.usda.gov beginning on Thursday, October 24, 2024. **Online reporting is fast, cost-effective, and secure.** All you need is the code on the enclosed form to begin.



By **mail or fax**. Complete the survey questionnaire and mail it back in the return envelope provided or fax it to (855) 270-2709.

