

# IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission  
Website: [www.idahopotato.com](http://www.idahopotato.com)

The 2012 Census of Agriculture is now underway. Report forms for the [2012 Census of Agriculture](#) have been mailed, and completed forms are due back by February 4, 2013.

The Census of Agriculture is conducted once every five years across the country's farmland and agricultural communities. USDA, those involved in agriculture, and many others use the results of the Census to make important policy and business decisions that impact people across the nation.

While the Census is particularly vital for folks in rural America, it's important to remember that well-informed policy decisions have a positive impact for all of us. Even for families in our biggest cities, a strong rural America means a abundant food supply, cleaner water, extraordinary outdoor recreation, and more. That's why it couldn't be more important to make sure that all of our nation's farmers and farmland are accurately accounted for.

Here are three ways you can help now and through the next few months:

1. Use Census promotional materials. Click [here](#) to view the online materials available for the 2012 Census. I can provide further guidance and answer your questions.
2. Share Census facts with producers. Find [FAQ's](#) online to answer questions you may receive about the Census. Remind them that their information is totally confidential. The results of the Census show the strength and diversity of U.S. agriculture. It's farmers' voice, their future and their responsibility.
3. Encourage farmers and ranchers to respond. Remind producers they can easily and securely respond online after they receive their census form at [www.agcensus.usda.gov](http://www.agcensus.usda.gov). For questions or help completing their form, direct respondents to NASS at (888) 424-7828.

I appreciate your support of the Census. For questions, comments, or concerns regarding the Census, please contact me at (208) 334-1507 or [vince.matthews@usda.gov](mailto:vince.matthews@usda.gov).

Thanks,

Vince

Please e-mail or call if you have any questions.

Vince Matthews, Director  
USDA, NASS, Idaho Field Office  
(208) 334-1507 or (800) 691-9987  
FAX (208) 334-1114  
[vince.matthews@usda.gov](mailto:vince.matthews@usda.gov)