



# NEWS RELEASE

United Arkansas Department of Agriculture  
NATIONAL AGRICULTURAL STATISTICS SERVICE  
Arkansas Field Office



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## USDA TO LOOK AT MILK PRODUCTION ACROSS THE NATION

Little Rock, AR – In January, representatives from the U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) will reach out to milk producers across the country to conduct the 2012 *Milk Production Survey*.

“Producer participation in these surveys provides a snapshot of the milk production industry in Arkansas and the nation,” said Becky Cross, director of the Arkansas Field Office. “These data, first and foremost, help milk producers determine their production and marketing strategies throughout the year.”

NASS conducts the Milk Production survey quarterly to gather information from milk producers across the country. The survey asks producers to provide the number of milk cows in the herd, number of cows milked and total milk production for the first day of the month.

The dairy industry relies on the monthly *Milk Production* report to project future supplies of milk and milk products. By participating in the survey, milk producers can ensure that NASS provides timely, accurate and unbiased data that all sectors of the U.S. milk industry depend on to help make sound business decisions.

All of those surveyed will have several options to respond, including a convenient, secure online reporting system, telephone, mail, or personal interviews. Cross noted that, as is the case with all NASS surveys, information provided by respondents is confidential by law. “NASS protects the privacy of all responses and publishes data only in aggregate form, ensuring that no individual producer or operation can be identified,” she said.

Survey results will be published in the monthly *Milk Production* report. All NASS reports are free and available online at [www.nass.usda.gov](http://www.nass.usda.gov). Both national and Arkansas specific reports are available via a free email subscription. For more information, call the NASS Arkansas Field Office at (800) 327-2970.

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