



This issue focuses on an important USDA partner:

**National Agriculture Statistics Service**

Referred to as “*The Fact Finder for Agriculture*”, **NASS** provides timely, accurate, and useful statistics about U.S. agriculture. This USDA agency conducts surveys and prepares reports covering virtually every aspect of U.S. agriculture. Examples include production of food and fiber, prices paid and received by farmers, farm labor, wages, finances, chemical use, certain conservation practices, enrollment in WRP and CRP, and changes in the demographics of U.S. producers.

**What are some of the services NASS provides?**

- The **Census of Agriculture** is conducted every 5 years, providing the only source of consistent, comparable, and detailed agricultural data for every county in the U.S. Census data for 2007 was released earlier this year and is now available on-line.
- **NASS** reports the facts about U.S. agriculture to help people working in agriculture and depending on it - conservationists included!

**Why YOU need to know about National Ag Statistics Service:**

- **NASS** Census data gives a snapshot of demographics in your service area - who your clients are, how they farm, and other information that could help you, NRCS and its partners be more effective in achieving local and regional conservation goals.
- Data can be compared from one census year to the next.

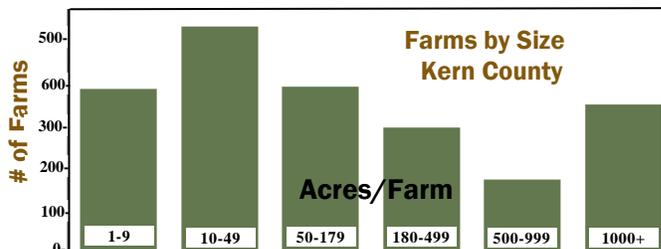
**Example of how you can use local Ag Census data:**

Say you want to insure that your outreach efforts connect with the various demographic farming groups in your county. You can get a quantitative characterization of the farmers in your county by simply looking at your county’s “*2007 Census of Agriculture County Profile*” found at:

[http://www.agcensus.usda.gov/Publications/2007/Online\\_Highlights/County\\_Profiles/California/index.asp](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/County_Profiles/California/index.asp)

This document provides the following information and even compares it to 2002 data:

- **Number of farms & total land in farms**
- **Average farm size**
- **Market value of crops and livestock**
- **Operator characteristics - gender, race, age, income, etc.**
- **Percent change +/- since previous Census**



Operator Characteristics	Quantity
Principal operators by sex:	
Male	1,761
Female	356
Average age of principal operator	57.7
All operators by race:	
American Indian or Alaska Native	62
Asian	133
Black or African American	31
Native Hawaiian or Other Pacific Islander	6
White	3,242
More than one race	34
All operators of Spanish, Hispanic or Latino Origin	422

*...Outreach Tip to Put in Your Back Pocket...*  
**Print out YOUR county's 2007 profile now!**  
 “The USDA is an equal opportunity provider and employer”

Excerpts from **2007 Census of Agriculture Profile of Kern County**

