

April 1, 2011

Robert M. Groves
Director, United States Census Bureau
4600 Silver Hill Road
Washington, DC 20233

Dear Director Groves:

On behalf of the partners in the wheat industry: **North American Millers' Association (NAMA)**, **American Bakers Association**, and **National Association of Wheat Growers**, we are writing to ask the Administration to keep the program that produces the NAMA-funded "Flour Milling Report" in the FY 2012 budget. Millers, producers, bakers, along with private and public economists, use the "Flour Milling Report" to measure flour consumption in the U.S. It is the only report of its kind in the flour milling industry. The report, financially supported by NAMA, is part of the Department of Commerce CIR (Current Industrial Report) program and would be eliminated if the Administration's proposal to eliminate all CIR programs in the Department of Commerce were accepted.

We have explored the possibility of collecting the data for the industry or using a third party to collect the data. Private or third party collection of the data is hindered by volunteer compliance. Under current law, as long as the U.S. Census Bureau is collecting the data, companies are required by law to provide the data. Mandatory compliance provides higher quality data and better information is circulated to the public.

Another concern with a private or third party collecting the data is protecting the identity of individual companies and securing proprietary information. Under the current system of data collection by the Census Bureau, the law explicitly states that the information on the economic censuses "shall be used only for the statistical purposes for which it is supplied. No publication shall be made by the Census Office whereby the data furnished by any particular establishment can be identified." The Census Bureau shares the data in the report in aggregate form, thereby protecting the identity of the manufacturers.

In conclusion, NAMA is fully committed to continued funding for the Census Bureau data collection for the "Flour Milling Report" and sharing the report with the public. We ask that the Census Bureau continue to collect the data for us, to guarantee participation and to protect the proprietary data collected.

Sincerely,



American Bakers Association, Robb MacKie, President/CEO



National Association of Wheat Growers, Dana Peterson, CEO



North American Millers' Association, Mary Waters, President

American Bakers Association (ABA) is the Washington D.C.- based voice of the wholesale baking industry. Since 1897, ABA has advocated on behalf of more than 700 baking facilities and baking suppliers before Congress and regulatory agencies. ABA members produce bread, rolls, crackers, bagels, sweet goods, tortillas and many other wholesome, nutritious, baked products for America's families. The baking industry generates more than \$70 billion in economic activity annually and employs close to half a million highly skilled people.
RMackie@americanbakers.org

National Association of Wheat Growers (NAWG) is a federation of 21 state wheat grower associations that works to represent the needs and interests of wheat producers before Congress and federal agencies. Based in Washington, D.C., NAWG is grower-governed and grower-funded, and works in areas as diverse as federal farm policy, trade, environmental regulation, research and climate change. dpeterson@wheatworld.org

North American Millers' Association (NAMA) is the trade association representing 43 companies that operate 170 wheat, oat and corn mills in 38 states and Canada. Their collective production capacity exceeds 175 million pounds of product each day, more than 95 percent of the total industry production. mwaters@namamillers.org