NASS Survey Training

2019 Certified Organic Survey (ORGANIC)

United States Department of Agriculture
National Agricultural Statistics Service

NOD-Training Group
December 2019
Survey Purpose

• To collect acreage, production, sales data, and marketing and agricultural practices for a variety of certified organic crop and livestock commodities.

• Last conducted in 2017 for the 2016 crop year
Uses of the Data

• Used by government agencies (both federal and state) and the organic industry to determine sustainability, size, and structure of the industry for planning, policy-making, research and market analysis.

• Producers can use the data to help make decisions for their operations (expand/reduce production or compare production volumes/price points with state and U.S. averages)

• Vital to help improve insurance programs for organic producers
Uses of the Data

• Businesses/Suppliers use the data to determine locations of facilities and for production and marketing of new products
• Extension/Universities use the information to justify research funding and programs to develop new or improved production methods
• National Sustainable Agriculture Coalition (NSAC) and other Non-Governmental Organizations (NGO’s) use the data to advocate for increased funding for research and organic farmer education programs
• Grower associations use the data to help promote organic agriculture both domestically and abroad.
Organics

• Organic food must be produced without the use of synthetic fertilizers, herbicides, pesticides, genetic engineering (biotechnology), growth hormones, or irradiation.

• Organic agriculture is a growing industry with several billion $$ in sales each year
Overview

• Project Code: 677 – Census Organics
• Mailings:
  – Survey mailing: December 20\textsuperscript{th}
  – Non-response mailing: January 17\textsuperscript{th}
• Report Release: October 22\textsuperscript{nd}, 2020
Sample

- All known U.S. farms and ranches with certified or exempt organic production and/or transitioning acreage on the NASS list frame
  - We will only collect production data from certified producers
    - Certification status may have changed since last contact
Survey Specific Interviewer’s Manual

• Chapter 1 – Background
• Chapter 2 – General Information
• Chapter 3 – Terms/Definitions
• Chapter 4 – Survey Overview
• Chapter 5 – Completing the Questionnaire
  – References Paper Survey
  – Good clarifying information for questions
INSTRUCTION SHEET
2019 ORGANIC SURVEY
Your report is due January 10, 2020

Completing the 2019 Questionnaire
Everyone who receives a questionnaire must fill out this form and return it.

Use a blue or black ball point pen.
Make all entries clear and easy to read.

If You Received More than One Questionnaire for the Same Operation
Duplicate form(s) — If you received more than one questionnaire for the SAME farming operation, return all questionnaires in the same envelope as the completed report.

General
Refer to the instructions below for completing your questionnaire. The enclosed census follow-on questionnaire was mailed to producers and growers throughout the United States. Because it is meant for use in all parts of the country, it may contain items and inquiries which do not apply to your operation. In this case, mark the “No” or “None” box and go on to the next item or section.

Partial Year Operation
If you stopped farming during 2019, complete the questionnaire for the portion of 2019 that you did farm. Write “Stopped farming in 2019” and the date you stopped farming below the address area. Mail the completed questionnaire in the return envelope.

Partnership Operations
Complete only ONE questionnaire for a partnership operation and include all partners’ shares on the same questionnaire. If two or more questionnaires were received for the partnership, see instruction on “If You Received More Than One Questionnaire for the Same Operation” above.

Item 2 - Report if the operation had certified organic production as determined by the USDA’s National Organic Program (NOP) standards. Operations not certified by these standards must select “No” and go to Section 14.

Item 3 - Report the agency or organization that certified this operation for certified organic production in 2019.

Item 4 - Report in whole numbers the number of certified organic acres owned, leased from others, and/or leased to others. The acres in item 4a, should equal certified organic land owned by the respondent, spouse, partnership, corporation, or organization identified on the questionnaire. The acres in item 4b, should equal certified organic land this operation leased or rented from others. The acres in item 4c, should equal certified organic land this operation leased or rented to others.

Item 5 - Report the total certified organic acres operated in 2019. This value should equal items 4a + 4b – 4c. All responses to this questionnaire should refer to these total certified organic acres in this operation. It is important that this number is correct as it is used to establish consistency throughout the questionnaire.

Item 6a - Report in whole numbers the number of certified organic acres reported in item 5 that were cropland. Cropland includes certified organic land from which crops were harvested or hay was cut, including land used for field crops, vegetables, fruits, nuts, berries, orchards, vineyards, nursery and greenhouse crops, Christmas trees, citrus groves, and maple syrup.

Item 6b - Report in whole number the number of certified organic acres reported in item 5 that were pastureland and/or rangeland.
Survey Content

Sections:

1. Operation Information
2. Certified Organic Vegetables Grown In The Open
3. Certified Organic Floriculture Crops, Nursery Crops, Mushrooms, Vegetables/Herbs under protection
4. Certified Organic Cultivated Christmas Trees and Maple Syrup
5. Certified Organic Grapes
6. Certified Organic Apples
7. Certified Organic Citrus Fruits
8. Certified Organic Berries, Tree Nuts, and Fruits
9. Certified Organic Field Crops and Hay
10. Certified Organic Livestock, Poultry, and Livestock Products
11. Organic Production Practices, Crop Insurance, Economic Loss
13. Other Information
14. Transitional Acreage
15. No Certified Organic Production
16. Conclusion
Some Rules of Reporting (1)

• Report acres to the nearest tenth whenever possible
• When reporting harvested acres:
  – If 2 or more pickings/cuttings from same planting - report acres harvested only once, but total production from all pickings/cuttings
    • Example: 5.0 acres of romaine lettuce were planted and harvested. The same 5.0 acres grew back and were harvested again without replanting it. You would record 5.0 acres of romaine lettuce harvested but would report the total production from both cuttings.
  – If multiple plantings occurred on the same acres, report summed acres for all crops
    • Example: 10.0 acres of green beans were planted and harvested. Then another crop of green beans were planted again and harvested on the same acres. You would record 20.0 acres of green beans.
Some Rules of Reporting (2)

• Be sure to exclude anything that was for home use, home gardens, or personal consumption
• Include landlord’s share and contractor’s share when reporting acres, production sold, and gross value of sales
• Exclude any wild gathered crops
• Exclude anything bought and re-sold (must have been produced by this operation)
Some Rules of Reporting (3)

• If the respondent produced something that is not listed, enter the name of the item and select the “not listed” code in that section

• GVS should be reported whether the item was sold as organic or as conventional as long as it was grown as *certified organic*
  
  • *May not have had a market to sell as Certified Organic*

• Estimate quantity and GVS for anything that is still expected to be sold
Operation Information

• Did this operation grow any organic agricultural products in 2019?
  – If “No”, skip to transitional acres (Section 14)

• Any of these products Certified Organic as determined by USDA’s National Organic Program (NOP) standards?
  – If “No”, skip to transitional acres (Section 14)

• Name of certifying agency or organization

• Total Certified Organic Acres operated (Owned + Rented From – Rented To)

• Break down total organic acres by cropland and pasture/rangeland
National Organic Standards Program

• Became law in 2002
• Certification required if operation is selling organic agricultural products worth more than $5,000 a year
  • Certified by state or private agency accredited by USDA
• Also requires:
  – An organic systems plan
  – Records of production/handling practices
  – Submission to audits/evaluations by certifying agents
  – Use of distinct boundaries/buffer zones
  – Use of organic seeds when commercially available
  – Minimizing erosion, rotating crops, & preventing crop contamination
  – No prohibited substances on land for previous 3 years
Certified Organic Acreage

SECTION 1  OPERATION INFORMATION

1. In 2019, did this operation produce or grow any organic agricultural products? (Include field crops, fruits, vegetables, floriculture, livestock, poultry, etc.)
   - Yes  - Continue to Item 2
   - No  - Go to Section 14, Page 15

2. In 2019, were any of these agricultural products Certified Organic as determined by the USDA’s National Organic Program (NOP) standards?
   - Yes  - Continue to Item 3
   - No  - Go to Section 14, Page 15

3. What is the name of the certifying agency or organization?
   - OneCert Inc.

4. In 2019, how many:
   a. Certified organic acres did this operator own?  
      - 140
   b. Certified organic acres did this operator rent or lease from others? (Exclude land used on a per-head or animal unit month (AUM) basis.)
      - 0
   c. Certified organic acres did this operator rent or lease to others?
      - 0

5. [Calculate Items 4a + 4b - 4c] Then the total certified organic acres operated in 2019 were:
   - 140

6. Of the total (Item 5) certified organic acres operated in 2019, how many acres were:
   a. Certified organic cropland? (Include field crops, fruits, vegetables, floriculture, etc.)
      - 100
   b. Certified organic pasture and rangeland?
      - 40
Certified Organic Vegetables Grown in the Open

• Any vegetables grown under protection will be reported in the next section
• Type of vegetables grown (select all that apply from the list)
• Acres harvested (to the nearest tenth of an acre)
• Quantity sold (whether as organic or conventional as long as it was produced as Certified Organic)
• Gross value of sales
  – If produced under a production contract, report the estimated market value as the value of sales and not the payment received from the contractor
Certified Organic Vegetables in the Open Utilization

• How were these vegetables utilized?
  – If some or all were sold for commercial processing, complete the table
  – If 100% fresh market, skip to Section 3

• For each type of vegetable:
  – Quantity sold for processing and GVS
  – Quantity sold for fresh market and GVS
    • Will need to estimate for any production that is still to be sold
    • Report any commodity even if it was transformed to a value-added product.
What Are Value-Added Products

• Value-added is any activity or service occurring after agricultural production, transportation, or storage that added value to the product such as:
  – Processing, pasteurizing, canning, bottling, etc

• Some items would include:
  – Jams, bottled milk, processed meats, cheese, wine, apple cider, floral arrangements, etc.
Reporting Value-Added Products

• For all organic commodities, report the production and estimate the value of sales for the raw commodity, even if the commodity was transformed to a value-added product.

• We will also report the sales of the value added product in Section 12 – “Marketing Practices for Organic Products”
  • Don’t worry – these will not be double counted!
Example of Value-Added Products

• A producer harvested 2 acres of organic tomatoes. The 2 acres produced a total of 4,000 pounds of tomatoes. The producer dried all 4,000 pounds, packaged them, and sold them as Organic Dried Tomatoes for a total of $12,000.

  • In Section 2, Item 2 - Certified Organic Vegetables, you will record 2.0 acres of tomatoes harvested, 4,000 pounds sold, and the respondent’s estimate of value for what the tomatoes would have sold for as unprocessed tomatoes.
    – Ask the respondent to estimate the value of the tomatoes if they would have been sold as raw, unprocessed tomatoes.
  • In Section 2, Item 3 – Utilization, you would record 4,000 pounds sold for processing and the respondent’s estimate of what they would have sold for (same figure as in Item 2)
  • In Section 12, Item 3 – Value added products, you will record $12,000 in Item 3a and enter “Dried Tomatoes” in Item 3b.
**SECTION 2**

CERTIFIED ORGANIC VEGETABLES GROWN IN THE OPEN

1. Did this operation harvest any certified organic vegetables grown in the open in 2019? Report crops grown under glass or other protection in Section 3.
   - Include landlord’s share and contractor’s share.
   - Exclude home use, home gardens, or personal consumption.
   - Report tomatoes and vegetables/herbs grown under protection in Section 3.

3000  
1. Yes - Complete this Section  
3. No - Go to Section 3

2. **Acreage and Production** – Complete the table below for each vegetable harvested in 2019. For those vegetables not printed in the table, enter the crop name and crop code from the list below.
   - If more than one vegetable crop was harvested from the same acres, report acres for each crop.
   - For two or more pickings of the same crop, report acres harvested for that item only once, but report total production from all pickings.

<table>
<thead>
<tr>
<th>Certified Organic Vegetables</th>
<th>Code</th>
<th>Acres</th>
<th>Tenths</th>
<th>Quantity</th>
<th>Unit (Bins, Pounds, Boxes, Etc.)</th>
<th>Pounds Per Unit If not reported in Pounds or Tons</th>
<th>Gross Value of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomatoes, grown in the open</td>
<td>3490</td>
<td>2</td>
<td>0</td>
<td>4000</td>
<td>10s</td>
<td></td>
<td>$ 6000</td>
</tr>
<tr>
<td>Leeks</td>
<td>3530</td>
<td>3</td>
<td>5</td>
<td>1750</td>
<td>Boxes</td>
<td>10.0</td>
<td>$ 13125</td>
</tr>
</tbody>
</table>

**Code for “Vegetables not Listed”**
### SECTION 2  
**CERTIFIED ORGANIC VEGETABLES IN THE OPEN UTILIZATION**

3. How were these harvested certified organic vegetables in the open (Item 2, Page 2) utilized in 2019?
   - Include production that was sold and estimate what will be sold.
   - Report the production and value of sales of any commodity in this section even if the commodity was transformed to a value-added product.

1. Some or all to commercial processing – Complete the table below

2. 100% fresh market – Go to Section 3

<table>
<thead>
<tr>
<th>Certified Organic Vegetables</th>
<th>Code</th>
<th>Quantity of 2019 Certified Organic Production Sold as Processing</th>
<th>Pounds per Unit If not reported in Pounds or Tons</th>
<th>Gross Value of Sales of 2019 Certified Organic Production as Processing</th>
<th>Quantity of 2019 Certified Organic Production Sold as Fresh</th>
<th>Unit (Bins, Pounds, Boxes, etc.)</th>
<th>Pounds per Unit If not reported in Pounds or Tons</th>
<th>Gross Value of Sales of 2019 Certified Organic Production As Fresh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tomatoes, in the open</td>
<td>3499</td>
<td>4000 lbs</td>
<td></td>
<td>$ 6000</td>
<td></td>
<td>$</td>
<td></td>
<td>$ 0.00</td>
</tr>
<tr>
<td>Leeks</td>
<td>3539</td>
<td>$</td>
<td></td>
<td>$</td>
<td>1750 boxes 10.0</td>
<td>$</td>
<td>$</td>
<td>$ 1,312.5</td>
</tr>
</tbody>
</table>
Certified Organic Floriculture Crops, Nursery Crops, Mushrooms, Vegetables/Herbs Under Protection

• Items 1a – 1c: please go through all the crops to INCLUDE with the respondent

• Items 1a – 1d: report square feet produced under protection then acres produced in the open
  – Under Protection includes anything grown under glass, rigid plastic, and plastic film, including tunnel protection and hoop houses

• Items 1a – 1d: report the combined Total Gross Value of sales of all items produced in each question

• Notice that we are asking for production area and GVS in this section but not quantities produced
### Flowers, Bedding Plants, and Other Vegetables

<table>
<thead>
<tr>
<th>Crops Grown</th>
<th>Code</th>
<th>Square Feet Under Glass or Other Protection</th>
<th>Acres in the Open</th>
<th>Gross Value of Sales of Certified Organic Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Floriculture and bedding crops</td>
<td>401</td>
<td>5000</td>
<td>.00</td>
<td>$32000.00</td>
</tr>
<tr>
<td>b. Nursery crops and aquatic plants</td>
<td>404</td>
<td>.</td>
<td>.</td>
<td>$0.00</td>
</tr>
<tr>
<td>c. Propagative materials sold</td>
<td>407</td>
<td>.</td>
<td>.</td>
<td>$0.00</td>
</tr>
<tr>
<td>d. Mushrooms</td>
<td>410</td>
<td>.</td>
<td>.</td>
<td>$0.00</td>
</tr>
<tr>
<td>e. Tomatoes grown under protection</td>
<td>420</td>
<td>.</td>
<td>.</td>
<td>$0.00</td>
</tr>
<tr>
<td>f. Other vegetables and fresh herbs grown under protection</td>
<td>424</td>
<td>5000</td>
<td>.</td>
<td>$12000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Floriculture and Bedding Crops</th>
<th>Code</th>
<th>Nursery Crops and Aquatic Plants</th>
<th>Code</th>
<th>Propagative Materials Sold</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include bedding and garden plants, annuals, herbaceous perennials, vegetable plants, cut flowers, cut florist greens, foliage plants, potted flowering plants, and other floriculture and bedding plants</td>
<td>401</td>
<td>Include nursery stock – ornamentals, shrubs, shade trees, flowering trees, evergreens, live Christmas trees, fruit and nut trees, and plants, vines, palms, ornamental grasses, bareroot herbaceous perennials, aquatic plants</td>
<td>404</td>
<td>Include bulbs, corms, rhizomes, tubers, cuttings, seedlings, liners, plugs, flower seeds, tobacco plants sold for transplant to farm fields, vegetable seeds, and vegetable transplants to farm fields</td>
<td>407</td>
</tr>
</tbody>
</table>

This operation has two 5,000 square foot green houses and produces several varieties of organic potted flowers and bedding plants in one and numerous types of vegetables in the other.
Certified Organic Cultivated Christmas Trees & Maple Syrup

• For Christmas Trees:
  – Acres in production, number of trees cut, and total value of sales

• For Maple Syrup:
  – Number of taps, gallons of syrup produced, and total value of sales

• Notice we are asking for total cut/produced in this section not total sold like in Section 1
Maple Syrup

The maple sap must have been collected from trees/sugar bush that is being maintained under NOP standards.
Certified Organic Grapes

• Bearing acres harvested (nearest tenth of an acre)
• Total pounds produced
• Quantity sold by utilization (fresh, wine, juice, raisins, other processing)
  – Will break Fresh and Wine types out by variety (pick the variety code from the list)
• Value of sales by utilization
Example of Value-Added Products

• A producer harvested 2.0 acres of juice type organic grapes. The 2.0 acres produced a total of 6,000 pounds of grapes. The producer used all the grapes to make 3,000 bottles of organic grape juice. All the grape juice was sold for $5.00 per bottle for a total of $15,000.

• In Section 5, Certified Organic Grapes, you will record 2.0 acres of grapes harvested, 6,000 pounds produced, 6,000 pounds sold for juice production, and the respondent’s estimate of what the grapes would have sold for as unprocessed grapes.
  – Ask the respondent to estimate the value of the grapes if they would have been sold as raw, unprocessed grapes.

• In Section 12 (Item 3), “Value-Added Products”, you will record $15,000 as Gross Value of Sales and “Bottled Grape Juice” as the Value-Added Product
We still need to account for the quantity of grapes that would have been sold and the estimated market value of those grapes even though they were made into a value added product (grape juice).
Section 6: Certified Organic Apples

Section 7: Certified Organic Citrus Fruits

Section 8: Certified Organic Berries, Tree Nuts, and Fruits

- Select all varieties that apply
- Acres harvested
- Quantity sold and GVS by variety
- If some or all were sold for commercial processing we will break the sales out by utilization
  - First for “Commercial Processing” then for “Fresh Market”
  - Will ask for quantity sold and GVS for each variety
All blueberries were sold as fresh market, so utilization is skipped.
Certified Organic Field Crops and Hay

• If multiple types of tobacco were produced, combine all types together
• If entire crop was used as feed on the operation, report $0 for Quantity Sold and Gross Value of Sales and make a note
• If both dry hay and haylage/baleage were cut from the same acres, report each type separately
• Watch codes for crops “not listed”. There are separate ones for Field Crops, Dry Beans, and Dry Peas
Fed all of the corn and haylage to his milk cows. Fed most of the dry alfalfa as well but did sell 5 tons of dry alfalfa

Took first two cuttings of alfalfa as dry hay and last two cuttings as haylage from the same 10 acres.

### SECTION 9  CERTIFIED ORGANIC FIELD CROPS AND HAY

1. Did this operation harvest any certified organic small grains, row crops, oilseeds, hay, or pulse crops in 2019?
   - Include landlord’s share and contractor’s share.
   
   2000  Yes - Complete this Section  3  No - Go to Section 10

2. Complete the table below for each crop harvested in 2019. For those crops not printed in the table, enter the crop name and crop code from the list below.
   - Include production that was sold and estimate what will be sold.
   - Report the production and value of sales of any commodity in this section even if the commodity was transformed to a value-added product.
   - Report 'Total Certified Organic Production' and 'Quantity of Certified Organic Production Sold' in the measurement unit specified beside each crop in the list below.
   - When both dry hay and haylage were cut from the same acres, report for each type.
   - If two or more hay cuttings were made from the same acres, report acres harvested for that item only once but report total production from all cuttings.
   - Include certified organic crops grown on this operation in 2019 that were fed to livestock.

<table>
<thead>
<tr>
<th>Field Crops</th>
<th>Code</th>
<th>Certified Organic Acres Harvested</th>
<th>Total Certified Organic Production</th>
<th>Total Certified Organic Production Sold or to be Sold in 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Acres</td>
<td>Tenths</td>
<td>Quantity</td>
</tr>
<tr>
<td>Tobacco (all types)</td>
<td>2620</td>
<td></td>
<td></td>
<td>lb</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Field Crops</td>
<td>Code</td>
<td>Certified Organic Acres Harvested</td>
<td>Total Certified Organic Production</td>
<td>Total Certified Organic Production Sold or to be Sold in 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Acres</td>
<td>Tenths</td>
<td>Quantity</td>
</tr>
<tr>
<td>Corn (for grain or seed)</td>
<td>2040</td>
<td>20</td>
<td>2500</td>
<td>0 bu</td>
</tr>
<tr>
<td>Soybeans (for beans)</td>
<td>2320</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Alfalfa</strong></td>
<td>2090</td>
<td>10</td>
<td>20</td>
<td>5 tons</td>
</tr>
<tr>
<td><strong>Alf Haylage</strong></td>
<td>2620</td>
<td>10</td>
<td>40</td>
<td>0 tons</td>
</tr>
</tbody>
</table>
Certified Organic Livestock, Poultry, & Livestock Products

- Livestock and poultry must be fed certified organic feed or be on certified organic pasture to be sold as certified organic.
- For each type of Livestock or Poultry:
  - Largest number on hand at any one time in 2019
  - Total number on hand on 12/31/19

AND

Total number on hand on 12/31/19
Certified Organic Livestock, Poultry, & Livestock Products

- Production contract to raise livestock or poultry
  - Report:
    - Peak #
    - Total on the operation on December 1
    - Total animals removed from the operation during 2019
    - Estimate the value of these animals removed if they would have been sold (not what the operation was paid by the contractor)
    - Name of the contractor
Certified Organic Livestock, Poultry, & Livestock Products

• Other Livestock Products include: semen, embryos, manure that was sold, feathers, etc.
• Pullets would be included in Other Poultry
• Some value added items in this section could be: bottled milk, cheese, processed meat (fresh, canned, dried), egg whites
Sells organic milk to a local bottler. Sold 1 cull milk cow. Sold the dairy calves and has 2 replacement heifers.

Is a contractee raising organic hogs for Natural Pig Inc. We asked the operator to estimate the market value of the hogs removed under contract. We do not want to record what he was paid to raise the hogs.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Milk Cows and Milking Heifers that have Calved (Dry and milking)</td>
<td>8020</td>
<td>21</td>
<td>20</td>
<td>1</td>
<td>$400.00</td>
</tr>
<tr>
<td>b. Milk (pounds)</td>
<td>8030</td>
<td></td>
<td></td>
<td>260000</td>
<td>$49400.00</td>
</tr>
<tr>
<td>c. Beef Cows and Beef Heifers that have Calved</td>
<td>8060</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Other Cattle (Include heifers that have not calved, steers, calves, and bulls)</td>
<td>8040</td>
<td>17</td>
<td>2</td>
<td>16</td>
<td>$4000.00</td>
</tr>
<tr>
<td>e. Hogs and Pigs</td>
<td>8050</td>
<td>1000</td>
<td>980</td>
<td>960</td>
<td>$206400.00</td>
</tr>
<tr>
<td>f. Sheep and Lambs</td>
<td>8330</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Organic Production Practices, Crop Insurance, Economic Loss

• 13 Yes/No production practices questions
• Did this operation market anything through CSA shares? Yes/No
• What % of the operation’s organic acres were covered by crop insurance?
  – If none, what was the reason for not having crop insurance? Pick one
• Two questions about losses due to presence of GMO material or presence of non-NOP approved pesticides
Marketing Practices for Organic Products

• If operation sold any organic products that were food for humans to eat or drink:
  – GVS sold directly to:
    • Consumers (Farm stand, U-Pick, CSA, online marketplaces, etc.)
    • Direct to Retail, Institutions, or Food Hubs for Locally Branded Products (supermarkets, supercenters, restaurants, caterers, prisons, schools, etc.)
SECTION 12  MARKETING PRACTICES FOR ORGANIC PRODUCTS

1. During 2019, did this operation produce and sell any organic crops, livestock, poultry, or agricultural products that were food for humans to eat or drink?

   INCLUDE
   • edible agricultural products
   • for human consumption

   EXCLUDE
   • non-edible products such as hay, cut flowers, Christmas trees, nursery products, etc.
   • commodities produced under production contracts
   • products purchased and resold

2750

   1  Yes - Go to question 2

   3  No - Go to question 3

2. How much was received in 2019 for the food produced and sold directly to:

   a. Consumers: Farmers markets, on-farm stores or farm stands, roadside stands or stores, u-pick, CSA (Community Supported Agriculture), online marketplaces, etc.? 2760

      (I) Specify the food(s) that was produced and sold directly to consumers in 2019.

      Dried tomatoes, fresh veggies, syrup, juice, blueberries

      Mark "X" if None

      Gross Value of Sales (Dollars)

      $3,130.00

   b. Retail Markets, Institutions, or Food Hubs for Locally or Regionally Branded Products: Supermarkets, supercenters, restaurants, caterers, independently owned grocery stores, food cooperatives, K-12 schools, colleges or universities, hospitals, workplace cafeterias, prisons, foodbanks, etc.? 2752

      (I) Specify the food(s) that was produced and sold directly to retail markets, institutions, or food hubs in 2019.

      Dried tomatoes, fresh veggies, juice

      Mark "X" if None

      Gross Value of Sales (Dollars)

      $431.25
Marketing Practices for Organic Products

• In 2019, did this operation produce and sell any **Value-Added** products from its own organic agriculture production (cannot be from any items purchased, processed and sold)?

  – Value-added is any activity or service occurring after agricultural production, transportation, or storage that added value to the product.

  - Bottled Milk
  - Processed Meats
  - Canned Vegetables
  - Cheese
  - Wine
  - Juice/Cider
  - Packaged Eggs
  - Jams/Jellies
  - Wreaths/Dried Flowers
Value-Added Products

• Report the gross value of sales from all value-added organic products and specify what these products were.

• Value-added products and sales in section 12, item 3 will not be added to certified organic total commodity production level income.
  – The money will not be double counted
Sales of Value Added Products

3. During 2019, did this operation produce and sell any processed or value-added organic products from its own organic agricultural production?

<table>
<thead>
<tr>
<th>INCLUDE</th>
<th>EXCLUDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>- jam, wine, cheese, meat, floral arrangements, cider, etc.</td>
<td>- products purchased and resold</td>
</tr>
<tr>
<td>- live animals</td>
<td></td>
</tr>
</tbody>
</table>

2753 1 Yes - Continue 3 No - Go to SECTION 13

<table>
<thead>
<tr>
<th>Gross Value of Sales (Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 27,000</td>
</tr>
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</table>

a. How much was received in 2019 for the sale of the processed or value-added product(s)? .............................................. 2727

b. Specify the processed or value-added product(s) ................ 2728

Dried tomatoes, Grape Juice
Other Information

• Several straightforward questions about programs the operation participates in, challenges the operation faces, and plans the operation has over the next 5 years
• Production expenses paid in 2019 (seven questions)
• Total GVS of all ag products sold in 2019 (for both organic and conventional)
• % of total sales that were from organic products
Transitional Acreage

• Transitional acreage: the process of converting acreage previously used for conventional production to certified organic production. Acres must be managed organically and free from prohibited substances (unauthorized pesticides, treated seeds, etc.) for 3 years.
Transitional Acreage

- How many transitional acres were owned, rented/leased from others, rented/leased to others
- % of transitional acres that are cropland and % pasture/rangeland
- Price premium over conventional prices received for production from transitional acres
- % of production from transitional acres sold and delivered under a marketing contract
Contracts

• **Marketing Contract**: A verbal or written agreement reached before harvest of a crop or before completion of a livestock production stage, setting a price or pricing formula and market for the commodity. The farmer/producer usually owns the commodity through the production process.

• **Production Contract**: A verbal or written agreement setting terms, conditions, and fees to be paid by the contractor to the operation for the production of crops, livestock, or poultry. The contractor usually owns the commodity and often provides inputs.
No Certified Organic Production

• Complete this section ONLY if the operation had no certified organic production in 2019

• Seven “Yes” or “No” questions
  – Certified organic, but had no production?
  – Exempt from organic certification?
  – Certified organic at any time prior to 2019?
  – Produce or grow any organic products according to USDA NOP standards that were neither certified nor exempt from certification?
  – Certified as a handler or processor in 2019?
  – Operation only for collection of wild products?
  – Any other reason you had no certified organic production?
Things to Remember

• Marketing cooperatives/contractors should report only the commodities they actually produced **not** the commodities delivered to them.

• For items produced under a production contract the value of sales is the *estimated market value of a product** NOT** the payment received from the contractor.*

• Exclude any crops/products grown strictly for home use.
Reluctant Respondents

• “Why should I report?” “How is this going to benefit me?”
  – This data will be used to help the organic industry in many ways:
    • Grower associations use the data to help promote the industry and develop new markets for organics
    • Extension/Universities use the information to justify research funding and programs to develop new or improved production methods
    • National Sustainable Agriculture Coalition (NSAC) and other Non-Governmental Organizations (NGO’s) use the data to advocate for increased funding for research and organic farmer education programs
    • You as a producer can use the data to help make decisions for your operation by comparing your production volumes/price points with state and U.S. averages that will be published in the “2019 Certified Organic” report
Reluctant Respondents

• “Why should I report when I can’t even get decent crop insurance for my organic crops?”
  – The availability of crop insurance for organics has been improving, but the limiting factor is the lack of data about organic crops. That is exactly why it is important for you to report. This information is needed to help improve and expand the insurance options available to organic producers.
Reluctant Respondents

• “What has the government done to help the organic farmer?”
  – In October 2019, USDA approved $24.1 million in grant funding to support research to improve the quality and sustainability of organic production, including research on soil microbial management and cover crops.
Conclusion

• Encounter anything odd or unexpected?
  – Leave good notes
  – The more you can tell us about the farm, the better the data will be!

• Contact your supervisor or Regional Field Office with any questions or concerns.

• Be sure to go through several practices on your iPad to get familiar with the survey.