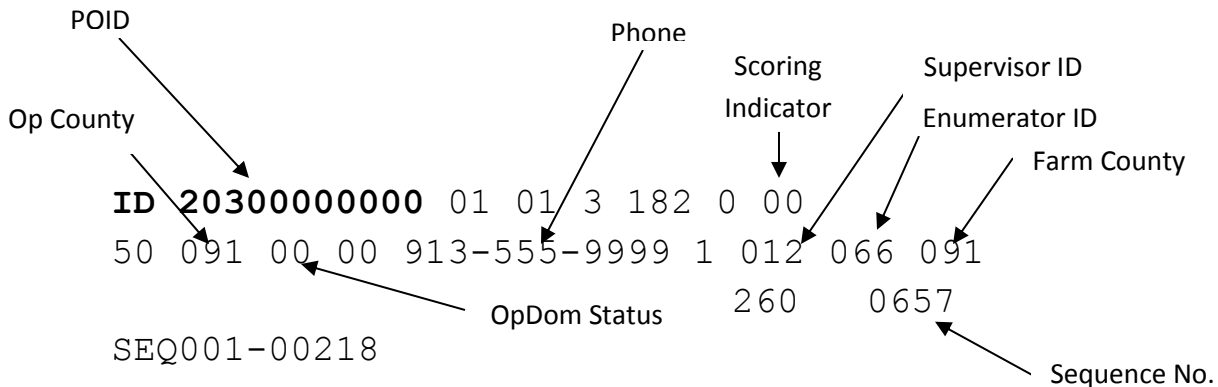


Agricultural Resource Management Survey Phase III (ARMS III)

ANATOMY OF A LABEL

Or, What in the Heck Do All Those Numbers Mean?



Overland Pork ← Operation Name
 Harry Hogg ← Target Name
 601 Bacon Way
 Overland Park, KS 66029-2544

The **POID** is the **Person / Operation ID**. Most of the time, it will start with your state’s “FIPS Code”, but will always end in “0.”

The **OPERATION NAME** is the name of the operation.

The **TARGET NAME** is the operator or manager of the operation and appears a line below the **OPERATION NAME**. This is the person whom you will need to contact, unless comments denote otherwise. It is always best to talk to the **TARGET NAME** because they will give the best data. Partners, spouses, bookkeepers, or other hired individuals may be able to report if the **TARGET** is unavailable, but preferably, contact the **TARGET**.

If the **OPDOM STATUS** is “99,” the **OPERATION** is the **TARGET**, instead.

If there is only one line above the address, that means the **TARGET** and the **OPERATION** are the same.

The **OP COUNTY** is simply the county they operate in.