NASS Survey Training

Berry Production, Disposition, and Income
February 2021

United States Department of Agriculture
National Agricultural Statistics Service

NOD-Training Group
February 2021
Grower Inquiry Overview

• Berry Production and Disposition Inquiries are conducted:
  – To help producers develop marketing plans for their operations, determine what to produce, and determine when and how to sell their products.
  – To enable the industry to forecast transportation and storage requirements, and to evaluate export potential.
  – To provide farm organizations information to help form policy positions and develop producer programs.
    • Grower Associations can use the data to help promote the industry.
Survey Overview

• **2020** crop year production, utilization, and prices for some of the major berry crops
  – Acreage
  – Total production
  – Fresh market and processing sales and prices
  – Other end uses

• Final 2020 marketing and price info asked now because
  • Some berries can be placed in cold storage and marketed later on after harvest
  • Some prices that growers receive are not finalized until after the entire crop has been marketed
General Survey Information

• Project Code: 134 - Noncitrus Fruit Survey

• Questionnaires:
  – Mailed out around January 25th
  – Web reporting instructions included

• Release:
  – Non-Citrus Fruits and Nuts – Annual
  – May 5th, 2021 at 3:00 pm EST
Berry Crops
(varies by state)

- Blueberries, Tame
  - “High Bush”, “Cultivated” Blueberries
- Raspberries (all types combined)
- Strawberries
Screening for Berry Crop Acres

• Any berry crop acres in 2020?
  – If NO, go to Conclusion
    • How many total acres of fruit, citrus, grape, berry, and tree
      nut crops were on this operation in 2020?

• No additional screening questions.
• May not have berries but could still be in business
  with other commodities. (Leave notes)
• Leave good notes if the operation is completely
  out of business (no agricultural activity)
  – What happened? New operator? Any other info?
Survey Questions

• Additional screening for each type of berry crop:
  – Any [specific berry] acres, bearing or non-bearing in 2020?

• Acres during 2020:
  – Total acres
  – Of these, how many were harvested?
    • May not have harvested all acres due to a late freeze, drought, etc
Survey Questions

• **Total** quantity harvested during 2020
  – Include berries harvested and not used
  – If producer only knows his yield per acre leave that information in a note or calculate the total quantity harvested.
  – Disposition questions **must** sum back to quantity harvested
Survey Questions: Sales

• Quantity sold and prices for:
  – Fresh market (Broken into separate categories as prices can vary)
    • Local/direct sales to consumers
      – Would include sales at U-pick, roadside stands, farmers markets, etc.
    • Wholesale sales (bulk sales, F.O.B. sales, grower packed sales, etc.)
  – Processed
    • Commercial processing
      – NOT broken down by different end uses
Survey Questions: Sales

• A wide variety of units can be reported
  – Often with varying weights
  – AND different units within one report
    • Example: Production in pounds, sales by the ton, and priced by the carton

• Prices are “at local shipping point after packing and marketing charges”
  – Collecting what the grower actually received
Survey Questions

• Quantity:
  – Processed by this operation
    • Made into jams, jellies, etc.
    • Exclude items for home use
  – Harvested but not sold (and won’t be sold)
    • Can be due to poor quality, spoilage, market restrictions, etc.
Survey Questions

• Has the total [berry crop] been marketed?
• How many total acres of fruit, citrus, grape, berry, and nut crops were on this operation in 2020?
• Comments about the 2020 growing season
Things to watch out for:

• Current total and/or harvested acres differs from previous
• Harvested acres greater than total acres
• Yield seems high or low
  – Total production / bearing acres
• Berry Acres reported but no Harvested Acres
• No harvested acres but production reported
More things to watch out for:

• Sum of disposition does not equal total production
  – Individual items more than total production
  – Sum of items more than total production
  – Sum of items must equal total production

• Acres reported but no production

• High or low sales price per pound
Things to remember

• Looking for 2020 production not 2021 forecast
• Watch the decimal points:
  – Acres, pounds per unit, prices
• Be mindful of differences across your area
  – May see a wide variety of yields, prices, etc
    • Leave good notes
• Verify all reported “Black Raspberries” to be sure they are not actually “Blackberries”!
More things to remember

• Anything odd or unexpected: Be sure to leave a comment explaining the situation
  – Statisticians depend on your notes
    • Weather, diseases, insects, markets, labor, etc
    • That “extra” information is vital to their specialty crop knowledge

• Work through a few practices
  – Before interviewing farmers
  – Make sure to know how the different “pieces” all fit together
Conclusion

• Any questions or concerns contact your supervisor or Regional Field Office

• Hope you have a “BERRY” good survey!