

# NASS Survey Training

## Berry Production, Disposition, and Income February 2021



**United States Department of Agriculture  
National Agricultural Statistics Service**

NOD-Training Group  
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# 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 25<sup>th</sup>
  - Web reporting instructions included
- Release:
  - *Non-Citrus Fruits and Nuts – Annual*
  - May 5<sup>th</sup>, 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!