

NASS Survey Training

Cranberry Production and Disposition Inquiry – February 2021 (CRANBERRY PDI)



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



NOD-Training Group
February 2021



Survey Overview

- Collecting information on final **2020** crop year
 - Acreage
 - Total production
 - Fresh market and processing sales and prices
 - Other end uses
- Final 2020 marketing and price info asked now because
 - Cranberries 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



Survey Information

- Project Code: **134 - Non-Citrus Fruit Survey**
- Questionnaires:
 - Mailed January 27
 - Web reporting option available
- Release:
 - *Non-Citrus Fruits and Nuts – Annual*
 - May 5, 2021 at 3 pm EST



2019 Cranberry Information

- 38,500 acres of cranberries harvested
- Averaged 205.6 barrels per acre
 - One barrel = 100 lbs
- Average Price = \$28.70/barrel
- 96.5% of production went into processing
- WI is the leading producer
 - 20,800 acres harvested
 - Averaged 224.4 barrels per acre
- MA #2 with 12,300 acres harvested



Screening for Cranberry Production

- Any cranberry bogs/marshes in **2020**?
 - If “**NO**”, go to conclusion
 - How many total acres of fruit, citrus, grape, berry, and nut crops were on this operation in 2020?
- No additional screening questions at this point, so good notes about the operation’s status are *vital*



Survey Questions

- Acres during **2020**:
 - Total acres of bogs/marshes
 - Of these, how many were harvested?
- Total barrels harvested during **2020**
 - Include berries harvested and not used
 - If respondent can only give yield per acre leave this in a note or calculate total harvested



Survey Questions

- Quantity sold and prices for:
 - Record price per barrel or total dollars
 - Fresh market (Broken into separate categories as prices can vary)
 - Local/direct sales to consumers
 - Would include sales at roadside stands, farmers markets, etc.
 - » Probably will be very little of these types of sales for cranberries
 - Wholesale sales (bulk sales, F.O.B. sales, grower packed sales, etc.)
 - Processing
 - Commercial processing
 - NOT broken down by different end uses



Survey Questions

– Processed by this operation

- Sales/Dollars received not asked
- Made into juice, dried, 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 entire cranberry crop been marketed?
- How many total acres of fruit, citrus, grape, berry, and tree nut crops were on this operation in 2020?
- Comments related to information reported



Things to Watch Out For

- Current total and/or harvested acres differs from previous year
- Harvested acres greater than total acres
- Harvested acres reported but no production
- No harvested acres but production reported
- Yield seems high or low
 - Total production / harvested acres
- High or low sales price
- Sum of disposition does not equal total production



Things to Remember

- Referring to **2020** crop year production
- Watch the decimal points: prices, acres
- Confirm any high or low prices
- Leave good notes if the operation is completely out of business (no agricultural activity)
 - What happened? New operator? Any other info?

Conclusion

- Please leave plenty of notes explaining anything you think the statisticians may need to know.
- Practice on your iPad
- Any questions or concerns contact your supervisor or local office
- Have a great survey!

