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!