

# NASDA Enumerator Survey Training

## Prices Paid – 2021

(FEED FARMER DEALER PP)

(FERT CHEM FARMER DEALER PP)

(FUEL FARMER DEALER PP)

(MACHINERY FARMER DEALER PP)

(RETAIL SEED FARMER DEALER PP)



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



NOD - Training Group  
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# Prices Paid Survey Overview

- Provides estimates of the average costs of agricultural inputs (fuel, seed, feed, machinery, fertilizers and chemicals).
- Provides a measure of change in average prices paid by farmers for goods and services.
- Government price support programs and Federal Marketing Orders use Prices Paid by Farmers data to set market standards and level of program payments.
- Places farmers on equal footing with agri-businesses, bankers, credit associations, and policy makers.
  - Producers are also able to use the data when making decisions on purchases, sales, and capital investments.

# Overview, cont.

- Contacting agricultural input *suppliers*
  - Majority of other surveys target agricultural *producers*
  - Generally, businesses such as: farm equipment dealers; fuel providers; seed sales; feed mills; fertilizer and chemical dealers
- Some of these enterprises overlap: a diversified agribusiness may produce feed, sell fuel and seed, and be a fertilizer/chemical dealer
  - This operation may be included in the sample for one OR MORE of the Prices Paid Surveys

# General Survey Information

- Project Code **171 - Prices Paid Survey**
- Mailings:
  - Questionnaire: February 25<sup>th</sup>
    - Web reporting option and instructions in mail package
- Release: *Agricultural Prices* - April 30, 3:00 P.M.

# Interviewer's Manual

- Prices Paid has its own dedicated manual
- Lots of good material
  - An overview of the program and procedures
  - Each PP survey gets its own chapter
    - Completing the interview
    - Pricing factors
    - Terms and definitions
    - Descriptions, trade/common names, etc.

# Survey Questions

- Each item: We ask for total units sold and total value of sales (or the average price per unit).
  - Some operators may be reluctant or even unable to provide total sales figures.
  - Let the operator know these numbers will only be used for behind-the-scenes statistical analysis and will not be published in the release.
  - If they still don't want to or actually can't report the numbers, then at the least try to obtain average unit pricing for the item(s).

# Survey Questions

- Be sure to stress that we are looking for sales to Farmers/Ranchers
  - Prices for sales to the general public, for home use, may be higher than prices to farmers
  - Please leave notes if the operation only sells to home gardeners, homeowners, or the general public for home use

# Prices Paid for Fuels

- Did this operation sell **fuel** to farmers/ranchers in the U.S. during 2020?
- If so, there are four categories. Report total gallons sold in 2020 and price (total dollars sold **OR** average price per gallon) of:
  - Gasoline pumped at service station
  - Gasoline, bulk delivery
  - Diesel, bulk delivery
  - LP Gas, bulk delivery
- Per gallon prices reported up to 3 decimal places (e.g. \$2.169)
- Gas - include taxes
- Diesel & LP gas (propane) - exclude taxes



# Retail Seed Price Inquiry

- Did this operation sell **seed** to farmers/ranchers in the U.S. during 2020?
- What was the total amount sold to farmers/ranchers in 2020?
  - Then, report either total dollars sold or average price per unit to the nearest cent
    - Include technology fees and seed treatments
    - Exclude sales tax
- Crops: Corn, Soybeans, Winter Wheat (2020 fall seeded price), Spring Wheat, Alfalfa, Kentucky Bluegrass, Tall Fescue, Annual Ryegrass

# Prices Paid for Feed

- Did this operation sell livestock or poultry **feed** to farmers/ranchers in the U.S. during 2020?
- Report total amount sold in 2020 and total value of sales **OR** average price per unit.
  - Exclude state sales tax and delivery charges.
- Feed categories:
  - Complete feed
    - Poultry, hog, beef cattle, dairy feed
  - Concentrates
    - Cottonseed meal, soybean meal
  - Supplements and Additives
    - Wheat bran, corn meal, alfalfa pellets, molasses, stock salt, trace mineral, distillers grain
- Various reporting units (lbs, cwt, etc)
  - Be careful with units and pricing here! (ex: An item might be priced by the cwt, but sold in 50lb bags, etc)

# Tractors and Farm Machinery

- Did this operation sell **new** tractors or farm machinery to farmers/ranchers in the U.S. during 2020?
- Report:
  - Number of [item] sold?
  - Price of **NEW** machinery manufactured during 2020/2021.
    - Total value of sales **OR** Average price per unit
      - Only report prices for items listed
      - Exclude sales tax
- May encounter some regional/trade “vernacular”, but the terms should be generally understood
  - (ex: Forage Harvester may be called “chopper” or “silage cutter” depending what region you’re in)

# Tractors and Farm Machinery, Cont'd.

- Typically broken out by type and size within each category:
  - Tractors
  - Tillage Equipment
  - Planting equipment
  - Hay and Forage Equipment
  - Harvesting Equipment
  - Other Equipment

*CS/IH = Case/International Harvester*  
*JD = John Deere*  
*MF = Massey Ferguson*

# Tractors and Farm Machinery, Cont'd.

- Be sure they are reporting **NEW** equipment and not used equipment
  - Leave notes if they only sell used equipment
- If they don't have the exact item listed (different size or different attachments/options) don't report it. Prices could be much different. Leave notes
  - Example: When asked about the number of Field Cultivators 20-25 feet flexible (folding) that they sold, they say they only sold 16 foot non-folding field cultivators.
    - Leave a note but don't report these on the form as the price would likely be lower for the type they sold

# Fertilizers and Agricultural Chemicals

- Did this operation sell **fertilizers** or **agricultural chemicals** to farmers/ranchers in the U.S. during 2020?
- Report amount sold and total value of sales **OR** current avg. prices, only for items listed in the table.
  - **Include** cost of application for ground limestone
  - **Exclude** cost of application for Nitrogen Solutions and Anhydrous Ammonia
  - **Exclude** sales tax and delivery charges
  - Report prices for the ACTIVE INGREDIENTS specified.
    - Chemical trade names are provided to assist with the reporting process and are only *examples* of what may exist for each active ingredient.

# Fertilizers and Agricultural Chemicals

- If fertilizer is reported in pounds instead of tons, probe to be sure the respondent is selling to **farmers** for farm use
- Chemical unit sizes are very important and can vary greatly from product to product. Be sure to get them recorded correctly.
  - If the respondent sells a product in a unit that is not listed leave info in a note so the RFO can convert the values to the standard the survey requires

# Fungicides, Herbicides, Insecticides

- For the fungicides, herbicides, insecticides:
  - Questionnaire asks for the Active Ingredient then gives trade names as examples
    - Such as: Dicamba, 4 lbs/gallon – Banvel
  - Not necessarily all encompassing trade name examples: some generics available, etc.
  - Phrase it as “Did you have any XYZ, such as...”
    - Ex: “Did you sell any Permethrin insecticides, such as Ambush?”



# Fungicides, Herbicides, Insecticides

- Each section has a table of different units split between liquid and dry:
  - Liquid units:
    - Gallon, pint, liter, drum (30 gal)
  - Dry units:
    - Pounds, Cwt, Fifty Pound Bag, etc
- Use this table to fill in the appropriate unit code corresponding to what products or agricultural chemicals were sold.
- Report prices to the nearest cent.

# Fungicides, Herbicides, Insecticides

- If a product is sold in a unit that is not listed do not report it *unless* you/the respondent can convert it to a specified unit
  - Either way, leave all the information in a note so the RFO staff can convert/verify it.
    - For example: The operator reports that he/she sold 500 boxes of Captan, 50% WP. Each box contained 12, half ounce dry packets. Each box sold for \$50.
      - So... you could do the math (and leave a note).  
500 boxes X 12 (.5 Oz) = 3,000 Dry Oz (total amount sold)  
500 boxes X \$50 = \$25,000 (total value of sales)  
OR  
You could just leave all the details in a note for the RFO

# Things to remember

- This is a different population
  - May encounter more “gatekeepers”
- Anything strange or unexpected:
  - Different units, multiple values, only prices including/excluding services or options, etc.
  - Be sure to leave a comment explaining the situation
    - When in doubt, comment it out!

# Things to watch out for:

- High or low prices
- Odd units
  - Possible confusion on “package” sizes
  - Leave notes
- May sell more than one type of an individual item or basically the same item made by a different companies.
  - Example: sells both John Deere and Kubota tractors. Report the brand with the higher volume of sales.

# Out of Business

- If respondent says they're out of business:
  - Confirm they have not sold any: fuel, feed, fertilizers, insecticides, fungicides, herbicides, tractors, machinery, or seed to U.S. farmers/ranchers in the last 12 months.
- They might not have sold fuel or tractors, but could have sold feed or fertilizer, etc. Watch for these instances.
- If they haven't: confirm that they do not plan to sell any of those items to farmers/ranchers in the U.S. in the future.

# Reluctant Responses

- “Why should I respond?”
  - This is very important information used to evaluate rural America’s economic conditions
  - The final data is used by many different entities: universities, economic research groups, policy makers, production organizations, ag lenders, advisory services, etc.
  - All of the reports are combined to determine the average prices farmers pay
  - All reports are confidential and data you report are used only for statistical purposes

# In Summary:

- Different population, different types of questions
- Work through some practices on your iPad. Pay special attention to:
  - Different reporting units and prices per
  - Chemical names and trade names
  - Working through the lists of items
  - Completing the selected items
- Be prepared for operations in multiple surveys
  - Record as much info as possible in these cases
- Use what you already know/the experience you have to make the interview(s) work