

NASS Survey Specific Training

Vegetable Grower Inquiry – November 2021 (VEGETABLE GROWER PDI)



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

National Operations Division – Training Group
October 2021



Survey Info

- Project Code: **137 – Dual Purpose Veg Survey**
- Questionnaires:
 - Mailed out October 25
 - Web reporting available
- Release Date
 - *Vegetables Annual Summary*
 - February 11, 2022 (3pm EST)

Vegetable Grower Inquiry

- Purpose of the survey is to measure the yields and prices of various vegetable crops.
- FSA's non-insured crop assistance program (NAP) utilizes the estimates derived from this survey to pay growers for crop losses that are not covered by insurance.
- Without this survey, NAP payments could be calculated based on the lower price of those processed vegetables from across the country.

2020 Vegetable Summary

- 720,000,000 cwt total production
- 2,330,000 acres harvested
- \$13.1 Billion value of production
- Top 3 Vegetables (Total Value):
 - Tomatoes
 - Head lettuce
 - Romaine lettuce
- California #1 for all vegetable crops [all crops in the estimating program] in area harvested, utilized production, and value of production



Instructions:

- Report for **all** land operated
- Report for all of **2021** (all seasons)
- **Fresh Market Price:** Total dollars received or average \$/unit sold through *all* outlets
- **Processing Price:** Should reflect all payments to growers plus costs of materials and services provided by processors to get the commodity to the plant door
- **Exclude:** greenhouse production, home gardens, and personal or home use

Fresh Market Sales

- **Fresh Market Price:** Total dollars received or average \$/unit sold through *all* outlets
- Utilized production that is not processed and includes fresh cut.
- The Fresh Market Price should be the total dollars received or average price per unit sold and should reflect an F.O.B. (Free/Freight on Board) shipping point price, or equivalent, for all grades and qualities sold for fresh market. The F.O.B. shipping point is a point of first sale.
- Equivalent points of first sale include farm, roadside, farmer's market, grower auction, and U-pick sales.

Processing Sales

- **Processing** refers to processes that alter the general state of the commodity, such as canning, cooking, freezing, dehydration, milling, grinding, pasteurization, pickling, or juicing.
- The Processing Price should be the total dollars received or average price per unit sold and should reflect all payments to growers plus the costs of materials and services provided by processors to get the raw commodity to the plant receiving door.

Survey Questions

- Screening:
 - Did this operation grow any vegetable crops, melons, or herbs in 2021?
 - Also asking about watermelons and cantaloupes
- How many total acres of vegetables, melons, and herbs were planted for harvest in [State] in 2021?
 - Exclude Irish potatoes
 - Note: Count each acre only once, regardless of how many times the same crop was harvested from those acres

For each crop

- Looking for:
 - Acres Planted
 - If crop was planted on the same acreage more than once, report the acres more than once
 - Ex: 10 acres of lettuce that were planted, harvested, and planted again would be recorded as 20 acres.
 - Acres Harvested
 - Quantity of 2021 crop harvested or expected to be harvested
 - Unit
 - (lbs, CWT, tons, bushels, etc)
 - Weight of that unit
 - (If not reported in lbs, CWT, or tons)

For each crop

- Of the total quantity harvested, how much was:
 - Sold Fresh Market or Seed:
 - Quantity sold
 - Total dollars received
 - Sold for Processing:
 - Quantity sold
 - Total dollars received
 - Used to make processed items for this operation to sell?
 - Quantity only, no \$
 - Stored to be sold (sweet potatoes and onions only)
 - For fresh market
 - For Processing
 - Harvested, but not sold?
 - Quantity only, no \$

Crops

- Note: Crops asked will vary by state.
- Including:
 - Artichokes
 - Beans, Snap
 - Beans, Long (HI only)
 - Cabbage
 - Cantaloupes/Muskmelons
 - Carrots
 - Greens, Kale
 - Lettuce, leaf/stem
 - Spinach
 - Tomatoes
 - Asparagus
 - Corn, Sweet
 - Cucumbers
 - Eggplant
 - Green Onions/Scallions
 - Lettuce, Iceberg/Other head
 - Lettuce, Romaine
 - Watermelons**

Crops cont'd

- Beets
- Cauliflower
- Dry Onions, all
- Peas, Green
- Peppers, (other than bell or chile)
- Squash
- Chinese Cabbage
- Head Cabbage
- Mustard cabbage
- Escarole/Endive
- Broccoli
- Garlic
- Peppers, Bell
- Pumpkins
- Bittermellon
- Celery
- Daikon Radish

Crops cont'd

- Greens, Collard
- Honeydew Melons
- Italian Squash
- Watercress
- Chile Peppers
- Sweet Potatoes
- Oriental Squash
- Potatoes
- Sweet Potatoes and Dry Onions:
 - Some state versions collect the same information for 2020 crop as well as 2021 crop

Vegetable Crop Notes:

- Cabbage: exclude Napa
- Carrots: include baby carrots
- Sweet corn: include baby corn
- Tomatoes: exclude tomatillo and greenhouse
- Asparagus: bearing acres = planted acres
- Dry Onions, All: exclude green onions/scallions
- Pumpkins: include ornamentals

Final Questions

- Will this operation grow any vegetable crops, melons, or herbs in the future?
 - Yes, No (maybe so?)
- Comments about crops in the report

What is Community Supported Agriculture (CSA)?

- Customers buy “shares” of a farmer’s harvest at the beginning of the growing season.
- In return, the customer receives fresh produce each week as the harvest season progresses.
 - Operator may be unable to give quantities and/or prices
 - Try to get as much production or yield data as possible
 - Ask about price of shares, weekly quantities, etc
 - Leave good notes

Things to watch out for:

- Be mindful of decimal points where applicable
- Ratio of harvested acres to planted acres is low
- Total acres less than sum of reported acres planted
- Acres harvested but none sold
- Average price high/low
- Yield high/low
- Quantity reported as sold, but no \$ received

Reluctant Responses

- NAP Program – Stress this, some operators have said in the past that they only reported because they were familiar with NAP.
- Small farmer/operation
 - “I’m glad you brought that up. All operations are important, big or small. The management practices of a smaller operation are different from the larger ones, and this is your chance to let your voice be heard. Information you provide can help others become aware of the challenges facing small operators.”

Things to remember

- IF out of business:
 - Verify truly are out of business
 - What happened? Will they have any ag activity in the future?
 - Capture new operator information
- Encounter anything odd or unexpected leave a comment
 - When in doubt, comment it out.
 - Your extra information is especially important on these “specialty crop” surveys
 - The more you can tell us, the more useful the data will be

Conclusion

- If you have any questions, please contact your supervisor or RFO
- Thanks and have a great survey!