

# NASS Survey Training

## Berry Production and Disposition Inquiry February 2022



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

NOD-Training Group  
February 2022



# 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

- **2021** 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 2021 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 24<sup>th</sup>
  - Web reporting instructions included
- Release:
  - *Non-Citrus Fruits and Nuts – Annual*
  - May 4<sup>th</sup>, 2022 at 3:00 pm EST

# Berry Crops

(varies by state)

- Blueberries (Tame)
  - “High Bush”, “Cultivated” Blueberries
- Blueberries (Wild) – ME only
- Raspberries (all types combined)
- Strawberries

# Screening for Berry Crop Acres

- Any berry crop acres in 2021?
  - If NO, go to Conclusion
    - How many total acres of fruit, citrus, grape, berry, and tree nut crops were on this operation in 2021?
- 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 2021?
- Acres during **2021**:
  - 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 2021
  - 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 tree nut crops were on this operation in 2021?
- Comments about the 2021 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**
  - Was the entire crop lost due to frost, drought, etc.?
- **High or low sales price per pound**

# Things to remember

- Looking for 2021 production not 2022 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



# Berry Production and Disposition Inquiry NERD Pilot

- Berry Production and Disposition Inquiry will be included in the NERD pilot
- What is NERD?
  - Non Edited Respondent Data
    - Formally **P**reviously **R**eported **D**ata
  - We now use Raw, unedited data from respondent/operator
  - Sources: Web, Field, Phone, Mail

# Berry Production and Disposition Inquiry NERD Pilot

- What will you or the operator see?
  - Prefilled data from the operator during a previous survey in each applicable data box.
    - All data available will be displayed when you enter the record.
  - Data will show on the Web (CASI) and CAPI instruments, only

Acres Operated AGRICULTURAL SURVEY - JUNE

Please report total acres operated under this land arrangement.

1. On June 1, how many acres did this operation:

a. Own?  acres

b. Rent or Lease from others or use Rent Free?  
EXCLUDE land used on an animal unit month (AUM) basis, BLM and Forest Service land.  
 acres

c. Rent to others?  
 acres

2. Then the total acres operated on June 1 was:  
 acres

a. Does the total acres include the farmstead, all cropland, woodland, pastureland, wasteland, and government program land?  
 Yes  No

3. How many acres did this operation use on a fee per head or animal unit month (AUM) basis?  
INCLUDE private, Federal, State, railroad, Public School District, or Indian Reservation Land.  
 acres

Example of **Non-Edited**  
**Respondent Data** data in  
CAPI

\*Which survey the data  
came from is not  
included in this pilot\*

# Berry Production and Disposition Inquiry NERD Pilot

Items that  
may have  
**Non-Edit**  
**Responden**  
**t Data For**  
**Berry**

| ITEM CODE | DESCRIPTION                    |
|-----------|--------------------------------|
| 400       | Blueberries (Tame) Total Acres |
| 3470      | Blueberries (Wild) Total Acres |
| 1815      | Raspberries Total Acres        |
| 2501      | Strawberries Total Acres       |

# Berry Production and Disposition Inquiry NERD Pilot

- How you will use NERD:
  - Enumerators will ask respondents questions using pre-filled NERD
    - Enumerators will first remind respondents of the previous reporting time

# Berry Production and Disposition Inquiry NERD Pilot

- How you will use NERD:

- “Last time we **recorded** XX, is this STILL correct”

- “We is NASS or NASDA”

- » Be careful not to say “Last time you **REPORTED**”

- The information we have recorded as their NERD may not have been reported by the specific person that is being interviewed now.

- Your goal is to use words that remind the operator what **was** reported **for their operation**. Remember when the data was reported is not included in this pilot.

## Use the "Reminder / Still Method"

*Example of the question:*

*"Last time we recorded that this operation had **40 Acres RENTED or LEASED FROM** others. Is this information still correct?"*

Respondent says "**YES**":

The enumerator should accept the prefilled information as the current answer and move on to the next question.

Respondent says "**NO**":

The enumerator should ask the standard question as it is worded in the instrument and change the prefilled answer to reflect the respondent's current answer.

# Berry Production and Disposition Inquiry NERD Pilot

- How do I update or erase NERD data?
  - This step is similar to entering data. Tap in the box with data and erase.
  - If the data is correct, you may move to the next question.

Acres Operated AGRICULTURAL SURVEY - JUNE

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b. Rent or Lease from others or use Rent Free?  
EXCLUDE land used on an animal unit month (AUM) basis, BLM and Forest Service land.  
 acres

c. Rent to others?  
 acres

2. Then the total acres operated on June 1 was:  
 acres

a. Does the total acres include the farmstead, woodland, pastureland, wasteland, and government program land?  
 Yes  No

3. How many acres did this operation use on a fee per head or animal unit month (AUM) basis?  
INCLUDE private, Federal, State, railroad, Public School District, or Indian Reservation Land.  
 acres

Example of NERD data in CAPI

Note: Data is based on availability. Some records will have data others will not.

# Berry Production and Disposition Inquiry NERD Pilot

- Enumerators reporting OOB, Refusal, & Inaccessible records
  - Do not have to worry about removing NERD data from CAPI. These records will be scrubbed before being read into Blaise. Please follow your normal procedures.
- If you are entering Complete data (9901 =1) from paper you will have to change all non-valid NERD pre-filled in CAPI.



# Berry Production and Disposition Inquiry NERD Pilot

- FYI- Producers will be notified of the presence of NERD
  - NERD Impact Statement: Presurvey Letter
  - NERD Impact Statement: CASI


# Berry Production and Disposition Inquiry NERD Pilot


Example of  
pre-survey


- Pre-Survey Letters will be sent from each RFO with the NERD Impact Statement.
  - NERD Impact Statement:
    - *Some answers in your online questionnaire may be pre-filled with information from previous NASS surveys of your operation.*

**What do I do next?**

Complete your survey:

 **Online at [agcounts.usda.gov](http://agcounts.usda.gov). Online reporting is fast, convenient, and secure.** All you need is your unique survey code on the enclosed form to **begin**. Some answers in your online questionnaire may be pre-filled with information from previous NASS surveys of your operation.

 **By mail or fax.** Complete the questionnaire and mail it back in the prepaid return envelope provided or fax it to [Click to enter FAX # - text].



# Berry Production and Disposition Inquiry NERD Pilot

- NERD Impact Statement: CASI
  - All producers and enumerators with NERD populated in CASI will view the Impact Statement

Introduction

AGRICULTURAL SURVEY - JUNE

You may notice that some questions in this survey may be pre-filled with information we have from previous surveys of this operation. We hope this information helps you complete the survey.

Please click NEXT to continue.

**NERD Impact  
Statement: CASI  
example**

# Berry Production and Disposition Inquiry NERD Pilot

- Major Highlights
  - NERD will be pre-filled for all applicable fields.
    - Some records will have NERD others will not.
  - Use the pre-filled fields to verify current totals
    - Use the reminder/still method “Last time we recorded”.
  - If pre-filled data is still correct, you may skip to the next question
  - If a record is OOB, refusal, or inaccessible you may leave the NERD data in the record. Once you submit the record a program will scrub all NERD.
  - Operators will receive a written and virtual notification for NERD
  - Contact your NASDA Coordinator for questions and concerns

# Special Request for OoB Records

- **2022 Census of Agriculture**
  - Mails out this December
  - **We need to contact every operation that was in business for any part of 2022**
  - If an operation is **Out of Business**
    - **Please ask if they were in business at any time during 2022 and leave a note**
    - We can update the record to still be mailed the Census form

# Conclusion

- Any questions or concerns contact your supervisor or Regional Field Office
- Hope you have a “BERRY” good survey!