

NASS Survey Training

Cranberry Production and Disposition Inquiry – February 2022 (CRANBERRY PDI)



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



NOD-Training Group
February 2022



Survey Overview

- Collecting information on final **2021** crop year
 - Acreage
 - Total production
 - Fresh market and processing sales and prices
 - Other end uses
- Final 2021 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 24
 - Web reporting option available
- Release:
 - *Non-Citrus Fruits and Nuts – Annual*
 - May 4, 2022 at 3 pm EST

2020 Cranberry Information

- 39,300 acres of cranberries harvested
- Averaged 199.2 barrels per acre
 - One barrel = 100 lbs
- Average Price = \$37.30/barrel
- 96.5% of production went into processing
- WI is the leading producer
 - 20,800 acres harvested
 - Averaged 223.0 barrels per acre
- MA #2 with 12,700 acres harvested

Screening for Cranberry Production

- Any cranberry bogs/marshes in **2021**?
 - If “**NO**”, go to conclusion
 - How many total acres of fruit, citrus, grape, berry, and nut crops were on this operation in 2021?
- No additional screening questions at this point, so good notes about the operation’s status are *vital*

Survey Questions

- Acres during **2021**:
 - Total acres of bogs/marshes
 - Of these, how many were harvested?
- Total barrels harvested during **2021**
 - 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 2021?
- 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 **2021** 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?

Cranberry Production and Disposition Inquiry NERD Pilot

- Cranberry 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

Cranberry 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 **D**ata data in
CAPI

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

Cranberry Production and Disposition Inquiry NERD Pilot

Items that may have Non-Edited Respondent Data For Cranberry

ITEM CODE	DESCRIPTION
2520	Cranberry Total Acres

Cranberry 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

Cranberry 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.

Cranberry 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.

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EXCLUDE land used on an animal unit month (AUM) basis, BLM and Forest Service land.
 acres

c. Rent to others?
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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.

Cranberry 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.

Cranberry 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

Cranberry 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. **Online reporting is fast, convenient, and secure.** All you need is your unique survey code on the enclosed form to



login. 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].

Cranberry Production and Disposition Inquiry NERD Pilot

- NERD Impact Statement: CASI
 - All producers and enumerators with NERD populated in CASI will view the Impact Statement below. The goal of the statement is to ensure producers review and update NERD when valid.

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**



Cranberry 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**
 - This way we can update the record to still be mailed the Census form

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!

