NASDA Enumerator Survey Training Prices Paid – 2022 (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 February 2022



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 25th
 - Web reporting option and instructions in mail package
- Release: Agricultural Prices April 29, 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 - Let the operator know these numbers will only be used for behind-the-scenes statistical analysis and will not be published in the release.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 2021?
- If so, there are four categories. Report total gallons sold in 2021 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 2021?
- What was the total amount sold to farmers/ranchers in 2021?
 - 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 (2021 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 2021?
- Report total amount sold in 2021 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)



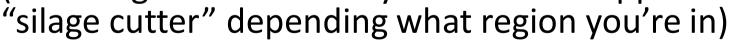


Tractors and Farm Machinery

- Did this operation sell **new** tractors or farm machinery to farmers/ranchers in the U.S. during 2021?
- Report:
 - Number of [item] sold?
 - Price of NEW machinery manufactured during 2021/2022.
 - 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

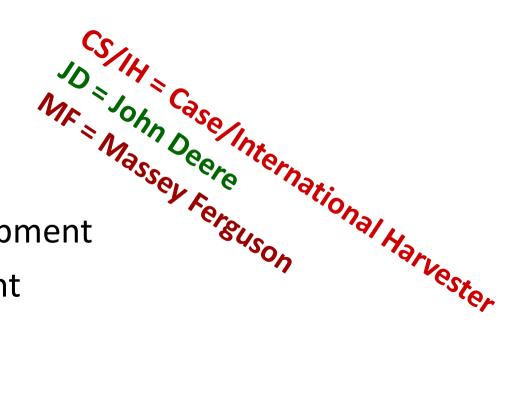
USDA





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







Tractors and Farm Machinery, Cont'd.

- Be sure they are reporting <u>NEW</u> 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 2021?
- 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:

- Sales to Non-Famers/Ranchers
- 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 are 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

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





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



