

NASS Survey Training
Coffee End of Season Inquiry –
March 2022
(COFFEE PDI)



United States Department of Agriculture
National Agricultural Statistics Service

National Operations Division – Training Group
February 2022



Survey Info

- Project code: **134** – Noncitrus Fruit Survey
- Questionnaires:
 - Mailed March 4th
 - Online reporting available
- Sample:
 - All known coffee growers in Hawaii
- Release:
 - *Noncitrus Fruits and Nuts – Annual*
 - May 4, 2022, 3pm

2020 Coffee PDI Summary

- Acres: 6,800 (bearing age)
- Yield: 3,510 lbs/ac
- Total Production: 23,870,000 lbs
- Value of Utilized Production: \$48,383,000

The Steps of the Coffee Process

- **Growing** – The bean is basically the seed of the coffee plant. Coffee plants need shade and lots of moisture, and take 3-4 years to produce a significant crop.
- **Harvest** – The Cherry is the fruit of the coffee tree, which is picked by hand.
- **Processing of Cherries** – Pulp is removed and beans rinsed
- **Drying** – Beans with parchment still intact are spread on drying racks for 7-14 days to reach about 11% moisture level.
- **Milling** – Parchment is removed leaving the green coffee bean. Beans are then Graded and Sorted by size and weight.
- **Shipping/Export** – Beans are shipped in the post-milled Green state.
- **Roasting** – Changes the Green coffee into brown aromatic beans. They reach internal temperature of 400° F, to produce the familiar flavor and aroma of coffee.
- **Grind and Enjoy!**

Cherry → Parchment → **Green**



Section 1 – Coffee Production

- Did this operation have any **coffee** acres for the 2021-2022 season (July 1, 2021 – June 30, 2022)?
 - Include:
 - Acres rented or leased FROM others.
 - All coffee acres, even if the crop failed due to weather, etc.
 - Exclude:
 - Acres rented or leased TO someone else.
 - Coffee acres devoted strictly to nursery stock.

Section 1 – Coffee Production, Continued

- How many total acres of **coffee** were on this operation during the **2021-2022** season?
 - Nearest tenth acre
- Of the total acres, how many were of **bearing age** during the **2021-2022** season.
 - Nearest tenth acre
- What was the quantity of **cherry** coffee harvested and to be harvested for all purposes from July 1, 2021 – June 30, 2022?
 - Enter quantity and unit.
 - Report weight of unit if not in pounds, tons, etc.
 - Include all harvested production, even if not used.

Section 1 – Coffee Production, Continued

- Of the total quantity harvested, how much was:
 - Sold as:
 - Cherry coffee
 - Parchment coffee
 - Green coffee
 - Report quantity sold and weight of unit if not in lbs, tons, etc.
 - Average price per unit or total dollars received, for each type sold.
 - Roasted on this operation or used to make other products on this operation?
 - Harvested, but not sold because of poor quality, marketing restrictions, or other reasons?

Section 1 – Coffee Production, Continued

- Has the total 2021-2022 coffee crop been marketed?
- Will this operation have any coffee acres in the future?

Section 2 – Coffee Milling

- Do you have coffee milling equipment?
- Do you mill any coffee during the 2021-2022 season (July 1, 2021 – June 30, 2022)
 - Include all coffee contracted or grown by this operation and any open market purchases.
 - If no: Will you mill any coffee in the future?

Section 2 – Coffee Milling, Continued

- Did this operation harvest and mill any 2021-2022 season coffee crop grown by this operation?
 - What was the amount of cherry coffee that was harvested and milled from fields owned or managed by this operation for the 2021-2022 season?
 - In pounds
 - Estimate the total value of the green coffee that was milled from fields owned or managed by this operation for the 2021-2022 season.
 - Total dollar amount

Section 2 – Coffee Milling, Continued

- Did this operation contract or purchase any 2021-2022 season coffee crop from growers for milling?
 - Exclude any coffee bought from other millers.
 - For each type (Cherry, Parchment, and Green coffee) report:
 - Pounds purchased from other growers
 - Total amount paid to growers

Section 2 – Coffee Milling, Continued

- Did this operation custom mill, but not purchase, any 2021-2022 season coffee crop for others?
 - How many pounds of the 2021-2022 season coffee were custom milled but not purchased by this operation?
 - Of the coffee that was custom milled, how many pounds of coffee were milled for each type?
 - Enter each lot of milled coffee only once. Example: 1,000lbs of cherry coffee was milled to parchment then to green should only be listed in the “cherry to green” box.

Section 2 – Coffee Milling, Continued

- Of the custom milled coffee, how many pounds were:
 - Cherry to parchment?
 - Cherry to green?
 - Parchment to green?
- During the 2021-2022 season, how many pounds of parchment coffee would be produced from 100 pounds of cherry coffee?
- Comments about the 2021-2022 season?

Watch for:

- Large acreages
- Low bearing vs planted acres ratio
- Decimal points on acres (nearest tenth) and average price (nearest hundredth)
- If 'other' unit reported, must also have weight of the unit
- If coffee was sold, must have average price per unit or total dollars received
- High/Low prices

Coffee End of Season Inquiry NERD Pilot

- Coffee End of Season 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

Coffee End of Season 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-Edit**
Respondent Data data in
CAPI

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

Coffee End of Season Inquiry

NERD Pilot

Items that
may have
Non-Edit
Respon
Data For
Coffee

ITEM CODE	DESCRIPTION
945	Acres
946	Coffee Bearing Acres

Coffee End of Season 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

Coffee End of Season 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.

Coffee End of Season 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.

Coffee End of Season Inquiry NERD Pilot

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

Coffee End of Season 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 accounts.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].

Coffee End of Season 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**



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

- Leave notes to explain any unusual data.
- Ask your supervisor or local field office if you have any questions.
- Have a good survey! Aloha!

