NASS Survey Training

Potato Processing Inquiry – August 1, 2023
(POTATO PROC ANNUAL PROD)

United States Department of Agriculture
National Agricultural Statistics Service

Workforce Performance and Staff Development Section
July 2023
Survey Overview

• The Potato Processing Inquiry:
  – Helps producers develop marketing plans for their operations
  – Allows processors to analyze areas of production and estimate product availability
  – Enables the industry to forecast transportation need and evaluate export potential
  – Grower organizations use the information to help form their policy positions
General Survey Information

• Project Code: **195-Potato and Stocks Survey**

• Questionnaires:
  – Mailed around July 24th
  – Online reporting available

• Release:
  – *Potatoes Annual Summary*
  – September 27, 3PM (EST)
In 2021, there were 923,600 acres of potatoes harvested, producing 410 million cwt.

Processors used 281 million cwt of those potatoes:
- Frozen French fries/frozen products: 171 million cwt
- Chips and shoestrings: 60.3 million cwt

Fresh market sales accounted for 94.4 million cwt of total production.

Approximately 23.4 million cwt were lost due to shrink, dump and other losses.
Survey Questions

• Hundredweight of 2022 crop potatoes processed at your plant?

• Of those, how many were processed for:
  – Potato Chips
  – Frozen French Fries
  – Other Frozen Products
  – Canned Potatoes
  – Other Canned Products
  – Dehydrated Potatoes: Starch and Flour
  – Dehydrated Potatoes: Other Dehydrated Products
  – Other Potato Products
Survey Questions

• Quantity of 2022 potatoes purchased/received and NOT processed, how many were:
  – Sold for Fresh Market
  – Transferred/sold to other processing plants:
    • In this state
    • Other states (specify state)
  – Other Disposition
    • Used/sold for Seed
    • Used/sold for Livestock Feed
    • Shrink
    • Dumped
    • Other use (specify)

• Any comments about crop
Things to Watch Out For

• OOB
  – IF operation is Out Of Business:
    • Verify that operation is TRULY out of business
      – Or are they just not processing potatoes?
      – Will they process any in the future?
    • Collect new operator's information

• Total processed (item 1) does not equal the sum of potatoes processed (item 2a-e)
Things to Remember

• We are asking for TOTAL not just a portion of processed crop
• Probe if “0” or “None” reported for Other Disposition: Shrink
• Weights should be reported in hundredweight *not* tons
  – If they report in tons make a note
Conclusion

• Different target population than other surveys
  – May encounter more secretaries, accountants, etc who will be reporting
    • May also be a “challenge” to reach the plant manager
• Encounter anything odd or unexpected:
  – Leave good notes
• Any questions ask your supervisor or RFO
• Practice on your iPad
• Thanks and have a great survey!