

# 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 24<sup>th</sup>
  - Online reporting available
- Release:
  - *Potatoes Annual Summary*
  - September 27, 3PM (EST)

# A Sack Full of Information

- 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!