



Citrus Survey Overview

Below you will find links to a video, PowerPoint presentation, survey information sheet, and practice interviews for NASS's Citrus Survey. The practice interviews can be used to enter data in CATI or CAPI to get familiar with those data collection instruments.

Links	Length (minutes/pages)
<u>NASS's Citrus Survey Overview Video</u>	12
<u>NASS's Citrus Survey Overview Presentation</u>	14
<u>Citrus Survey Information Sheet</u>	2
<u>Citrus Survey Practice Interviews</u>	2

Strategic Planning and Business Services Division
Strategic Planning Branch
Workforce Performance and Staff Development Section

[Click here to
return to list
of materials](#)

NASDA Survey Training

Citrus Survey

October, January, April, and July



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

Workforce Performance and Staff Development Section

Why is this Information Needed and Who Uses the Data?

- **Policymakers**
 - USDA leaders and program managers
 - Congressional leaders and staff
- **Policy stakeholders**
 - Commodity groups and other farm organizations
- **Farmers and their advisors**
 - Extension staff , private consultants
- **Media**
 - Newspapers, radio, magazine etc..

General Survey Information

- Project Code: **133-Citrus Fruit Survey**
- Conducted four times throughout the growing season
- Three questionnaire versions: (AZ, TX, and CA/Florida)
- Release of information

The image shows a survey form titled "JULY CITRUS SURVEY". At the top right, it lists the contact information for the USDA (United States Department of Agriculture) and the National Horticultural Crops Association. Below this, there is a section for "CITRUS ORANGE" with a list of items to be reported for the acreage operated or managed in 2002. The items are: 1. Citrus, 2. Lemons, 3. Mandarin Oranges (including tangor and tangelo), 4. Grapefruit, and 5. Tangerine. At the bottom, there are checkboxes for "Yes" and "No" for each item.

Survey Information

- Looking for current growing season *expected* production of Lemons, Oranges, and Grapefruit
 - Depending on state
 - Growing season spans across two years fall of one year to the summer of the next
- We're not asking about end use
 - Just expected production...regardless of if the fruit will be used for fresh market, processing, etc
- Like with most fruits and vegetables:
 - A wide variety of units may be reported
 - Sometimes with varying weights
 - Questionnaire is set up to handle whatever is reported
 - Box weights vary from state to state and by crop



Arizona



- **Lemons:**
 - Will ask for total acres, bearing acres, and expected total production

- **Valencia Oranges, Navel and other Non-Valencia Oranges, Mandarins and Mandarin Hybrids, and Grapefruit and Pummelos:**
 - Will only ask for acres on this operation on 1st of month

Texas

- **Valencia Oranges, Navel and Other Non-Valencia Oranges, Grapefruit and Pummelos:**
 - Will ask for total acres, bearing acres, and expected total production
- **Mandarins and Mandarin Hybrids, and Lemons:**
 - Will only ask for acres on this operation on 1st of month



California and Florida

- **Valencia Oranges, Navel and other Non-Valencia Oranges, Mandarins and Mandarin Hybrids, Lemons, Grapefruit and Pummelos:**
 - Will ask for total acres, bearing acres, and expected total production for all five types of citrus crops



Extra Orange Information

- Navel Oranges:
 - Seedless, peel and segment easily, and are thought to be one of the world’s best tasting oranges
 - The “winter orange” – usually available December through May
- Valencia Oranges:
 - Thin skinned, has seeds, and are considered one of the best oranges for juicing
 - The “summer orange” – typically available March through September
- Mandarins:
 - “Mandarin Oranges” is a term that applies to an entire group of citrus fruits including such varieties as Clementine, Honey, Pixie, and tangerines in general. Smaller than Navel or Valencia Oranges. Have a thin, loose skin making them easy to peel.

Grapefruit and Pummelo Extra Information

- Grapefruit:
 - A relatively new citrus fruit. Is believed to be a hybrid between the pummelo and the orange.
 - The grapefruit's name alludes to clusters of the fruit on the tree, which often appear similar to grapes.
- Pummelo:
 - One of the four original citrus species from which the rest of cultivated citrus hybridized. Is the largest of the citrus family. Native to South and Southeast Asia.

Survey Questions

- Screening questions for:
 - Any acres during the current growing season of:
 - Oranges, Lemons, Mandarins, Mandarin hybrids, Grapefruit, or Pummelos?
 - Any [specific fruit] acres?
 - **Total acres** of [specific fruit] on the 1st of each survey month
 - Of these, how many are **bearing age** this year
 - Even if no *production* this year (due to freeze, disease, etc), still record the *bearing age* acres
 - Expected **total production** for the current growing season
 - Quantity, unit, pounds per unit
- Same questions for all citrus crops

Out of Business/Screening

- Operation have any citrus **fruit** during the current growing season?
 - If “No”, Will this operation plant any citrus **fruit** acres in the future?
 - Yes/No/Don't Know
 - All take you to the end of the survey
 - Leave good notes if the operation is completely out of business (no agricultural activity)
 - What happened? New operator? Any other info?

Things to remember

- Referring to current crop year expected production
- Watch the decimal points: acres, pounds per unit
- Remember, *bearing age*
 - Even in cases of limited or no production this year

**Four Original Citrus Species:
Pomelo, Citron, Mandarin, Papeda
All others are hybrids.**

Things to Watch Out For

- Current total and/or bearing acres differs from previous
- Bearing acres cannot be greater than total acres
- Low bearing to total acres ratio
 - We are asking about *bearing age*....and not what will actually bear a crop this year
 - This can cause some confusion if there is a late frost, disease/insect issues, etc. that impact production
- **Bearing acres reported but no production reported**
 - Can be possible: crop was lost to a late freeze, etc.
- Yield seems high or low

Conclusion

- Watch the decimal points:
 - Acres, pounds per unit
- Encounter anything odd or unexpected leave a note
- Get familiar with the survey before contacting producers
- Contact your supervisor with any questions

Fun Fact: A single citrus plant can have as many as 60,000 flowers, but only ONE PERCENT of those flowers will turn into fruit.

[Click here to return to list of materials](#)

Citrus Survey - Information

- **Overview**

- Project code: 133 – Citrus Fruit Survey
 - Mailed out: 7-10 days before the 1st of each survey month
- Data Release: Crop Production – around 11th or 12th of Oct, Jan, Apr, Jul at Noon ET
- Purpose: To collect acreage and expected production for citrus crops in Arizona, California, Florida, and Texas. Collecting this data provides the industry with a reliable source of information, and growers can use this data to help make informed decisions for their operations.

- **Screening:**

- During the current growing season, any acres of: oranges, lemons, mandarins, mandarin hybrids, grapefruit, or pummelos?
 - If “No”, Will this operation plant any citrus fruit in the future?
 - Yes/Don’t Know
 - Do you make any day-to-day decisions for another farm or ranch?
 - No
 - Has the operation been sold, rented, or turned over to someone else?
- There will be an additional screening question for each citrus fruit crop asking if the operation had any acres of that type of fruit. If the answer is No, we ask if they plan to have any of that type of citrus in the future.

- This is all the screening there is for the Citrus Survey so you will need to leave plenty of notes to explain what the current status of the operation is.
- If the operation is completely out of business, please leave notes as to what happened to the operation, new operator contact information, etc. This information is needed to update our records.

Survey Questions:

- Survey questions are generally identical for all citrus crops. For some citrus varieties in some states, only total acres are collected.
- We will ask for total acres of the citrus variety.
- Then, of these total acres, how many are of bearing age?
 - All acres of bearing age should be recorded even if they did not produce a crop during the current growing season due to freeze damage, disease, drought, etc.
- A wide variety of units can be reported for expected production. If a unit other than tons or pounds are reported, we then need the weight of one of the units reported so we can calculate total production.
 - For example: an operator may report that he harvested 4000 boxes. We then need to know how much one of those boxes weighed so we can calculate the total production.

Some things to keep in mind:

- Looking for current growing season **expected** production – not actual production from previous crop year
- Watch your decimal points on acres and pounds per unit
- There could be a wide range of yields across your area
- Please leave plenty of notes explaining anything you think the statisticians may need to know

Citrus Survey Practice Interviews

Substitute which ever type of fruit is asked for “[specific fruit]” in the exercises. Answers are in bold immediately after the questions.

Practice Exercise 1

You are speaking with the **operator**
Name and address information are **correct**

[Click here to
return to list
of materials](#)

Does this operation have any acres of the following Citrus Fruits? **Yes**

Does this operation have any [specific fruit] acres? **Yes**

How many total acres of [specific fruit] were on this operation? **21.0**
Of the 21.0 total acres of [specific fruit], how many were of bearing age? **20.0**

What is the expected total production or yield of [specific fruit] harvested? **15,000, 40 Lb Cartons**

(Answer if a second citrus crop is asked)

Does this operation have any [specific fruit] acres? **Yes**

How many total acres of [specific fruit] were on this operation? **50.0**
Of the 50.0 total acres of [specific fruit], how many were of bearing age? **25.0 (just planted 25 acres last year that will not produce a crop for a couple more years)**

What is the expected total production or yield of [specific fruit] harvested? **300 tons**

Has no other citrus crops.

Answer “No” if asked “Will this operation have any [specific fruit] acres in the future?” for any other citrus crops.

Do you have any comments on the development of fruit, quality, or market conditions for your citrus crop? **I had trouble finding enough help to get the crops harvested.**



Practice Exercise 2

You are speaking with the **manager**

Name and address information are **correct**

Did this operation have any acres of the following Citrus Fruits? **Yes**

Does this operation have any [specific fruit] acres? **Yes**

How many total acres of [specific fruit] were on this operation? **125.0**

Of the 125.0 total acres of [specific fruit], how many were of bearing age? **120.0**

What is the expected total production or yield of [specific fruit] harvested? **0 (a late frost wiped out the entire crop)**

(Use same acreages and "0" production answers if other citrus crops are asked)

Practice Exercise 3

You are speaking with the **operator**

Name and address information are **correct**

Did this operation have any acres of the following Citrus Fruits? **No**

Will this operation plant any of the following citrus fruits in the future? **No**

Has this operation been sold, rented, or turned over to someone else? **No**

Will the land be used for any agricultural purposes by you or anyone else in the next year? **Yes (No citrus but I still has 300 sheep)**

[Click here to
return to list
of materials](#)

