

NASS Survey Training

Berry Production and Disposition Inquiry February 2024



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

Workforce Performance and Staff Development Section
January 2024



Grower Inquiry Overview

- Berry Production and Disposition Inquiries are conducted:
 - To help producers develop marketing plans for their operations, determine what to produce, and determine when and how to sell their products.
 - To enable the industry to forecast transportation and storage requirements, and to evaluate export potential.
 - To provide farm organizations information to help form policy positions and develop producer programs.
 - Grower Associations can use the data to help promote the industry.

Survey Overview

- **2023** crop year production, utilization, and prices for some of the major berry crops
 - Acreage
 - Total production
 - Fresh market and processing sales and prices
 - Other end uses
- Final 2023 marketing and price info asked now because
 - Some berries can be placed in cold storage and marketed quite some time after harvest
 - Some prices that growers receive are not finalized until after the entire crop has been marketed

General Survey Information

- Project Code: **134**
- Questionnaires:
 - Mailed out around January 22nd
- Release:
 - *Non-Citrus Fruits and Nuts – Annual*
 - May 7th, 2024 at 3:00 pm EST

Berry Crops

(varies by state)

- Blueberries (Tame)
 - “High Bush”, “Cultivated” Blueberries
- Blueberries (Wild) – ME only
- Raspberries (all types combined)
- Strawberries



Screening for Berry Crop Acres

- Any berry crop acres in 2023?
 - If NO, go to Conclusion
 - How many total acres of fruit, citrus, grape, berry, and tree nut crops were on this operation in 2023?
- May not have berries but could still be in business with other commodities. (Leave notes)
- Leave good notes if the operation is completely out of business (no agricultural activity)
 - What happened? New operator? Any other info?

Survey Questions

- Additional screening for each type of berry crop:
 - Any [specific berry] acres, bearing or non-bearing in 2023?
- Acres during **2023**:
 - Total acres
 - Of these, how many were harvested?
 - May not have harvested all acres due to a late freeze, drought, etc

Survey Questions

- **Total** quantity harvested during 2023
 - Include berries harvested and not used
 - If producer only knows his yield per acre leave that information in a note or calculate the total quantity harvested.
 - Disposition questions **must** sum back to quantity harvested

Survey Questions: Sales

- Quantity sold and prices for:
 - Fresh market (Broken into separate categories as prices can vary)
 - Local/direct sales to consumers
 - Would include sales at U-pick, roadside stands, farmers markets, etc.
 - Wholesale sales (bulk sales, F.O.B. sales, grower packed sales, etc.)
 - Processed
 - Commercial processing
 - NOT broken down by different end uses

Survey Questions: Sales

- A wide variety of units can be reported
 - Often with varying weights
 - AND different units within one report
 - Example: Production in pounds, sales by the ton, and priced by the carton
- Prices are “at local shipping point after packing and marketing charges”
 - Collecting what the grower actually received

Survey Questions

- Quantity:
 - Processed by this operation
 - Made into jams, jellies, etc.
 - Exclude items for home use
 - Harvested but not sold (and won't be sold)
 - Can be due to poor quality, spoilage, market restrictions, etc.

Survey Questions

- Has the total [berry crop] been marketed?
- How many total acres of fruit, citrus, grape, berry, and tree nut crops were on this operation in 2023?
- Comments about the 2023 growing season

Things to watch out for:

- Current total and/or harvested acres differs from previous
- Harvested acres greater than total acres
- Yield seems high or low
 - Total production / bearing acres
- Berry Acres reported but no Harvested Acres
- No harvested acres but production reported

More things to watch out for:

- **Sum of disposition does not equal total production**
 - Individual items more than total production
 - Sum of items more than total production
 - Sum of items must equal total production
- **Acres reported but no production**
 - Was the entire crop lost due to frost, drought, etc.?
- **High or low sales price per pound**

Things to remember

- Looking for 2023 production not 2024 forecast
- Watch the decimal points:
 - Acres, pounds per unit, prices
- Be mindful of differences across your area
 - May see a wide variety of yields, prices, etc
 - Leave good notes
- Verify all reported “Black Raspberries” to be sure they are not actually “Blackberries”!

More things to remember

- Anything odd or unexpected: Be sure to leave a comment explaining the situation
 - Statisticians *depend* on your notes
 - Weather, diseases, insects, markets, labor, etc
 - That “extra” information is vital to their specialty crop knowledge
- Work through a few practices
 - *Before* interviewing farmers
 - Make sure to know how the different “pieces” all fit together

Berry Production and Disposition Survey and NERD

- 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

Berry Production and Disposition Inquiry NERD

- 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-Edited
Respondent Data data in
CAPI

*Which survey the data
came from is not
included*

Berry Production and Disposition Inquiry NERD

Items that
may have
Non-Edited
Respondent
Data For
Berry PDI

ITEM CODE	DESCRIPTION
400	Blueberries (Tame) Total Acres
3470	Blueberries (Wild) Total Acres
1815	Raspberries Total Acres
2501	Strawberries Total Acres

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.

Berry Production and Disposition Inquiry NERD

- 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.

Berry Production and Disposition Inquiry NERD

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 agcounts.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].

2022 By the Numbers...

- Blueberries (cultivated)
 - Yield: 6,520 lb/ac
 - Avg. Price: \$1.61/lb
 - Fresh: \$2.32
 - Processed: \$0.80
- Blueberries (wild)
 - Yield: 3,940 lb/ac
 - Avg. Price: \$0.72
 - Fresh: \$2.30
 - Processed: \$0.75
- Raspberries
 - Yield: 11,000 lb/ac
 - Avg. Price: \$2.82/lb
 - Fresh: \$3.49
 - Processed: \$1.82
- Strawberries
 - Yield: 529 cwt/ac
 - Avg. Price: \$115/cwt
 - Fresh: \$135
 - Processed: \$27.10

Conclusion

- Any questions or concerns contact your supervisor or Regional Field Office
- Hope you have a “BERRY” good survey!