



Berry PDI Overview

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

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

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Survey Training

Berry Production and Disposition Inquiry - March



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



Workforce Performance and Staff Development Section



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

- Production, utilization, and prices for a wide variety of berry crops
 - Acreage
 - Total production
 - Fresh market and processing sales and prices
 - Other end uses
- Final 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:
 - Mails out around January 20
- Release:
 - *Non-Citrus Fruits and Nuts – Annual*
 - Early May 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

Black Raspberries and Red Raspberries



Screening

- Any berry crop acres?
 - If “NO”
 - Find out if operation has been sold, rented, or turned over to someone else
 - If so, acquire new operator’s contact info
 - If “NO”
 - Will the land be used for agricultural purposes in the next year?
 - How many total acres of fruit, citrus, grape, berry, and tree nut crops were on this operation?

Survey Questions

- Additional screening for each type (Blueberry, Raspberry, Strawberry) of berry crop:
- Any [specific berry] acres, bearing or non-bearing?
 - If “No”, any [specific berry] acres in the future?
 - If “Yes”, acres previous crop year:
 - 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
 - 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

- 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.)
 - Processing
 - Commercial processing
 - NOT broken down by different end uses

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

- 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



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

Things to remember

- Watch the decimal points:
 - Acres, pounds per unit, and prices
- Be mindful of differences across the US
 - May see a wide variety of yields, prices, etc
 - Leave good notes
- Verify all reported Black Raspberries!
 - Make sure they are not actually Blackberries

More things to remember

- **Warnings in Blaise:** Be sure to leave a comment explaining the situation
- Notes/comments are your friend!
 - Statisticians *depend* on your notes
 - Weather, diseases, insects, markets, labor, etc
 - As they review the data, set their estimates and communicate with HQ
 - That “extra” information is vital to specialty crop estimates

Things to watch out for:

- Current total and/or harvested acres differs from previous
- Harvested acres cannot be greater than total acres
- Yield and/or prices seem high or low
- Berry Acres reported but no Harvested Acres
- No harvested acres but production reported

More things to watch out for:

- Sum of disposition must equal total production
 - Individual items cannot be more than total production
 - Sum of items cannot be more than total production
 - **Sum of items must equal total production**



Conclusion

- Practice before interviewing
- Contact your supervisor with any questions
- Hope you have a “BERRY” good survey



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Berry PDI – Information Sheet

Overview

- Project code: 134 – Non-Citrus Fruit Survey
- Mails out around January 20th
- Data Release: “Non-Citrus Fruits and Nuts - Annual” – Early May at 3:00 ET
- Purpose: To collect acreage, production, and sales data for a wide variety of berry crops. 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. NASS waits several months after harvest is complete to collect final marketing and price information because berries can be placed in cold storage and marketed and priced at a later date.
- Berry crops should most likely have been removed from storage and sold by the survey reference date as berries cannot be held in cold storage for an extended period of time.

Screening:

- Did this operation have any berry crop acres?
 - If NO, “How many total acres of fruit, citrus, grape, berry, and nut crops were on the operation?”
 - There will be an additional screening question for each berry crop asking if the operation had any acres of that type of berry.

This is all of the screening there is for the Berry Production and Disposition Inquiry 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 will be identical for all berry crops
- We will ask for total acres of each type of berry crop.
- Then, of these total acres, how many were harvested?
 - Some may not have produced a crop during the survey year due to age of the plants, freeze damage, disease, drought, etc.
- A wide variety of units can be reported for quantities harvested and quantities sold. We then need the weight of the unit reported so we can calculate total production and price per pound.
 - For example: an operator may report that he harvested 4000 crates of berries. We then need to know how much one of those crates weighed so we can calculate his total production.
 - Then he may say he sold 10,000 boxes of berries for \$8 per box. We need the weight of one of those boxes so we can calculate the price per pound.
- If any berries would happen to still be in storage, the operator should estimate how he intends to sell those berries and include it in that category (fresh or processing) along with the price he expects/hopes to get.
- The “harvested but not sold” category is referring to any berries that will **not** be sold due to poor quality, marketing restrictions, etc.
- We need to account for all berries harvested, so the sum of all sold plus used to make processed items plus harvested that will not be sold must equal the total harvested.
- Also, record any comments the producer has about the berry crop.

Some things to keep in mind:

- Looking for acres production, and prices from the previous crop year not what they expect to get for the coming crop
- Watch your decimal points on acres, weight per unit, and prices
- There could be a wide variety of yields and prices across your area
- Please leave plenty of notes explaining anything you think the statisticians may need to know
- Please verify any reports of “Black Raspberries”. Be sure they are not actually reporting “Blackberries”

Berry PDI Practice Interviews

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

Practice Interview 1

You are speaking with the **operator**

Name and address information are **correct**

Any berry crop acres in 20XX? **Yes**

Have any [specific berry] acres in 20XX? **Yes**

How many total acres of [specific berry] during 20XX? **21.0**

Of the 21.0 acres of [specific berry], how many were bearing age / harvested during 20XX? **20.0**

Total quantity of [specific berry] harvested during 20XX? **5000 bins**

How many pounds does each bin weigh? **40**

Quantity sold for fresh market as:

Direct sales to consumers? **1000 bushels**

How many pounds are in one bushel? **42**

Average price or total dollars received? **\$80.00 per bushel**

How much do the BUSHELS weigh in pounds? **42**

Wholesale sales? **100000 pounds**

Average price or total dollars received? **\$1.20 per pound**

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Sold for commercial processing? **128 flats**

How many pounds are in one flat? **12**

Average price or total dollars received? **\$0.80 per pound**

Processed by this operation? **52,464 pounds**

Harvested but not sold? **2 tons**

Has the total 20XX [specific berry] crop been marketed yet? **Yes**

(This operation has no other berry crops.)

Total acres of fruit, citrus, grape, berry, and nut crops on this operation in 20XX? **25.0**

Please report any comments about the 20XX tree fruit crops. **We had some disease issues and a small amount of frost damage.**



Practice Interview 2

You are speaking with the **spouse (Marion Farmer)**

Name and address information are **correct**

Any berry crop acres in 20XX? **Yes**

Have any [specific berry] acres in 20XX? **Yes**

How many total acres of [specific berry] during 2023? **20.0**

Of the 20.0 acres of [specific berry], how many were bearing age / harvested during 20XX?
18.0

Total quantity of [specific berry] harvested during 20XX? **10000 boxes**

How many pounds are in one box? **4**

Quantity sold for fresh market as:

Direct sales to consumers? **20,000 pints**

Average price or total dollars received? **\$3.00 per pint**

Wholesale sales? **0**



Sold for commercial processing? **10 tons**

Average price or total dollars received? **\$1000.00 per ton**

Processed by this operation? **0**

Harvested but not sold? **5,000 pounds**

Has the total 20XX [specific berry] crop been marketed yet? **Yes**

(This operation has no other berry crops.)

Total acres of fruit, citrus, grape, berry, and nut crops on this operation in 20XX? **25.0**

Please report any comments about the 20XX tree fruit crops. **We had some damage from birds and insects.**



Exercise 3

You are speaking with the **son (other) Ben Farmer**

Name and address information are **correct**

Any berry crop acres in 20XX? **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 (will still be raising cattle and cutting hay)**

How many total acres of fruit, citrus, grape, berry, and nut crops were on this operation in 20XX? **0**

Will this operation have any of the following fruit, citrus, grape, berry, or tree nut crops in the future? **None of those**

Any comments about the 20XX berry crop? **None to report**

Do you make the day-to-day decisions for another farm or ranch? **No**

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