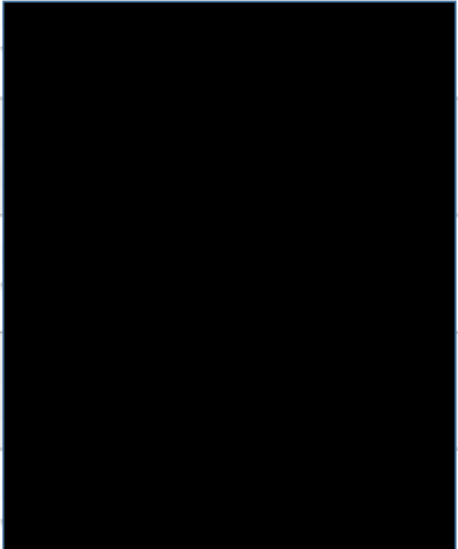# Who is the Target?

Target

An 'Operator' is identified as whom we want to speak with.

This 'Operator' of the farm or ranch is also known as the 'Target Name'.

To make things interesting there are times when the 'Operator' will not be the 'Target Name' but instead we are wanting the 'Operation Name' to be the sampling unit.

Types of Operations

NASS uses a column in CAPI called Op Dom (Operation Dominant) to help NASDA enumerators know who the Target of the interview will be.

Assignment Listing

POID	OP DOM	Name
937514100	99	
847003610*	0	
301194730*	45	
301131630*	0 - mgr	
300268870*	85	

Op Dom = 0 Operation

- It can be an individual operation or partnership operation.
- Target name is the operator listed.
- The Target name needs to report for all operations they make day-to-day decisions.
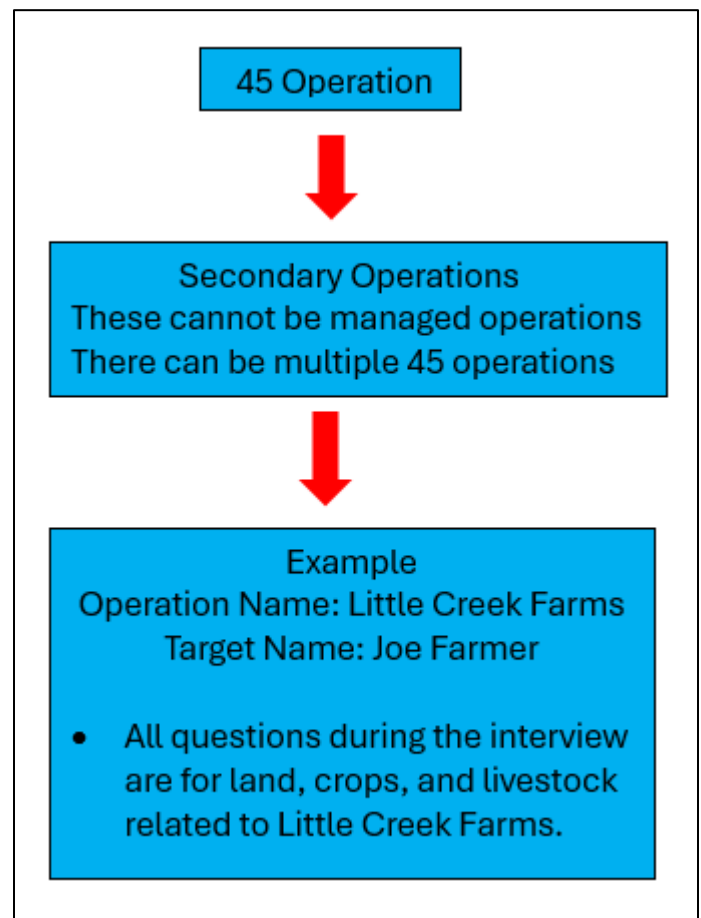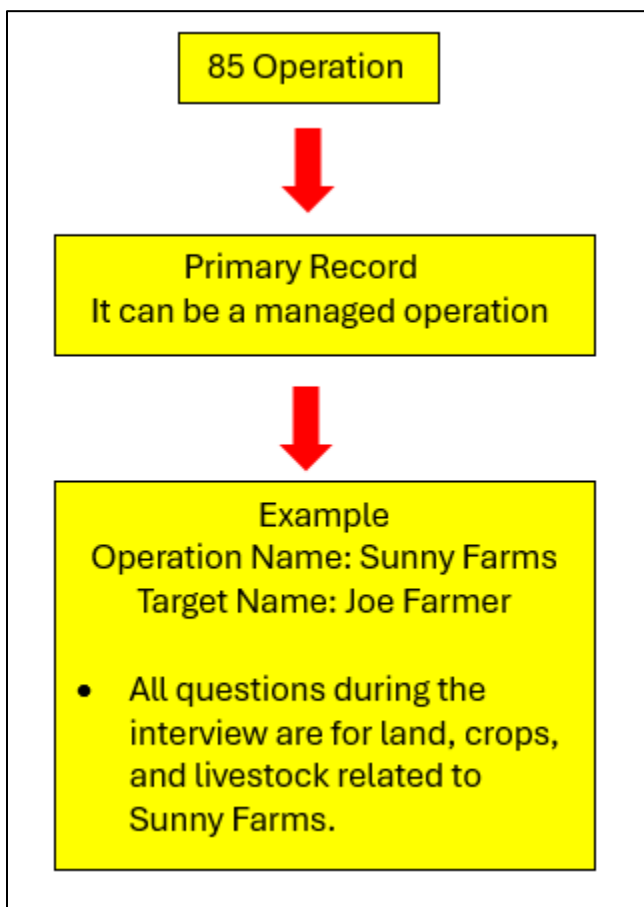
Op Dom = 0 mgr Operation

- Decisions are made by a hired manager.
- The Target name is both the operation name and operator.

Op Dom = 85/45 Operation

The Target name has more than one operation for which they make decisions. NASDA enumerators must collect data for the correct operation based on the Op Dom status.

Note: NASS maintains their list the way the operator (Target name) requests. If a respondent requests all operations be reported under one record this can be done, but it will remain this way for all surveys. Good notes should be left when the operator wants to combine an Op Dom 85/45 record.

<table>
<tr>
<td>

85 Operation

↓

Primary Record
It can be a managed operation

↓

Example
Operation Name: Sunny Farms
Target Name: Joe Farmer

- All questions during the interview are for land, crops, and livestock related to Sunny Farms.

</td>
<td>

45 Operation

↓

Secondary Operations
These cannot be managed operations
There can be multiple 45 operations

↓

Example
Operation Name: Little Creek Farms
Target Name: Joe Farmer

- All questions during the interview are for land, crops, and livestock related to Little Creek Farms.

</td>
</tr>
</table>

Op Dom =99 Operation

The Target name = Operation Name. NASDA enumerators must collect data for the Operation Name. Regardless of who is listed as the Operator, collect survey data for the Operation Name. Make good notes if the Operator name has changed.

New Adds – Additional Operations

The list used for sampling is fluid and constantly changing. At the end of most surveys in the conclusion section a question will be asked, 'Do you make day-to-day decisions for another farm or ranch?"

If the target name responds 'Yes' you will be prompted to collect the operation name and address.

For all new adds it is important to leave good notes. And remember a new add does NOT include those who become landlords during the year.

Specific Note for New Adds

- Exact date the operation began operating.
- Partner names and addresses.